



Strathearn Heights Community League

January 29, 2020

Via email:

Cc: jimstein@rockwell.ca; david@nearctic.com;

Re: Strathearn Heights Redevelopment Plan Update

Dear Strathearn Community League Board Members,

Happy New Year and thank you for meeting with us in December. We are looking forward to a very productive 2020 as it relates to Strathearn Heights redevelopment. As we shared with you we have been working with our consultant team and the City of Edmonton to flesh out a revised zoning approach that retains the original urban design principles and development scope with a more realistic business case for a 10 to 20 year build out.

We appreciate the input that the Executive Committee members provided and we are committed to continue to:

- ensure connections through the development for both our neighbours and redevelopment residents,
- create a quality pedestrian and ground level experience including attractive public realm spaces and building facades, and
- respect the transition between the redevelopment and the existing neighbours as it relates to height, placement and design of the edge built form.

We appreciate the desire for continuity of neighbourhood commercial services and an easy transition from the existing strip mall to the new commercial development. We too value the current commercial tenants and we are currently proposing a two-phased development for the DC2 parcel. The first phase will be a mixed use project complete with commercial opportunities located on the vacant lands to the west of Strathearn Centre. It is our intention that the current tenants can continue operations through the construction of Phase 1 n.. and could relocate to new premises, if they chose to, without any loss of business continuity.

You folks encouraged early consultation and we will be doing that. Our goal is to undertake, as the applicant, pre-application engagement in February. Prior to finalizing our application we will undertake the following:

- an information notice mailed to the neighbourhood outlining the basics being proposed, notice of an applicant-hosted public open house and contact information for follow up,
- a public open house, potentially the third week in February, with feedback forms, and
- an additional drop-in opportunity at the locally-based presentation centre where the Open House material will be available for viewing and input.

We also commit to keep the Community League Executive updated on our plans and activities as we move forward and would be delighted if you could post the information notice, when finalized, on your website as well .



As it relates to the rezoning changes the thrust of the upcoming application will be to:

- create a new smaller DC 2 zone in the immediate proximity of the transit station, and rezone the remainder of the property to the standard zonings of RF6, RA7, RA8 and RA9 reflecting a variety of building heights from low through high rise,
- retain the vision and principles of the existing concept – to develop a transit-orientated urban village with a focus of higher density development close to the LRT,
- create an attractive public realm in the form of a pedestrian street/plaza in lieu of 88 Street,
- create two linear parks extending through the development providing a quality pedestrian experience linking the river valley and the northern part of the Strathearn community to the transit plaza,
- create an additional park and a range of public and semi-public greenspace through the standard zoned areas, and
- continue to provide a respectful transition between Strathearn's redeveloped residential buildings and its single-family residential neighbours.

The recent changes to the standard zonings (RA7, RA8, RA9) provide much more practical solutions to a large site with a long-term development window such as Strathearn compared to the current DC2 approach encompassing the whole site. The development outcome with this approach continues to honour the original vision and scope of a mixed-use urban village offering a variety of housing forms designed to meet the needs of singles, couples, families and seniors.

This approach provides zoning certainty to the City and community without having to lock in specific design and market conditions that may change over the 10 – 20 year buildout. As each parcel comes up through the development application process the community will be advised. Attached is the current draft rezoning map for your information.

Based on our current goal for a late February submission of the formal application we are hopeful of an early summer formal public hearing.

Thank you for your ongoing input, support and patience. We look forward to working with you and the community to finalize a direction that provides the business foundations needed to get shovels in the ground in the near future.

Best regards,

Jim Stein
Rockwell Investments Ltd.

David Kent
Nearctic Property Group



Attachment 1 - Draft Rezoning Map

