

QUEEN MARY PARK  
&  
CENTRAL MCDougALL

URBAN DESIGN  
ANALYSIS

FEBRUARY 2017





## TABLE OF CONTENTS

1.0 INTRODUCTION.....	2
1.1 BACKGROUND.....	4
1.2 PURPOSE .....	5
1.3 EXECUTIVE SUMMARY .....	5
1.4 WHAT IS AN URBAN DESIGN ANALYSIS? .....	6
1.5 HOW TO USE THIS DOCUMENT .....	6
2.0 PROJECT CONTEXT AND PROCESS .....	8
2.1 STUDY AREA AND HISTORY .....	10
2.2 CURRENT CHALLENGES.....	10
2.3 PROJECT APPROACH AND PROCESS.....	11
3.0 COMMUNITY INPUT .....	12
3.1 COMMUNITY MOBILE WORKSHOP.....	13
3.2 CONSULTATION WITH LOCAL BUSINESSES.....	13
3.3 OPEN HOUSE .....	14
3.4 IMPLEMENTATION STEERING COMMITTEE.....	14
4.0 INITIAL URBAN DESIGN ANALYSIS .....	16
4.1 INTRODUCTION.....	18
4.2 BUILT FORM AND CHARACTER AREAS.....	19
4.3 KEY COMMUNITY DESTINATIONS .....	21
4.4 EXISTING ACTIVE AND PUBLIC TRANSPORTATION NETWORK .....	23
4.5 CITY PROJECTS.....	26
4.6 COMMUNITY MOBILE WORKSHOP - ISSUES AND OPPORTUNITIES.....	28
5.0 SWOT ANALYSIS.....	32
6.0 URBAN DESIGN PRINCIPLES AND OBJECTIVES.....	38
6.1 CENTRAL MCDUGALL AND QUEEN MARY PARK ARP VISION .....	40
6.2 OVERALL URBAN DESIGN PRINCIPLES .....	40
6.3 MAJOR URBAN DESIGN OBJECTIVES.....	42
7.0 PUBLIC REALM IMPROVEMENT OPPORTUNITIES .....	58
8.0 HOW THE IMPROVEMENT OPPORTUNITIES ADDRESS THE REVITALIZATION STRATEGY.....	92
9.0 RECOMMENDATIONS.....	96



## TABLE OF MAPS

MAP 1 – STUDY AREA BOUNDARY .....	9
MAP 2 – URBAN FORM - EXISTING .....	17
MAP 3 – KEY COMMUNITY DESTINATIONS .....	20
MAP 4 – EXISTING ACTIVE AND PUBLIC TRANSPORTATION NETWORK .....	24
MAP 4A – EXISTING VEHICULAR NETWORK .....	25
MAP 5 – COMPLETED, ONGOING, AND PLANNED PROJECTS .....	27
MAP 6 – COMMUNITY MOBILE WORKSHOP – ISSUES .....	29
MAP 7 – COMMUNITY MOBILE WORKSHOP – OPPORTUNITIES .....	30
MAP 8 – URBAN DESIGN CONCEPT .....	39
MAP 9 – NEIGHBOURHOOD CHARACTER AREAS .....	41
MAP 10 – NODES AND CORRIDORS .....	45
MAP 11 – ACTIVE TRANSPORTATION .....	51
MAP 12 – PUBLIC REALM IMPROVEMENT OPPORTUNITIES .....	59
MAP 13 – PROPOSED WAYFINDING SIGNAGE .....	63
MAP 14 – PROPOSED ACTIVE TRANSPORTATION NETWORK .....	67





# 1.0 INTRODUCTION





## 1.1 BACKGROUND

The mature neighbourhoods of Central McDougall and Queen Mary Park, located next to Downtown, have witnessed limited growth over the past few decades, despite significant investment in the Downtown area. While some investments have been made by the City, landowners, and nonprofit organizations in the past decade, further revitalization efforts are underway with investment being put into new plans and community and economic initiatives.

The City of Edmonton Citizen Services Department initiated the Neighbourhood Revitalization Strategy that focused on physical, social, economic and safety improvements to help influence positive changes and help stimulate community growth and inward investment. As a result, the Central McDougall and Queen Mary Park Revitalization Strategy (referred to as 'the Revitalization Strategy') was approved in 2012. The Revitalization Strategy identified various revitalization actions around four themes on how the communities could be improved to become safe, diverse and dynamic, and where residents feel better connected and a sense of belonging.

The Central McDougall/Queen Mary Park Revitalization Strategy identified the following four themes

- ▶ Develop Safer Communities
- ▶ Create Beautiful Neighbourhoods
- ▶ Build a Dynamic Economic Environment
- ▶ Connect Our Community

Through the Revitalization Strategy, the community suggested the kinds of initiatives and changes that they felt would have the greatest impact. It was felt that some design actions and considerations needed greater assessment and guidance, so an Urban Design Analysis (referred to as 'the Analysis') was requested to build upon these themes. The Analysis looks at the urban environment, its functionality, connectivity, aesthetics and the urban experience of the neighbourhood, and suggests improvements which will ultimately support the overarching goals of the neighbourhood revitalization initiatives.

The Urban Design Analysis of Queen Mary Park and Central McDougall is a detailed study from an urban design perspective that aims to address the Revitalization Strategy themes.



## 1.2 PURPOSE

Building upon the direction from the Central McDougall / Queen Mary Park Area Redevelopment Plan and the Revitalization Strategy, the Urban Design Analysis identifies placemaking gaps and opportunities within the neighbourhoods. These identified placemaking opportunities will help guide future investment and redevelopment to help promote distinct design characteristics and connectivity.

The ultimate purpose of the Analysis is to provide a set of recommendations and priorities of where physical improvements could be made in the neighbourhoods that benefit the residents and the community's livability and overall attractiveness. This allows focused investment and stimulates future revitalization efforts within the neighbourhoods.

The Analysis provides a clear path to development opportunities when they occur by identifying those streetscape improvements and improved placemaking initiatives, which could help bring people together and improve the quality of life of local residents and businesses.

Opportunities and initiatives identified will require further detail should they be implemented, as well as appropriate funding mechanisms or sources. Funding could come from the public, private or community sectors. It is recognized that limited financial resources are available, so while some initiatives were prioritized, others will likely be developed over longer time frames or reassessed in time.

## 1.3 EXECUTIVE SUMMARY

Section 1 provides a general project introduction, an executive summary, and introduction to the urban design perspective that was used to carry out this Analysis; it also talks about the target audience for this project.

Section 2 presents the physical context of the project area, the challenges and the approach to deliver this Analysis.

Section 3 talks about how the community engagement was organized, and how the input provided by residents, community and business stakeholders informed the formulation of public realm improvement opportunities, which are laid out in Section 7.



Sections 4 and 5 present an initial urban design review and a Strength / Weaknesses / Opportunities / Threats (SWOT) analysis based on the public input received through the initial project phase.

Section 6 discusses the urban design principles that were used to formulate desirable urban design outcomes and recommendations, and offers a summary that is laid out in more detail in the following Section.

Section 7 introduces a list of public realm improvement opportunities in more detail.

Section 8 explains how the improvement opportunities introduced in the previous Section relate to the four main themes of the Revitalization Strategy - aesthetics, connectivity, support to local businesses, and safety.

Section 9 examines the proposed improvement opportunities through both urban design and community preference filters, and also discusses the short and long term implementation possibilities.

## 1.4 WHAT IS AN URBAN DESIGN ANALYSIS?

Urban design is an overarching city-building discipline that is concerned with how people experience the urban environment in carrying their day-to-day activities. Urban design focuses on the public realm – the interconnected network of streets, parks, trails and open spaces - and how it is organized, how it functions, how it is built (design aesthetics), how it relates to the surrounding buildings (i.e. streetwalls), and how it is connected to the rest of the city (i.e. connectivity). Good urban design supports economic, environmental and social sustainability and sustainable growth - applicable at street-, neighbourhood- and city-wide levels.

The Way We Grow, Edmonton's Municipal Development Plan, identifies urban design as a major strategic goal that is interconnected and supportive of other strategic goals such as Complete, Healthy and Livable Communities, Sustainable Urban Form, Integrated Land Use and Transportation, Supporting Prosperity, and Natural Environment.

This Analysis looks at Queen Mary Park and Central McDougall through an urban design lens in terms of the existing urban context, character areas, design aesthetics, access to day-to-day community destinations and connectivity with other parts of the city. The focus is on the human experience (i.e. people-centric design), aesthetics, convenience to residents and visitors, legibility and memorability of the urban form, with additional consideration of safety, inclusivity (e.g. for children, adults, elderly population), universal design, and design for all seasons.

The Analysis focuses mostly on the physical environment and less on programming and organizational events.

## 1.5 HOW TO USE THIS DOCUMENT

This document is intended to provide guidance to future development of both private and public spaces within the project area. It provides broad design visions and directions, and specific project suggestions to address the goals and actions identified in the Revitalization Strategy. The document can be used by City Administration to evaluate where enhanced public realm improvements can be made. It provides an additional layer of information regarding the urban design context of the project area that can be used by various City Departments. Aspects of the Analysis may inform neighbourhood renewal design, parks and transportation planning, and neighbourhood revitalization initiatives. Community organizations and the business association can also use this document to guide their efforts in looking for partnerships and funding sources to make a positive impact in their communities.





## 2.0 PROJECT CONTEXT AND PROCESS



 Study Area



## 2.1 STUDY AREA AND HISTORY

The Urban Design Analysis encompasses the area bounded on the south by the former CN railway line south of 105 Avenue and on the north by 111 Avenue. The eastern boundary is 101 Street and the western boundary is 121 Street. South of the study area is Downtown Edmonton. Map 1 provides an outline of the study area boundary.

The area was originally settled in the 1800s and primarily developed around the railway line that distributed trade goods across Canada. Many of the supplies the train carried were manufactured or stored in Central McDougall south of 107 Avenue. During World War II, the railway line provided the movement of supplies and the transportation of troops, while the Prince of Wales Armouries provided training and other services. The area also contains significant historic buildings, such as the John A. MacDonald School, notable for hosting the famous Edmonton Grads basketball team. Following the post war era, a boom in suburban living brought more development west of 109 Street, known as Queen Mary Park.

The two neighbourhoods experienced only moderate development in the second half of the 20th century, which intensified slightly over the past few decades in the areas along the southern boundary. The 2008 Central McDougall / Queen Mary Park Area Redevelopment Plan (referred to as 'the ARP'), and the North Edge Study (2000), were developed to guide the redevelopment of the two neighbourhoods. These plans are aligned and reinforced in the Revitalization Strategy. The North Edge Study stressed the importance of the neighbourhoods being connected, especially to adjacent communities. For example, the North Edge Study identified 105 (Columbia) Avenue as a multi-use corridor, linking the neighbourhoods to the downtown core.

A number of larger development projects are currently underway in close vicinity of the project area – e.g. Rogers Place Arena, MacEwan University expansion, the planned Valley Line / West LRT route along 104 Avenue - that may change the dynamics of Central McDougall and Queen Mary Park from an urban planning and urban design context. The opportunity to synergize with these developments to revitalize the two neighbourhoods is significant.

## 2.2 CURRENT CHALLENGES

The Revitalization Strategy identified various strengths valued by area residents. These strengths include the proximity to various amenities and to Downtown, the overall good location, and the variety of shopping available. The Revitalization Strategy, however, also identified existing crime, general safety, overall untidy appearance, and the maintenance of public and private infrastructure as some of the larger issues within the neighbourhoods. Residents have identified that the programs which will address crime and safety should be the priority of the revitalization. Many business owners expressed their satisfaction with operating a business in the area. Their top priorities for the revitalization included improving security measures and policing in the area, improving the physical condition of the area, and improving access to and from the area.

Citizens, organizations, agencies and businesses of Central McDougall and Queen Mary Park provided information and advice to improve the two neighbourhoods and assist in restoring these areas to healthy, engaged, invested, and safe communities. This information is documented in the Revitalization Strategy.

The Urban Design Analysis builds on the actions of the Revitalization Strategy. The Analysis suggests initiatives and programs that could further enhance the public realm as part of the broader Revitalization Strategy. Some of these initiatives can be implemented in the short term, while others may be considered for a longer horizon. In the future, private developers, community leaders, City Administration and Council will need to collaborate to prioritize and implement the suggestions from the Urban Design Analysis.

## 2.3 PROJECT APPROACH AND PROCESS

The project philosophy was collaborative. Relevant City Departments, the North Edge Business Investment Area (BIA), the Central McDougall / Queen Mary Revitalization Strategy Implementation Steering Committee, community residents and business owners were consulted and engaged in the process. The Project Team undertook an initial physical analysis of the two neighbourhoods and located the physical areas of concern. The Revitalization Strategy identified community concerns at the neighbourhood level, whereas the Urban Design Analysis process looked at the issues and opportunities at a street / block level. Site visits were undertaken during the day and at night, and a mobile workshop with the residents of both neighbourhoods was organized over a full two day weekend (January 23 and 24, 2016). Residents and business owners identified areas that are perceived to be unsafe and untidy, as well as buildings and areas of social and historical significance. These mobile workshops included sessions where the attendees marked up neighbourhood maps to identify areas of concerns and potential improvements.

The community engagement process is covered in more detail in Section 3.

A Strengths / Weakness / Opportunities / Threats (SWOT) analysis was carried out based on the information gathered from community workshops (presented in Section 5 of this document).

Based on the initial urban design and SWOT analysis, urban design principles and objectives were then identified (Refer to Section 6).

Public realm improvement opportunities were then identified in greater detail by the Project Team. These opportunities include designing beautification concepts, building boulevard walks, suggesting community-level bike routes, improving access to parks, schools and shopping, introducing wayfinding and public art, strengthening nodes, enhancing safety lighting, and improving crosswalks. From this list, various improvement opportunities were presented to the community in an interactive open house, held on May 30, 2016. At the open house, community members validated the project findings and provided some prioritization of the proposed improvement opportunities. The Implementation Steering Committee was also consulted throughout the engagement process, and their feedback, along with the community members, will be considered by City Administration in prioritizing the suggested public realm improvements for the short and long term.

Recommendations of this Urban Design Analysis are included in Sections 8 and 9. While some of the opportunities may be funded and implemented in the short term, it is important to recognize that this is a living document and alternate funding sources or organizations/partnerships could cover other initiatives in the long term. It is recognized that there are limitations to addressing all the requirements of the Revitalization Strategy from an urban design perspective. A single element or action cannot create good urban design on its own, but a combination of factors contribute to a good urban space. Therefore, a broader perspective on collaboration is critical to achieving a successful outcome.







# 3.0 COMMUNITY INPUT

## COMMUNITY INPUT

Building upon the Revitalization Strategy, residents and business owners provided critical input, identifying issues in the neighbourhoods and commenting on the findings of the Urban Design Analysis. Public input is critical for the success of the project.

### 3.1 COMMUNITY MOBILE WORKSHOP

The Analysis was initiated with a two-day community mobile workshop (Central McDougall on Jan. 23, and Queen Mary Park on Jan. 24, 2016). The purpose of the workshops was to identify physical elements that contribute to social, visual and safety issues, as well as potential opportunities for revitalization. Residents proudly shared history, identified hidden gems, missing linkages and other problem areas, and expressed their desire to once again transform these neighbourhoods into a livelier and safer area as it used to be. Business owners in the area commented on concerns regarding safety and vandalism, access and connections to the businesses, untidy and worn out properties, and parking issues in some areas.

The workshop was followed by the Project Team mapping the multi-layered background information, such as existing land uses, transportation and transit corridors, key destinations, and ongoing and proposed development, redevelopment and beautification projects.



This mapping can be found in Section 4 along with the opportunities and issues identified in the mobile workshop.

Maps 6 and 7 and SWOT analysis of this report illustrates the findings of the community walkabout workshops.

### 3.2 CONSULTATION WITH LOCAL BUSINESSES

One of the four main themes of the Revitalization Strategy is ***Build a Dynamic Economic Environment***. Obtaining feedback from a business perspective was considered extremely important, especially as 107 Avenue is a major commercial corridor and arguably the heart of the community. Questionnaires were distributed to local businesses in the area, and made available on the North Edge Business Association website.

In the questionnaires, businesses in both neighbourhoods were asked to provide comments, ideas or feedback on current challenges in their areas and what has worked well with regards to the public realm. This input helped the Project Team gain a better understanding of what challenges the businesses in the area face and what improvements they seek.

The following key issues were identified from the submitted questionnaires:

- ▶ Better connectivity and access, for both vehicles and pedestrians;
- ▶ Increasing traffic flow through the area, for both vehicles and pedestrians;
- ▶ Improving signage, front façades, and cleanliness;
- ▶ Conflicting perspectives on parking (i.e. adding, removing, regulating parking);
- ▶ Improving overall safety (e.g. addressing the issue of homeless people, reducing drug-related crime and preventing vehicular–pedestrian conflicts); improving traffic safety; and providing safe pedestrian crossings (e.g. 106 Avenue);

- ▶ Importance of parking for the businesses;
- ▶ Adding public art at key locations;
- ▶ Identifying key corridors/entrances at 107 Avenue and 116 Street;
- ▶ Interrupted connectivity through the area due to LRT tracks;
- ▶ Cost of operating business in the area; and
- ▶ Improving the connectivity between 104 and 105 Avenue and areas to the north.

The feedback provided by participants was considered in completing the SWOT Analysis (Section 5), formulating guiding urban design principles (Section 6), articulating the public realm improvement opportunities (Section 7), and recommendations (Section 9) within the document.



### 3.3 OPEN HOUSE

An open house was held on May 30, 2016 with residents, business owners, and stakeholders from both neighbourhoods. Public realm improvement opportunities developed from the earlier workshops were presented to the attendees.

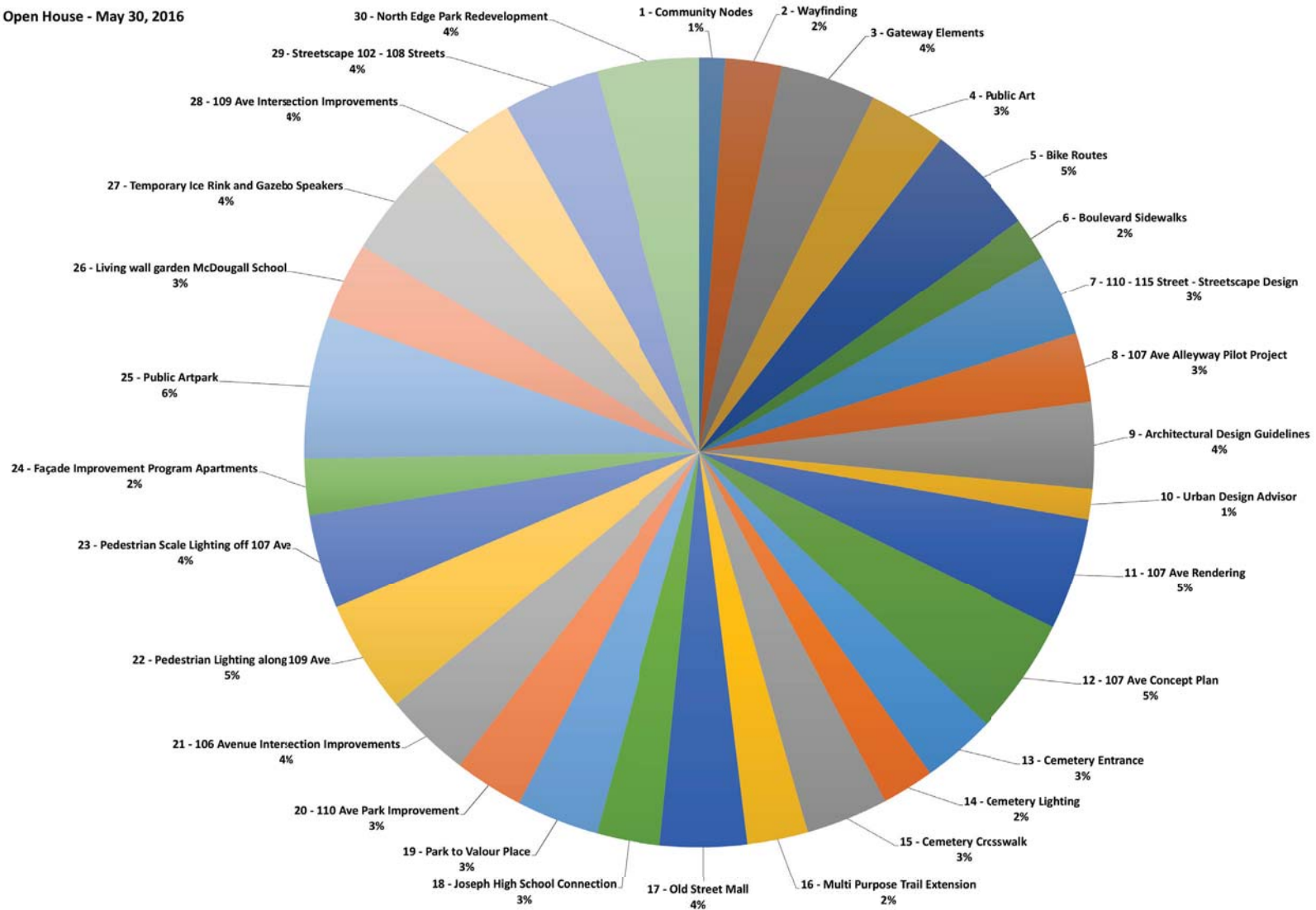
The Project Team presented a large number of public realm improvement opportunities (also referred to as initiatives). The attendees were asked to participate in a design exercise to prioritize various improvement opportunities while taking into consideration the high level cost estimates and potential impacts for each initiative. All suggested improvement opportunities were validated by the open house participants and supported to various degrees. The results of this exercise helped the project team to fine-tune and formulate the list of public realm improvement opportunities presented in Section 7 of the document.

### 3.4 CENTRAL MCDOUGALL/ QUEEN MARY PARK REVITALIZATION STRATEGY IMPLEMENTATION STEERING COMMITTEE

The Central McDougall / Queen Mary Park Implementation Steering Committee (referred to as 'Implementation Steering Committee') was established under the umbrella of the Revitalization Strategy, and is comprised of community leaders and business representatives. This group not only provided valuable feedback throughout the entire project, but most importantly, helped in evaluating which of the proposed public realm improvement opportunities could have the largest impact. They also provided input in prioritizing the short and long term opportunities in the context of the available funding sources. The results of this consultation led to formulating the recommendations in Section 9 of the document.

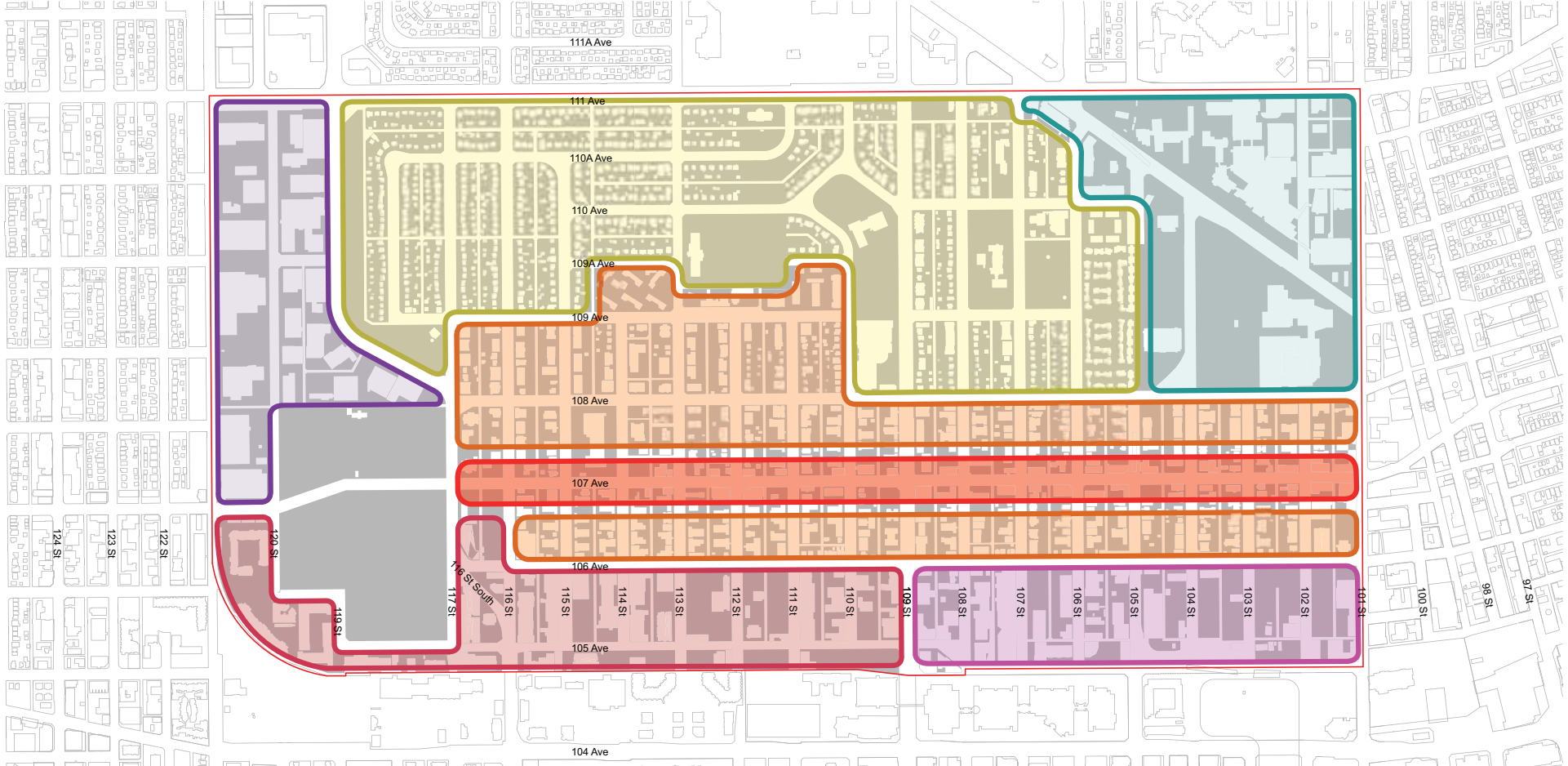
DIAGRAM ILLUSTRATING THE PUBLIC SUPPORT ON THE PUBLIC REALM IMPROVEMENT OPPORTUNITIES PROPOSED AT THE OPEN HOUSE

Results of Open House - May 30, 2016





# 4.0 INITIAL URBAN DESIGN ANALYSIS



- 1-2 Storeys: Stable Single Detached Residential Neighbourhood
- 2-4 Storeys: Stable Midrise Residential
- 1-6 Storeys: Mixed Use Residential
- 1-2 Storeys: Business/Commercial
- 2-4 Storeys: Institutional
- 2-4 Storeys: Industrial/Business
- 2-4 Storeys: Commercial Mixed Use



## 4.1 INTRODUCTION

As part of the Analysis the Project Team, with community input, looked at influential factors that affect the character of a place and the well-being of its residents. The Analysis considered the following components that influence the two neighbourhoods:

- ▶ The existing built form, assessed through a visual tour of the community, historical research and community input;
- ▶ The use of mapping exercises and community input to identify key locations and destinations both within the project area and on its periphery;
- ▶ Active and public transportation networks obtained through existing data sourced from the City of Edmonton;
- ▶ Completed, ongoing and proposed projects within and on the periphery of the study area sourced through information provided by the City of Edmonton; and
- ▶ Issues and opportunities developed through community engagement with residents and businesses.



## 4.2 BUILT FORM AND CHARACTER AREAS

The built form throughout the two neighbourhoods reflect the period in which construction occurred, from the remnants of the community's origins in the early 1900s, through the later post World War II and 1970s booms to the current period. While the northern portions of both neighbourhoods are predominantly low-density single family dwellings, the density increases with 2-4 storey apartment blocks straddling 107 Avenue and a few newer 6-8 storey apartment buildings on the southern periphery of the project area. The majority of the built form is residential, while the commercial character spans 107 Avenue and the southern and western edges of the study area, where industrial units once served the former rail yards.

The building typology and neighbourhood character is mainly determined by the gradation of density and building heights, where the north is low in scale and density and height increases moving south, especially in the southeast quadrant. 107 Avenue and 109 Street are the established transportation corridors, with 107 Avenue taking on a more commercial character and 109 Street functioning primarily as a transportation corridor with some commercial concentration south of 107 Avenue.

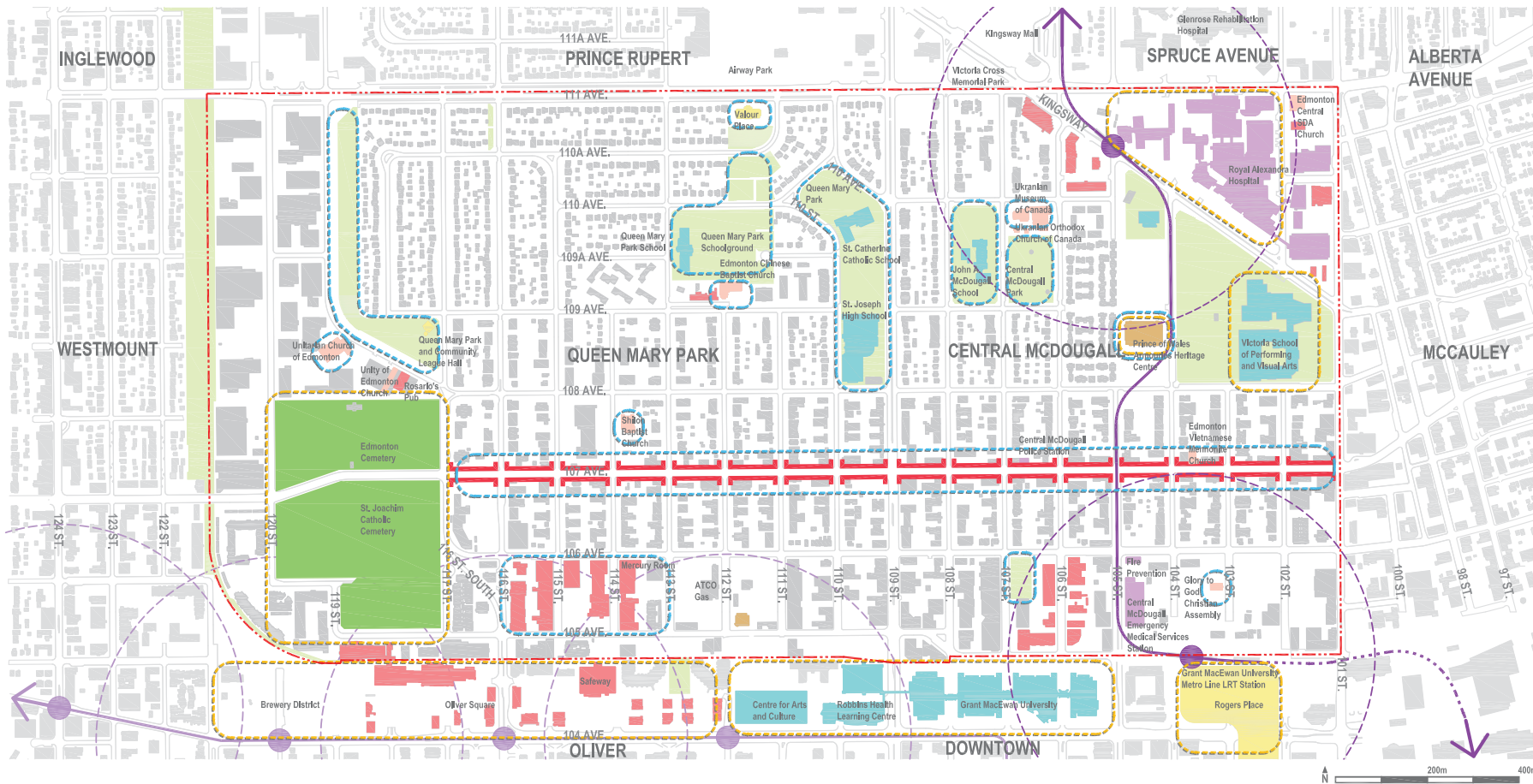
Map 2 provides an overview of building locations and height. In summary the map indicates the following:

- ▶ 106 Avenue through to 109 Avenue, with the exception of 107 Avenue, is effectively comprised of 4 storey walk-up apartment buildings that were built predominantly during the 1960s and 1970s.
- ▶ 107 Avenue generally comprises 2-3 storey buildings with the occasional larger buildings scattered along the street. There is no strong architectural character but rather a collection of diverse building structures that generally lack any strong unifying architecture elements or consistency in façade rhythm and location (i.e. some buildings are set back while others are in close proximity to the street).
- ▶ 109 Avenue through to 111 Avenue is comprised primarily of single family dwellings with some newer infill in the area. This area also includes churches and a number of schools along 109 Avenue, that reflect various eras and styles of architecture ranging from the 1913 John A McDougall School to the Victoria School of the Performing and Visual Arts.

- ▶ 117 Street through to 120 Street, in the northwest corner of Queen Mary Park, contains light industrial and office buildings that are slowly transitioning into a more mixed use environment, including cafes and commercial outlets.
- ▶ The land between 105 and 106 Avenue is effectively comprised of single story industrial buildings that once served the former railyards, with a large number of vacant spaces throughout. The area is gradually transitioning to more commercial, office and mixed uses, the most notable additions being new residential units 4 – 6 storeys in height.
- ▶ Between 105 Avenue and 106 Avenue west of 111 Street the area is in transition with new residential apartments being developed and continuing to the north between 117 and 116 Street.
- ▶ The northeast corner of Central McDougall includes the hospital campus of medical and healthcare facilities, Prince of Wales Armouries, Edmonton Public Schools Centre for Education, the Victoria School of Performing and Visual Arts, as well as higher density, residential and commercial mixed use buildings along 101 Street.

Map 2 also illustrates the large amount of vacant lots, particularly to the south of 107 Avenue. Numerous gaps between the buildings results in weak urban built edges and interest along the right-of-way, while large, undeveloped open areas throughout the neighbourhoods create perceptions of blight and dilutes the built character and existing design elements. This is further compounded in the southern portion of the project area by large wide streets that lack vegetation or pedestrian scale. This presents an opportunity to change the urban form over the longer term by encouraging stronger architectural design adjacent to the right-of-way and improved streetscaping. This could also accommodate greater space for pedestrian movement and possibly alternative modes, such as cycling.





- |   |  |                                |                                 |
|---|--|--------------------------------|---------------------------------|
| Study Area                                      | Metro Line LRT and Stations - At Grade         | <b>Key Destinations</b>        | Cemetery                        |
| Green Spaces                                    | Metro Line LRT - Below Grade                   | Commercial                     | School Playground & Public Park |
| Building Footprints                             | Future Valley Line LRT and Stations - At Grade | Community/Recreation           | City Wide                       |
| Community Commercial Destinations (Main Street) | Metro Line LRT 400m Walking Radius             | Educational Institution        | Local                           |
|   | Future Valley Line LRT 400m Walking Radius     | Heritage                       |                                 |
|   |  | Medical and Emergency Services |                                 |
|   |  | Religious Establishment        |                                 |



MAP 3 - KEY COMMUNITY DESTINATIONS

## 4.3 KEY COMMUNITY DESTINATIONS

Identifying the key community destinations helps to understand the dynamics of the community. The Analysis considered community destinations of both a local and city-wide (i.e. accessed from outside the neighbourhood boundaries) nature.

The local community destinations are all the places that residents visit on a daily or regular basis, which are located at a walkable distance – these include parks, schools, community league buildings, libraries, museums, churches, clubs of interest, local shopping destinations and public transit facilities (i.e. bus stops and LRT stations). Addressing people's experience in accessing and using local community destinations can impact how people feel about their neighbourhood, bring enjoyment, and enhance their sense of belonging and pride in their community.

The city-wide community destinations are buildings and places that are used only occasionally by local residents but mostly used by visitors from other parts of the city. Examples of city-wide destinations are museums, universities, large recreation facilities, libraries, specialty shopping establishments and restaurants.

The following community destinations were identified:

### LOCAL COMMUNITY DESTINATIONS

**Schools** - Several schools are located in the study area, including St. Catherine, St. Joseph, Queen Mary Park and John A. McDougall Schools, and the Victoria School of Performing and Visual Arts.

**Parks** - To the north of 107 Avenue there are number of parks of varying sizes that provide services at a neighbourhood level, including Central McDougall Park, Queen Mary Park and Community League Hall Park, and Queen Mary Park School Ground.

Analysis of the access points to parks and schools and their connectivity to the rest of the neighbourhood is critical for a good urban design at a community level.

South of 107 Avenue, new parkland (i.e. North Edge Park) is currently grassed and undeveloped, but in time, with improved development around its edges, it is envisaged to become a popular local destination.

**Community / cultural facilities** – These include civic and government buildings that serve as local destinations within the project area, including:

- ▶ St. John Cultural Centre;
- ▶ Prince of Wales Armouries Heritage Centre (functioning as both a local and city-wide destination);
- ▶ Valour Place; and
- ▶ Queen Mary Park Community League Hall.

**Commercial** - Local commercial shopping is organized mainly along 107 Avenue serving as a commercial main street providing a range of retail, professional offices and restaurants. This street has the potential to develop into a city-wide destination, like Whyte Avenue, where people are attracted to live, work and play.

A few more isolated retail / community services pockets should also be noted – one, located on 109 Avenue between 112 and 113 Streets, and another one emerging along 114 and 115 Streets, south of 106 Avenue.

**Churches** - There are a number of churches of different denominations that serve as destinations for people from the local area and further afield, including the Ukrainian Orthodox Church of Canada, Shiloh Baptist Church, Seventh Day Adventist Church and the Unitarian Church of Edmonton.



**Transportation** - Bus stops and LRT stations, e.g. MacEwan and Kingsway / Royal Alex stations, are frequented by residents. Special attention should be paid on how the access to these nodes is organized from within the neighbourhoods.

#### CITY-WIDE DESTINATIONS

A number of city-wide destinations have a significant impact on the urban dynamics of Central McDougall and Queen Mary Park.

**Entertainment** - Along the area's southern boundaries, one of the newest elements of notable significance is the new Rogers Place arena, casino and surrounding entertainment district (i.e. Ice District). This development is attracting thousands of people to various events. This iconic arena, along with MacEwan University and the MacEwan LRT Station, present positive stimuli for development within the south portion of the project area.

**Commercial** - 104 Avenue includes city-wide shopping destinations (e.g. Oliver Square and Brewery District) with access to city-wide Shared-Use Paths (SUPs). To the north, Kingsway Mall draws significant regional and local customers.

**Education** - MacEwan University increasingly interfaces with the neighbourhood and offers significant opportunities with its student and academic population. Its iconic architecture and well defined entryways provide significant vistas / gateways when looking south along 108, 107, and 106 Streets. The Victoria School of Performing and Visual Arts is also considered a city-wide destination for students from across the city.

**Hospital** - The Royal Alexandra Hospital provides city-wide services for health-care, though the surrounding road network results in this node being isolated and harder to access for non-vehicular transportation modes.

**Cemeteries** - Within the Queen Mary Park area, the St. Joachim Catholic Cemetery and the Edmonton Cemetery are destinations for people paying their respects to those who have passed away, as well as for those pedestrians and cyclists who either pass through the sites or use them as a passive park amenities. North of the cemeteries are additional shopping, park and trail destinations.



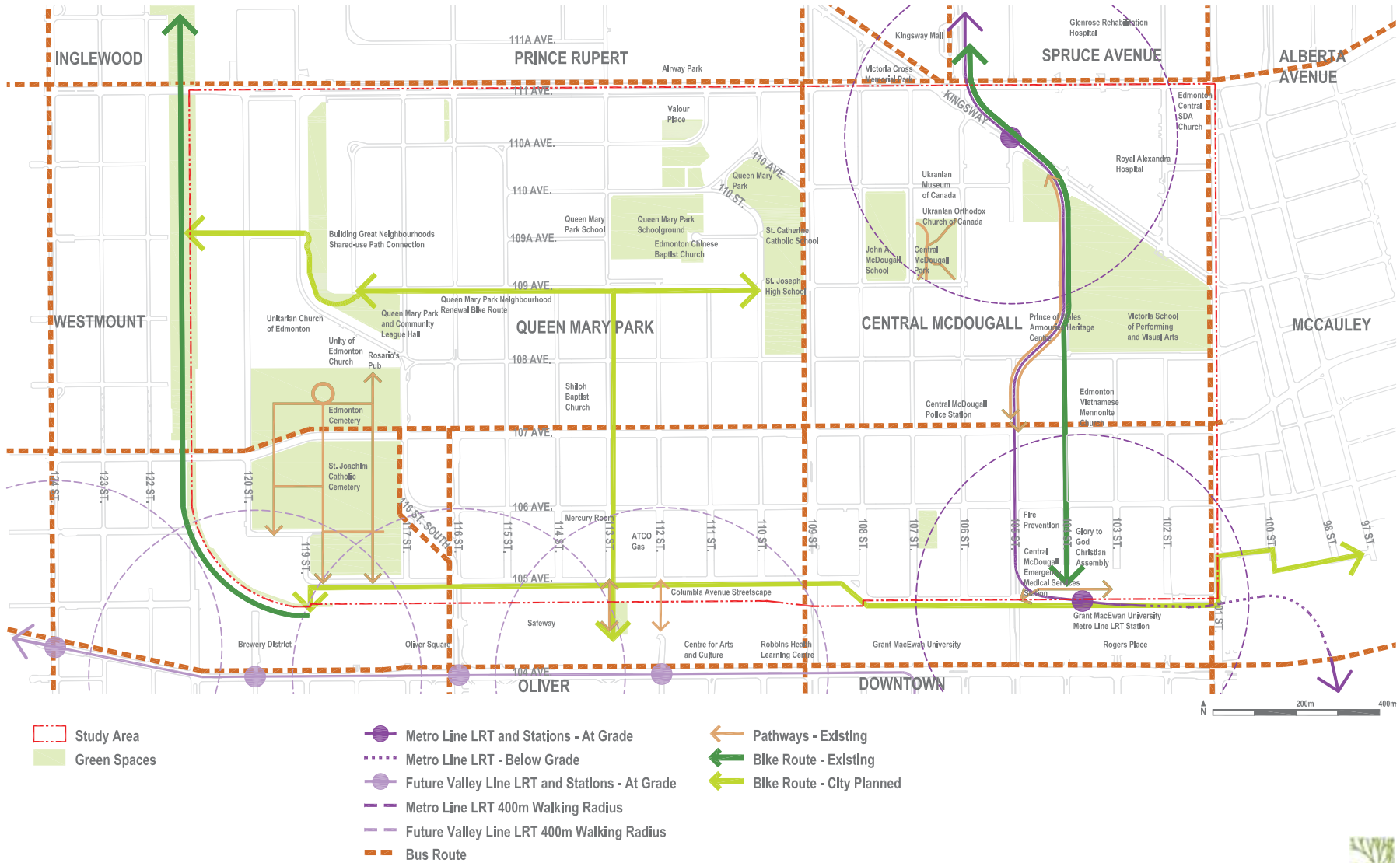
## 4.4 EXISTING ACTIVE AND PUBLIC TRANSPORTATION NETWORK

The Central McDougall and Queen Mary Park neighbourhoods are well-served by many transportation options. There are strong bus connections that run north-south and east-west, and the Metro LRT line has two stations in the area- Kingsway /Royal Alex Station and MacEwan Station (Maps 4 & 4A). Active transportation options in the form of walking, and to a lesser degree cycling, exist in the project area; however, the consistency of any strong trail / bike network is fragmented. A road network catering to vehicles is still the prominent form of transportation through the area. This network includes a number of arterial roads as depicted on Maps 4 & 4A.

The busy arterial roads are not always designed to attract and support safe and convenient pedestrian and cyclist movement. Challenges exist with changing the typology of these roads to accommodate active transportation (i.e. bicycle facilities) because of the limited width of the right-of-way. Changes would result in trade-offs between vehicular traffic, parking, and active transportation modes. The grid system of the project area enables greater choices for vehicles to move through the neighbourhoods without requiring wide road rights-of-way compared to a non-grid system.

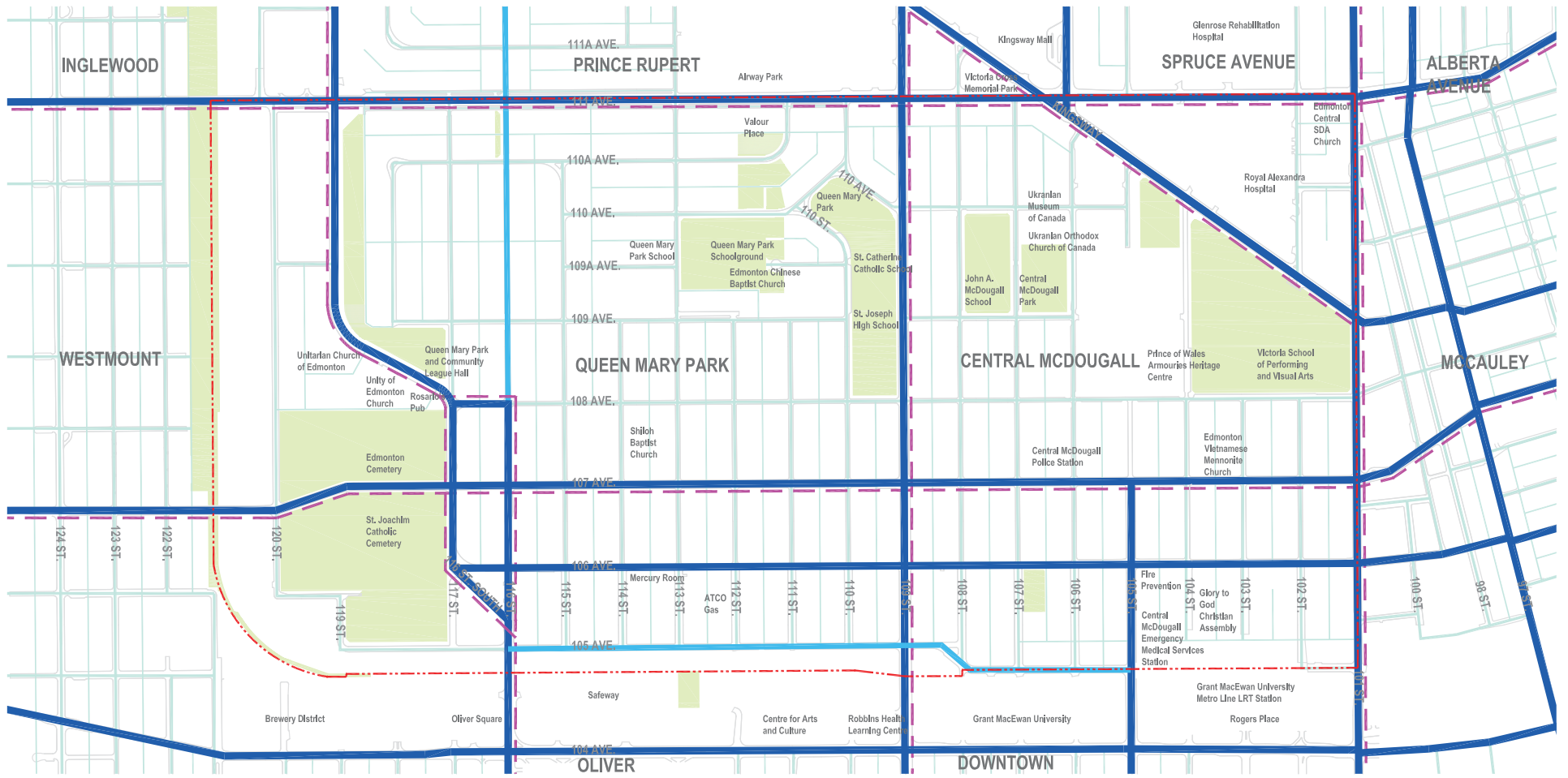
The bus routes are concentrated along the major arterial roads. Having clear, safe and well-lit sidewalk access from within the neighbourhoods to the bus stops on the arterial roads is critical to make these facilities functional and attractive to residents, and well-used all year around. The future Valley Line / West LRT line to West Edmonton will be located on 104 Avenue and the LRT stops will become major destination points for local residents. Access to these nodes from Queen Mary Park and Central McDougall needs special attention.





MAP 4 - EXISTING ACTIVE AND PUBLIC TRANSPORTATION NETWORK





- Study Area
- Green Spaces
- Arterial Road (ROW: 30.0m)
- Collector Road (116 Street ROW: 24.4m. 105 Avenue ROW: 18.3m)
- Local Street (ROW: 24.4m)
- Rear Lane (ROW: 6.1m)
- 24 Hour Truck Route



## 4.5 CITY PROJECTS

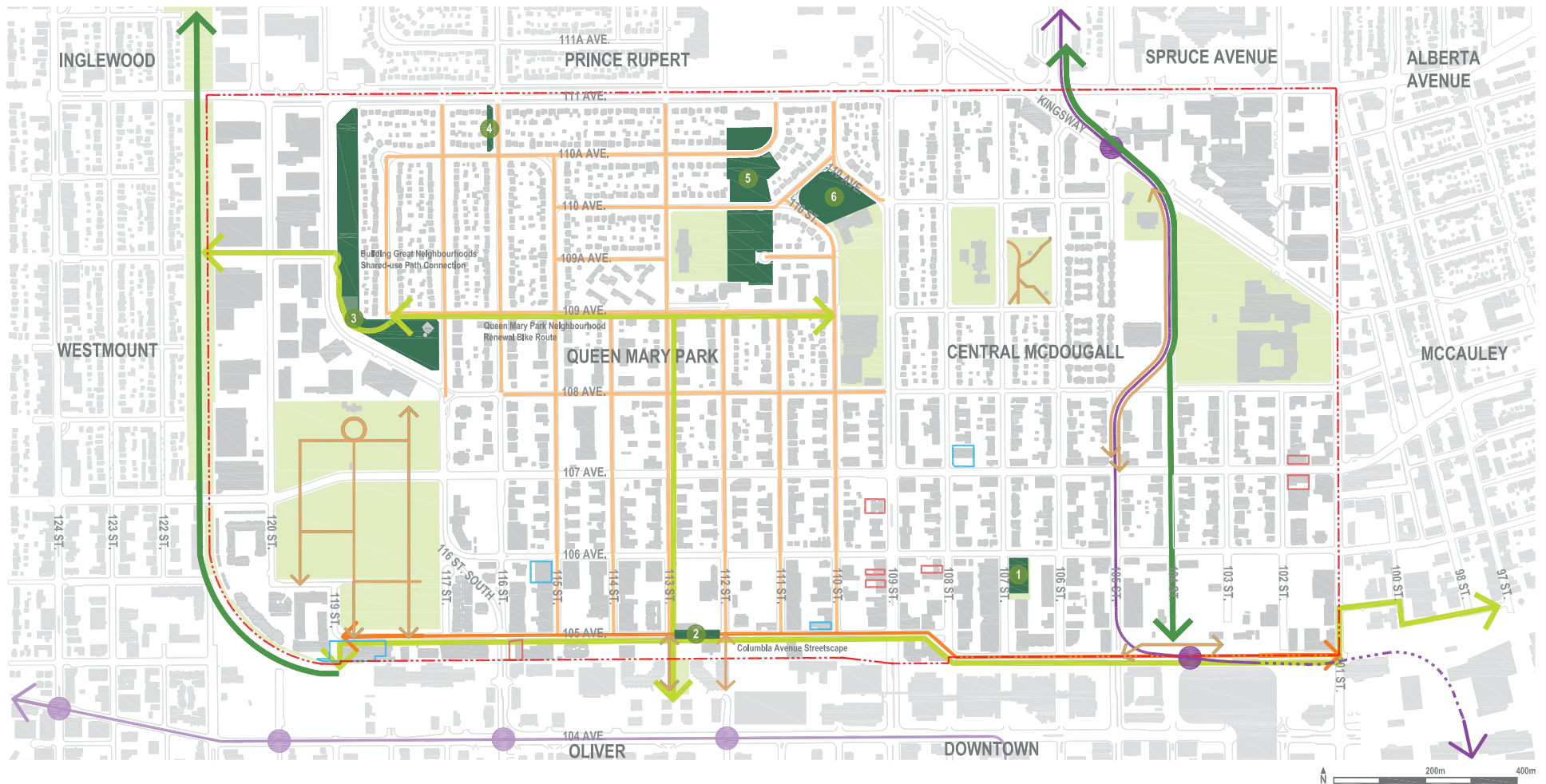
Understanding the City’s current, ongoing, and future projects is critical to help identify opportunities for incorporating improvements and modifications to enhance the physical elements in the area.

Map 5 shows City projects that are in varying stages of development. Identifying these projects and their timing influences the identification of opportunities, and highlights the challenge of contemplating changes to certain ongoing projects and initiatives.

The table to the right provides a summary of projects that are either recently completed or ongoing either within the project area or along its periphery that may have considerable influence on the neighbourhoods and their ongoing revitalization.



	Recently Completed Projects	Projects In Planning, Design and Construction Phase
Within Study Area	<ul style="list-style-type: none"> <li>Parks Master Plan for Queen Mary Park Neighbourhood</li> <li>Concept Design for North Edge Park</li> <li>Columbia Avenue Streetscape construction (116 St. – 119 St.)</li> <li>Development Incentive Programs</li> <li>Façade Improvement Projects</li> <li>McEwan and Hospital LRT Stations</li> <li>Bike facility design and construction as part of neighbourhood renewal in Queen Mary Park</li> </ul>	<ul style="list-style-type: none"> <li>Building Great Neighbourhoods / Queen Mary Park Neighbourhood Renewal (construction 2016-2017)</li> <li>Central McDougall Neighbourhood Renewal (construction 2019)</li> <li>Columbia Avenue Streetscape Concept Design (109 Street to 116 Street)</li> <li>North Edge Park in Central McDougall</li> <li>116th Street Major Entry Feature</li> <li>Park Improvement and Laneway Realignment in Queen Mary Park</li> <li>Feasibility analysis for extending the bike grid to Edmonton’s core neighbourhoods</li> </ul>
Outside of Study Area	<ul style="list-style-type: none"> <li>Rogers Place Arena and Community Rink</li> </ul>	<ul style="list-style-type: none"> <li>Ice District Developments</li> <li>Proposed Valley Line / West LRT alignment along 104 Avenue (Design)</li> <li>MacEwan University Centre for Arts and Culture</li> <li>Brewery District redevelopment on 104 Avenue</li> </ul>



- Study Area
- Green Spaces
- Building Footprints
- Metro Line LRT and Stations - At Grade
- ⋯ Metro Line LRT - Below Grade
- Future Valley Line LRT and Stations - At Grade

- ← Pathways - Existing
- ← Bike Route - Existing
- ← Bike Route - City Planned

- Park Development Concepts**
- ① North Edge Park
  - ② Columbia Avenue Park Space
  - ③ Community League Park Improvement
  - ④ 116th Street Major Entry Feature
  - ⑤ Park Improvement and Laneway Realignment
  - ⑥ Park Expansion

- Incentive Programs**
- Completed Development Incentive Program Projects
  - Completed Facade Improvement Projects
- Streetscape Projects**
- ↔ Columbia Avenue Streetscape
  - Neighbourhood Renewal





## 4.6 COMMUNITY MOBILE WORKSHOP - ISSUES AND OPPORTUNITIES

As a result of the community engagement described in Section 3, Maps 6 and 7 illustrate the potential projects identified by the community. This input provided valuable perspectives on significant urban design issues and features (e.g. landmarks and destinations) within the neighbourhood and the challenges moving forward with the identification of urban design options.

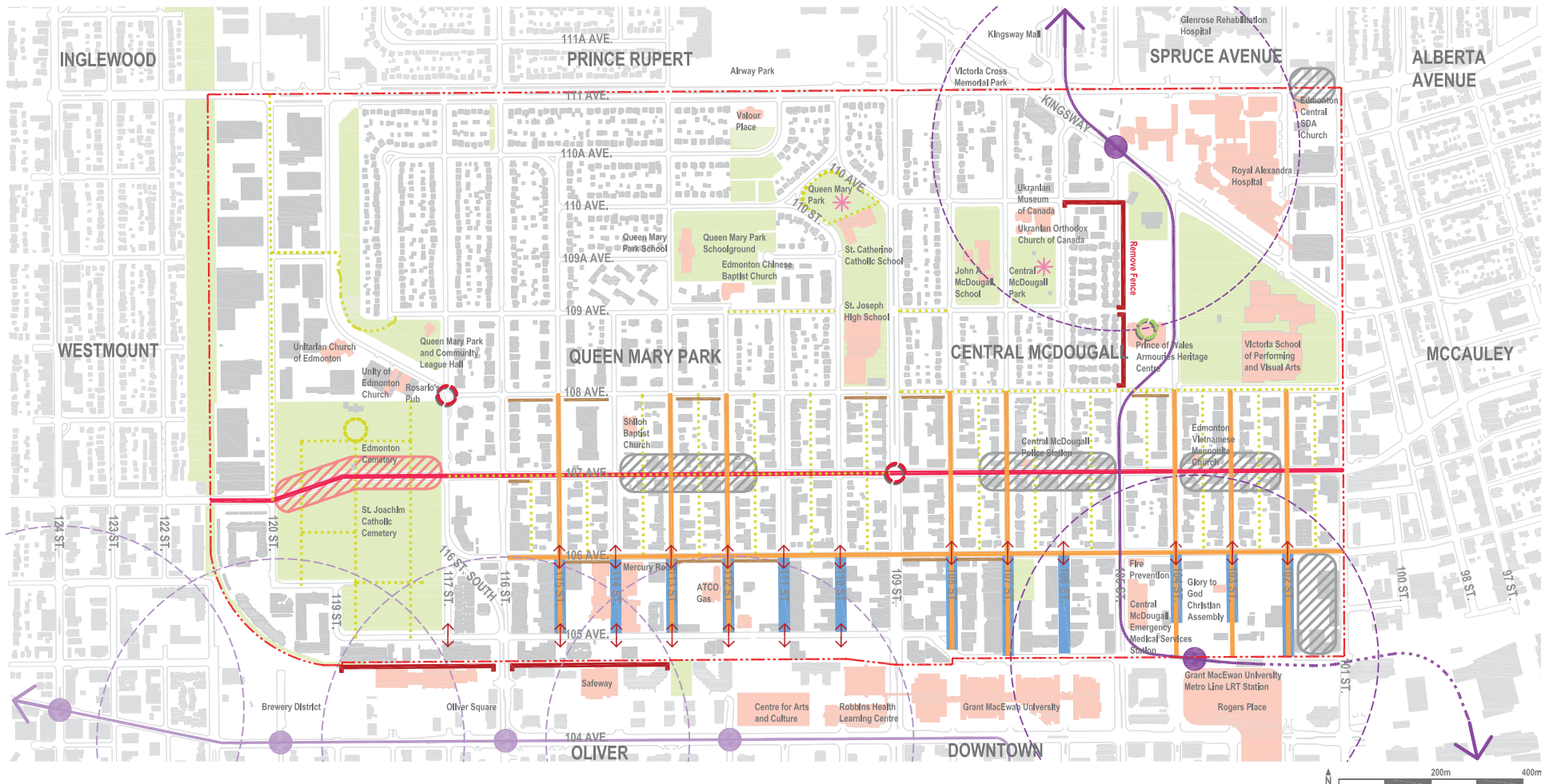
Three key issues were highlighted through the engagement process. First, public safety was identified by residents as the largest underlying problem in both neighbourhoods. Second, the need to reinforce 107 Avenue as a main street by addressing its aging infrastructure and supporting local businesses.

The third issue is the recognition of the need to develop a more desirable environment that transitions from 104 through to 107 Avenue, across both neighbourhoods. This was viewed as an opportunity to not only enhance the physical environment in this transition area but also enhance the economic viability of 107 Avenue and the wider project area.

Notwithstanding these key issues, other initiatives were also identified and have been reflected in this Analysis.

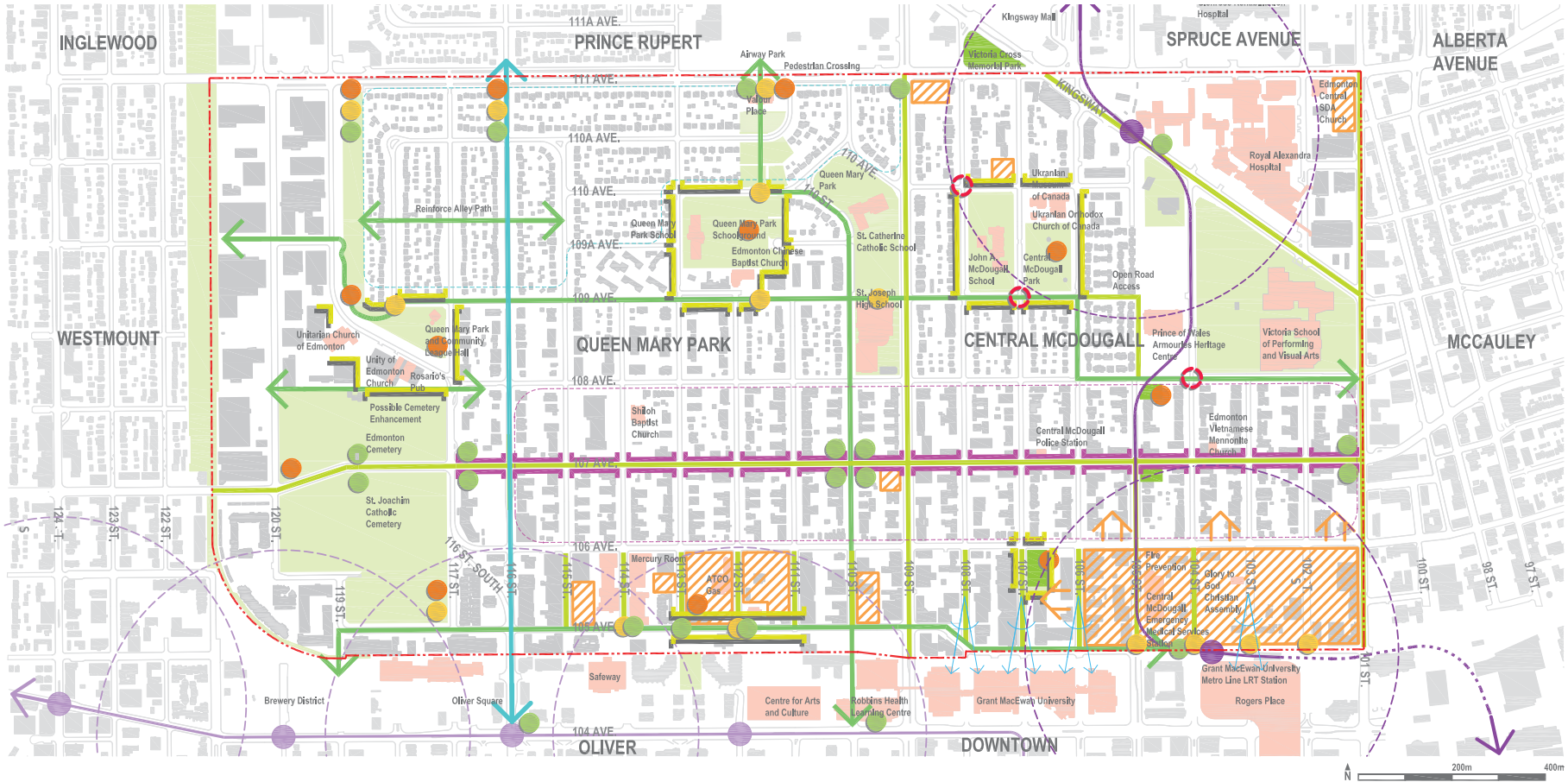
The observed issues and opportunities identified through the community engagement process are laid out in more detail in the next section (Section 5, SWOT Analysis).





- |                              |  |   |                                    |
|------------------------------|--|---|------------------------------------|
| Study Area                   | Metro Line LRT and Stations - At Grade         | <b>Issues</b>   | Accident Prone Area                |
| Green Spaces                 | Metro Line LRT - Below Grade                   | Uneven Side Walks and Poor Lighting                   | Concentration of Reported Crimes   |
| Building Footprints          | Future Valley Line LRT and Stations - At Grade | Wide Streets / Poor Enclosure / Poor Pedestrian Realm | Intersection with Traffic Issues   |
| Key Landmarks / Destinations | Metro Line LRT 400m Walking Radius             | No Sidewalk   | Wayfinding Issue                   |
|                              | Future Valley Line LRT 400m Walking Radius     | Variable Sidewalk Widths and Conditions (107 Ave)     | Poor North-South Pedestrian Access |
|                              |  | Poor Lighting   | Blocked Pedestrian Access          |
|                              |  | Issues with Transient Population                      |                                    |





- |                              |  |  |   |
|------------------------------|--|--|---|
| Study Area                   | Metro Line LRT and Stations - At Grade         | <b>Opportunities</b>                     | Public Realm Improvement / Street Edge Enhancement      |
| Green Spaces                 | Metro Line LRT - Below Grade                   | Potential Public Art                     | Enhanced Vistas   |
| Building Footprints          | Future Valley Line LRT and Stations - At Grade | Strengthen Access Point                  | 107 Ave Facade Improvement and Architectural Guidelines |
| Key Landmarks / Destinations | Metro Line LRT 400m Walking Radius             | Identity / Wayfinding Signage            | Park / Open Space Programming                           |
|                              | Future Valley Line LRT 400m Walking Radius     | Potential Intersection Improvement       | Redevelopment Opportunity                               |
|                              |  | Improve Pedestrian and Bike Connectivity | Enhanced Neighbourhood Hubs                             |
|                              |  | Traffic Calming / Beautification         | Neighbourhood Landscaping / Facade Improvements         |
|                              |  |  | Maintain Low Density Stable Residential Area            |



MAP 7 - COMMUNITY MOBILE WORKSHOP - OPPORTUNITIES





# 5.0 SWOT ANALYSIS

The Strengths / Weaknesses / Threats and Opportunities (SWOT) analysis below captures the findings from the community engagement process as summarized by the Project Team. The results helped inform the development of public realm improvement opportunities to support the future revitalization of the project area. It also helped in the understanding of community priorities and identification of where investment could be best made to yield more significant impacts.

## STRENGTHS

1. The community is made up of many diverse cultures that bring colour and interest to the neighbourhoods.
2. The northwest neighbourhood contains uniform single-family residential dwellings that provide a strong historical neighbourhood character.
3. The existing density and mix of uses contribute to the community's walkability, economic and social diversity.
4. The community is within easy walking or cycling distance to Downtown and other key destinations including MacEwan University, Rogers Place and Downtown Community Arena, the Brewery District and Blatchford.
5. Key destinations include Queen Mary Park, Central McDougall Park, schools, diverse restaurants and retail along 107 Avenue.
6. The overall land use pattern is laid out in a typical grid system, allowing for ease of navigation throughout the community.
7. The area is served by public transit, including a strong bus network and new LRT stations providing city-wide connections.
8. The project area is comprised of many community services including a wide and diverse range of churches.
9. A number of City redevelopment projects, in various stages of development, intended to enhance and/or renew community infrastructure.
10. Strong cultural history in the community, with links to the Hudson's Bay company and the Edmonton Grads basketball team.
11. The community is viewed as a key entry area for new immigrants because of the affordability of accommodation, proximity to community services and potential points of employment.
12. Overall, the community is considered highly walkable, with a number of pedestrian trails and connections throughout.
13. 107 Avenue from 101 to 109 Street is extremely well illuminated, contributing to good visibility and a feeling of safety.
14. Strong vistas to key areas of the city including Downtown and MacEwan University, that contribute to a visually-appealing surrounding environment.



WEAKNESSES

1. High crime rates, homelessness and drug-related problems are perceived to be deterrents to attracting and retaining people in the area.
2. The physical appearance of 107 Avenue is considered dirty and worn, and is a deterrent to potential customers. Commercial buildings have also historically had a stronger orientation to north-south streets than 107 Avenue.
3. Arterial roads that divide and often isolate communities. This includes 109 Street, 101 Street, 111 Avenue and 104 Avenue.
4. Unmaintained buildings and streetscapes create undesirable corridors that discourage people from using them. This is particularly noticeable between 107 and 104 Avenue and between 102 and 116 Street.
5. A large number of four storey low-rise apartment buildings built in the 1970s that have little design quality, are untidy, and offer no interface with adjacent streets and public spaces.
6. The new MacEwan LRT station and track alignment forces vehicles on 106 Street to cut through the residential neighbourhood.
7. Pedestrian access from Central McDougall to Kingsway / Royal Alex LRT station is poor.
8. The Metro Line LRT does not have frequent pedestrian crossings, which hinders pedestrian connectivity on both sides of the LRT alignment and splits the neighbourhoods.
9. Lighting on side streets is not adequate for creating safe pedestrian corridors at night. Alleys are untidy, poorly lit and isolated from view. They serve as parking areas and are often difficult to maneuver.
10. The sidewalk width along 107 Avenue is considered too narrow to enable people to walk freely, comfortably and stress free.
11. Lack of dedicated bicycle routes with clear connections to destinations.

12. Structures built during different periods undermine the architectural character of historical buildings (e.g. John A. McDougall School gymnasium extension).
13. No definable gateway features and a lack of wayfinding signage to destinations within community.
14. Residents complain of the area having a shallow water table that results in frequent basement flooding issues in Queen Mary Park.
15. Weak pedestrian connectivity to the commercial area along 104 Avenue between 109 and 116 Street.
16. The perception that rental units are typically poorly maintained, and that the large number of units in the neighbourhoods unduly impacts the character of the community.



## OPPORTUNITIES

1. Identifying key corridor linkages to Downtown and incorporating complete streets, Crime Prevention Through Environmental Design (CPTED) and universal accessibility principles. Some of these streets could also capitalize on framing key buildings such as Roger's Place, MacEwan and Kingsway / Royal Alex LRT stations, MacEwan University, as well as access points to existing Shared-Use Paths (SUPs).
2. Improving pedestrian connectivity from MacEwan LRT station to the 107 Avenue business district.
3. Creating architectural design guidelines to provide greater clarity and regulation on form and aesthetics around key areas / nodes.
4. Re-evaluating the width of 107 Avenue to identify opportunities to make the street more pedestrian-friendly.
5. Identifying opportunities to enhance the pedestrian experience and connections to key community destinations (as shown on the Key Community Destinations Map 3).
6. Identifying areas where landscaping could be incorporated to improve or soften the appearance of existing buildings and improve their interfaces with adjacent public spaces.
7. Identifying opportunities for improving pedestrian and cyclist movements along 112 and 113 streets in Queen Mary Park, 104 and 108 Streets in Central McDougall, as well as 105 Avenue and 108/109 Avenues throughout both neighbourhoods. Consider strengthening the overall bike network throughout the project area.
8. Identifying opportunities to develop unique gateway entrances to different parts of the two neighbourhoods.
9. Developing potential nodes where activities could be focused.
10. Implementing initiatives that celebrate and raise awareness of the history of the community.
11. Implementing wayfinding signage to assist people in navigating and understanding features and attractions within the neighbourhoods.
12. Incorporating traffic calming techniques at intersections to slow down traffic to facilitate safe and comfortable pedestrian movement.
13. Identifying and strengthening key nodes through physical urban design projects.
14. Identifying opportunities for infill and redevelopment projects on vacant lots, including the area immediately north of Rogers Place arena.
15. Creating resources for property owners which illustrate examples of cost-effective façade improvements and landscaping.





## THREATS

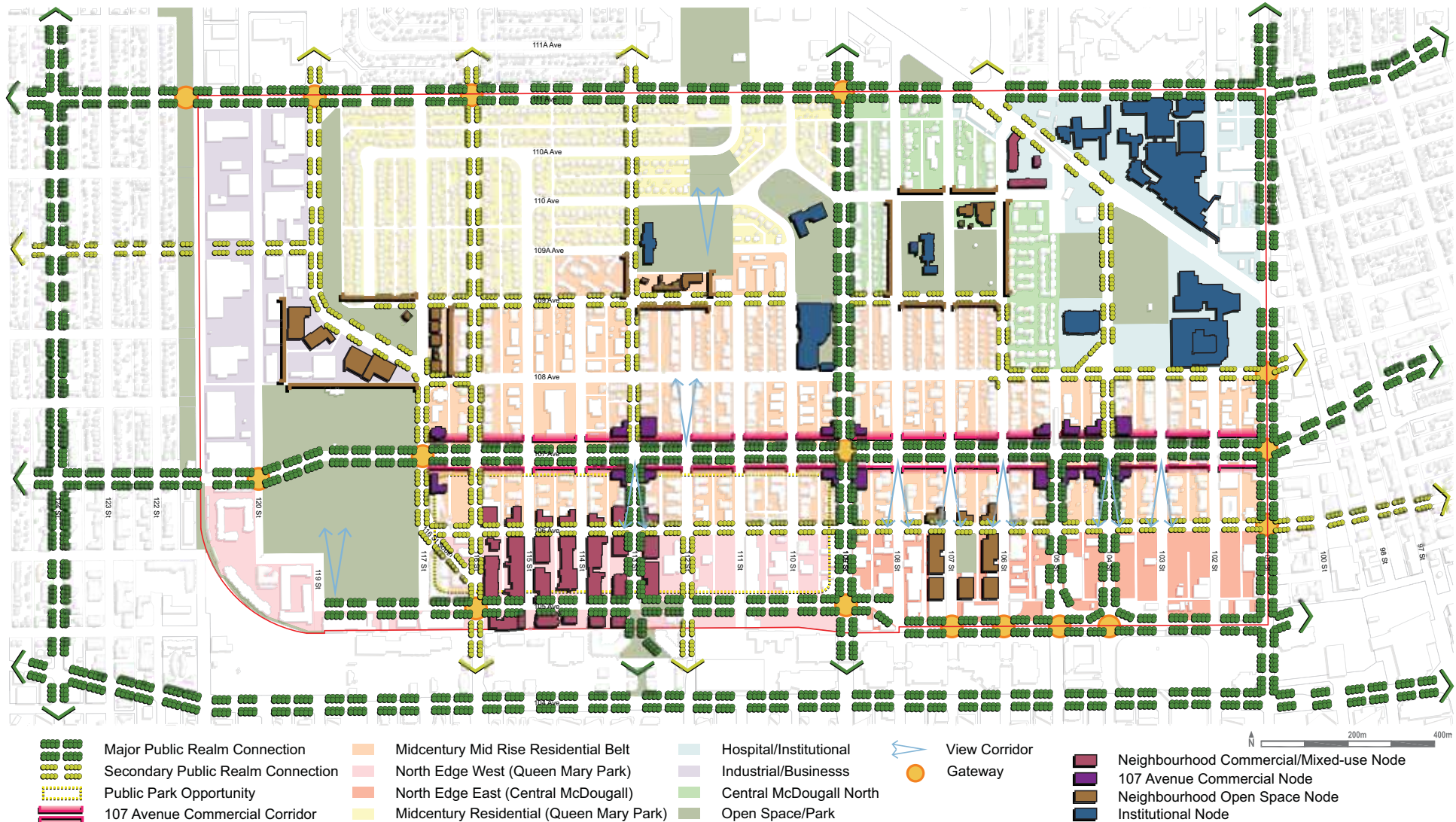
1. Queen Mary Park is scheduled for the City's Neighbourhood Renewal Program in 2016 and 2017, and the opportunities identified through the Urban Design Analysis (finalized in 2017) will not be able to leverage this Program.
2. The blocks between 105 and 106 Avenue are treated like an industrial / business zone with abundance of parking but lack of pedestrian scale, resulting in a lost opportunity for improving connections to key destinations, including the 104 and 107 Avenue corridors.
3. There is a perception of a high crime rate in certain areas of the neighbourhoods.
4. Gentrification could lead to a loss of affordable housing and the potential displacement of the homeless to other areas.
5. The potential for future development can lead to inconsistent design that does not function within the spaces around it or clashes with the surrounding urban fabric.
6. Coordination of project scheduling, funding, and design and construction timing among City projects is sometimes challenging and may lead to missed opportunities.
7. Limited opportunity to create streets with good active transportation connections to key destinations.
8. Lack of funding or political support for overarching initiatives.
9. Lack of ongoing funding to complete key projects beyond the scope of the budget allocated.
10. Cultural differences that have resulted in feelings of intimidation in public spaces.
11. The continuing design of buildings to a low standard.
12. The existence of Hudson Bay Company coveats on properties in Queen Mary Park and Central McDougall may impede the development of multi-family buildings.







# 6.0 URBAN DESIGN PRINCIPLES AND OBJECTIVES



## 6.1 CENTRAL MCDUGALL AND QUEEN MARY PARK AREA REDEVELOPMENT PLAN VISION

The vision set out in the Central McDougall/Queen Mary Park Area Redevelopment Plan (ARP) is to:

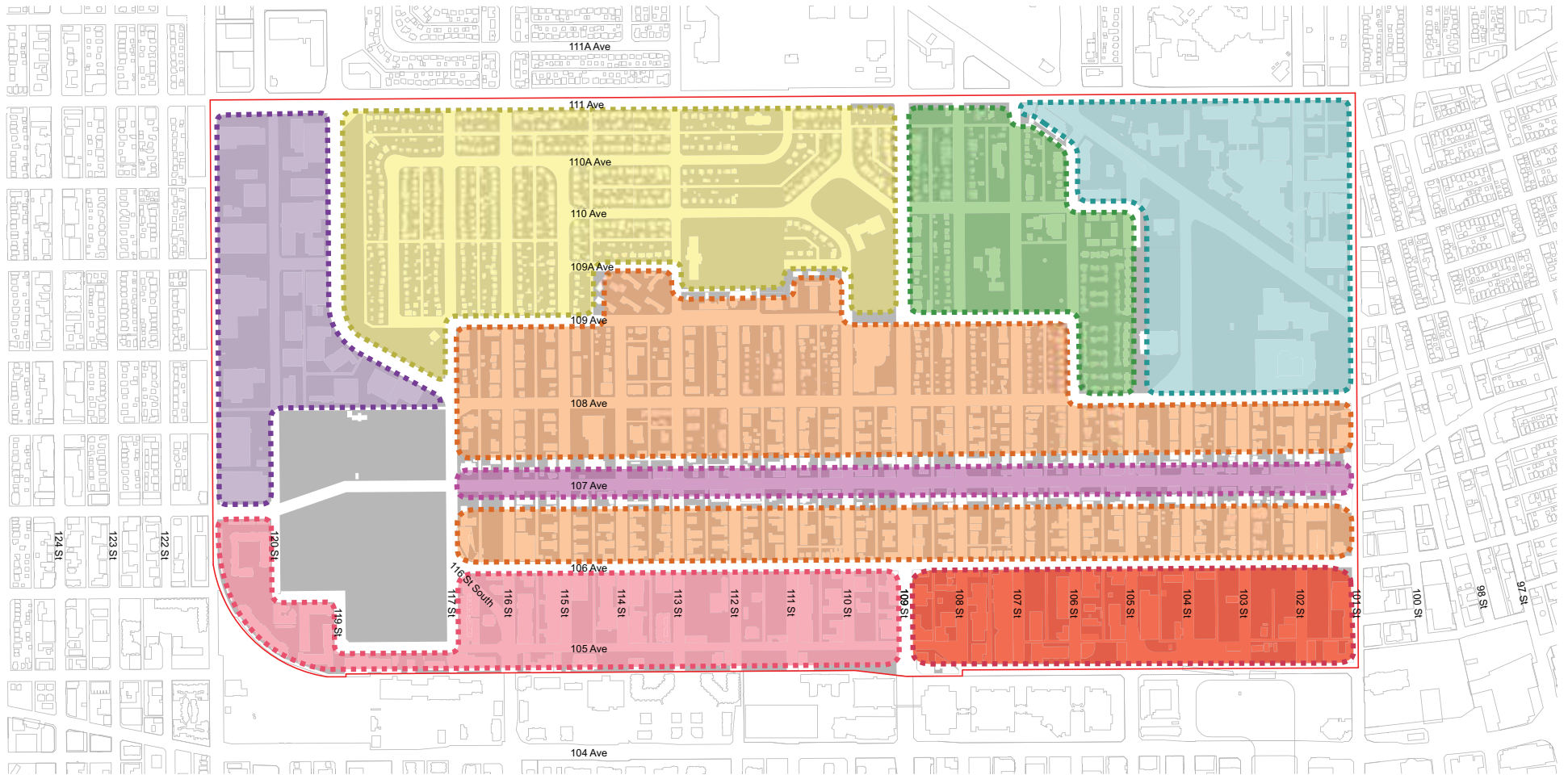
- ▶ Be livable and dynamic communities that value and preserve our strengths, building on our history, diverse cultures, vibrant arts community, and excellent educational institutions;
- ▶ Ensure a well-balanced blend of attractive housing for families of all types, in which both renters and owners take pride;
- ▶ Promote a lively and prosperous business area that attracts clientele throughout the city, drawn to our success as a unique shopping and dining destination;
- ▶ Ensure our streets are safe and project positive image of our communities as secure and attractive places to live, operate a business and raise a family;
- ▶ Build strong community spirit and pride, with residents and businesses working together to provide a clean, secure and comfortable environment; and
- ▶ Provide a wide variety of recreational activities for seniors and young people, with well-used and accessible parks.



## 6.2 OVERALL URBAN DESIGN PRINCIPLES:

Drawing on the vision established in The Central McDougall and Queen Mary Park ARP, the following urban design principles have been identified (and illustrated on Map 8):

- ▶ Retain and strengthen the character areas that currently exist in both neighbourhoods;
- ▶ Ensure efficient and safe pedestrian and bicycle network connectivity within, through, and to neighbouring communities, with an emphasis on connectivity to the south (i.e. Downtown and Oliver);
- ▶ Improve the overall walkability within the both communities by enhancing key streets to become more pedestrian and bike friendly, clean and safe for residents, visitors and businesses;
- ▶ Strengthen pedestrian / cycling access to local and major destinations, especially commercial nodes, parks and cultural and civic nodes;
- ▶ Enhance local identity, by incorporating placemaking features to create attractive and vibrant urban places. Consider connections, nodes and focal points through careful placement of gateway elements, high quality streetscapes and parks, wayfinding markers, public art, etc.;
- ▶ Support local businesses and enhance 107 Avenue as the commercial heart of the community, through streetscape improvements, façade aesthetics and improved pedestrian experience and access; and
- ▶ Consider social, economic and environmental sustainability at the community and city level.



- Midcentury Mid Rise Residential Belt
- North Edge West (Queen Mary Park)
- North Edge East (Central McDougall)
- Midcentury Residential (Queen Mary Park)
- Hospital/Institutional
- Industrial/Business
- 107 Avenue
- Central McDougall North



## 6.3 MAJOR URBAN DESIGN OBJECTIVES

The following high-level objectives have been identified in order to guide recommendations for public realm improvement opportunities. Key objectives and opportunities are examined in greater depth in Sections 7 and 9 reflecting community prioritization through the engagement process.

- ▶ Neighbourhood Character
- ▶ Neighbourhood Connectivity - Nodes and Corridors, Active Transportation
- ▶ Neighbourhood Aesthetics and Identity
- ▶ Neighbourhood Parks and Open Space
- ▶ Community Safety

### 6.3.1 NEIGHBOURHOOD CHARACTER

The image of the city, and of any neighbourhood in particular, can be defined through the assortment of character zones – streets, public areas and buildings, that are experienced by the people living in or visiting the area. Having a variety of distinct urban character zones is important to create a legible and memorable urban environment, and it should be a desirable outcome for any city-building process.

While the form of development in the neighbourhoods is guided by the Area Redevelopment Plan, some external and internal development influences that emerged in recent years (e.g. the LRT lines and new major developments along 104 Avenue) have significant impacts on development. Ideally, infill should be sympathetic to its context and the existing urban character, but it is expected that these neighbourhoods will continue to attract future redevelopment that will maximize zoning-allowed height and densities (especially in the TOD zones and along major corridors such as 101 Street, 109 Street, 116 Street and 107 Avenue).

There is potential to differentiate some of the areas within the neighbourhoods and encourage new development which is sensitive to its architectural context. There are many neighbourhood areas that are worthwhile preserving; for example, the low density residential area in the northwest quadrant of Queen Mary Park is unique to its development period. It may be wise to maintain a block or two to retain the low built form and large yard characteristics.

On the other hand, 107 Avenue’s built form and character is no more distinct than many of the other commercial corridors in Edmonton. The areas along the southern boundaries are effectively transition zones to the higher density Downtown area and could perhaps evolve with latest design trends around a few good mixed-use design principles. Future redevelopment could be guided through standard zoning or design guidelines and incentives.

As a result of the initial physical analysis conducted by the Project Team (Section 2.3) the following areas could build upon specific, unique urban characteristics (see also Map 9):

#### 1. Midcentury Mid Rise Residential Belt

The bulk of development between 106 and 109 Avenues is mid-century 2-4 storey walk-ups and apartments, developed between the 1960s and 1970s. They are typically minimally adorned architecturally but distinct to their periods. It is unlikely many of these buildings will be redeveloped as current zoning in these areas does not permit significant increases in bulk or density. Future infill could be encouraged to build upon some of the forms and materials.



The strongest opportunity for change and street interaction could be to open up some of the ground floor units to provide direct interaction and interfaces with the street. This could encourage better landscaping with screening giving residents private space to better interact with the street and neighbours. (See Improvement Opportunity 17. **QMP/CMD - Residential Façade and Landscape Improvement between 106 Avenue and 108 Avenue.**)

## 2. North Edge West

Between 105 and 106 Avenue from 109 to 120 Street, new 4-6 storey mid-rise mixed-use residential development is currently replacing the low scale industrial commercial units. It is envisioned that this newer form of architecture and enhanced streetscaping will continue and make the connections south to Oliver stronger. Multiple frontages on any block face could be encouraged, whether residential or commercial. 112 and 113 Streets connect to the south and are partially surrounded by residential development and vacant land. A car-free pedestrian plaza between these streets has been identified as part of the 105 (Columbia) Avenue streetscape concept design.

112 and 113 Streets could be redeveloped in a manner which matches the boulevard character north of 106 Avenue. Space for boulevard trees is critical, especially if large numbers of residential units are planned. Some parking reduction could be considered to facilitate this as currently there is no parking demand and any new development must provide on-site parking. Sufficient space could also be given for a possible bike route /multiuse corridor. (Improvement Opportunity 5. **QMP - Streetscape Improvements between 105 Avenue and 106 Avenue.**)

111, 114 & 115 Streets are predominantly commercial in character, and could incorporate improvements to the sidewalks and street furnishings where possible for better pedestrian comfort. It is important that parking be retained here to support the businesses in place.

## 3. North Edge East (Central McDougall)

In the south-east corner of the study area, north of Ice District from 105 Avenue through to 107 Avenue, there is an ability to continue high-rise mixed-use infill to complement the built form and activity to the south. It is envisioned that this area will visually transition Downtown into the mid to low-rise character of Central McDougall.

## 4. Mid-Century Residential (Queen Mary Park)

Between 109 and 111 Avenue in the Queen Mary Park area the existing 1-2 storey single detached residential neighbourhood should be maintained with the ability to carry out sensitive infill development. There may also be merit in looking at sections within this area to develop a heritage / character district based around the 1940 housing and landscaping setbacks.

## 5. Hospital / Institutional Area

In the northeast corner of the project area adjacent to the hospital it is envisioned that institutional buildings will be predominant. No defined character would be sought, other than a possible better ground floor interface with any development especially. This is particularly important along 101 Street.





### 6. Industrial Area

In the northwest quadrant of Queen Mary Park, north of 107 Avenue, the light industrial and business development is comprised of 1-2 storey units. This area is transitioning from light industrial to new mixed-use business uses. The area is uniquely buffered on either side by park so could afford greater height without too much impact on the neighbouring single family residential developments. New development should be mindful of the unique urban context of this area.

### 7. 107 Avenue

107 Avenue has no distinctive built form and the streetscape is not consistent east and west of 109 Street; however, there is a potential to utilize the public realm as the unifying element. New development should incorporate a stronger streetwall along 107 Avenue through maximizing smaller facing the avenue and reducing rear yard setbacks for parking and loading from the alleys.

Parking serving strip malls along 107 Avenue could be reduced or reconfigured to allow wider sidewalks and possible landscaping closer to the commercial units.

Building upon and strengthening of the neighbourhood character zones in Central McDougall and Queen Mary Park relates to the *Create Beautiful Neighbourhoods* theme of the Revitalization Strategy.

### 8. Central McDougall North

This area is characterized by a mixture of single family and low-rise apartment developments. The proximity to Kingsway Mall, Royal Alexandra Hospital and the Kingsway / Royal Alex LRT station makes this area attractive to new development and contributes to the varied character of the built form.

The Urban Design Analysis identified the following areas for improvement:

- ▶ The existing trend of moderate redevelopment and intensification can be continued within the intent of the Area Redevelopment Plan;
- ▶ Safe, attractive and convenient pedestrian connections from the residential neighbourhood to Kingsway Mall and to the Kingway / Royal Alex LRT station can improve the area; and
- ▶ In the future, the 109 Street corridor north of 110 Avenue can be redeveloped with up to a 4-storey street wall to contribute to a stronger urban character along the street approaching Kingsway Mall.

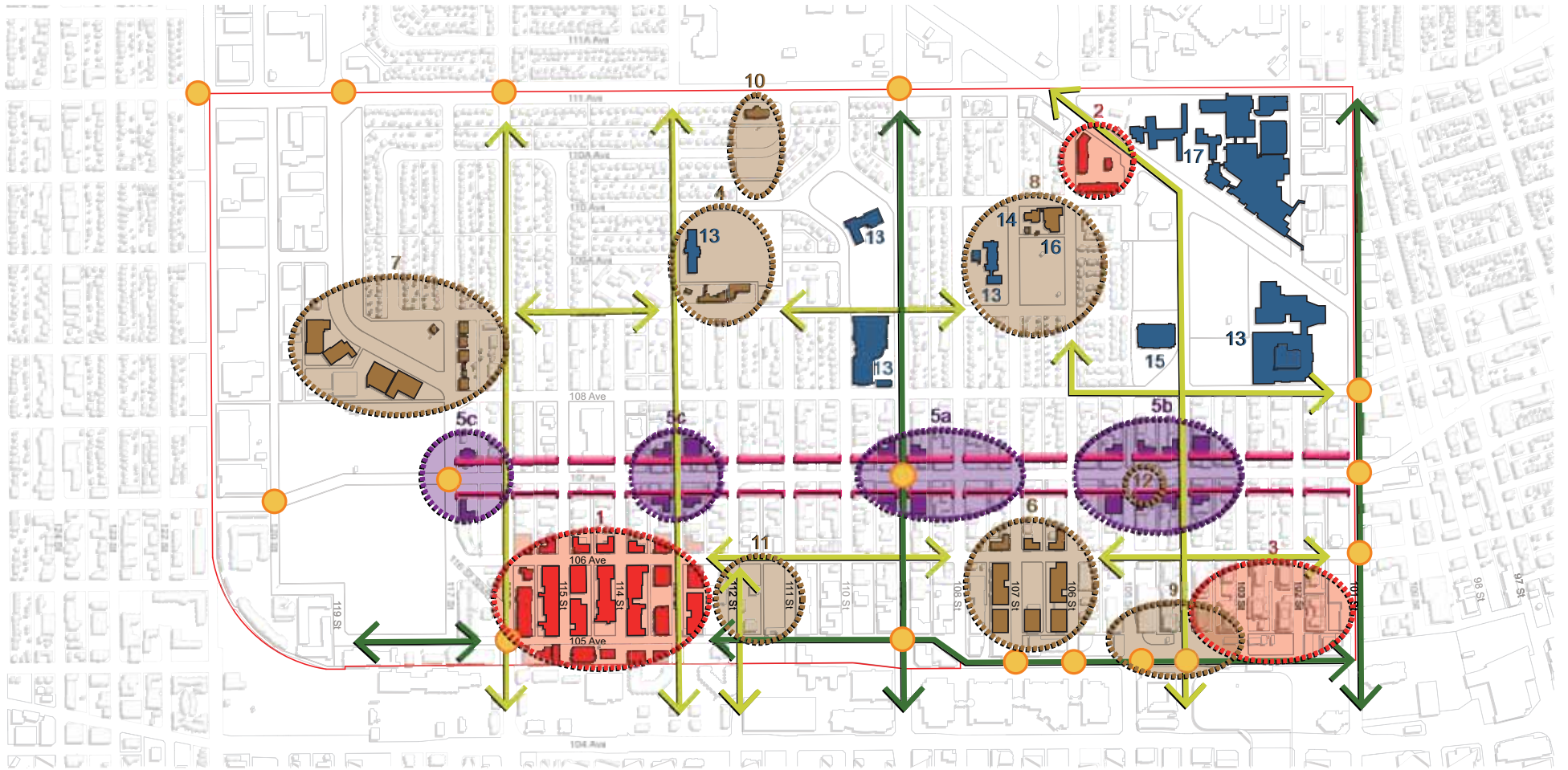
### 6.3.2 NEIGHBOURHOOD CONNECTIVITY - NODES AND CORRIDORS, ACTIVE TRANSPORTATION









The concept of neighbourhood nodes and corridors provide the backbone of neighbourhood connectivity – nodes are places with denser social or commercial activities, that serve as community destinations frequented by residents or visitors, while the corridors are linear public spaces (i.e. streets) with predominantly transportation function (which may also have frontages with commercial or office uses) which connect major community destination or nodes.

There are various nodes identified within and adjacent to the project area, as illustrated in Map 10. Focusing revitalization efforts around these nodes would likely have a greater impact than spreading investment over a wider area. The nodes could be viewed as catalysts from which future activity could radiate outwards. By making limited investment in physical improvements or design direction these areas could also be made better ‘people places’.

Four types of nodes were identified: Neighbourhood Commercial Nodes, 107 Avenue Commercial Nodes, Neighbourhood Open Space Nodes (Parks), and Institutional Nodes.





- |   |                                   |   |   |
|---|-----------------------------------|---|---|
|  | Major Public Realm Connection     |  | Neighbourhood Commercial/Mixed-use Node |
|  | Secondary Public Realm Connection |  | 107 Avenue Commercial Node              |
|  | Gateway                           |  | Neighbourhood Open Space Node           |
|  | 107 Avenue Commercial Corridor    |  | Institutional Node                      |



## I - Neighbourhood Commercial / Mixed Use Nodes

These could serve as smaller commercial destinations for the neighbourhood that would benefit from some limited physical improvements and development opportunities. This will improve the perception of the businesses and the following commercial nodes were identified:

### 1. North Edge Southwest Corner

The area between 113 and 116 Streets and 105 and 106 Avenues is an emerging area of mixed-use businesses and services with an opportunity to become a city-level destination. This area offers opportunities to become a small commercial district, rather than a linear commercial strip. Without through traffic, a stronger pedestrian scale and walkable environment could be developed.

Better street furnishings and modest landscaping could be encouraged and public artwork could unite the area as a unique district. Consideration could be given to incorporating elements of the 105 (Columbia) Avenue streetscape palette.

### 2. Kingsway Mews Commercial Development

This development is immediately adjacent to the Kingsway / Royal Alex LRT station and Hospital. It is unlikely it will be reconfigured in the short term but removing and reconfiguring some parking to allow greater landscaping opportunities would make it more attractive and provide a better pedestrian experience. Where opportunities exist, some commercial units should open up their rear walls to face the residential areas to the west and south.

### 3. North Edge East

High-rise and other mixed-use development north of Ice District is planned. This could transition from the downtown to the Central McDougall neighbourhood to provide a strong and smooth connection through to 107 Avenue. Specific opportunities include:

- ▶ A stronger emphasis on wider sidewalks and streetscape with better street interaction to accommodate large volumes of people using Rogers Place Arena. Larger building setbacks could also support this purpose;
- ▶ Enhancing the park adjacent to the MacEwan LRT station as a key focal point, lined with active commercial frontages; and
- ▶ Improving overall pedestrian and cycling access and convenience.

### 4. 109 Avenue Hub

109 Avenue between 112 and 113 Street contains a small community commercial pocket. The units have a service road and a narrow sidewalk in front of them. In addition to the parking on 109 Avenue, the service road accommodates a double row of parallel parking as well, apparently exceeding the parking demand of the retail businesses.

Removing or narrowing the service lane in front could allow greater pedestrian space and streetscaping / landscaping to accommodate commercial spill out activity, art, and a possible community gathering space.

## II – 107 Avenue Commercial Nodes

While it is recognized that 107 Avenue is the commercial heart of the neighbourhoods, the arterial function of this street means that any reduction in the road width is unlikely. The physical improvements carried out in the late 1980s and 1990s are tired in places, so there may be opportunities to selectively replace street furnishings along the corridor. As the corridor is very long, targeted improvements could be made at those nodes where existing businesses exist in large enough numbers to be a draw. This could potentially stimulate new investment in and around them.

**5a. 107 Avenue / 109 Street Intersection** represents the geographic and symbolic centre of both 107 Avenue and the larger community. As a result, this area could be redeveloped as a significant community gateway. (See Improvement Opportunity 2. **Gateway Elements**.)

Cherry Mall (located one block east at the northeast corner of 107 Avenue and 108 Street) is a busy hub with a number of businesses. The large setback affords significant placemaking opportunities to provide better public space through more landscaping and sidewalk space. Bulbouts on the street corners could help provide safer pedestrian crossings and give the plaza marker opportunities. The sidewalk space in front of the shops could be widened to accommodate patio space and the building could tie into façade improvement incentives.

**5b. 105 Street and 107 Avenue Intersection** has the potential to be a significant commercial node along 107 Avenue, with the LRT crossing making the location very visible. The empty land to the southeast could be developed as a public space with services and programming. (See also Improvement Opportunity 18. **CMD – 107 Avenue Public Space [Potential Art Park]**).

The treed Shared-Use Path (SUP) leading from this intersection to the Prince of Wales Armouries could also be promoted and the commercial units at the intersection of 107 Avenue could be opened up to better address their 105 Street frontages.

**5c. Other Strip Malls** along 107 Avenue are characterized by large setbacks which provide significant opportunities for redevelopment. Like Cherry Mall, if parking reductions or reconfigurations were considered, space should be given over to more generous sidewalks and landscaping (e.g. trees). These parking areas could also be reconfigured to host occasional events or shows to draw people into the area.

### III - Neighbourhood Open Space Nodes

These nodes are more focused around community assets and spaces that are locations where residents can congregate and use space for recreation or celebration purposes. They could serve as gathering spaces outside of commercial districts.

The following neighbourhood nodes were identified:

#### 6. North Edge Park

North Edge Park, located at 106 Avenue and 107 Street, could grow into a neighbourhood node through the development of a mixture of uses around its edges. There is an opportunity to require future redevelopment abutting the park (i.e. along 106 Street) be designed with frontages that interact with the open space. Alleyways connecting these future buildings and the park could be designed as shared pedestrian-vehicle spaces. Furthermore, the building on the southern edge of the park could be allowed to open up to the open space. (Refer to Improvement Opportunity 23. **CMD - North Edge Park Development.**)

#### 7. Queen Mary Park Community League building and park.

Though well developed, this open space would benefit from traffic calming measures around the edges or better crossing points. In particular, improvements at the 108 Avenue and 117 Street intersection would allow better access to adjacent businesses from the park. Specific recommendations include:

- ▶ Lining the edge of the road with trees to help enclose the park. A railing or similar barrier may also encourage children to play more activities and sports; and
- ▶ Exploring the value of an on-demand pedestrian signal for the east-west bicycle path crossing at 109a Avenue and 119 Street.

#### 8. Central McDougall Park

This park, located next to John McDougall School, is considered to be a focal point for residents in the neighbourhood and provides a wide range of recreational activities. It was observed through the community engagement that the gazebos are often visited by homeless individuals resulting in people feeling uncomfortable and unsafe in the space. Through the engagement process, the community identified design options that could address these issues while enhancing the space through greater programming of events, particularly in winter. Specific recommendations include:

- ▶ Incorporating solutions around the gazebo, such as installation of speakers for playing of music;
- ▶ Identifying programming opportunities and facility requirements, particularly for winter use (i.e. winter festivals and / or temporary ice rinks);
- ▶ Providing better pedestrian crossings, especially at mid-block locations around the school and park; and
- ▶ Installing enhanced ambient lighting to further enhance the presence and comfort of the park, particularly during the winter months.

#### 9. MacEwan LRT Station

This LRT station and surrounding plaza area offers significant opportunities if its edges are developed well. Specific recommendations include:

- ▶ Ensuring surrounding development is commercial in nature and lined with active frontages facing directly onto the plaza, ideally with no road in front;
- ▶ Reconnecting the sidewalk on the east side of 105 Street over the LRT tracks, as people currently walk on the road to avoid the barrier; and
- ▶ Prioritizing the reconnection of pedestrian and bicycle connections on 104 Street interrupted by the MacEwan LRT Station.



#### 10. Open Space South of Valour Place

The alley network that currently bisects this open space is currently being reconfigured to create a contiguous greenspace between 110 and 110A Avenue. Over the long term, it is recommended to explore opportunities for provide better connectivity through the open spaces between 109 and 111 Avenue at Valour Place. It may also be desirable to provide a better crossing across 111 Avenue to extend this north-south connectivity to Airway Park and eventually Blatchford.

#### 11. South-West QMP Park (Potential Opportunity)

The Area Redevelopment Plan and the Revitalization Strategy both recognize the need for a new park space in Queen Mary Park south of 107 Avenue. While some empty sites may be ideal (e.g. ATCO sites south of 106 Avenue, between 113 and 111 Streets) they may not be available. Any new park should have at least one or two active edges to facilitate programming and servicing. If an alley is adjacent to the new park space, any new development should make the alley an integral part of the new design.

#### 12. 107 Avenue Public Space (Potential Public Art Opportunity)

The vacant land on the southeast corner of 107 Avenue and 105 Street was identified as a suitable location to provide a public space to potentially display local art. Any public space should be serviced and have opportunities for limited commercial to keep it active and programmed. (Refer to Improvement Opportunity 18. **CMD - 107 Avenue Public Space [Potential Art Park]**).

### IV - Institutional Nodes

These institutional nodes are the civic and community centres and facilities that tend to serve local and wider communities providing strong roots and connections for residents. Many of these facilities are integral to the health of the communities.

#### 13. Schools

Schools are important community destinations visited daily by students, parents and teachers. There are opportunities to improve pedestrian safety, ensure universal accessibility, and promote after-hour recreational use by the community. Specific recommendations include:

- ▶ Introducing shorter pedestrian crossings at the intersections around schools and playgrounds;
- ▶ Providing wider sidewalks around schools to accommodate larger groups of children and improve their safety; and
- ▶ Incorporating more landscaping and naturalization to reduce maintenance of unused turf areas. The development of treed edges would create a greater sense of enclosure for the fields that remain.

#### 14. Churches

Churches are important community destinations for congregations and community events. Pedestrian safety, universal design, and consideration of the needs of elderly are important to ensure safe access to the facilities. The retention and repurposing of these facilities could also be considered should congregations move out. Specific recommendations include:

- ▶ Encouraging the development / installation of pedestrian crossings at the intersections around the churches or directly in front of them; and
- ▶ Installing public benches close by for users and those passing by. This will allow people an excuse to gather and linger.

### 15. Prince of Wales Armouries

This historic building is both a local and city-wide destination, that hosts several museums and non-for-profit associations. While well used, there are few outdoor amenities to attract and keep people. There is concern about social issues around the perimeter as the neighbouring fence hides activity. The open space surrounding the building could be opened up and made more visible. Specific recommendations include:

- ▶ Removing the wooden fence along the western site boundary to open up views toward the facility and improve the safety and accessibility to the adjacent residential area;
- ▶ Exploring the opportunity for a pedestrian crossing of the LRT line to provide a direct linkage to the residential neighbourhood behind the Armouries. This crossing would improve the neighbourhood connectivity and the access to the museums; and
- ▶ Enhancing the amenity spaces surrounding the Armouries with new landscaping and site furnishings to encourage people to visit.

### 16. St John Cultural Centre

A popular community and city-wide destination. Improvement opportunities relate to improving the access and integration with the adjacent St. John Cathedral and Central McDougall Park .

### 17. Royal Alexandra Hospital

An important city-wide destination, with large visual impact due to its mass and footprint. There is an opportunity to improve the pedestrian and cycling access and experience from the residential area to both the Hospital and LRT station.



## V - Corridors and Connectivity

The project area is surrounded and intersected by major corridors, each with a different identity and function (illustrated on Map 10). While 111 Avenue is used primarily as a transit corridor buffered from the adjacent residential development, other corridors (101 Street, 109 Street and 107 Avenue) have more active mixed-use and commercial frontages. 107 Avenue, while being a major arterial route, is also the community main street.

Other important corridors have slightly different identities and functions. Active transportation corridors are those where pedestrians and cyclists would be given greater priority. For example, there is a Shared-Use Path (SUP) west of 120 Street that connects to 105 (Columbia) Avenue. At this location, 105 (Columbia) Avenue is envisioned to become a pedestrian and cyclist corridor shared with vehicles that serves local and adjacent community residents. Providing active transportation infrastructure is important for sustaining a healthy community lifestyle and attracting new residents and families.

Identifying these key corridors will help focus improvements to the public realm in terms of sidewalk widths, landscaping, safety, lighting, accessibility, servicing etc. to make them desirable and functional routes. Ideally, the routes given priority would be those that enhance connections to nodes and destinations (e.g. parks, schools, commercial areas).

### Bike Routes

Map 4A illustrates existing and proposed bicycle routes through the neighbourhoods. While existing bicycle routes within the neighbourhoods are limited, the City is envisioning new facilities along 105 (Columbia) Avenue, 109 Avenue (from 121 to 110 Street) and 113 Street (from 109 Street south). 105 (Columbia) Avenue has been partially implemented (i.e. west of 116 Street) and the two latter alignments are currently being confirmed through the Neighbourhood Renewal Program.

The existing bike network is primarily around the edge of the neighbourhoods and down 104 Street. It is recognised that an effective bike network with alternative routes be available. Routes do not necessarily need to be dedicated separate paths, but have clear markings.

Through the lens of the Urban Design Analysis, connections to adjacent neighbourhoods were considered to develop a broader network that links local and external destinations. The routes described below are suggestions only and may be considered when revising the City of Edmonton Bicycle Transportation Plan:

- ▶ 108, 110, 113 Street (north of 109 Avenue), connecting communities to the north and south and with schools and parks;
- ▶ 111 Avenue, using the side roads provides a direct east west route, to connect the stadium and other destinations;
- ▶ 109 and 108 Avenue east of 110 Street, to connect all the schools and parks together and provides a route through the middle of the neighbourhoods;
- ▶ 105 Avenue is noted as a bike route in the 105 Avenue concept design; and
- ▶ As an interim measure, providing wider sidewalks around schools where no cycle paths exist, to allow smaller children to walk and cycle safely.

The neighbourhoods have numerous schools and parks that could be connected by bicycle or multi-use corridors to help residents access these key nodes easily and safely. The following are notable corridors or opportunities to create better connections, that may reinforce the bike route section above:

#### Public Realm Connections

Major public realm connections are corridors that pedestrians and cyclists use to connect to the larger city-wide transportation network and city wide nodes and destinations. These corridors typically have a strong urban character (i.e. sense of enclosure and scale).

Secondary public realm connections are corridors that complement the grid at the neighbourhood level to provide residents access to neighbourhood nodes and destinations.

#### A. 109 Avenue Corridor

From an east-west perspective, 109 Avenue presents a key active transportation corridor that can connect the all five schools in Queen Mary Park and Central McDougall, and also connect to the bus route on 101 and 109 Street. The corridor also connects the

major parks and open spaces in both neighbourhoods. Enhancing the pedestrian experience along this corridor will address safety and improve connectivity at a neighbourhood level. Future enhancements could:

- ▶ Consider how a bike route on 109 Avenue could be installed from 118 to 106 Street and continuing further east on 108 Avenue to connect to Victoria School for the Visual and Performing Arts and 101 Street; and
- ▶ Provide better pedestrian-scale lighting and curb extensions along the corridor, where possible.

(Refer to Improvement Opportunity 4. **Bike Routes** and 11. **QMP/ CMD - Pedestrian / Cycle Connection Along 109 Avenue.**)

#### B. 113 Street Corridor (112 Street is optional)

This street connects north-south through the community from Kingsway to Oliver, Downtown and the River Valley. Ideally, a separated bike path or shared use path with good lighting and landscaping would add significant value.

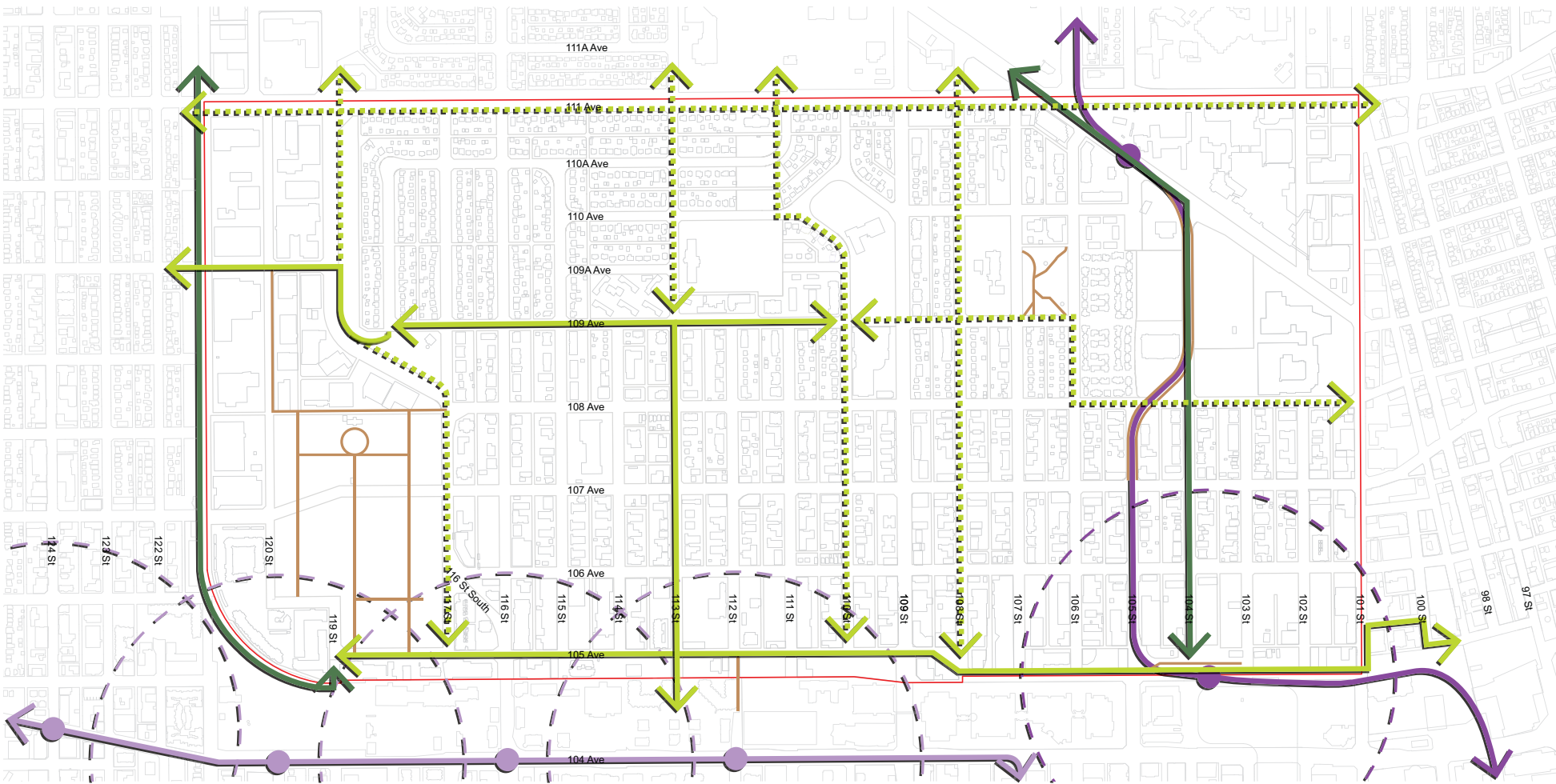
It is recommended that 112 / 113 Street be developed in a manner similar to the boulevard north of 106 Avenue. (Refer to Improvement Opportunity 5. **QMP - Streetscape Improvements between 105 Avenue and 106 Avenue.**)









#### C. 103, 106, 108, 111, 112 and 119 Street links

Open or encourage links through to the south into the Downtown and Oliver neighbourhoods and future Valley Line / West LRT corridor.

#### D. 104 Street Corridor

This corridor provides a direct link to MacEwan LRT Station, Prince of Wales Armouries and Kingsway/Royal Alex LRT station. The current Shared-Use Path (SUP) runs parallel to the LRT line, but an east-west crossing in line with 109 Avenue would be desirable to create a possible east-west corridor.



-  Bike Route - City Planned
-  Bike Route - Urban Design Analysis Proposed
-  Pathways Existing
-  Bike Route - Existing
-  Metro Line LRT
-  Valley Line LRT
-  Metro Line LRT 400m Walking Radius
-  Valley Line LRT 400m Walking Radius





### E. 105 (Columbia) Avenue

105 (Columbia) Avenue could be viewed as a major public realm corridor with a number of secondary connections north-south (see also C). These are viewed as a critical element for enhancement to provide strong, safe and enjoyable connections between Downtown, 107 Avenue and beyond. Safe and enjoyable connections are a key element of the Revitalization Strategy. Consideration should be given to connecting to 97 Street and the Shared-Use Path (SUP) running parallel to the LRT Capital Line. Funding needs to be secured through the next City capital budget cycle for an update to the concept design to reflect changes to City policies and directions.

### F. 107 Avenue Commercial Street

107 Avenue is a main street and should be recognized as the heart of the neighbourhoods, with its commercial and social functions. Most successful commercial streets have multiple units along the block face with minimal breaks in the building wall. 107 Avenue has many breaks in the street wall, primarily due to the development of buildings originally facing the streets and the infill strip malls with large setbacks. Efforts to fill in the gaps and improve the public realm would improve the perception of the place to encourage new investment. Specific recommendations include:

- ▶ Exploring ways to fill in or screen the alleys to make alleys more attractive and expand the perceived street wall (See Improvement Opportunity 6. **107 Avenue- Alleyway Pilot**);
- ▶ Enhancing building aesthetics through incentives that promote and support better building and façade design (Refer to Improvement Opportunity 7. **107 Avenue - Enhance Building Aesthetics** and 8. **107 Avenue - Streetscape Improvements**); and
- ▶ Upgrading street furnishings and installing gateway features and markers.

### G. 106 Avenue

Currently a wide corridor which encourages shortcutting while acting as both a physical and psychological barrier between the residential units to the north and former light industrial area to the south. Improvements to 106 Avenue are being planned as part of the City's Arterial Roadway Renewal Program, which include:

- ▶ Integrating bulb-outs at key intersections for safer pedestrian crossing; and
- ▶ Completing missing portions of the sidewalk on the south side of the street. (Refer to Improvement Opportunity 14. **QMP/CMD - 106 Avenue Improvements [South Side Sidewalk and Improved Pedestrian Crossings]**).

### H. 105 Street

This commercial strip is slowly transforming, but the greatest potential is closest to 107 Avenue. The Metro LRT, despite its opportunities, has created physical barriers that will need addressing in time. Any streetscape improvements should complement improvements on 105 Street between 106 and 107 Avenue. Specific recommendations include:

- ▶ Reconnecting the sidewalk on the east side of the street where the LRT racks merge onto the roadway;
- ▶ Developing a public open space on the empty land at 107 Avenue and 105 Street (Refer to Improvement Opportunity 18. **CMD - 107 Avenue Public Space [Potential Art Park]**); and
- ▶ Further animating the 105 Street commercial at-grade frontages when redevelopment happens in the future.

### I. 109 Street

New investment along this major arterial is evident with new commercial units opening up.

### J. 116 / 118 Street

These two streets are functioning as one-way arterial connections south of 109 Avenue. The streets serve as a major north-south route through Queen Mary Park and provide access to the mixed-use redevelopment emerging on the west side of 118 Street. It is recommended to explore opportunities for a north-south bicycle route within this corridor.



#### K. Bus and LRT Routes

The bus routes are concentrated along the major arterial roads, and having clear, safe and well-lit sidewalk access from within the neighbourhoods to the bus stops is critical to make these facilities functional and attractive to residents, and well-used all year around. The Valley Line / West LRT extension will be located on 104 Avenue and the LRT stops along this street will become major destination points for local residents, hence the access to these nodes from the residential areas to the north needs a special attention.

### 6.3.3 NEIGHBOURHOOD AESTHETICS AND IDENTITY

The quality and aesthetics of the public realm can have a significant impact on how residents feel and treat their community, while also influencing newcomers and redevelopment investment.

Helping to create a better public realm, whether through street furnishings, public art or through architectural form could be considered and ideally focused on the major nodes and corridors.

#### 1. Streetscape Improvements

Streetscape improvements featuring higher standards of design aesthetics could apply throughout the neighbourhood, but particular focus should be put on streets that lead to major community destinations that have higher pedestrian traffic. Those leading to local schools and parks could be developed to provide an enhanced level of pedestrian experience – through wider sidewalks, enhanced pedestrian lighting and more public street furnishings. (Refer to Improvement Opportunity 5. QMP - Streetscape Improvements between 105 Avenue and 106 Avenue, 8. 107 Avenue - Streetscape Improvement, and 22. CMD - Streetscape Improvements between 105 Avenue and 106 Avenue.)

#### 2. Public Art

Placemaking and public art initiatives typically enhance public open spaces and parks, providing another level of cultural experience within the neighbourhoods. Raising the cultural profile of the communities can help attract visitors from other parts of the city and raise community pride. New art opportunities could be explored with local organizations or schools (e.g. Victoria School of Performing and Visual Arts).

Locations for art could be explored and publicized to see if new art can be incorporated, whether as murals on blank walls, sculptural pieces in suitable locations or incorporated into street furnishings.



Concentrated locations for public art should be identified, such as the proposed public space at 107 Ave and 105 Street, to act as focal points and key attractions. (Refer to Improvement Opportunity 3. **Public Art** and Improvement Opportunity 18. **107 Avenue Public Space [Potential Art Park]**).

### 3. Façade Improvements

The City provides grants to local business owners, within the Business Improvement Area (BIA) , to share the cost of façade improvements that enhance the image of their buildings and businesses. The business association and local businesses should explore partnerships to capitalize on opportunities addressing architectural and landscape aesthetics and ultimately raising the image and the profile of the business areas. (Refer to Improvement Opportunity 7. **107 Avenue - Enhance Building Aesthetics.**)

### 4. Heritage

Most places take great pride in their heritage resources, recognizing what they add to the neighbourhood character. The City has a Register and Inventory of Historic Resources that identifies buildings or structures that are of historic or cultural significance. The retention of any resources within the project area should be encouraged and redevelopment should respect the original structure. The community could also identify those resources it feels are significant and encourage their retention and addition to the Inventory.

The City's Façade Improvement Program, if being accessed, could also consider restoring or emphasizing the commercial unit's original architecture rather than following new design trends, especially if the building is noteworthy. Better development potential can sometimes be leveraged if the original building is retained and incorporated.

The single family home area of Queen Mary Park has a few streets that have relatively intact original 1950s bungalows, and one or two could be considered as a potential character or heritage area if the residents were willing. This may entail some design guidelines to ensure any new development respects key characteristics that make them unique, such as wide setbacks, shallow roof lines, etc.

### 5. Gateway features

Many neighbourhoods, places or corridors have markers or features that announce one has arrived. Such gateway features could be considered at key entry points around the periphery of the study area and at critical intersections or nodes within, such as 107 Avenue and 109 Street.

Such features can help develop community identity, whether they are simple art elements, banners or more complex gateways arches or monuments. Typically, gateways are not buildings. (Refer to Improvement Opportunity 1. **Gateway Elements.**)

Efforts to improve streetscape and building aesthetics could be focused on the major nodes and corridors such as 107 Avenue. In particular, the corner of 107 Avenue and 109 Street, which is arguably the geographic center the community, could be treated as a community gateway. (Refer to Improvement Opportunity 1. **Gateway Elements.**)

### 6. Wayfinding

Wayfinding elements can help visitors and residents be aware of the community destinations located within the area and can also create a sense of pride and belonging.

Wayfinding elements can help people navigate through neighbourhoods by allowing people to recognize landmarks or features that help them to find or guide them through places.

Wayfinding elements can be enhanced through actual mapping located within the area or through careful placement of design features along the streets and at key locations. (Refer to Improvement Opportunity 2. **Wayfinding.**)



## 7. Vistas and Landmarks

Most places have a landmark that people recognize or is very visible. This could be a small piece of art or a major building such as a church. Recognizing community landmarks and retaining their visibility is key. Some features could be highly visible to ensure they dominate vistas from certain angles. For example, McEwan University's towers were purposely aligned with 106, 107 and 108 Streets, but are highly visible and symbolic to the college. At a smaller scale, the Edmonton Chinese Baptist Church terminates 112 Street. Where streets terminate, there should be a conscious effort to incorporate architectural features or street furnishing.

Landmarks also have great impact and ideally would be placed where most people are likely to pass or see them, typically at the community nodes. Enhanced architectural massing, detailing or art within the public realm can help achieve this goal. This is especially applicable to buildings on the corners of major intersections.

## 8. Active Edges

These are more applicable to commercial areas to help make them more vibrant. Having multiple entrances and commercial opportunities on a given block allows greater opportunities for more businesses to locate and draw people in. Large blocks of dead frontage typically discourage visitors from passing by and provide fewer reasons to come back. Consideration should be given to enacting guidelines encouraging fine-grain building articulation within new development on major commercial corridors and at nodes.

Despite the large population within the walk-ups, there is very little perceived interaction between them and the street. There may be an opportunity to open up ground floor units to have direct access to the public realm. In addition, landscaping incentives to privatize the front yards may encourage more outdoor activity. (Refer to Improvement Opportunity 17. **QMP / CMD - Residential Façade and Landscape Improvement between 106 Avenue and 108 Avenue.**)

Improving the community aesthetics and identity is a desirable outcome directly connected to the *Create Beautiful Neighbourhoods* theme of the Revitalization Strategy.

## 6.3.4 NEIGHBOURHOOD PARKS AND OPEN SPACE

Having a sufficient supply of and access to parks and community open space is critical for residents' well-being. Community engagement indicated that residents see parks as the most desirable social nodes with the community, frequently visited by young and old. Improvements to the existing neighbourhood parks would bring numerous social and environmental benefits, and could also enhance the community connectivity through the neighbourhoods. (Refer to Improvement Opportunity 12. **QMP - Enhance QMP School Ground**, and 20. **CMD - Enhance CMD Park.**)

The project area contains a strong network of parks and open spaces, particularly to the north of 107 Avenue. South of 107 Avenue the parks are limited to the undeveloped North Edge Park. (Refer to Improvement Opportunity 23. **CMD - North Edge Park Development.**) A new location for a public open space was identified at 107 Avenue and 105 Street. This is envisioned as a great placemaking opportunity with potential to be developed as public gathering place (or potential art park) and new community destination uniting the two neighbourhoods. (Refer to Improvement Opportunity 18. **CMD - 107 Avenue Public Space [Potential Art Park]**).



Source: Re/Max Real Estate

An observation of the Urban Design Analysis, reinforcing the direction of the ARP, was that there is a shortage of neighbourhood level park space in the southwest quadrant of Queen Mary Park. To address the need for more open space, the initial concept design of 105 (Columbia) Avenue suggests closing one block (between 113 and 112 Streets) to vehicular traffic and creating a pedestrian plaza. Taking into account that the area south of 106 Avenue is transitioning into higher density mixed use, locating and developing a neighbourhood park in this area should be considered a high priority. The design of parks and pedestrian friendly connections to these destinations is fundamental to their success. Ongoing programming of the spaces throughout the year will further enhance these spaces. Ideally, any park would have at least one active edge to allow future services to be provided directly onto the park.

Other opportunities to improve some of the parks were identified under Section 6.3.2 Nodes and Corridors / Neighbourhood Open Space Nodes, above.

### 6.3.5 COMMUNITY SAFETY

Community and residents' safety can have several dimensions that could be addressed through a variety of physical interventions.

Crime prevention could be improved by providing more pedestrian-level lighting on streets, parks and especially in public areas that are used in the evenings. Applying CPTED principles in future road and streetscape design and development is important. Residential units could be encouraged to face or open up to the street to get more 'eyes on the street' that may reduce crime opportunity. (Refer to the table in Section 8 that identifies Improvement Opportunities that enhance safety on the streets and parks.)

Traffic safety can be improved through well designed pedestrian crossings, especially in areas with increased pedestrian traffic (e.g. TOD zones, around LRT stations, bus stops, shopping streets or other community destinations) or areas that can expect less experienced or less capable users, such as school children or seniors. Principles of inclusive and universal design should be applied in designing streets, parks, public spaces, as well as their interface with public and private buildings. Physical improvements that address traffic safety include adding or repairing sidewalks and installing pedestrian crossings or pedestrian signals where necessary. These will ensure safe environment to all residents, employees and visitors. (Refer to Improvement Opportunities 5. **QMP - Streetscape Improvements between 105 Avenue and 106 Avenue**, 8. **107 Avenue - Streetscape Improvements**, 21. **CMD - Intersection Improvements near Schools**, and 22. **CMD - Streetscape Improvements between 105 Avenue and 106 Avenue**.)

Design considerations that enhance pedestrian comfort can also improve the public realm. For example, adding boulevards with trees improve comfort as they can serve as a buffer between the sidewalk and road. Streetscape improvements should be designed to enhance pedestrian comfort and perceived sense of safety. These considerations will further encourage walkability. (Refer to Improvement Opportunities 5. **QMP - Streetscape Improvements**, 8. **107 Avenue - Streetscape Improvements**, and 22. **CMD - Streetscape Improvements**.)

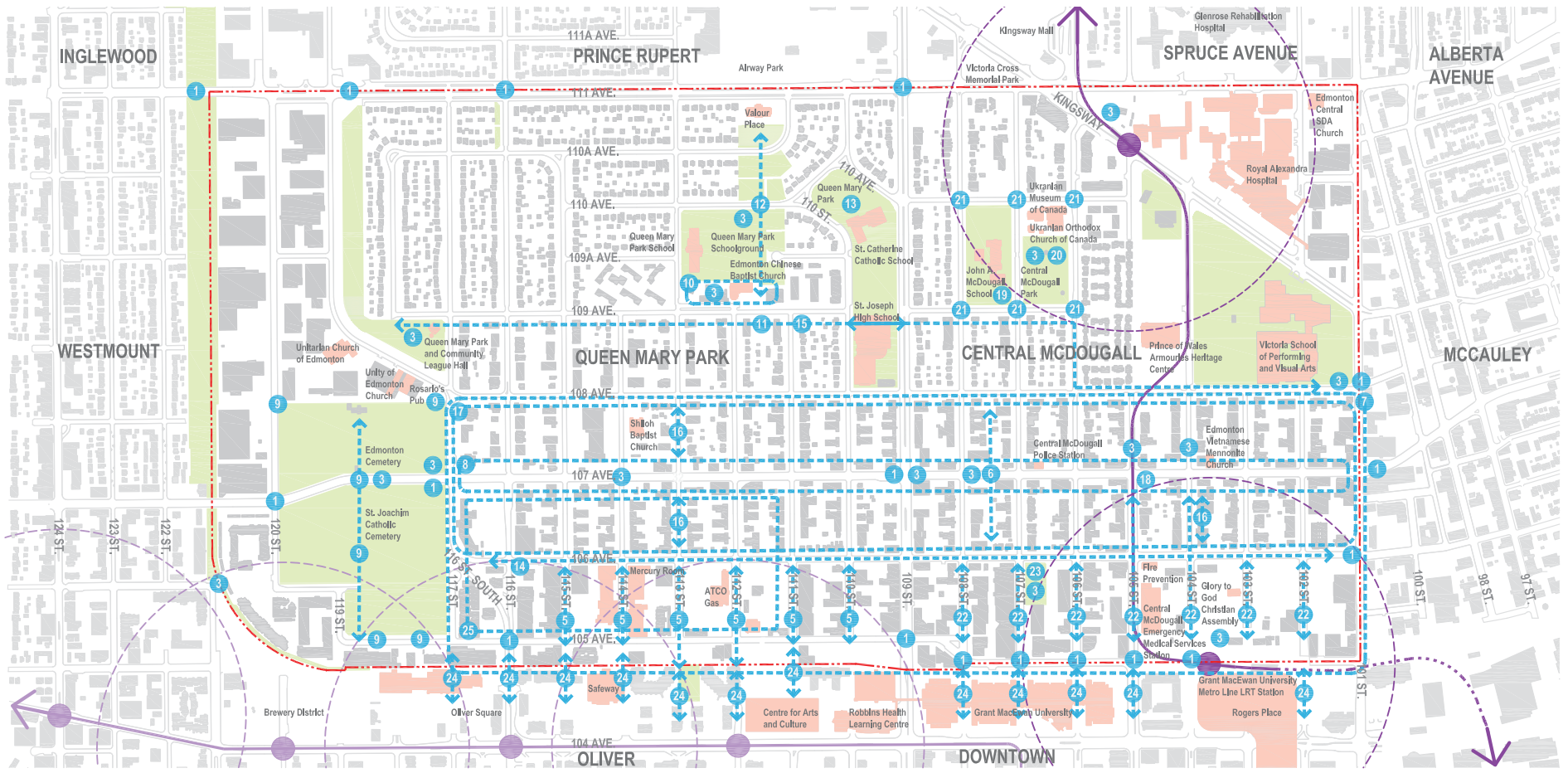
In terms of lighting, while more illumination is not necessarily better, strategically placed and directed lighting can ensure the pedestrian experience is enhanced and comfortable. The key corridors could have pedestrian level lighting as a priority in addition to street lighting. The access points to most walk-ups could also be well lit and alleys, especially on 107 Avenue, need better lighting. The parks could have better lighting around the hubs of activity and could be programmed as it is not necessary to light them all the time.

Safety-oriented urban design improvement opportunities directly relate to the *Develop Safer Communities* theme of the Revitalization Strategy.





## 7.0 PUBLIC REALM IMPROVEMENT OPPORTUNITIES



- Study Area
- Key Landmarks / Destinations
- Metro Line LRT and Stations - At Grade
- ⋯ Metro Line LRT - Below Grade
- Future Valley Line LRT and Stations - At Grade
- ⋯ Metro Line LRT 400m Walking Radius
- ⋯ Future Valley Line LRT 400m Walking Radius

- Urban Design Project Initiatives**
- 1 Gateway Elements
  - 2 Wayfinding (not identified on map)
  - 3 Public Art
  - 4 Bike Routes (not identified on map)
  - 5 QMP - Streetscape Improvements (110 St through 115 Streets)
  - 6 107 Avenue - Alleyway Pilot

- 7 107 Avenue - Enhance building aesthetics
- 8 107 Avenue - Streetscape Improvements
- 9 Cemetery Enhancements
- 10 QMP - Commercial Node on 109 Avenue
- 11 QMP - Ped/cycle connection along 109 Avenue (incl. at St. Joseph High School)
- 12 QMP - Enhance QMP Schoolground
- 13 QMP - Enhance Queen Mary Park

- 14 QMP/CMD - 106 Ave Improvements (south side and improved pedestrian crossings)
- 15 QMP/CMD - Pedestrian LED lighting on 109 Ave
- 16 QMP/CMD - Pedestrian LED lighting on the side streets along 107 Ave
- 17 QMP/CMD - Residential Facade and Landscape Improvement between 106 Ave and 108 Ave
- 18 CMD - 107 Avenue Public Space (Art Park)
- 19 CMD - John McDougall School - Facade and Yard Enhancement

- 20 CMD - Enhance CMD Park
- 21 CMD - Intersection Improvements near school
- 22 CMD - Streetscape Improvements (102 St, through 108 St.)
- 23 CMD - North Edge Park Development
- 24 Enhance Connectivity to the South
- 25 QMP - New Park In south-west portion of QMP





## 7.1 INTRODUCTION

After concluding the analytical work and collecting feedback from the various public engagement events, the Urban Design Analysis Project Team formulated a list of public realm improvement opportunities. The approach was based on the development of actions / projects that work towards achieving the overall urban design objectives that are consistent with the Revitalization Strategy. They seek to address current challenges identified by both community residents and the urban design team in the analysis carried out.

The following public realm improvement opportunities were identified (in no particular order):

1. Gateway Elements
2. Wayfinding
3. Public Art
4. Bike Routes
5. QMP - Streetscape Improvements Between 105 Avenue and 106 Avenue
6. 107 Avenue - Alleyway Pilot Project
7. 107 Avenue - Enhance Building Aesthetics (includes Architectural Design Guidelines, UD Advisor for Developers, 107 Avenue Rendering)
8. 107 Avenue - Streetscape Improvements (includes Concept Plan)
9. Cemetery Enhancements (including Enhance Cemetery Entrance Ways, Improve Lighting Along Walkways, Cemetery Crosswalk)
10. QMP - Commercial Node on 109 Avenue and 113 Street
11. QMP/CMD - Pedestrian/Cycle Connection Along 109 Avenue (Incl. Through St. Joseph High School)
12. QMP - Enhance Queen Mary Park School Ground
13. QMP - Enhance Queen Mary Park
14. QMP/CMD - 106 Avenue Improvements (South Side Sidewalks and Improved Pedestrian Crossings)
15. QMP/CMD - Implement Pedestrian Scale Street Lighting Along 109 Avenue
16. QMP/CMD - Pedestrian Lighting on the Side Streets Off of 107 Avenue
17. QMP/CMD - Façade and Landscape Improvement between 106 Avenue and 108 Avenue
18. CMD - 107 Avenue Public Space (Potential Art Park)
19. CMD - John McDougall School Façade and Yard Enhancement
20. CMD - Enhance Central McDougall Park
21. CMD - Intersection Improvements Near Schools
22. CMD - Streetscape Improvements Between 105 Avenue and 106 Avenue
23. CMD - North Edge Park Redevelopment
24. QMP/CMD - Enhance Connectivity to the South
25. QMP - Potential South-West Neighbourhood Park



Each of the suggested public realm improvement opportunities address the main themes of the Revitalization Strategy to various degrees. For example, the *Create Beautiful Communities* theme can be addressed through streetscape improvements (Opportunities 5, 6, 8, 10, 14, 21, 22), improvements to building aesthetics (Opportunities 7, 17, 19), and art and placemaking (Opportunities 1, 3, and 18.)

Some improvement opportunities are directly related to the *Connect Our Communities* theme of the Revitalization Strategy (Opportunities 2, 4, 5, 6, 8, 9, 11, 12, 13, 14, 15, 16, 21, and 22.)

Improving the aesthetics and providing safe and pedestrian-friendly access to the commercial main street and smaller retail nodes addresses the *Build a Dynamic Economic Environment* theme (Opportunities 6, 7, 8, 10, 15, 16, and 22.)

All improvement opportunities that would bring more people to the street, and in particular those opportunities that suggest improved lighting and safety relate to the *Develop Safer Communities* theme (Lighting opportunities 6, 9, 15 and 16 and safety opportunities 3, 4, 5, 8, 9, 11, 13, 18, 21, 22 and 23.)

It is important to recognize that individual improvement opportunities may have only a limited contribution. The cumulative implementation of the suggested public realm improvement opportunities may have a significant impact on improving the community image, livability and prosperity. Ongoing work will be required to identify opportunities for collaboration with other stakeholders and in sourcing resources for the initiatives, collaboration will also help in identifying innovative solutions to achieve implementation. It is also important to monitor the implementation of this plan and progress in addressing the desired outcome.

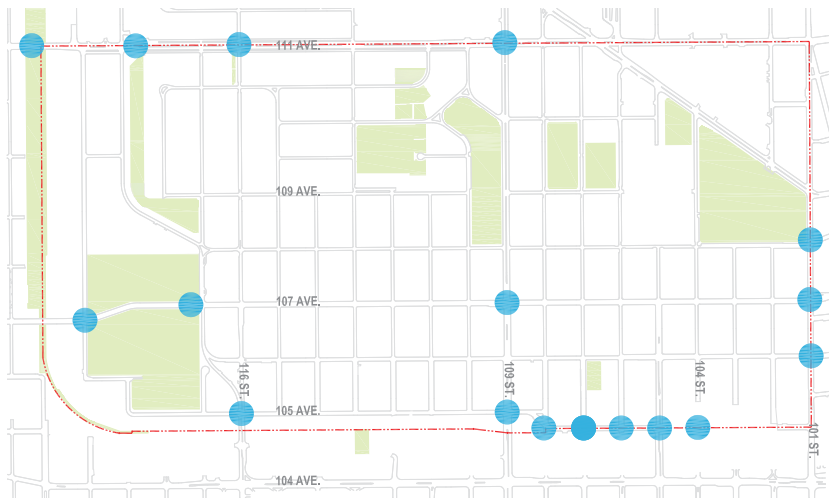
Map 12 outlines all of the public realm improvement opportunities arising from this Analysis.

## IMPROVEMENT OPPORTUNITY 1 – GATEWAY ELEMENTS

Over the course of the project, residents shared expectations and support for reinforcing and developing a unique identity for Queen Mary Park and Central McDougall based on the history of the two neighbourhoods. Defining the geographic boundaries and main entry points to the neighbourhoods would be a step forward in accomplishing this objective.

Gateway elements are used to signify that you are entering a special area. They can take several forms and range from being subtle to bold and strong. The key map below indicates where gateway elements could be incorporated or where gateways exist but need enhancement through streetscape and building improvements. These gateways could be articulated through unique and bold architectural features on the corners of buildings, arches over road, columns or art on the side of the road or welcome signs.

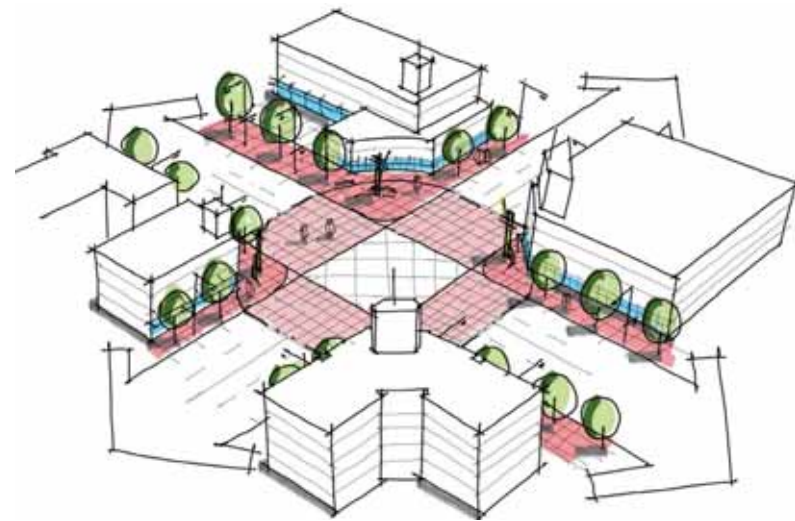
Certain locations are obvious choices for bolder statements, such as the intersection of 109 Street and 107 Avenue (i.e. the geographic centre of the two neighbourhoods). More subtle gateway elements, including a change in tactile materials in the road/sidewalks at key entrance points, could be incorporated at the intersection of 107 Avenue and 101 Street. In some situations, the gateway features already exist. Some are unobserved and under-scaled such as that found on 109 Street next to McEwan University which feature elements of the 'Rat Hole' tunnel.

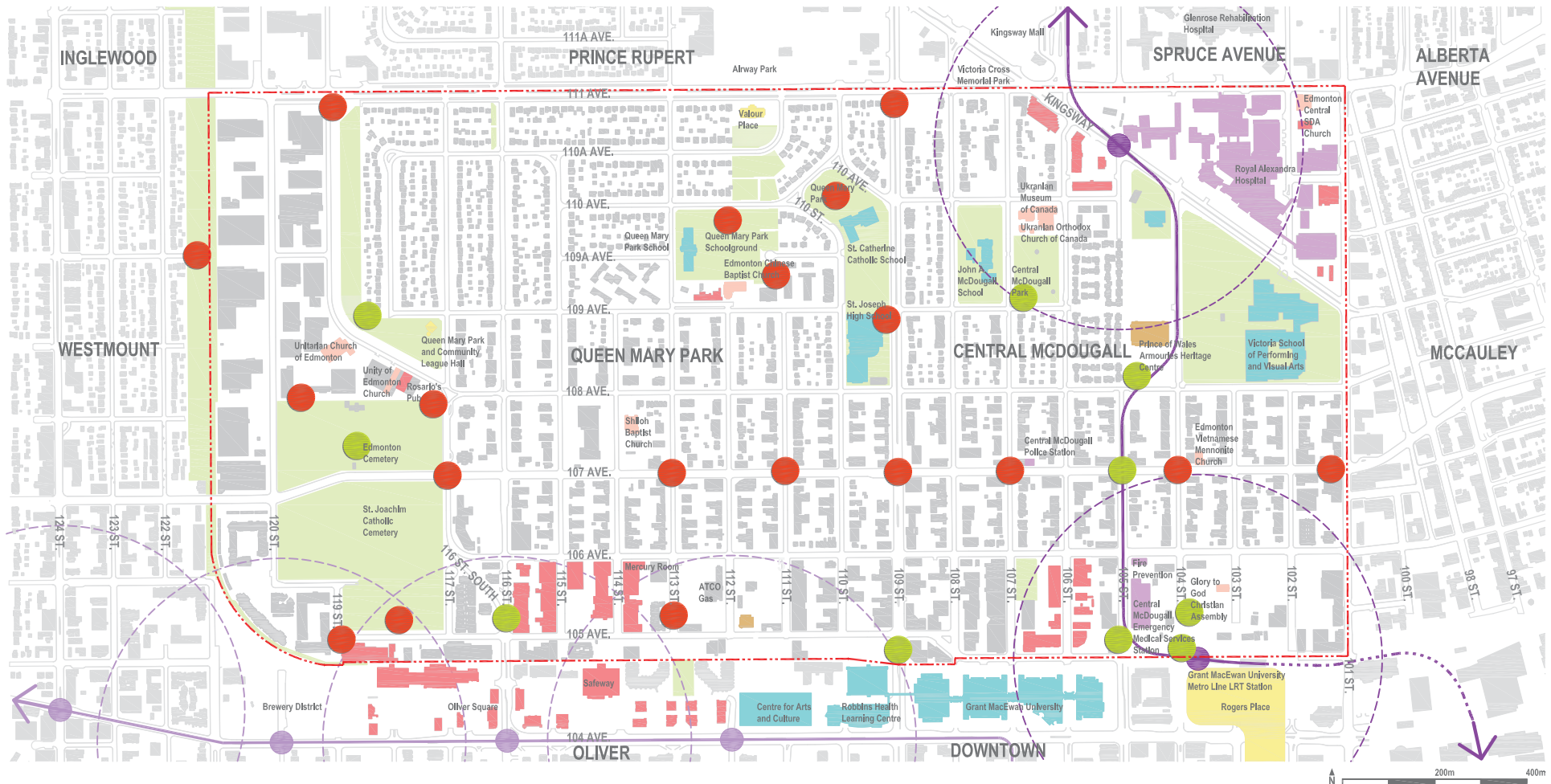


MacEwan University's grand tower features at the ends of 106, 107 and 108 Streets enhance the identity of the neighbourhood and strengthen connections into it. If architectural and massing controls are developed for the area it will be important that they strongly reflect the need for buildings at these gateways to have unique and strong design features.

Other than helping create a brand for the neighbourhoods, especially the commercial areas, this initiative allows short term physical improvements to be witnessed by the community. It shows attention is being given to efforts to reinforce the community's identity.

Introducing gateway elements would help build a stronger mental map and memorable visual identity for the two neighbourhoods, for residents and visitors alike. This improvement opportunity directly speaks to the *Create Beautiful Neighbourhoods* theme of the Revitalization Strategy.





- Study Area
- Green Spaces
- Building Footprints
- Key Landmarks / Destinations
- Metro Line LRT and Stations - At Grade
- ⋯ Metro Line LRT - Below Grade
- Future Valley Line LRT and Stations - At Grade

- Metro Line LRT 400m Walking Radius
- Future Valley Line LRT 400m Walking Radius
- Proposed Pedestrian Monolith Wayfinding Sign
- Proposed Pedestrian Minilith Wayfinding Sign

- Key Destinations**
- Commercial
  - Community/Recreation
  - Educational Institution
  - Heritage
  - Medical and Emergency Services
  - Religious Establishment



## IMPROVEMENT OPPORTUNITY 2. WAYFINDING

It is recognized there are many ways to make neighbourhoods easier to navigate. Wayfinding signs could be important landmarks for people who are not familiar with a community, particularly in the case of visitors. They illustrate significant landmarks and destinations in the community and how they can be accessed from a given location using various transportation modes, such as pedestrian, bike, bus and LRT routes. Without such tools, people may not be aware of what is located in the vicinity. The City has recently developed a design standard for wayfinding signage, including monolith and minilith sign types, but it is hoped that certain elements of the infrastructure can be tailored to reflect the local community identity. Any implementation must follow City standards and it is expected that the Downtown wayfinding signage be completed first, and then expanded into this project area.

The design and placement of such signage is critical to their functionality. Wayfinding elements should be located along key entry points from the south, east, west and north, key trail locations, and community parks, bike trails and hubs.

Monolith signs are suggested in key locations, such as north of Ice District, adjacent to the cemetery, along the Metro LRT line, and at key street intersections from the south when entering the community.

Minilith signs are smaller in scale and are suggested for locations where space may be limited for their placement (e.g. along 107 Avenue), and around access points or community hubs (e.g. Queen Mary Park School Ground, St Catherine Catholic and St Joseph High Schools) to help inform people of the wider neighbourhood connections and destinations. Suggested locations are given in Map 13. Further wayfinding analysis and design should be carried out by the appropriate City teams in charge of such projects.

Other platforms to raise awareness of Queen Mary Park and Central McDougall community assets and attractions include community walking maps or the use of electronic / cell phone technology.

Introducing a system of wayfinding elements advances the *Connect Our Communities* theme of the Revitalization Strategy. This initiative would enable visitors to easily navigate the neighbourhoods and help create a sense of pride and belonging amongst local residents.



RECOMMENDED  
GALVANIZED STEEL

MONOLITH

MINILITH

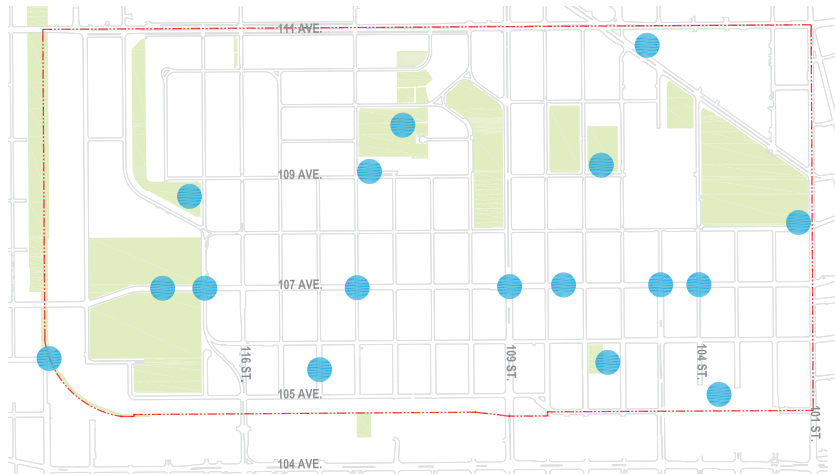


## IMPROVEMENT OPPORTUNITY 3 - PUBLIC ART

Public art is an integral part of the public realm. Adding public art to a neighbourhood can potentially enhance the image of the community, but can also indirectly affect safety, walkability and business development, thus addressing all four themes of the Revitalization Strategy.

Public art can take many forms, ranging from temporary, interactive multimedia to permanent installations. Public art can be small and subtle to large and controversial, and some installations become destinations in their own right. The key is that public art creates interest in a space; it can create discussion and debate while adding to the vibrancy and comfort of a public space where people want to be. If public art and neighbourhood beautification adds interest to the urban environment and draws people in, it may also help generate economic prosperity. This opportunity is to go through a process of identifying the form of public art and a location. These spaces could ideally be within the nodes identified in the key map below.

Improvement Opportunity 18 further supports this initiative by exploring the option to develop a public space at 107 Avenue and 105 Street which could incorporate public art. Many more opportunities exist within the project area.



## IMPROVEMENT OPPORTUNITY 4 - BIKE ROUTES

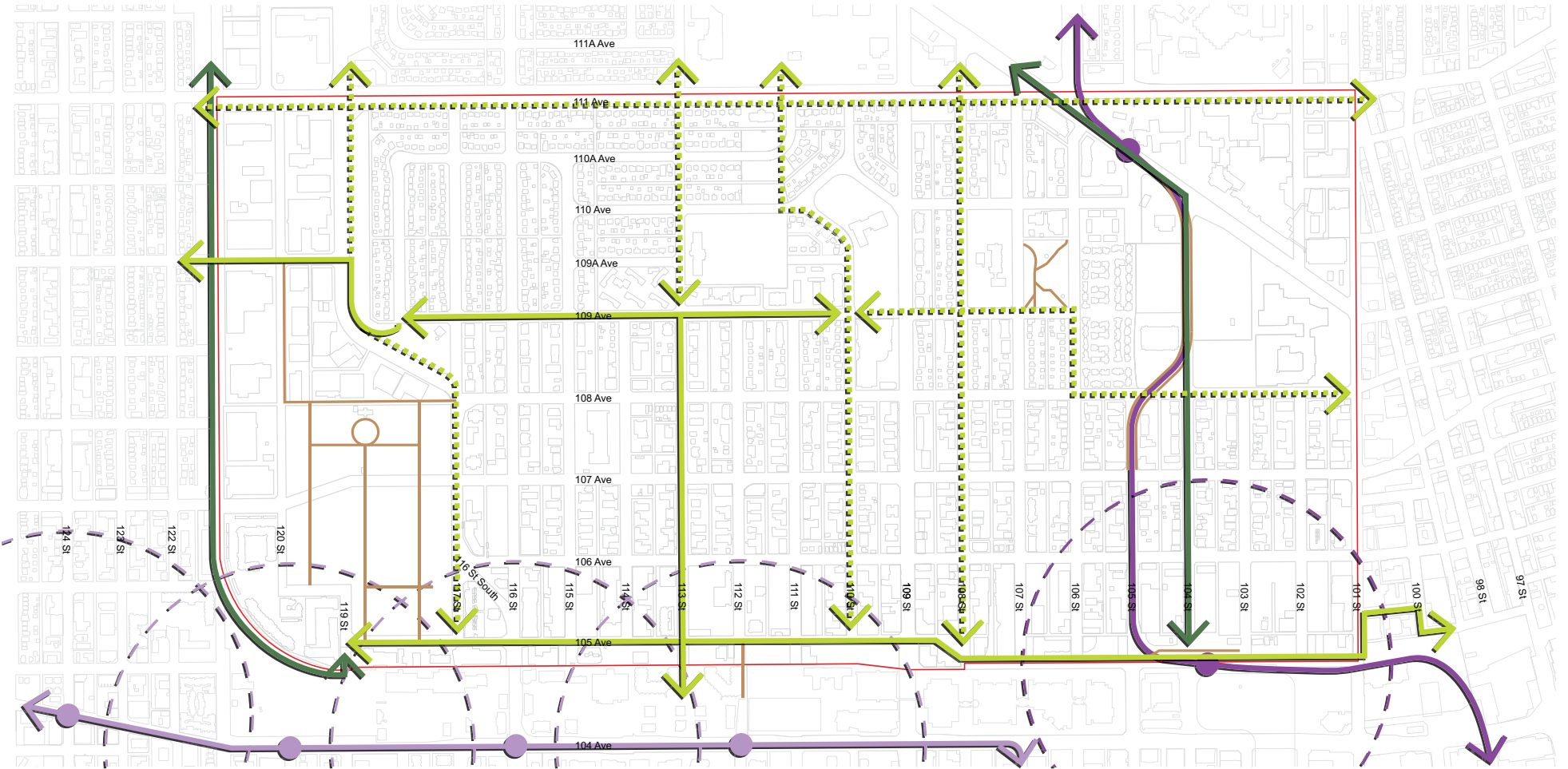
Developing a well-connected bicycle network on a neighbourhood level can enhance connectivity (i.e. the *Connect Our Communities* theme of the Revitalization Strategy) within the neighbourhood and with the adjacent areas.

It is recognized that the Edmonton Bicycle Transportation Plan is being updated and that this document may serve to inform and complement this plan. Achieving separated bike routes within an existing urban road network can be challenging and may not always be advisable for certain streets depending upon traffic volumes and usage. A mixture of cycling facilities may be sought, and may initially utilize basic infrastructure, such as painted and signed lanes, to increase the awareness of drivers. This network can be further developed into a minimum grid of bicycle facilities (combined or separated) that offers a consistent pattern of east-west and north-south connections through the neighbourhoods. This minimum grid system, which is currently being implemented through Downtown, recognizes the direct benefits of creating a bike network that includes a reduction in vehicle usage, healthier lifestyles for citizens, reduction in infrastructure costs, reduction in greenhouse and air pollution, providing greater choice in mode of transportation, and reduction in dependency of requiring parking in the downtown. The Analysis also acknowledges the City's plans for a bike route along 105 (Columbia) Avenue.

Key community destinations, such as schools and parks, become key hubs where a strong network of paths and cycle networks could radiate out to enable ease of access. For example, the Analysis identifies schools and parks in the both neighbourhoods as key community destinations, and suggests that bicycle routes connect these destinations both east-west along 109 Avenue, and north-south along 115 Street. Both of these connections link to existing trail systems as indicated on the Map 14 Proposed Active Transportation Network.

Other cycling enhancements that have been identified by the Project Team for consideration as part of the Urban Design Analysis include:

- ▶ Enhancing the service road on the south side of 111 Avenue, which is a significant east-west corridor and connects to the Shared-Use Path (SUP) west of 120 Street;
- ▶ Developing a north-south connection along 110 Street, connecting neighbourhood destinations including St. Joseph High School and St. Catherine Catholic School. This connection could link north to Kingsway Mall and South to Railtown Park;
- ▶ Developing a north-south connection along 108 Street, potentially connecting John A. McDougall School, MacEwan University, and Capitol Boulevard;
- ▶ Developing a connection along 113 Street connecting Queen Mary Park neighbourhood from north to south. This could be complemented by 112 Street south of 106 Avenue which provides pedestrian and cycling connections to 104 Avenue, Oliver and Downtown; and
- ▶ Developing a connection along 117 or 116 Street. This would link to cycling facility being developed at 109 Avenue / Queen Mary Park Community League, and provide access to 104 Avenue, Oliver and Downtown.



- ← Bike Route - City Planned
- ← Bike Route - Existing
- - - Bike Route - Urban Design Analysis Proposed
- Pathways Existing
- ↔ Metro Line LRT
- ↔ Valley Line LRT
- - - Metro Line LRT 400m Walking Radius
- - - Valley Line LRT 400m Walking Radius





The Urban Design Analysis also recognizes the opportunity to utilize the alley network contained within the neighbourhood for additional cycling connectivity. This opportunity can be explored in conjunction with future updates to the City of Edmonton Bicycle Transportation Plan.

To increase opportunities to allow children to walk or cycle to school, conditions need to be made safer. Most children will use sidewalks, and wider sidewalks around schools should be provided.

Developing a denser bike route network at the neighbourhood level would not only add to connectivity in the community, but also encourage active living. Creating more opportunities for active transportation could make the area less car-dependent and attractive to new residents and young families seeking healthier lifestyle choices. This, in turn, would improve the social, economic and environmental sustainability of the community - thus addressing all four Revitalization Strategy themes.

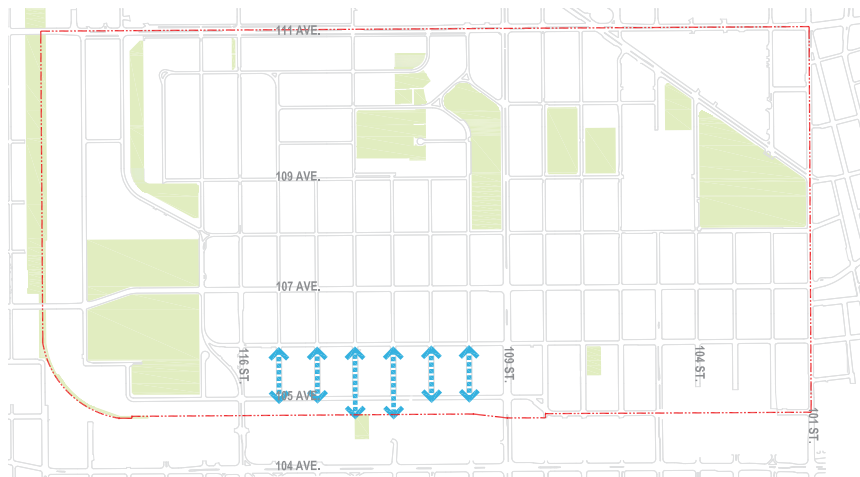


## IMPROVEMENT OPPORTUNITY 5. QMP - STREETScape IMPROVEMENTS BETWEEN 105 AVENUE AND 106 AVENUE

The mobile workshop reinforced the observations that the blocks between 105 and 106 Avenue are poorly and inconsistently designed, are lacking in terms of street aesthetics, landscape and street trees, and do not always provide an adequate interface with the adjacent land uses along the street.

The buildings located in the blocks between 110 and 115 Street and 105 and 106 Avenue reflect the historical period where the railway line once serviced this industrial area. The area is transitioning as new development occurs, including new residential apartments, mixed use and commercial developments. These blocks also provide critical opportunities to connect key destinations along 104 Avenue and 107 Avenue with the surrounding residential areas.

Besides the main vehicular north-south arteries (101, 105, 109 and 116 Streets), it is recognized that vehicular access to the south is interrupted due to the large-scale developments along 104 Avenue (e.g. Roger's Place, MacEwan University, Oliver Square, Brewery District) and only a few streets currently provide continuous access to this area from Queen Mary Park (e.g. 112 and 113 Streets).



It should be noted that the window of opportunity for improving the local streets in Queen Mary Park is very limited due to the construction timing of other improvement projects - for example, the City's Neighbourhood Renewal Project in is largely underway with construction scheduled for 2016 / 2017, which does not align with the completion of the Analysis. Some of the opportunities mentioned in this study may not be feasible in the current cycle of neighbourhood renewal for Queen Mary Park.

Since there are currently only two streets between 109 and 116 Street with pedestrian and cycling connections to the south - namely 112 and 113 Streets - it is recommended that these two streets be redesigned to provide an enhanced pedestrian experience. This may create an area where people want to be and will lead to more development and economic opportunities for the area.

In carrying out the detailed design as part of the Neighbourhood Renewal Project, it is recommended that 112 and 113 Streets south of 106 Avenue be designed in a more pedestrian-friendly manner, including:

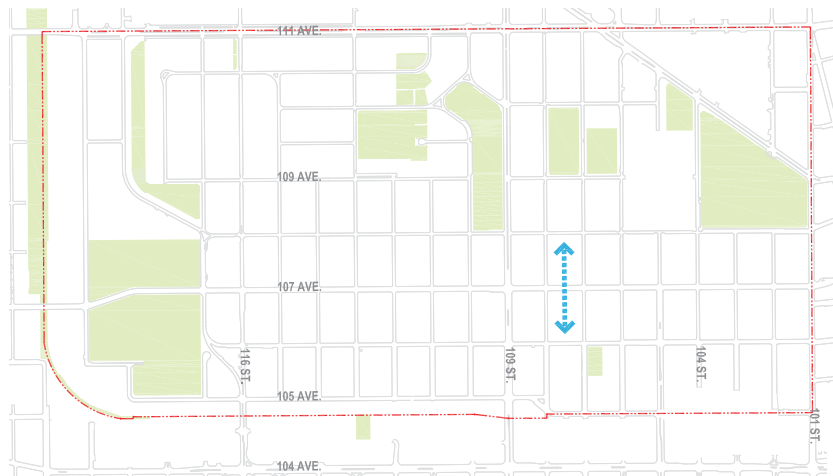
- ▶ Reducing roadway widths and widening sidewalks to a minimum 2m wide sidewalk free and clear of obstructions;
- ▶ Incorporating a boulevard comprising trees between the road and sidewalk on both sides of the road;
- ▶ Introducing pedestrian-scaled street lighting (where possible); and
- ▶ Including space for a bicycle facility, to provide a north-south community-level cycling connection through Queen Mary Park (subject to a separate bicycle grid study);

The development of 112 and 113 Streets to a higher standard will lead to improved aesthetics, connectivity in the community and an enhanced sense of safety - which directly addresses the *Create Beautiful Neighbourhoods, Connect Our Communities and Develop Safer Communities* themes of the Revitalization Strategy.

## IMPROVEMENT OPPORTUNITY 6. 107 AVENUE - ALLEYWAY PILOT PROJECT

In carrying out this Urban Design Analysis, the Project Team received a number of comments regarding crime and untidiness in and around 107 Avenue. One element noted was the different street block typology compared to traditional main streets. Instead of alleys being located parallel to the main street they lead directly onto the main street. These areas are not well illuminated, are untidy, contain garbage and dirt (e.g. lanes not well maintained) that is often blown into the main street. While the 107 Avenue east of 109 Street is extremely well illuminated, alleys entering onto 107 Avenue create favorable or perceived conditions for undesirable activities to occur (e.g. loitering, vandalism.)

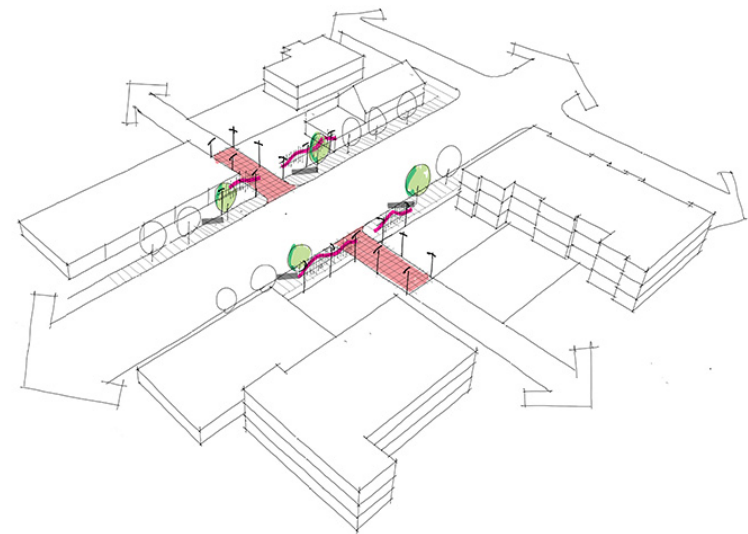
To address this in the short term, it is recommended that key nodes where alleys meet the main street are redesigned to become more pedestrian-friendly and safe, and contribute to 107 Avenue's streetscape design aesthetics. Where the alleys meet the main street they could be paved and lit by pedestrian lighting; garbage containers could be screened through vertical elements or better landscaping, so that these areas become visible, attractive and integral parts of the main street. A trial alley could be selected where a landowners / tenants are willing to participate in a pilot design to address the issues. This project could be informed by visioning exercise proposed in Improvement Opportunity 8. **107 Avenue - Streetscape Improvements.**



The diagrams below illustrate how the alley between 107 and 108 Street could host a pilot project. This site was chosen based on current conditions and proximity to busy nodes along 107 Avenue.

If successful, additional alley redevelopment could be carried out. Ideally, over the long term efforts should be made to encourage the alleys to be rerouted east and west to allow a more continuous streetwall along 107 Avenue.

Enhancement of these alleys will contribute to community beautification, enhanced safety (i.e. through the incorporation of CPTED principles) and stronger connectivity to 107 Avenue - addressing the *Beautiful Neighbourhoods*, *Safer Communities*, and *Connect our Communities* themes of the Revitalization Strategy.



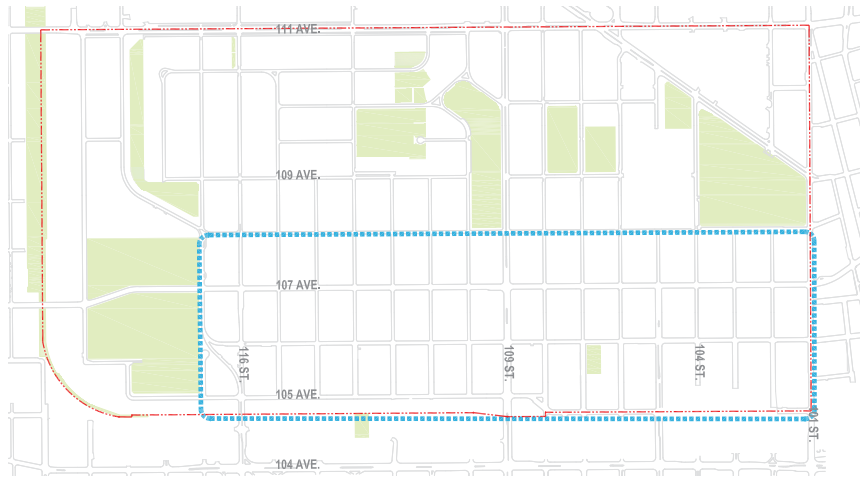
## IMPROVEMENT OPPORTUNITY 7 - 107 AVENUE - ENHANCE BUILDING AESTHETICS

Community engagement identified that improving the design aesthetics and enhancing the urban character of the 107 Avenue as a main street is very important for residents because this street is central to the image and identity of the community. This objective could be addressed through several initiatives, as described below:

### ARCHITECTURAL CONTROLS

In order to achieve a consistent identity, appearance and experience along 107 Avenue, the streetwall (i.e. the first 2-4 storeys) could benefit from design regulations or controls. Clear controls or guidelines could influence how buildings better interact with public space. It is anticipated that the level of control would focus around massing and form rather than specific detail so as to avoid creating confusion around architectural style or theming.

The BIA community expressed interest in conveying some architectural influences reflective of an industrial design era character. This would apply mainly to the commercial area along 107 Avenue and possibly between 101 Street 117 Street and the residential neighbourhoods from 105 to 108 Avenue as indicated on the key map below.



These areas were identified because they included vacant land and numerous buildings in need of refurbishment or with poor design character. It is envisaged that over time architectural guidelines or controls could help improve the look of the neighbourhood and influence a unique character (*Beautiful Neighbourhoods* theme); which in turn will contribute to a safer feeling about the community (*Safer Community* theme).

### URBAN DESIGN ADVISOR FOR DEVELOPERS

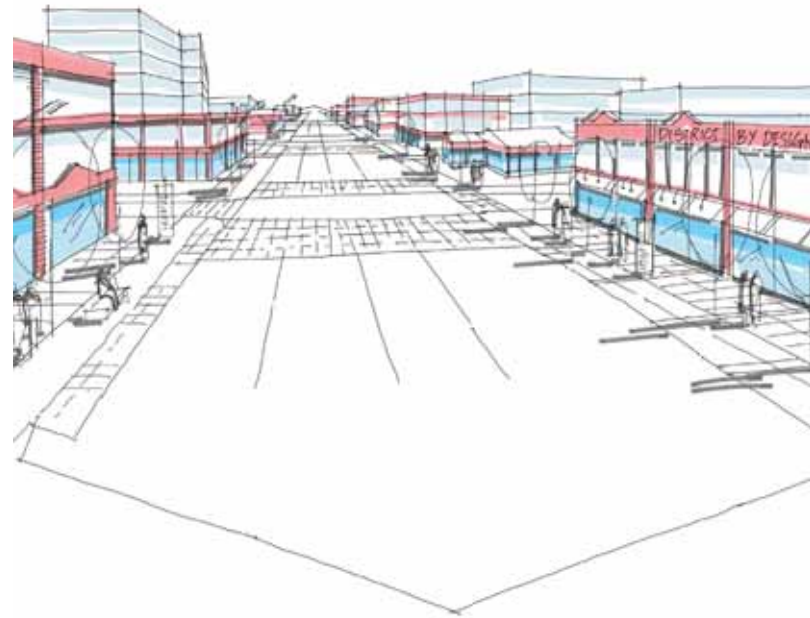
Many developments occur without considering the context of the surrounding environment and how it functions and engages with the area. While cost is a key factor in any development, how it fits contextually is equally important as its impact will be felt positively or negatively for a few decades before it is ever redesigned or redeveloped. Though architecture controls can assist developers with meeting the community's design expectations, it may be beneficial to provide professional urban design services, where appropriate, during the design stage to assist developers and provide guidance to local community groups. Good design can result in improved aesthetics, enhanced community character and safer places through incorporation of CPTED principles. This, in turn, will create places where people want to be and contribute to a more dynamic economic environment.

This initiative could be carried out by the Business Investment Area (BIA). It may also support the BIA, as envisioned in the Revitalization Strategy, in connecting with owners of vacant lots to identify development opportunities (short- or long-term).

### 107 AVENUE RENDERING

Community engagement identified that some buildings along 107 Avenue are in need of a facelift. The City's Façade Improvement Program offers financial incentives to help in this process. The challenge many owners face is actually knowing what they could do and where to start. In a number of situations, the buildings just require some minor physical improvements that would make a big difference and illustrating a building's potential could help persuade an owner to consider investing in new design work.

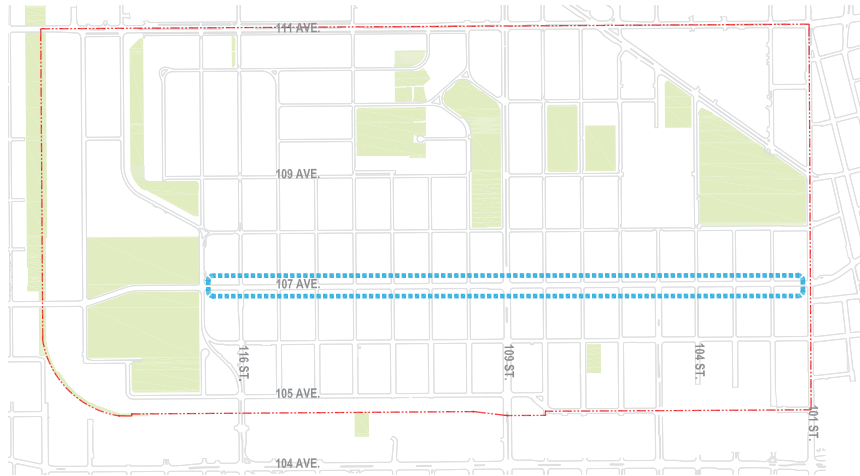
This initiative seeks to engage an urban designer or architect to carry out before and after illustrations of building façades along 107 Avenue to illustrate what small changes could be carried out to enhance the existing built form. This initiative could influence the character and form of individual buildings or the street as a whole by recommending materials, colours, detailing, as well as façade improvements (to improve accessibility and street interface). This initiative would provide the business owner / operator with creative ideas of what they could do to enhance their building and possible programming or activities that could occur between their building and the public space. It is anticipated that any conceptual rendering could be advanced to more detailed design in order to support applications for façade grants by business owners and operators.



## IMPROVEMENT OPPORTUNITY 8 - 107 AVENUE - STREETSCAPE IMPROVEMENTS

Engagement with community and business stakeholders revealed that 107 Avenue is regarded as the commercial heart of both communities, a valuable asset that is both a source of pride and concern related to safety and street aesthetics. Through engagement it was suggested that public realm improvements along 107 Avenue could bring greater benefits to both the neighbourhoods and businesses compared to other suggested improvement opportunities.

107 Avenue streetscape conditions vary dramatically, and the character and form of the streetscape differs east and west of 109 Street. The Project Team envisions that 107 Avenue be recognized as a main street and that a consistent streetscape design be created. Any concept could primarily address street furnishings (e.g. benches, street lights, bike racks, planters, waste receptacles, etc.) within the existing space, as it is unlikely that the road carriageway and curb line will change.



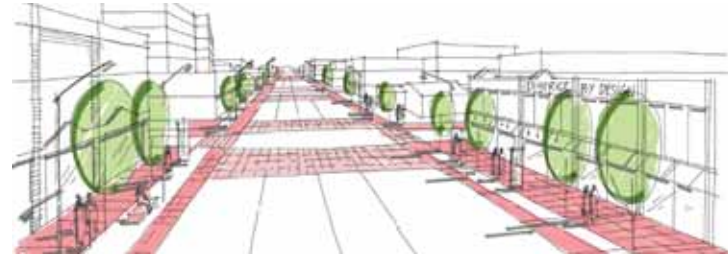
### CONCEPT PLAN

107 Avenue is a long street that will require a number of actions to improve it, and these will require considerable financial resources. Coordination with the City's Arterial Road Renewal Program is critical as is any future maintenance / operations considerations. Therefore, it is recommended that a new concept plan be developed for 107 Avenue in consultation with the local residential and business community.

This improvement opportunity would require significant funding to implement. If funding is limited, phased implementation of streetscape improvements could be focused on the key nodes identified along 107 Avenue elsewhere in the Analysis.

Any conceptual design should recognize that the BIA has spent considerable time and effort creating and promoting the 'District By Design' identity within the 107 Avenue area. It would also be critical to work with the business community to enable the development and programming of space within the right-of-way to assist with possible street activities.

Creating a consistent vision of improved streetscape and building aesthetics would bring numerous benefits, directly addressing all four themes of the Revitalization Strategy. Many of the other improvement opportunities are focused on and contribute to the ongoing improvement of 107 Avenue (including Opportunity 6. **107 Avenue - Alleyway Pilot**, 7. **107 Avenue - Enhance Building Aesthetics**, and 16. **QMP/CMD - Pedestrian Lighting on the Side Streets off of 107 Avenue.**)



## IMPROVEMENT OPPORTUNITY 9 - CEMETERY ENHANCEMENTS

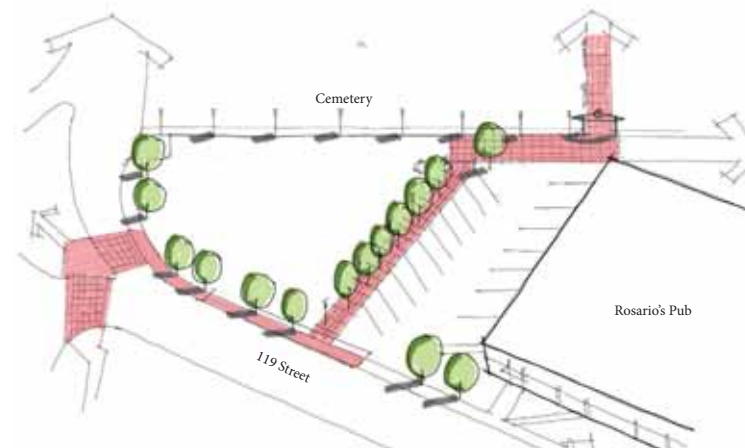
Through engagement with Queen Mary Park residents it was suggested that insufficient public open space (i.e. parks), connectivity to the south, and safety are major concerns. The initial urban design analysis (Section 2.3) conducted by the Project Team identified that the two cemeteries in Queen Mary Park could in fact partially serve as publicly accessible open space which could also provide additional connections south to the 104 Avenue corridor.

The cemeteries function in a number of ways. Firstly and most importantly, they are places to remember loved ones; however, they also represent both a passive open space opportunity and an important north-south connection for pedestrians and cyclists. Using cemeteries as park space involves certain limitations and considerations - users should be respectful of their primary function and certain restrictions may also be requested by owners and / or facility operators.



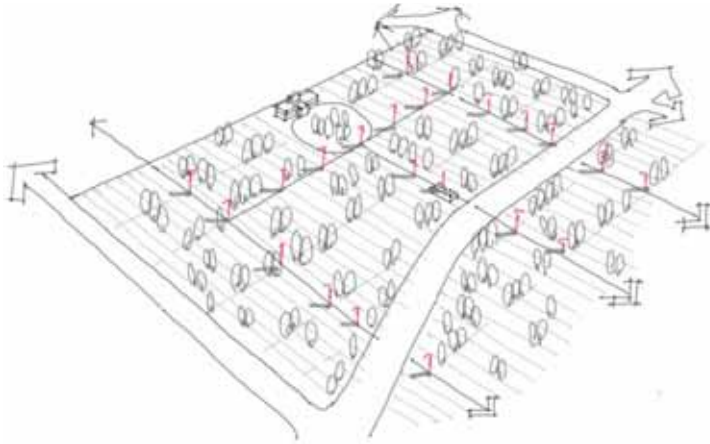
### ENHANCE CEMETERY ENTRANCE WAYS

There are a number of entrance points to each cemetery and it was identified that these entry points could possibly be enhanced to highlight to visitors and passersby that these are key entrances to special places. It is envisaged that these entrance points (indicated in the key plan below) would also be supported by lighting to provide a more welcoming and safe environment when it is dark.



### CEMETERY - IMPROVE LIGHTING ALONG WALKWAYS

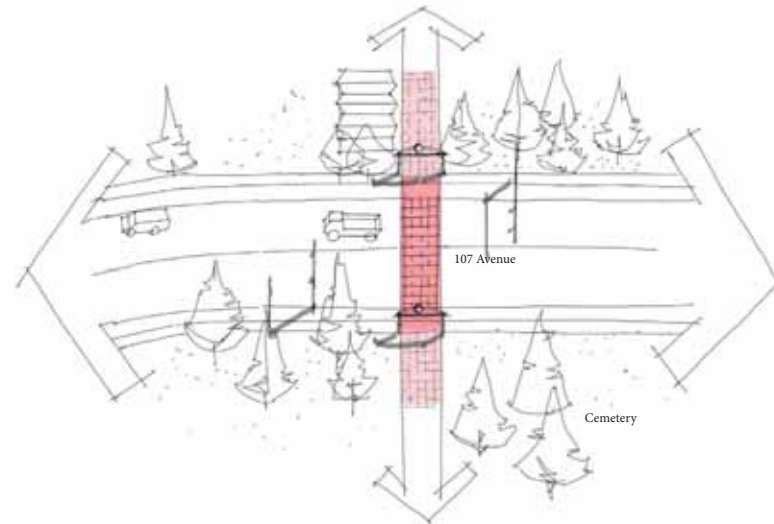
The cemeteries provide invaluable connections between destinations; however, when it is dark, the lighting is very poor, deterring people from moving through the space. It also poses a problem for an individual's security at night if walking along the pathways. This initiative could be complementary to the entrance feature enhancements by providing greater pedestrian and aesthetic lighting along the pathways, the mausoleum and gatehouse. This would enable the user to clearly see what is ahead of them for the length of the pathway.



### CEMETERY CROSSWALK

The two cemeteries are located on either side of 107 Avenue which, being an arterial route, carries high traffic volumes. They are connected midpoint by a crosswalk, adjacent to the entrance and exit points. The crosswalk is located on the bend in the road and the community league and residents suggested that pedestrian safety and convenience needed to be improved despite the zebra crossing. Installing a lighting system that has a warning device to warn motorists will improve safety across and likely encourage greater use.

Drawing on the cemeteries' potential to serve as public park space for Queen Mary Park would address the need of additional park space and could also improve the neighbourhood connectivity – thus addressing the **Create Beautiful Neighbourhoods** and **Connect Our Communities** themes of the Revitalization Strategy. Bringing more people to this space could also indirectly improve the public safety in the area (**Develop Safer Communities** theme).





## IMPROVEMENT OPPORTUNITY 10 - QMP - COMMERCIAL NODE ON 109 AVENUE AND 113 STREET

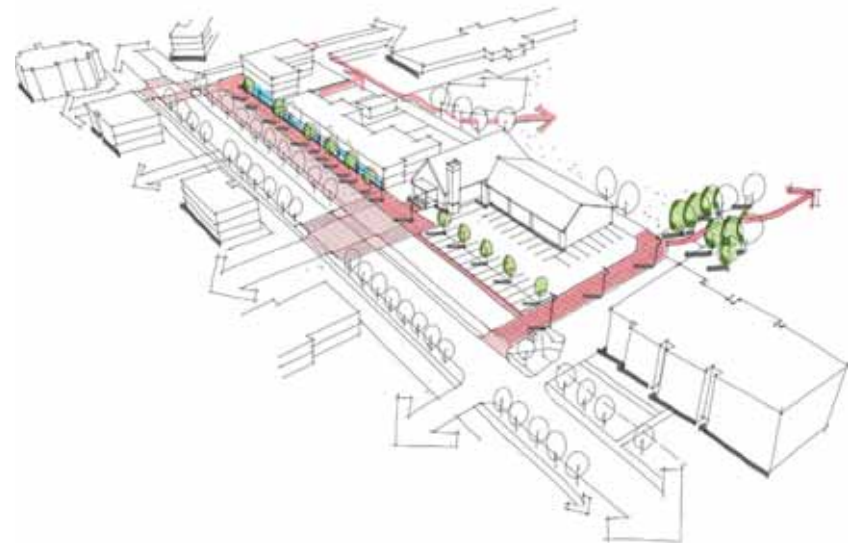
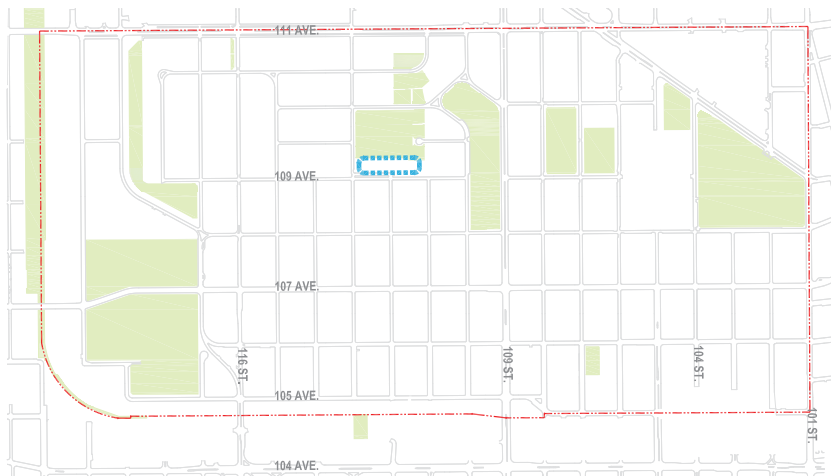
Providing support to the local businesses is a key objective in the Revitalization Strategy.

The small two storey commercial strip, church, and vacant piece of land on the corner of 109 Avenue and 113 Street (refer to key plan) offers significant potential to become a local neighbourhood hub. This neighbourhood retail node presents a perfect opportunity for both streetscape and building enhancement. The area has a strong potential to attract tenants to establish a cafe or restaurant along with other boutique users to service the surrounding neighbourhood and potentially become a local community destination where people connect.

The service road offers great opportunities to expand the public realm to a better landscaped area that services the businesses and community. This could involve full or partial closure of the road to vehicular traffic. New landscaping and lighting along the frontages of the buildings could create a welcoming, functional, interesting, and relaxing pedestrian environment to attract people and potential businesses. More people in the area would also improve safety through more eyes being on the street. Parking could be moved onto 109 Avenue.

The commercial units would also benefit from some physical improvements and could be encouraged to use the open space in front to greater advantage.

Improvements could be tied to future redevelopment of this neighbourhood retail node or small pilot projects could be implemented to see how the space could be best used that encourages greater local pedestrian and bicycle usage in the long term. The image below illustrates how the road could be converted, even turning it into a piece of public art. Public realm improvements would raise the profile and interest of this site and would directly address all four themes of the Revitalization Strategy.



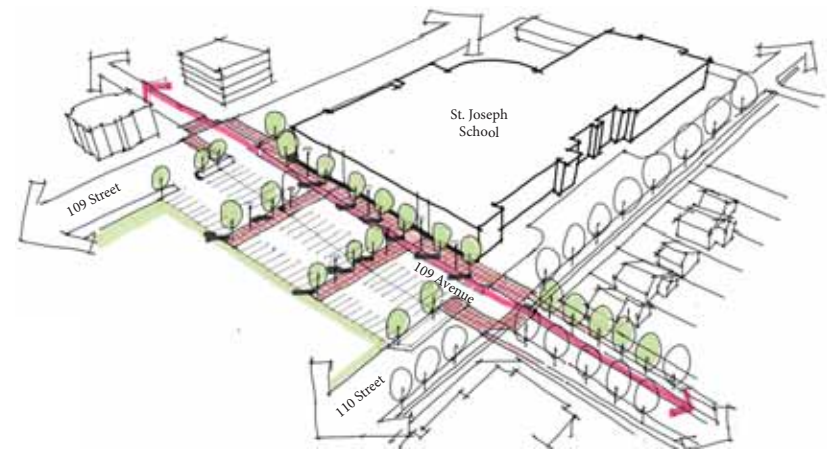
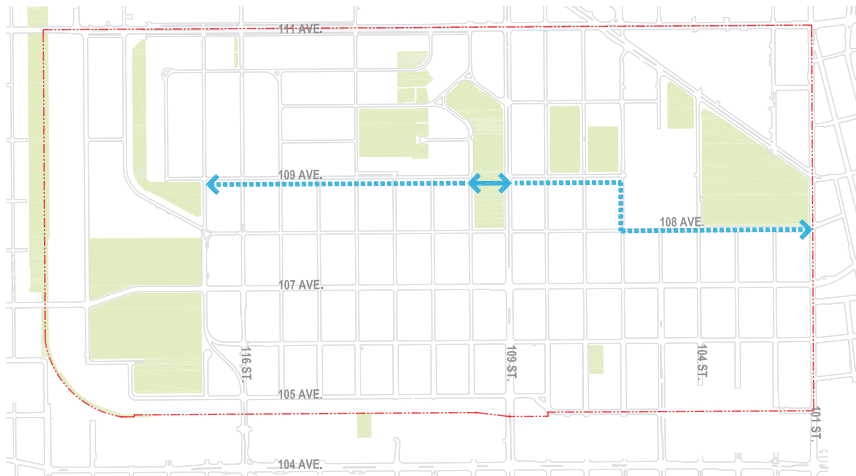
## IMPROVEMENT OPPORTUNITY 11 - QMP/CMD - PEDESTRIAN / CYCLE CONNECTION ALONG 109 AVENUE (INCL. THROUGH ST. JOSEPH HIGH SCHOOL)

As a result of the community consultation and analysis it became apparent that 109 Avenue is an important pedestrian and bike corridor that connects both neighbourhoods on multiple levels. It connects all the schools and parks in some way and is well used by students and the community as a result. The Urban Design Analysis suggests that 109 Avenue can offer an enhanced pedestrian and cycling experience and provide alternative transportation options to connect the two neighbourhoods in east-west direction (refer also to Section 6. Urban Design Principles and Outcomes).

Currently this corridor (refer to the key plan below) is poorly lit, bleak and dirty, yet it is well used by pedestrians and cyclists. Enhancing the corridor through the introduction of appropriate lighting, special surface treatments (i.e. coloured and textured surfacing or materials) and wayfinding signage will provide a strong signal to both pedestrians and cyclists that it forms part of this proposed 109 Avenue pedestrian / cycle route.

At present, this east-west connection is interrupted by the parking lot of St. Joseph High School (owned by Edmonton Catholic School District). While the parking lot is crossed informally by pedestrians and cyclists on a regular basis, a formal connection developed in collaboration with the School District would be desirable.

The redesign of this corridor using CPTED principles will improve safety in the area and contribute to beautifying the neighbourhood. Improving the pedestrian and cycling experience along 109 Avenue in Queen Mary Park and further along 108 Avenue in Central McDougall addresses the ***Connect Our Communities***, ***Develop Safer Communities***, and ***Create Beautiful Neighbourhoods*** themes of the Revitalization Strategy.



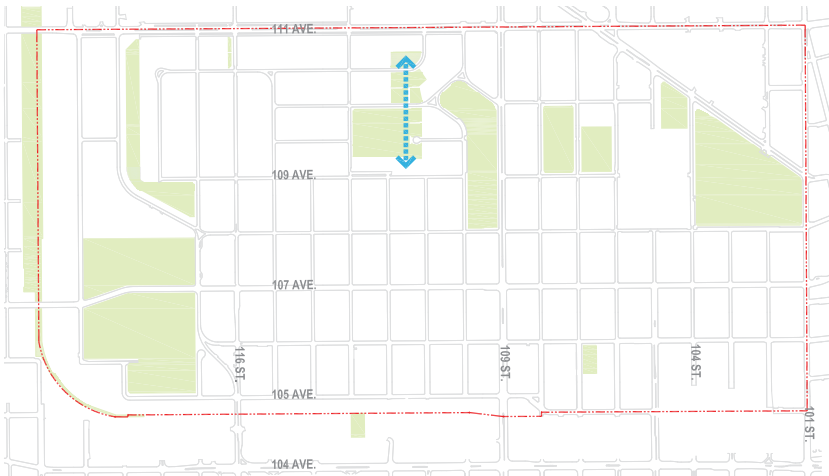
## IMPROVEMENT OPPORTUNITY 12 - QMP - ENHANCE QUEEN MARY PARK SCHOOL GROUND

Residents suggested that the Queen Mary Park School ground, jointly owned by the City and Edmonton Public Schools, is well used and visited and therefore an important asset to the community. Improving this open space in terms of its functionality, programming, connectivity, and access from the adjacent residential neighbourhood would provide many benefits to the community.

Queen Mary Park School ground is a significant neighbourhood open space that has strong connections to the hub on the corner of 109 Avenue and 113 Street which includes local businesses and the Edmonton Chinese Baptist Church. The entry points to this open space are subtle and often un-noticed. This initiative looks to enhance the activities and ability for programming within the open space which would encourage people to gather and play.

In 2015, City Administration worked with the Queen Mary Park Community League on a concept plan for the redevelopment of the open space north of 110 Avenue. This concept plan proposed to naturalize the open space with berms, tree planting and water features, and provide an important connection north to Valour Place and 111 Street. Contemplating the redevelopment of the school grounds together with the open space north of 110 Avenue will lead to an aesthetically pleasant, well-connected, and safer area providing a desirable environment to move through. The recommendations contained within this concept plan should be considered in the redevelopment of the open space in the short and long term.

These open space improvements would address the *Create Beautiful Neighbourhoods*, *Connect our Communities* and *Develop Safe Communities* themes of the Revitalization Strategy.

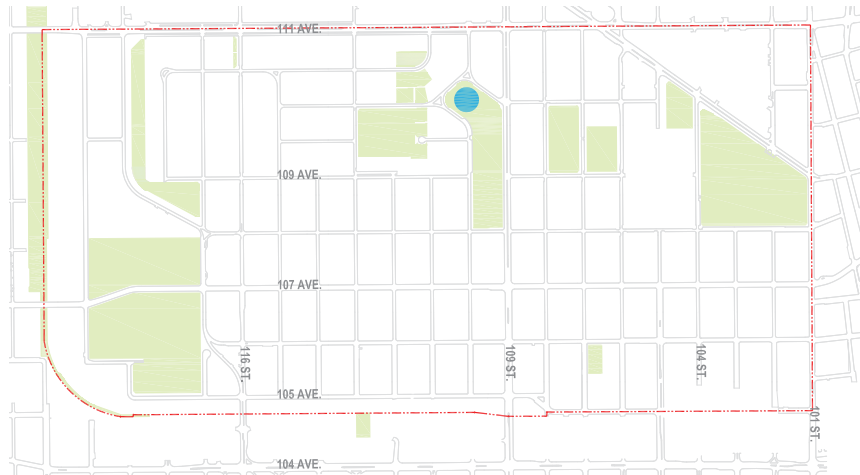
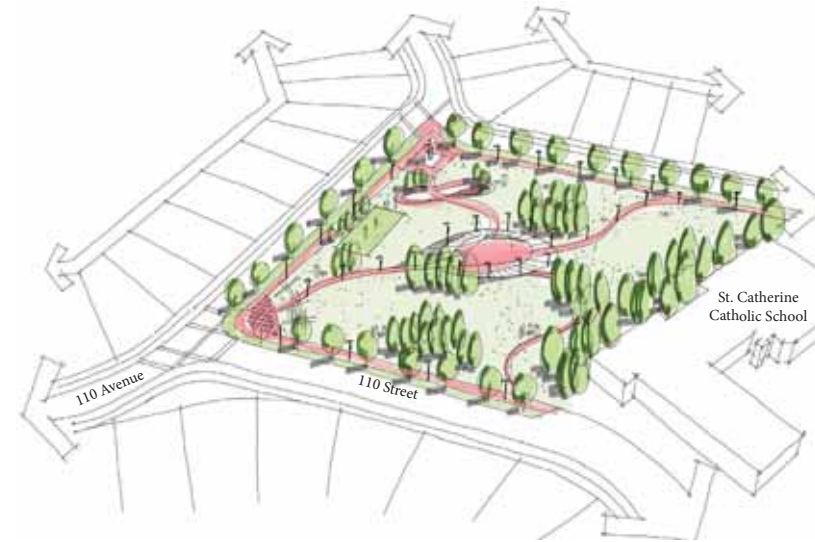


## IMPROVEMENT OPPORTUNITY 13. QMP – ENHANCE QUEEN MARY PARK

Queen Mary Park is located at 110 Avenue and 110 Street (refer to key plan below) and includes St. Catherine Catholic School. This open space lacks lighting, pathways or basic park amenities. The open space is frequented by homeless persons and as a result the park receives relatively low use by residents. It is recommended that pathways be developed along existing desire lines, with pedestrian lighting to provide greater visibility and sense of security. It is also recommended that existing trees are pruned to enable clear visibility underneath. The design could also incorporate elements to enable greater programming and utilization of the space for enjoyment by local residents. This should include a seating and games area for sports and activities, including winter events.

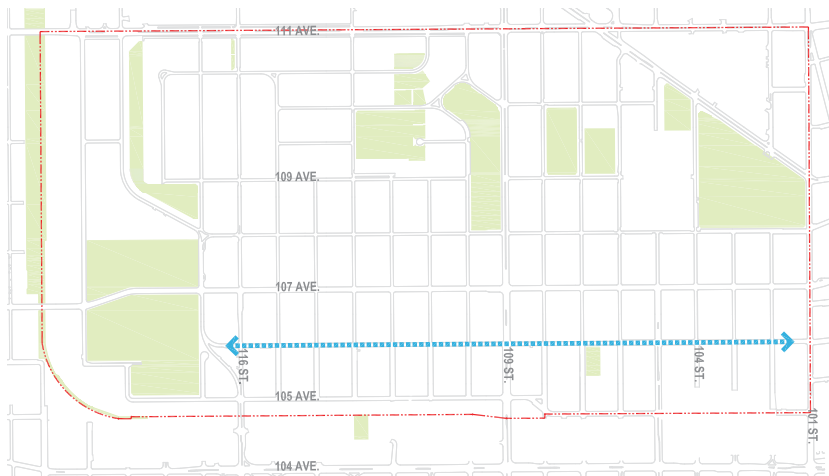
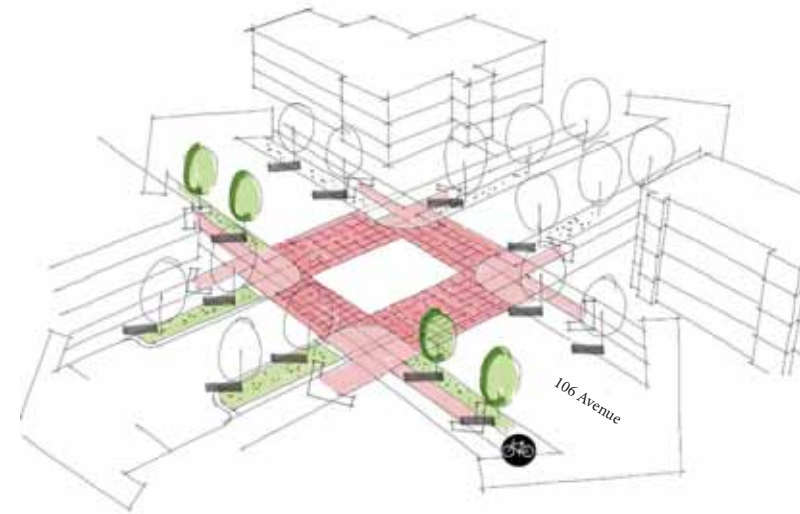
In 2014, City Administration worked with the Queen Mary Park Community League on a concept plan for the redevelopment of Queen Mary Park. This concept plan proposed to enhance the open space with soft landscaping, a social gathering area, and new pedestrian walkways. The recommendations contained within this concept plan should be considered in the redevelopment of the park in the short and long term.

Park improvements would address the *Create Beautiful Neighbourhoods, Connect our Communities* and *Develop Safer Communities* themes of the Revitalization Strategy.



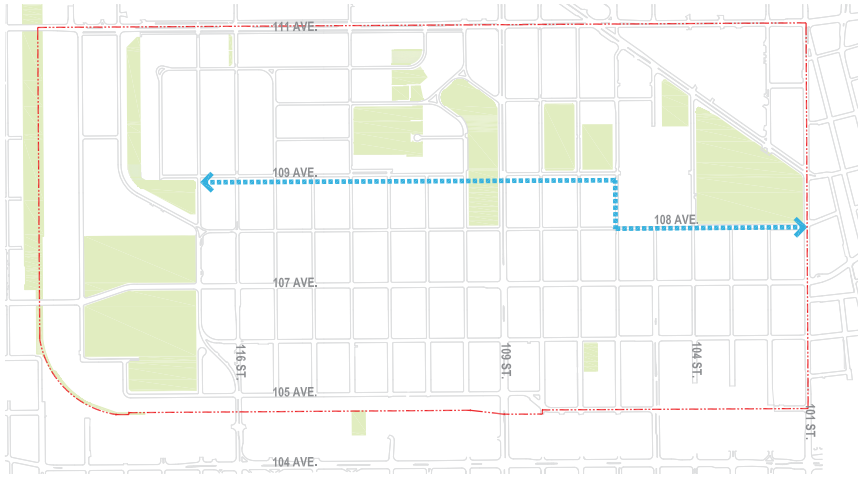
## IMPROVEMENT OPPORTUNITY 14. QMP/CMD - 106 AVENUE IMPROVEMENTS (SOUTH SIDE SIDEWALKS AND IMPROVED PEDESTRIAN CROSSINGS)

Residents in Queen Mary Park and Central McDougall indicated that it is not always easy or safe to cross 106 Avenue, which impedes neighbourhood connectivity to the south. At the same time, the south side of 106 Avenue has no continuous sidewalk, limiting pedestrian movement along this corridor. 106 Avenue is an arterial road with moderate traffic during certain periods of the day. Opportunities exist to develop a continuous sidewalk on the south side of 106 Avenue along with enhanced pedestrian crossings at the intersections to improve pedestrian and cyclist safety. Undertaking this project will provide additional active transportation choices for people within and from outside the neighbourhood. This improvement opportunity is currently under consideration as part of the City's Arterial Roads Renewal Program. It would address the *Connect Our Communities* and *Develop Safer Communities* themes of the Revitalization Strategy.



# IMPROVEMENT OPPORTUNITY 15. QMP/CMD - IMPLEMENT PEDESTRIAN SCALE STREET LIGHTING ALONG 109 AVENUE

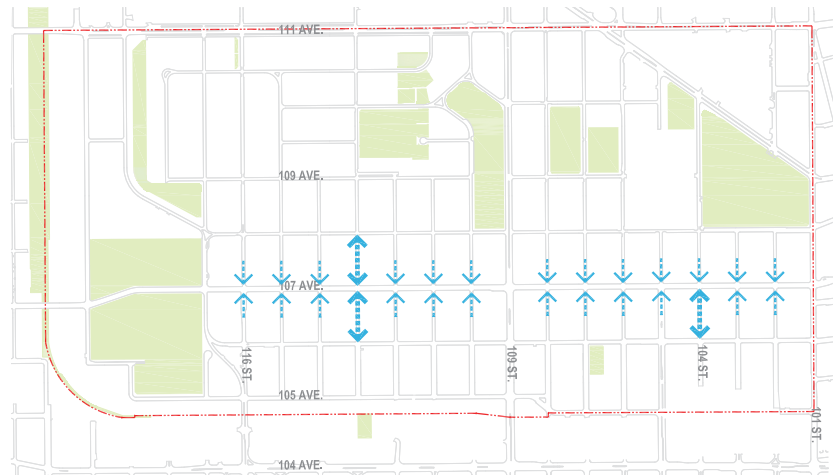
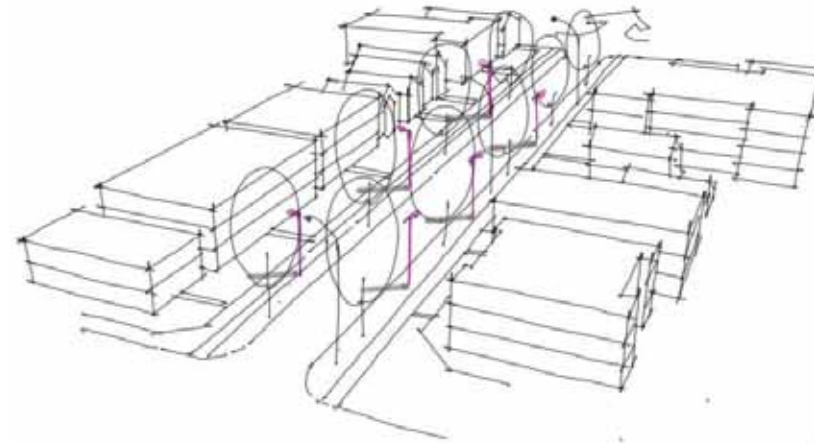
109 Avenue has been highlighted as an important east-west corridor at a neighbourhood level (refer to Improvement Opportunity 11, and to Section 6, Nodes and Corridors) because of the destination points that are located along its length. Lighting plays an important role in how people use a space and how safe they feel in a specific area. Currently, 109 Avenue has standard cobra head streetlights resulting in the illumination being adequate for vehicles but providing limited visibility for pedestrians. The tree canopy also tends to block out some of the light resulting in reduced visibility when looking along the road. Creating pedestrian level lighting below the tree canopy will require more lights to achieve a more constant level of lighting but would increase the ambiance and comfort of the public realm. Given the focus of this corridor on pedestrian and cyclists, a pedestrian lighting system is recommended along 109 Avenue (and extending further east via 108 Avenue) - this opportunity would address the *Develop Safer Communities* theme of the Revitalization Strategy.



## IMPROVEMENT OPPORTUNITY 16 - QMP/CMD - PEDESTRIAN LIGHTING ON THE SIDE STREETS OFF OF 107 AVENUE

The streets between 106 and 107 Avenues have boulevards with established mature trees located between the sidewalk and the road. Like 109 Avenue, these streets present a generally enjoyable walking experience, but they are not well illuminated. This is the result of using tall cobra head streetlights which focus more on the road rather than the sidewalks, and given their height, the light is often blocked by the tree canopy. Adequate lighting is important not only for vehicle safety but also pedestrian safety to enable people to clearly judge their movements based on the level of visibility. At the same time, trees also provide an extremely important function to the street. While installing pedestrian lighting along all these streets could be cost prohibitive, it is recommended that 113 and 104 Streets at a minimum have pedestrian scale lighting to enhance the connections between 107 Avenue and Downtown.

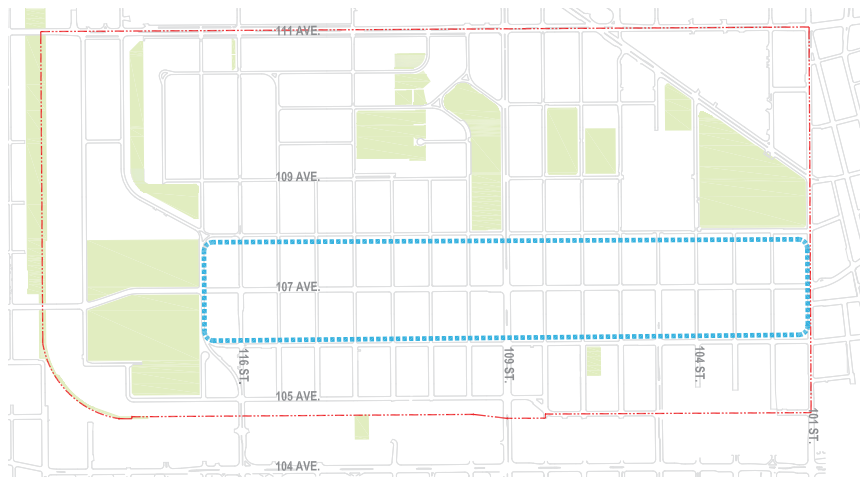
Adding pedestrian lighting to the key streets that connect to 107 Avenue could make residents and visitors feel welcome and safe in reaching the commercial main street area. This improvement opportunity would speak to the *Develop Safer Community* theme of the Revitalization Strategy, which in turn would positively affect the local business area.



## IMPROVEMENT OPPORTUNITY 17. QMP/CMD FAÇADE AND LANDSCAPING IMPROVEMENT BETWEEN 106 AVENUE AND 108 AVENUE

The areas between 106 and 108 Avenues are generally comprised of four storey, walk-up apartment buildings constructed during the 1960s and 70s. The architectural style of these buildings tend to be very plain and they have poor relationships between the building and adjacent public realm (i.e. streets and sidewalks). This is further contributed by the lack of landscaping in the setback between the road right-of-way and the buildings. It was identified that most tenants and landowners may not be aware of what could be done to improve their buildings properties, even through minor architectural and landscaping interventions. A possible urban design program explaining simple and cost effective beautification treatments could provide a vision to the tenants and landlords to improve the building and front yard appearance. Opening up ground floor units to give them direct access to the street and landscaping yards would make significant improvements. This initiative would assist with enhancing overall aesthetics of the public realm and potentially improve vibrancy, diversity, and tidiness, which in turn will make the neighbourhoods inviting, walkable, and safe with people's presence.

Façade and landscape improvement opportunities would refer to the *Create Beautiful Neighbourhoods* theme of the Revitalization Strategy.





## IMPROVEMENT OPPORTUNITY 18. 107 AVENUE PUBLIC SPACE (POTENTIAL ART PARK)

The North Edge Business Association and the Central McDougall / Queen Mary Park Implementation Steering Committee identified the vacant land currently owned by the City on the southeast corner of 107 Ave and 105 Street as being available for purchase. They felt this site and location presented an opportunity to create a small public space, in the form of an urban park, that could animate 107 Avenue and act as a community gathering space. The park could display local public art, which could be changed and rotated on a regular basis, and could also host other community programs and events - thus becoming a destination of its own.

Public art can be permanent or temporary and can range from multi-media to interactive installations. Public art can be a destination in its own right. Successful public art creates discussion, debate and interest and adds vibrancy to a space where people want to be. Sometimes, if people are attracted in sufficient numbers, there are some economic spin offs from art aside from beautifying the neighbourhood.

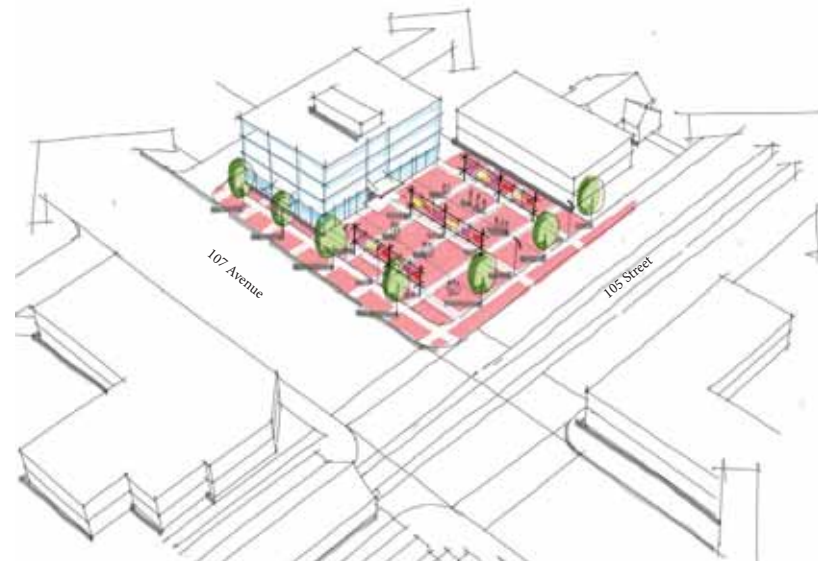
A concept design would be required to illustrate how the public space could be landscaped and incorporate public art and other elements. The site could also incorporate a small building or temporary structure to animate the space (i.e. create an active edge on one side) and offer services to residents. Incorporating the adjacent alley into any design is highly recommended and the 105 Street right turn island should be removed.



This is one example of how public art can enhance a space. Many more opportunities exist within the entire project area as indicated in Improvement Opportunity 3 - Public Art.

Creating a public space in the form of an Art Park on 107 Avenue could achieve multiple goals. It would create a new public gathering space, an outdoor community hub of interactions and activities, and could potentially become a city-wide art destination, raising the social and cultural profile of the Central McDougall and Queen Mary Park neighbourhoods. This public realm improvement opportunity can potentially address all four themes of the Revitalization Strategy.

The concept of adding more public art to Central McDougall and Queen Mary Park has been identified as an action within the **Create Beautiful Neighbourhoods** theme of the Revitalization Strategy.

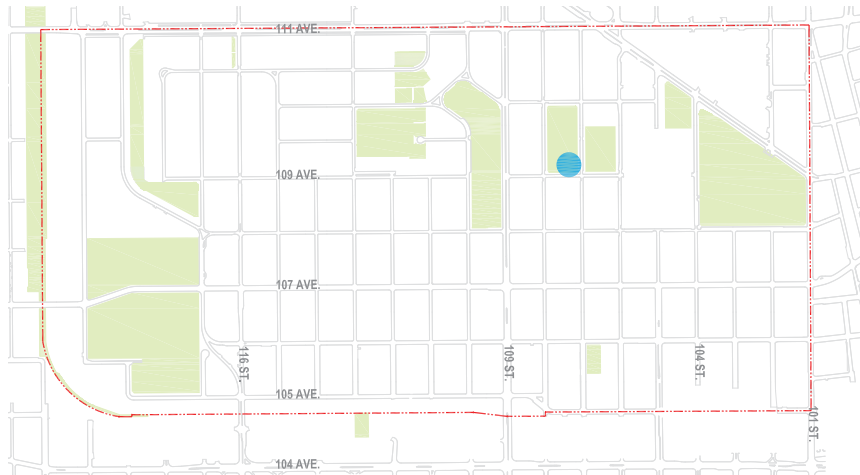
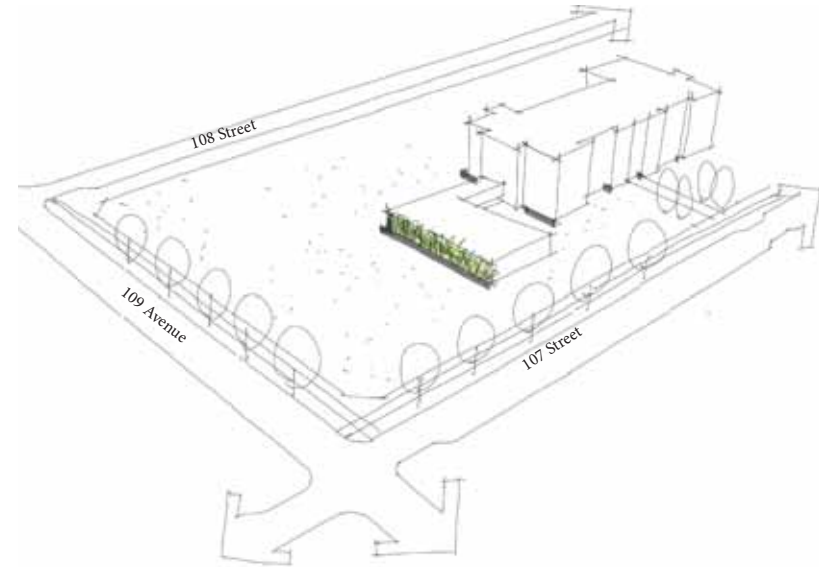


## IMPROVEMENT OPPORTUNITY 19. CMD - JOHN MCDUGALL SCHOOL FAÇADE AND YARD ENHANCEMENT

The perception of a neighbourhood's image is frequently influenced by the quality of its buildings, architecture and the surrounding environment. Blank walls and bland architecture have significant negative impacts, yet they offer great potential for art or interesting improvements.

John McDougall School's 1970s gymnasium addition diminished the original building's strong architectural character and detail by replacing it with blank concrete walls facing the public realm. Community members desired some urban design intervention to soften the visual appearance of this wall through a living (i.e. green) wall. This would result in screening a building addition that lacks architectural qualities while complementing the historic structure. Implementation of this initiative would require support of Edmonton Public Schools and collaboration between the school and the community.

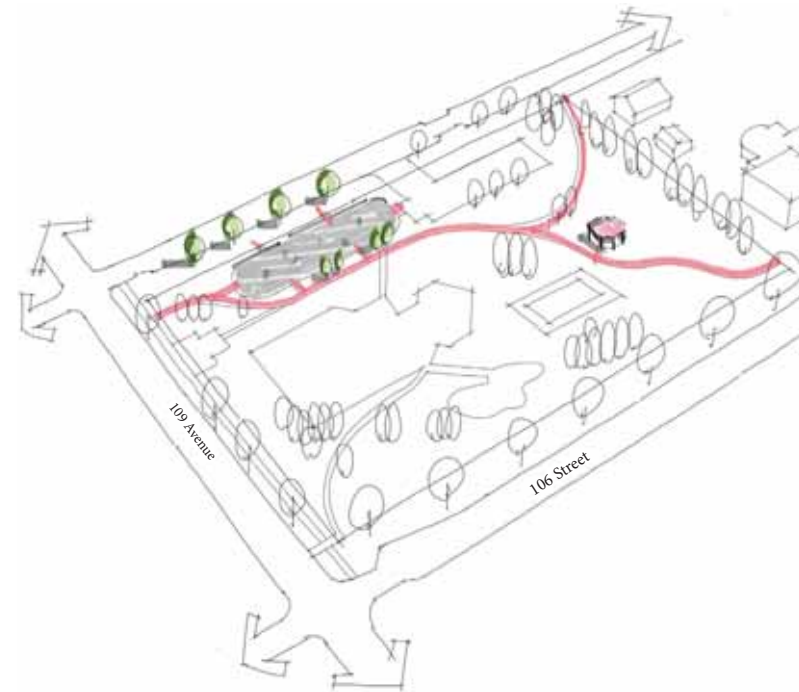
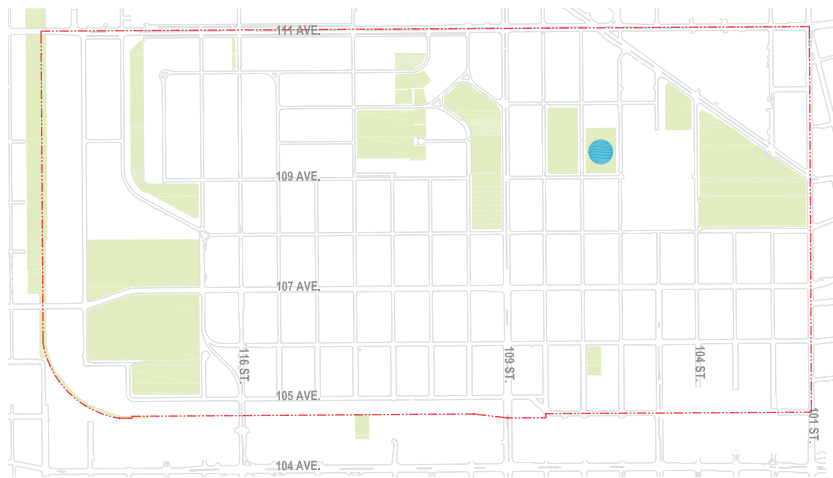
A public art project, subject to availability of funding, could also involve the Edmonton Arts Council in its advisory or project management capacity. This improvement opportunity mostly contributes to the *Create Beautiful Neighbourhoods* theme of the Revitalization Strategy.



## IMPROVEMENT OPPORTUNITY 20. CMD - ENHANCE CENTRAL MCDUGALL PARK

Located to the east of John McDougall School, Central McDougall Park is considered to be a focal point for residents in the area. It provides a wide range of recreational activities. Improving the park in terms of its functionality, programming, connectivity, and access to the adjacent residential neighbourhood would provide many benefits. It was observed through the community engagement that the gazebos are often visited by homeless individuals resulting in people feeling uncomfortable and unsafe in the space. Small design options were identified that could address this issue along with enhancement of the space through greater programming of activities including winter events. There is an opportunity for the Central McDougall Community League to work with the City to identify community recreation needs and develop a conceptual design for this open space. This would create an opportunity to explore further improvements to the park space, both in terms of programming and physical improvements. Improvements that could be explored include the installation of speakers in the gazebos, a temporary ice rink, or enhanced ambient lighting to further improve the presence and comfort of the park, particularly during the winter months. These improvements may be implemented in the short to long term, subject to available funding.

Park improvements would address the *Create Beautiful Neighbourhoods*, *Connect our Communities* and *Develop Safer Communities* themes of the Revitalization Strategy.

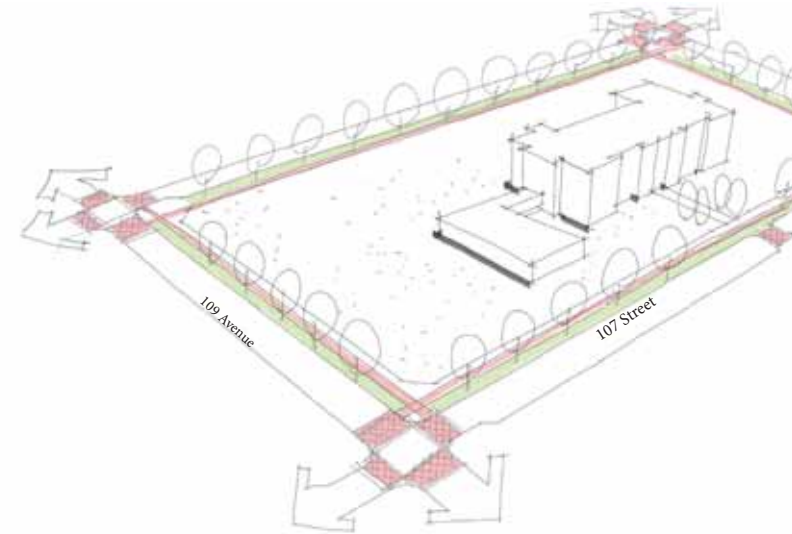
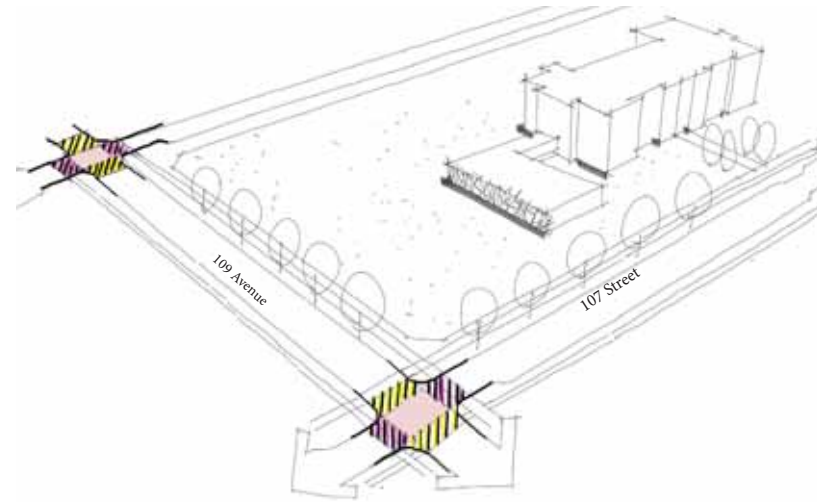


## IMPROVEMENT OPPORTUNITY 21. CMD - INTERSECTION IMPROVEMENTS NEAR SCHOOLS

There are a number of schools in both communities and children's safety should always be a priority when considering improvements to the public realm. For example, the blocks that encompass John McDougall School and the Central McDougall Park have high traffic movements around them because they are two key community destinations. Comments received through community engagement identified the need to enhance intersections in order to improve their safety and make them more accessible to the elderly and persons with mobility impairments.

Curb bulbouts could be considered at intersections and midblock crossings to reduce pedestrian crossing distance and improve pedestrian and cyclist crossing points. Additional techniques, including speed tables (e.g. raised crosswalks) and coloured and/or textured crosswalk surfacing, would not only slow down traffic and improve crossing points, but also contribute to enhancing the visual appearance of the overall area.

Parks, like schools, are locations where people commonly converge, but the road system often creates barriers to crossing as a pedestrian or cyclist. It is felt that bulbouts, midblock crossings, or some traffic calming measures could be a standard design approach around schools and parks to improve safety and encourage other forms of active transportation.



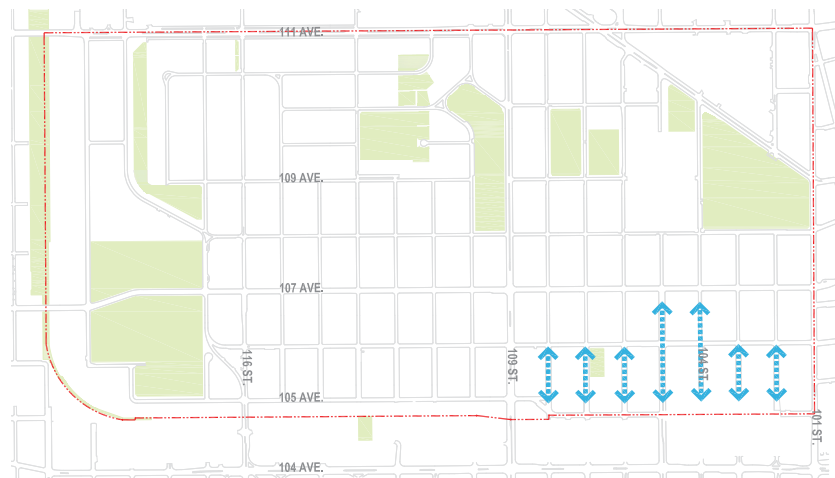
## IMPROVEMENT OPPORTUNITY 22. CMD - STREETScape IMPROVEMENTS BETWEEN 105 AVENUE AND 106 AVENUE

The streets between 105 and 106 Avenues in Central McDougall are poorly and inconsistently designed (e.g. lacking in street aesthetics, landscaping and street trees) and do not always provide an adequate interface with the adjacent land uses along the street.

This improvement opportunity is effectively the same as the recommendations for Queen Mary Park (i.e. for 110 through 115 Streets) which improve pedestrian connections to Downtown. Attractive, comfortable corridors would enhance the opportunity for increased business development and in some cases design the street to enhance key architectural building elements such as the MacEwan University towers.

These streets have strong connections to Ice District, MacEwan LRT Station and MacEwan University; however, their current design reflects the industrial era in which they were developed.

The redevelopment and transition of the streets between 105 and 106 Avenues presents significant opportunities for not only enhancement of the road right-of-ways, but also of the new buildings that will eventually be developed. The improvements to the streets will likely lead to greater interest in developing the lands that adjoin the corridors.



Proximity to major destinations such as Ice District and MacEwan University requires careful consideration in the design of these streets. Enhancing streetscaping will contribute to the economic prosperity of 107 Avenue by providing safe linkages between these nodes. All the streets here should have a minimum 2.0 m sidewalk on each side; it is recommended that 104 Street reflect a greater design emphasis through incorporating a shared space concept with Rogers Place Arena. The effective development of this street would be a continuation of what is being developed as an entertainment district along 104 Street to the south. Developing a strong building edge will be an important aspect of enhancing this corridor.

While 104 Street improvements are viewed as a priority, this should be coordinated with the City’s Neighbourhood Renewal Program and in consultation with the owners of the adjoining lands. Though 105 Street is constrained by the LRT alignment, it also provides a valuable connection to Rogers Place arena. It could be a priority through Neighbourhood Renewal to provide support to existing businesses located along 105 Street. The LRT crossing needs to be addressed to allow better north south pedestrian flow on the street.

108 Street is viewed as a key bike connection and will require design input as part of the renewal program while also recognizing the tower landmark of MacEwan University at the end of the street. The remaining streets are not considered as critical but future renewal could provide the opportunity to implement the basic elements of a streetscape as referenced in Improvement Opportunity 5.

Sufficient setbacks should be considered as part of any development north of Rogers Place arena to ameliorate increased building density and height. This could expand the public realm for greater pedestrian and commercial opportunities (e.g. patios, plazas, etc.).

The development of 104 Street and other selected streets as more pedestrian-friendly connections will lead to enhanced aesthetics, connectivity and sense of safety. This directly addresses the *Create Beautiful Neighbourhoods*, *Connect Our Communities* and *Develop Safer Communities* themes of the Revitalization Strategy.

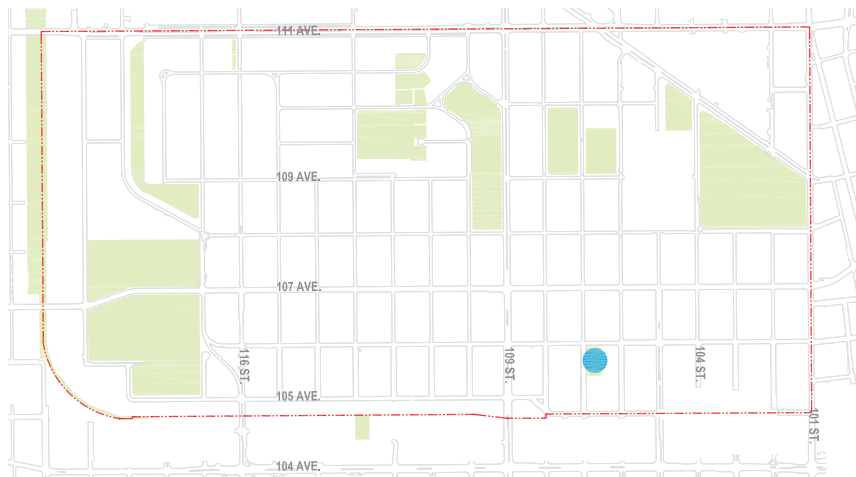
## IMPROVEMENT OPPORTUNITY 23 - CMD - NORTH EDGE PARK REDEVELOPMENT

The recently acquired North Edge Park in Central McDougall is located in an area surrounded by wide roads and buildings that have poor interfaces with the public realm. On two sides of the park the buildings have blank walls and a service lane abuts the east edge of the park. The area is viewed as a place that will be going through a transition and presents opportunities to develop a strong community hub around the park. Mixed use development should be encouraged around this feature with commercial at the ground level. It is important that the frontage of the buildings be designed to face into the park, with offices and preferably residential above ground level. Views from the buildings onto the park will be a key element in contributing to the safety of park users. The development of buildings around this hub also needs to focus on maintaining daylight into the park which will be a critical factor in its year-round use and long-term success.

The wall of the building to the south of the park could be opened to better interact with the space. In addition, the alley to the east could be considered as part of any public realm improvements to encourage the adjacent building to open up their backs as new frontages.

The improvement opportunity related to North Edge Park is envisioned as a long term initiative, and recognizes that the priority should be given to the development of the urban form around the edge of the park. Developing the park without complementary adjacent development may exacerbate social problems already experienced in the area.

Developing both the park and the surrounding buildings speak to the *Create Beautiful Neighbourhoods* theme of the Revitalization Strategy.



## IMPROVEMENT OPPORTUNITY 24 - QMP/CMD - ENHANCE CONNECTIVITY TO THE SOUTH

Public consultations with local residents acknowledged that there is significant pedestrian and bicycle traffic from the residential neighbourhoods south 104 Avenue, Oliver and Downtown. With the 105 (Columbia) Avenue corridor being developed as a major bicycle route in the future, and the future Valley Line / West LRT alignment along 104 Avenue, the demand for connectivity to the south would increase even more.

In Queen Mary Park, there are areas south of 105 Avenue with limited connectivity in the north-south direction. West of 109 Street, only 112 and 113 Streets provide at-grade connections between Queen Mary Park and 104 Avenue.

The 104 Avenue Corridor Area Redevelopment Plan (prepared in 2015) acknowledges this limited connectivity and suggests making the future redevelopment south of 105 / north of 104 Avenue more permeable to pedestrians and cyclists. For example, the Redevelopment Plan suggests a through road connection at 114 Street and new and / or enhanced pedestrian and bike linkages at 112, 113 and 115 Streets.

From an urban design perspective, it is recommended that the existing pedestrian connections to 104 Avenue be retained and enhanced. In terms of new connections, the future redevelopment of land south of 105 Avenue should seek opportunities for pedestrian/bicycle connections to provide a natural extension of the street grid to the south. This will improve circulation and connectivity for the residential neighbourhoods in Queen Mary Park and Central McDougall south to 104 Avenue, Oliver and Downtown.

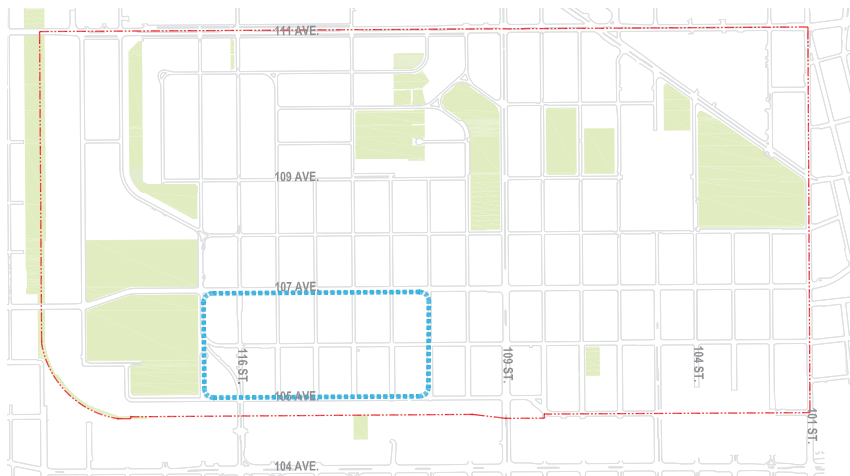


## IMPROVEMENT OPPORTUNITY 25 - QMP - POTENTIAL SOUTH-WEST NEIGHBOURHOOD PARK

The Central McDougall / Queen Mary Area Redevelopment Plan established that both neighbourhoods are in need of park space and recommended acquisition of parkland in both areas. While the proposed public space at 107 Avenue and 105 Street would meet this requirement for Central McDougall (refer to Improvement Opportunity 18), there is no specific park location yet identified in the Queen Mary Park neighbourhood.

Public feedback and analysis of the physical assets of the community confirms that the southwest area of Queen Mary Park (as indicated on the key plan below) is lacking a neighbourhood park. It should be recognized that this area is currently undergoing a transition and its character is changing. As additional midrise buildings are developed in the area it is important to balance this density with the ability for people to congregate in a relaxing environment within easy walking distance.

Vacant lots between 105 and 106 Avenues west of 109 Street may be suitable, but may not be available. It is recommended that the City explore opportunities for acquiring lands which would be suitable in meeting a need for a neighbourhood park for the residents and businesses in the area.







## 8.0 HOW THE IMPROVEMENT OPPORTUNITIES ADDRESS THE REVITALIZATION STRATEGY

The public realm improvement opportunities listed in Section 7 were created to address one or more of the main themes of the Central McDougall / Queen Mary Park Revitalization Strategy. Even though each improvement opportunity has some relevance to the Revitalization Strategy, their impact, sources of funding, or implementation window may vary. Some of the improvement opportunities may be achievable with an available source of funding in the short term. Others may need more time and require partnerships to secure funding for implementation. A collaborative approach between City departments, community and business organizations, and support from Council, is required. This will support the identification of appropriate partners, sources of funding, and appropriate timing for their implementation for the greatest benefit to residents and the larger community.

The table on the following page illustrates how each public realm improvement opportunity relates to the four main theme of the Revitalization Strategy

- ▶ Theme 1: *Develop Safer Communities*
- ▶ Theme 2: *Create Beautiful Neighbourhoods*
- ▶ Theme 3: *Build a Dynamic Economic Environment*
- ▶ Theme 4: *Connect Our Communities*



The table also indicates the degree of the expected impact of this improvement on the corresponding Revitalization Strategy Theme – Yes (green colour) indicates strong impact, Yes (yellow colour) - moderate impact, and Yes (white colour) - weak impact.

	Theme 1 Safety	Theme 2 Aesthetics	Theme 3 Business	Theme 4 Connect
1. Gateway Elements		YES		YES
2. Wayfinding		YES	YES	YES
3. Public Art	YES	YES		YES
4. Bike Routes	YES		YES	YES
5. QMP – Streetscape Improvements Between 105 Avenue and 106 Avenue	YES	YES	YES	YES
6. 107 Avenue – Alleyway Pilot Project	YES	YES		YES
7. 107 Avenue - Enhance Building Aesthetics		YES	YES	
8. 107 Avenue - Streetscape Improvements	YES	YES	YES	YES
9. Cemetery Enhancements	YES	YES		YES
10. QMP – Commercial Node on 109 Avenue and 113 Street	YES	YES	YES	YES
11. QMP/CMD – Pedestrian /Cycle Connection Along 109 Avenue (Incl. Through St. Joseph HS)	YES	YES	YES	YES
12. QMP – Enhance Queen Mary Park School Ground	YES	YES		YES
13. QMP – Enhance Queen Mary Park		YES		
14. QMP/CMD – 106 Avenue Improvements (South Side Sidewalks and Improved Pedestrian Crossings)	YES	YES		YES
15. QMP/CMD – Implement Pedestrian Scale Street Lighting Along 109 Avenue	YES	YES	YES	YES

	Theme 1 Safety	Theme 2 Aesthetics	Theme 3 Business	Theme 4 Connect
16. QMP/CMD – Pedestrian Lighting on the Side Streets Off of 107 Avenue	YES	YES	YES	YES
17. QMP/CMD - Façade and Landscape Improvement Between 106 Avenue and 108 Avenue		YES		
18. CMD - 107 Avenue Public Space (Potential Art Park)	YES	YES	YES	YES
19. CMD – John McDougall School Façade and Yard Enhancement		YES		
20. CMD – Enhance Central McDougall Park	YES	YES		YES
21. CMD – Intersection Improvements Near Schools	YES	YES		YES
22. CMD – Streetscape Improvements Between 105 Avenue and 106 Avenue	YES	YES	YES	YES
23. CMD – North Edge Park Redevelopment	YES	YES	YES	
24. QMP/CMD - Enhance Connectivity to the South	YES		YES	YES
25. QMP - Potential South-West Neighbourhood Park	YES	YES		YES





# 9.0 RECOMMENDATIONS

The Urban Design Analysis was a collaborative effort between The Project Team, City staff and community and business stakeholders. The Analysis had one common goal - the improvement of the public realm of both neighbourhoods while addressing the Revitalization Strategy themes in the short and long term. The next steps of this process, the implementation stage, will also rely on the collective initiative of municipal, local community and business groups. As the information laid out in this document will have multiple users, the findings and recommendations of this Analysis are summarized through the various dimensions of urban design, community preference, and implementation time frame.

## 9.1 URBAN DESIGN PERSPECTIVE

Urban design as a discipline that looks at improving the aesthetics, functionality, and connectivity of the public realm. Urban design considers context, human scale, continuous human experience of the image of city (refer to Section 1.3), accessibility, connectivity and walkability. The urban design lens typically includes considerations of environmental, social, and economic sustainability, in this case on a neighbourhood level. Improving the neighborhood aesthetics and connectivity may attract redevelopment investment, new residents and families. Increasing the population density in turn could have a positive impact on increasing social interactions, improving safety, and may also help grow the local business community.

This Analysis has offered a broad list of suggested public realm improvement opportunities which all support an urban design perspective. Each of these improvement opportunities will make a positive impact on the neighbourhood while addressing the overarching urban design objectives stated above. They are in line with the vision established through both the Area Redevelopment Plan and the Revitalization Strategy.

If the suggested improvement opportunities need be prioritized, the most effective projects would be the ones that contribute to multiple objectives.

- ▶ The suggested streetscape improvements, for example, would address all four themes of the Revitalization Strategy- aesthetics, connectivity, support to businesses, and safety.
- ▶ The improvement opportunities related to enhancing the public open space and parks would make the area more attractive to new residents and families, and would enhance community aesthetics, connectivity and safety.
- ▶ The potential improvement opportunities along 107 Avenue would ultimately support the local businesses, but would also improve safety, aesthetics and connectivity - thus strengthening the image of 107 Avenue being the commercial heart of both neighbourhoods.
- ▶ Some improvement opportunities (e.g. public art, public spaces, gateways, wayfinding) are targeted at raising the social and cultural profile of the communities and inducing a sense of pride and belonging.

The simultaneous implementation of several public realm improvement opportunities would yield a greater cumulative impact than working on single initiatives. This goal may be constrained due to available funding and project timing with other municipal projects or initiatives.

## 9.2 COMMUNITY PERSPECTIVE

Various forms of community engagement were integrated into the Urban Design Analysis (Refer to Section 3). Public input helped the Project Team conduct a preliminary SWOT analysis, and later helped formulate and validate suggested public realm improvement opportunities for both neighbourhoods. The Implementation Steering Committee played a particularly important role in the preliminary evaluation and benefit analysis for the prioritization of the suggested list of opportunities. While the Implementation Steering Committee provided support to all opportunities listed in this document, their interest and focus was mainly on identifying the short-term improvement opportunities that can be funded through the Building Great Neighbourhoods program. These short term opportunities would make the greatest impact from an investment perspective.

Based on the Urban Design Analysis, the Implementation Steering Committee prioritized the following improvement opportunities to be implemented in the short-term (2-5 years) (in order of importance)

1. 107 Avenue Streetscape Improvements
2. 107 Avenue Alley Pilot project
3. Gateway Elements
4. QMP - Streetscape Improvements between 105 Avenue and 106 Avenue (112 Street and 113 Street)
5. CMD - Central McDougall - Streetscape Improvements between 105 Avenue and 106 Avenue ( 102 Street through 108 Street, exact scope to be determined)
6. 106 Avenue streetscape (i.e. missing sidewalk on the south side, and improved pedestrian crossings)
7. CMD - 107 Avenue Public Space (Potential Art Park)

These projects will be considered by the Great Neighbourhoods program, subject to available funding and timing coordination with other municipal projects.

## 9.3 SHORT AND LONG TERM IMPLEMENTATION

The Urban Design Analysis exercise created a broad list of possible public realm improvement opportunities in Central McDougall and Queen Mary Park - some of these opportunities may be implemented in the short term, while others may be feasible in the long term.

The implementation of the suggested improvement opportunities depends on multiple factors. The implementation of the suggested list of opportunities is a shared responsibility of municipal, community and business stakeholders. A collective effort could be made to look for funding sources and partnerships to assemble budgets to make these projects a reality. Last, but not least, coordination with related municipal programs and compliance with City policies and regulatory frameworks is key to ensuring economic sustainability and efficacy of public investment. Further analysis and cooperation between public and private stakeholders is required to leverage short and long term implementation opportunities.







## THIS DOCUMENT WAS PREPARED THROUGH THE COLLABORATIVE WORK OF THE FOLLOWING PEOPLE

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