



PREPARED BY
TBD ARCHITECTURE + URBAN PLANNING
ON OCTOBER 27, 2023



JASPER HOUSE





2.1 PROJECT OVERVIEW

SITE LOCATION DATA & STATISTICS

ADDRESS: 12021 - Jasper Ave Edmonton

CURRENT ZONING: DC1

PROPOSED ZONING: DC2

SITE AREA: 36,516.09 ft²
(3392.5 m²)

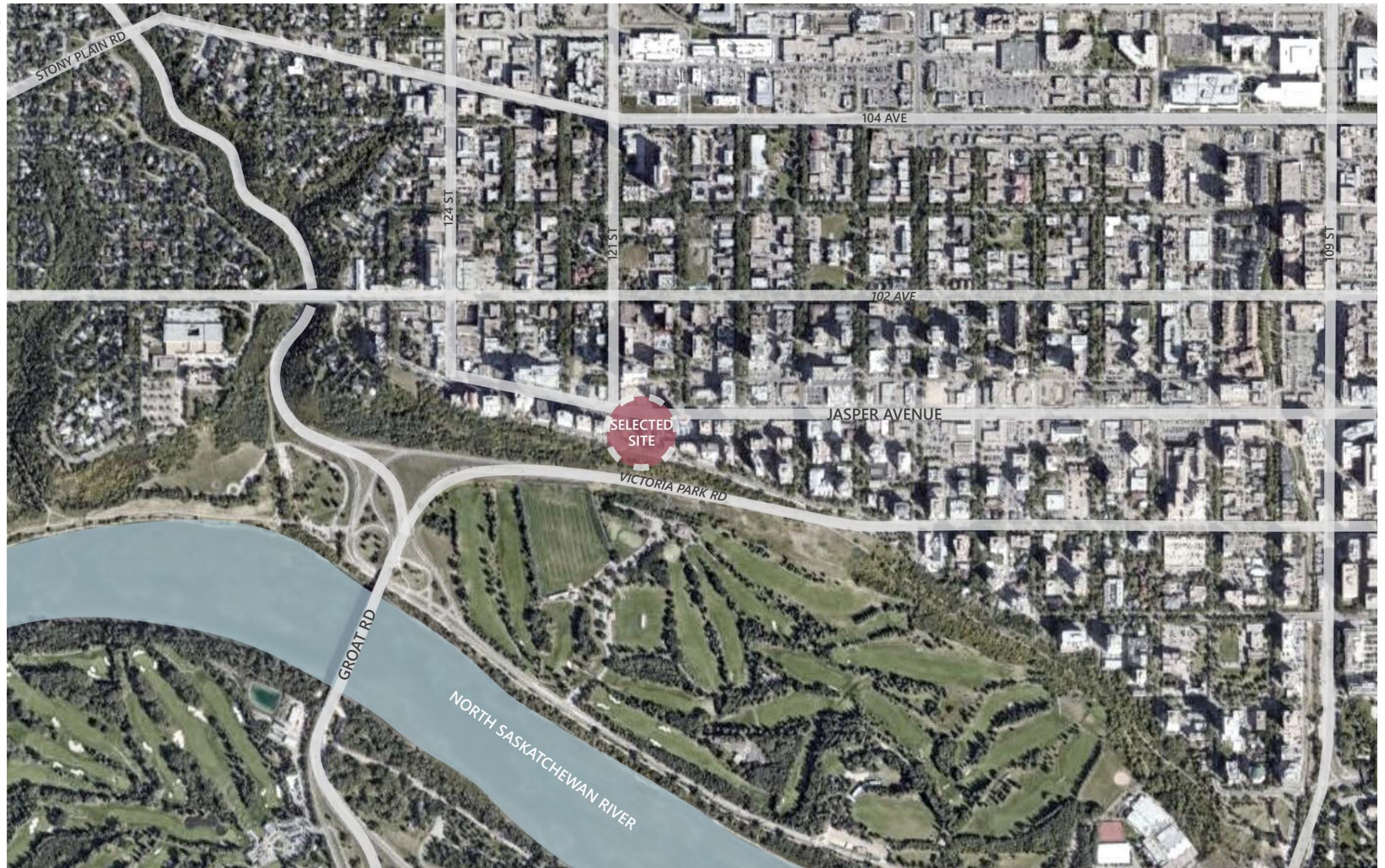
PROPOSED F.A.R.: 11.0

PROPOSED HEIGHT: **PODIUM HEIGHT** = ~14m
TOTAL HEIGHT = ~108m

PROPOSED DENSITY: 224 suites
(+ existing 115)
Suites options include:
1 bed
1bed +den
2 bed
3 bed*
***3 bed units to be allocated to community amenity contribution initiative**

COMMERCIAL/ AMENITY: Main and second floors
- including a restaurant.
Outdoor plaza

PROPOSED PARKING: **PARKADE LEVEL 1**
= 40 stalls
PARKADE LEVEL 2-5
= 48 stalls each
TOTAL: = 232 stalls



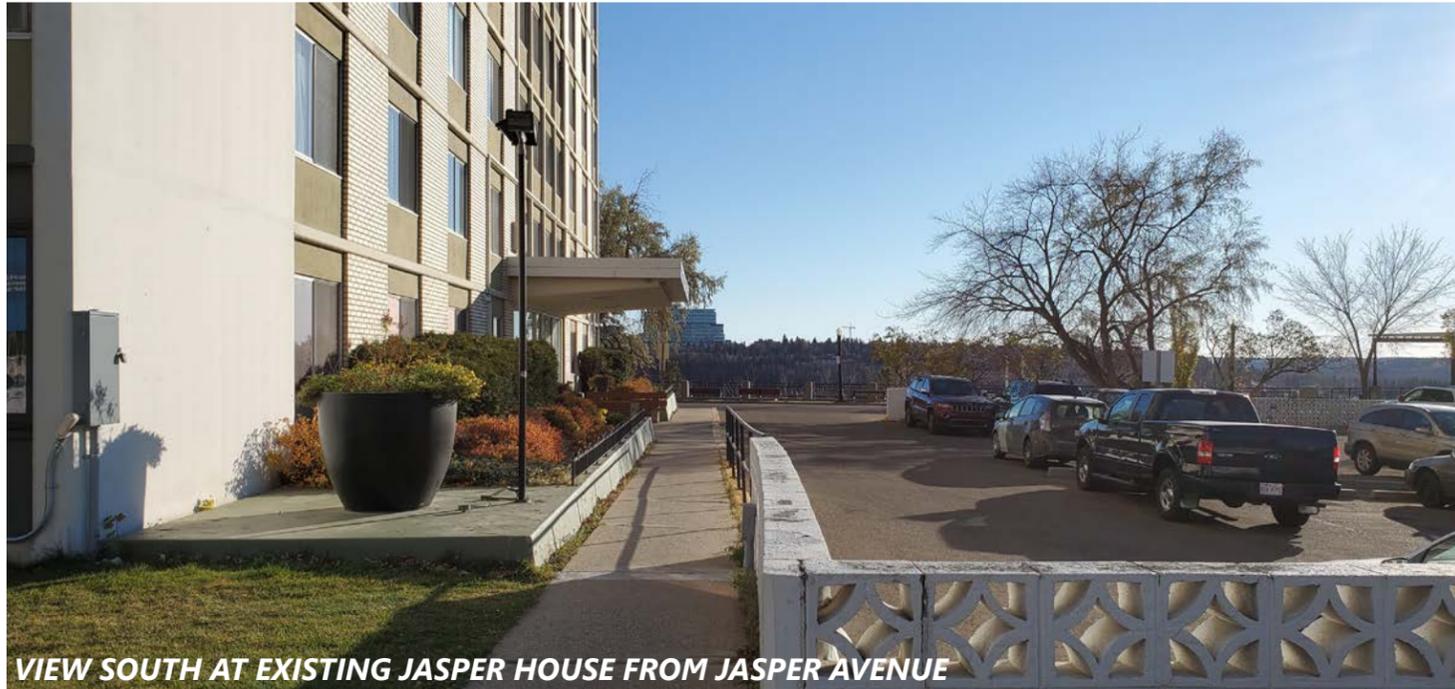
2.1 PROJECT OVERVIEW

SITE CONTEXT IMAGES - AERIAL VIEWS

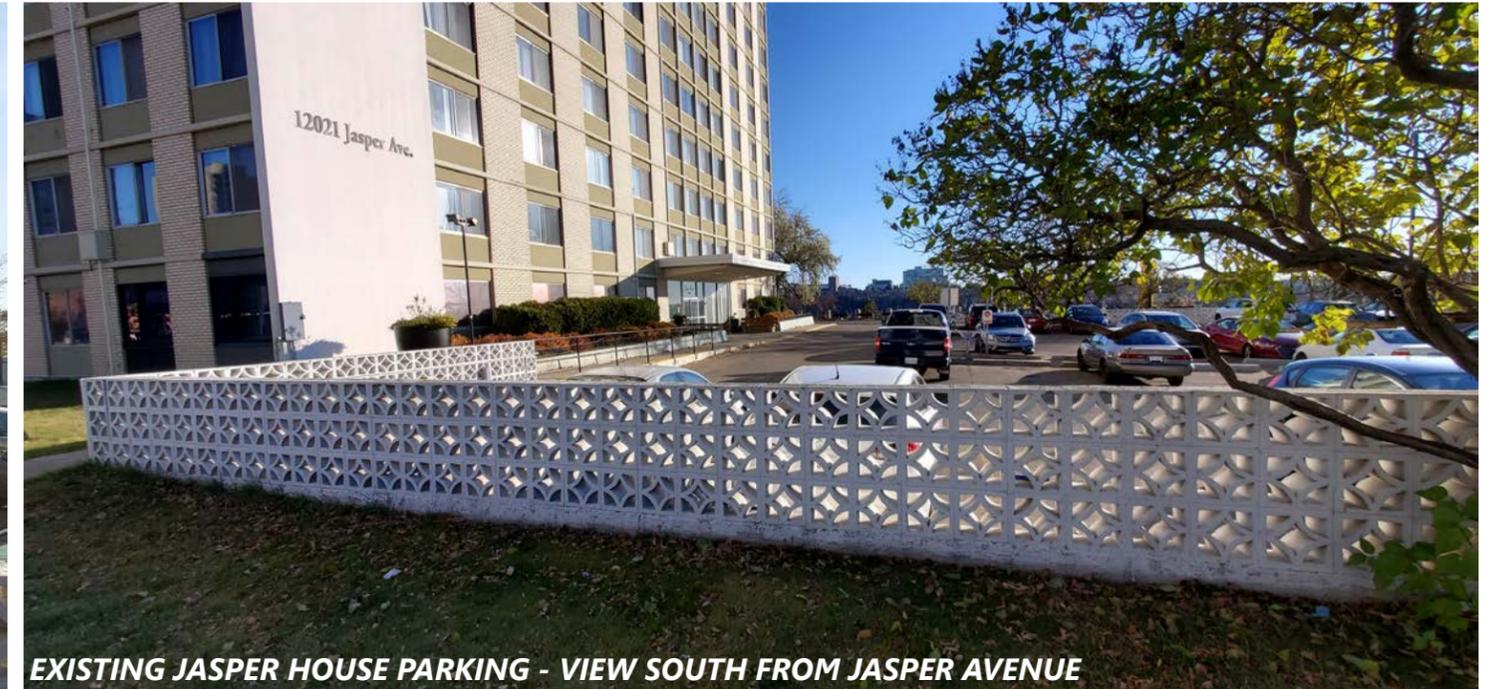


2.1 PROJECT OVERVIEW

SITE CONTEXT PHOTOGRAPHS - JASPER AVENUE



VIEW SOUTH AT EXISTING JASPER HOUSE FROM JASPER AVENUE



EXISTING JASPER HOUSE PARKING - VIEW SOUTH FROM JASPER AVENUE



EXISTING JASPER HOUSE SERVICE AREA - VIEW WEST ALONG JASPER AVENUE



EXISTING JASPER HOUSE PARKING - VIEW SOUTHWEST FROM JASPER AVENUE

2.1 PROJECT OVERVIEW

SITE CONTEXT PHOTOGRAPHS - PROMENADE



VIEW EAST DOWN 100 AVE & VICTORIA PROMENADE



VIEW NORTH FROM VICTORIA PROMENADE PERGOLA



VIEW EAST FROM VICTORIA PROMENADE PERGOLA



VIEW SOUTH FROM VICTORIA PROMENADE PERGOLA

2.1 PROJECT OVERVIEW

COMPLIANCE WITH PLANS & ZONING

The Oliver Area Redevelopment Plan (ARP) and associated DC1 zones were approved by Edmonton City Council in 1997, and have been amended over three dozen times since then to accommodate development in the diverse and evolving neighbourhood of Oliver.

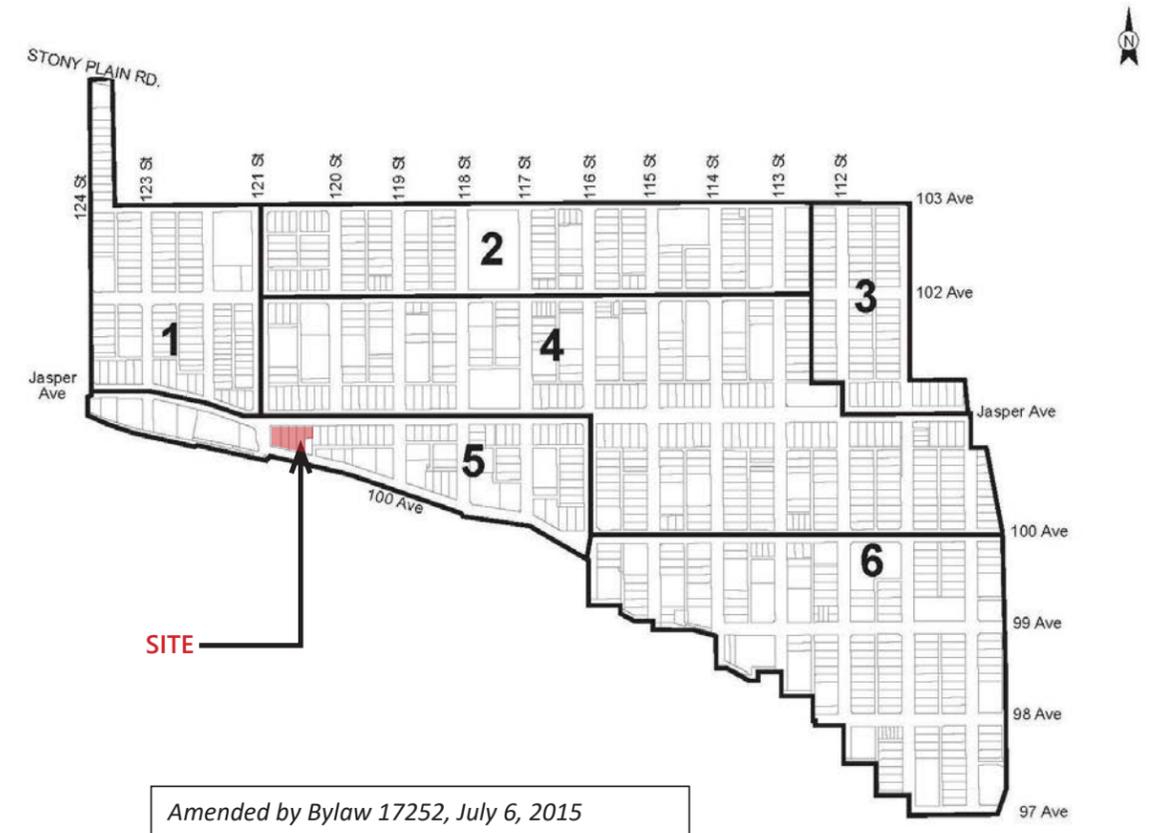
Within the ARP itself the subject site is located within Sub Area 5.

Policy direction in Sub Area 5 calls for medium to high rise residential development, with mixed use high rises supported along Jasper Avenue. Uses at grade should consist of retail, service commercial or business support uses and support pedestrian activity.

Policy 9.5.1.3 indicates that “design of any redevelopment along Jasper Avenue should include provisions for outdoor seating and assembly, should provide strong visual interest at ground floor levels, and should orient parking and loading to the rear of the building, to be accessed from the rear lane. Commercial developments should have articulated facades to heighten visual interest, and avoid long monolithic facades. Intensive use of display windows and doors is encouraged, and blank walls are discouraged.”

The policies for Sub Area 5 support a new development on the subject site, and the proposed design conforms to Policy 9.5.1.3. We are aware that an amendment to Map 11 will be required to reflect the proposed zoning.

The DC1 zone that currently applies to the site is denoted as Area 7 in the ARP, and contains a maximum FAR of 3.0 and a maximum height of 45 m. The development intensity in Area 7 is below that which could be achieved in a standard RA9 zone (FAR of 5.2 and maximum height of 60 m), and significantly below the precedent for approvals in the area. Therefore, it is necessary to rezone in order to develop the type of mixed-use high-rise building envisioned for the site.



2.1 PROJECT OVERVIEW

SUMMARY AND CONCLUSION

The City's Municipal Development Plan, City Plan, encourages new development within nodes and along corridors throughout the city. The subject site is located in the Centre City node. In the Centre City node, the Plan encourages mid-rise and high rise building forms with a minimum density of 450 people or jobs per hectare. The proposed rezoning aligns with City Plan policy direction.

City Plan supports residential infill at a variety of scales, densities and designs, within all parts of the residential policy area, to meet the goal of 50% of new housing units added through infill city-wide (direction 2.2.1.6).

The proposal also supports one of the major objectives of City Plan: to enable Edmontonians to live closer to what they need and to be supported by walkable communities, active transportation networks and greater connectivity across all travel modes (Section 4.2).

Other policies that support the proposed developed are outlined in 'Table 1: City Plan Policy Support' to the right.

In summary, the proposed application aligns with key City policies, and contributes to an aesthetically pleasing urban streetscape via the design of the building, the preservation of the existing Jasper House, and the enhancement of on-street amenities on Jasper Avenue.

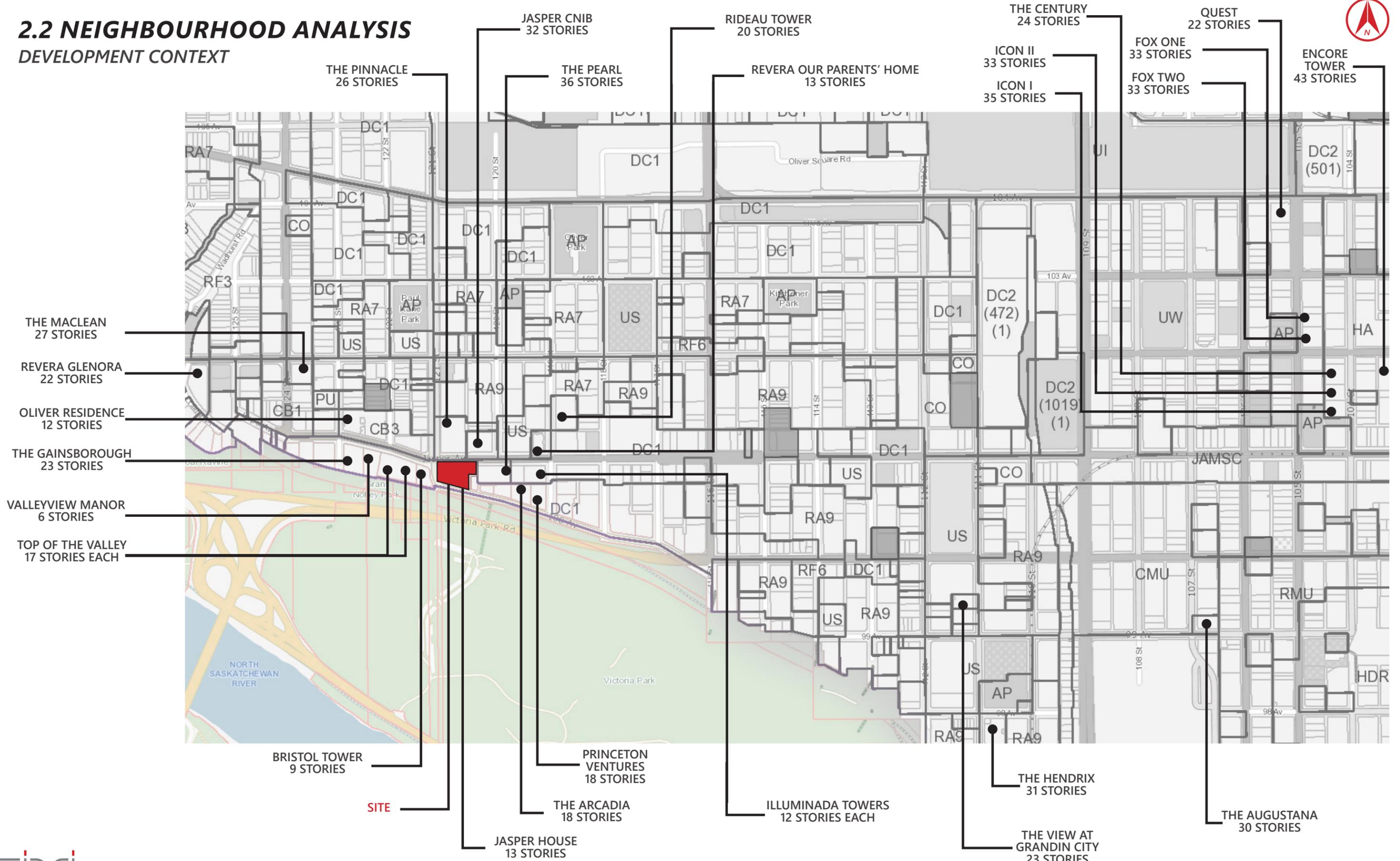
Edmonton is undergoing a significant transition from a "big small city" to a metropolitan center with the goal of accommodating an additional million people over the coming decades. Infill and urban redevelopment in nodes and corridors is the City's key strategy for achieving that goal. We are pleased to contribute to achieving that City Plan goal, to support our City's investments in transit, and to increase housing choice and diversity in Edmonton's core.

Table 1: City Plan Policy Support

1.0 I want to BELONG and contribute.		
Goal	1.3	Edmonton's city design fosters a sense of place by celebrating our unique attributes, diversity and opportunities within the region.
Intention	1.3.1	Promote and celebrate the distinct communities that contribute to Edmonton, its quality of life and unique sense of place.
Direction	1.3.1.3	Encourage diverse design and development in all neighbourhoods so communities can continue to evolve over time.
Direction	1.3.1.5	Encourage high quality urban design that celebrates the unique physical pattern of the city's systems, networks and places.
2.0 I want to LIVE in a place that feels like home.		
Goal	2.2	Edmontonians have the ability to live locally, with access to diverse and affordable housing options in communities that support their daily needs.
Intention	2.2.1	Promote compact, mixed use development within districts that supports equitable access to employment, education and amenities
Direction	2.2.1.5	Facilitate housing and job growth and intensification within nodes and corridors.
Direction	2.2.1.6	Enable ongoing residential infill to occur at a variety of scales, densities and designs within all parts of the residential area.
4.0 I want ACCESS within my city.		
Goal	4.2	Edmontonians live closer to what they need and are supported by walkable communities, active transportation networks and greater connectivity across all travel modes.
Intention	4.2.1	Ensure that transportation investment supports urban intensification and diversification.
Direction	4.2.1.1	Integrate mass transit with surrounding development.
4.0 I want ACCESS within my city.		
Intention	6.2.2	Promote a well connected, attractive and delightful city through beautiful architecture, animation and urban design excellence.

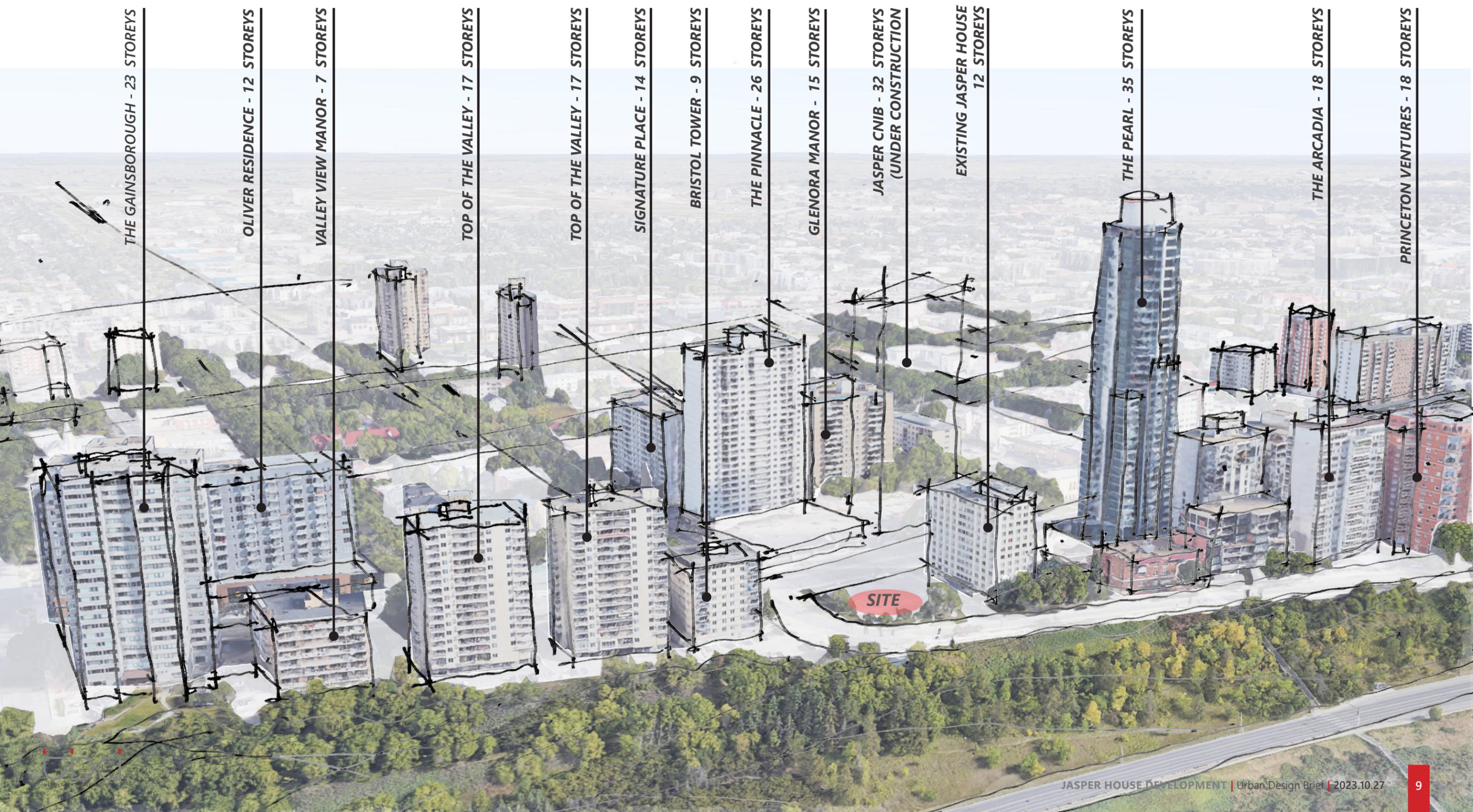
2.2 NEIGHBOURHOOD ANALYSIS

DEVELOPMENT CONTEXT



2.2 NEIGHBOURHOOD ANALYSIS

SIMILAR DEVELOPMENTS HEIGHTS

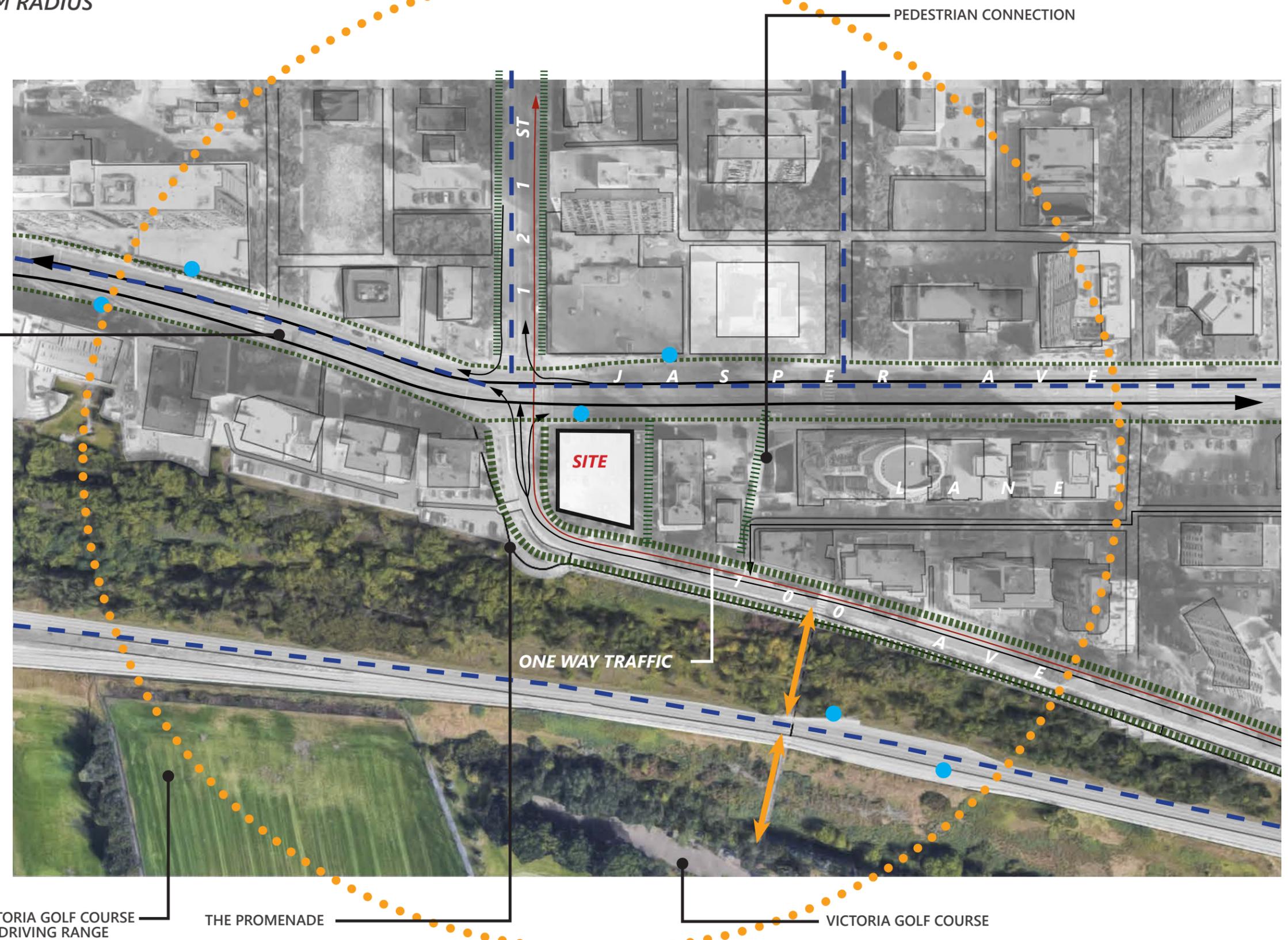


2.2 NEIGHBOURHOOD ANALYSIS

CIRCULATION & CONNECTIVITY; 200M RADIUS



IMAGINE JASPER AVENUE



LEGEND

- 200m RADIUS AROUND OUR SITE (LESS THAN 3MIN WALK)
- BUS STOP LOCATIONS
- TRANSIT ROUTES
- VEHICLE TRAFFIC
- CYCLING TRAFFIC
- PEDESTRIAN TRAFFIC
- PEDESTRIAN STAIRS

2.2 NEIGHBOURHOOD ANALYSIS

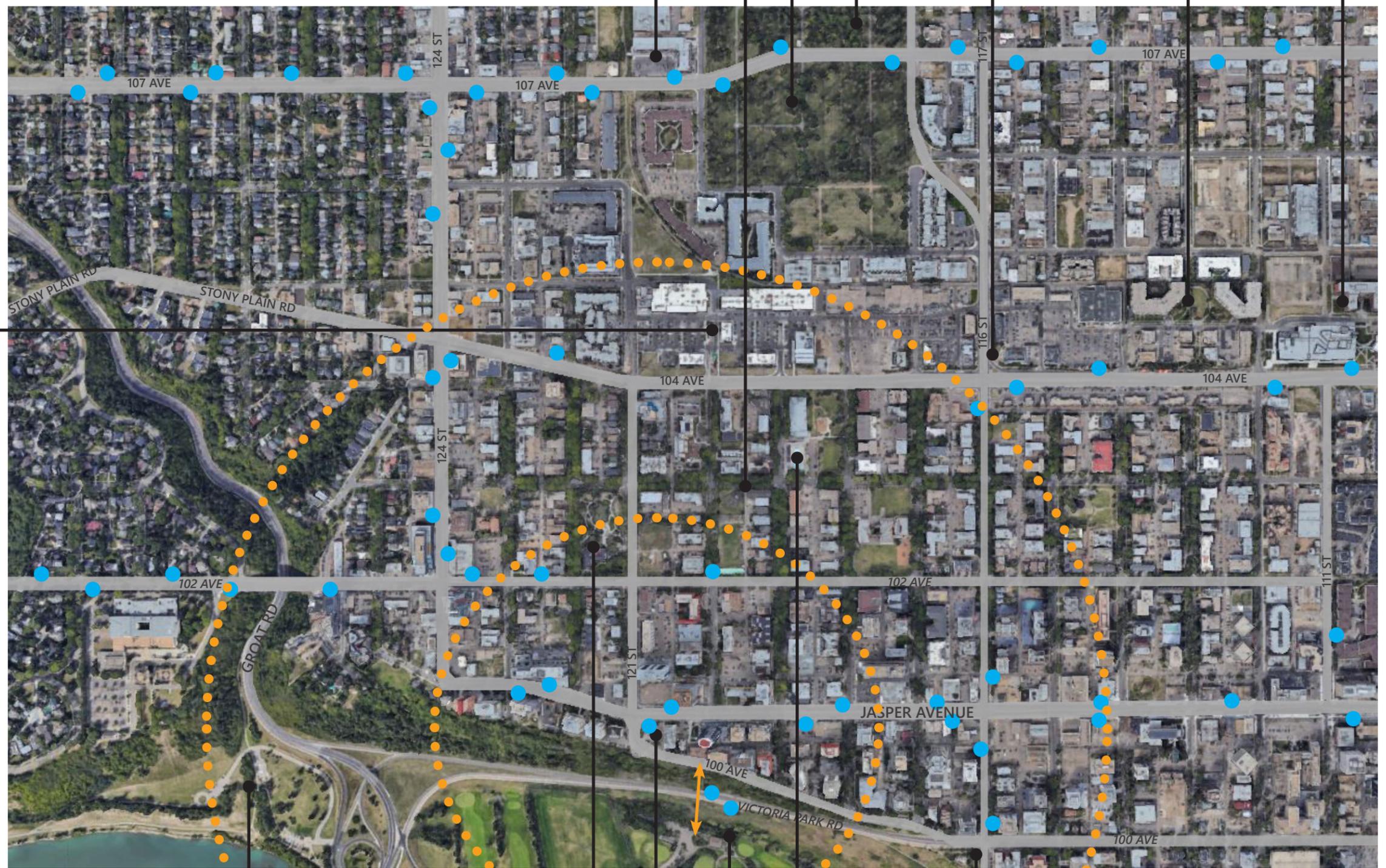
CIRCULATION & CONNECTIVITY; 500M & 1000M RADIUS



- TRANSIT
- LRT ROUTES
- LANDMARKS
- PARKS
- DISTRICTS



EDMONTON BREWERY DISTRICT



LEGEND

- 500m RADIUS (5 MIN WALK)
1000m RADIUS (10 MIN WALK)
- BUS STOP LOCATIONS
- VEHICLE TRAFFIC
- CYCLING TRAFFIC
- PEDESTRIAN TRAFFIC
- PEDESTRIAN STAIRS



2.2 NEIGHBOURHOOD ANALYSIS

URBAN FORM & PATTERN, FIGURE GROUND, NODES



URBAN FORMS

FIGURE GROUND

NODES

CORRIDOR

LEGEND

- HIGH LEVEL BRIDGE STREET CAR LINE
- STREETCAR JASPER PLAZA TERMINAL
- UNDERGROUND LRT METRO LINE
- UNDERGROUND LRT METRO STOP
- █ PRIMARY CORRIDOR
- █ SECONDARY CORRIDOR
- DINING & CUISINE NODES
- NIGHT LIFE NODE
- BREWERY DISTRICT
- UNIVERSITY NODE
- SHOPPING NODE
- SHOPPING NODE



2.2 NEIGHBOURHOOD ANALYSIS

PARKS & GREENSPACE



EDMONTON PROMENADE

GOVERNMENT HOUSE PARK

LEGEND

- EDMONTON PROMENADE
- PATHWAYS
- PARKS



SELECTED SITE LOCATION



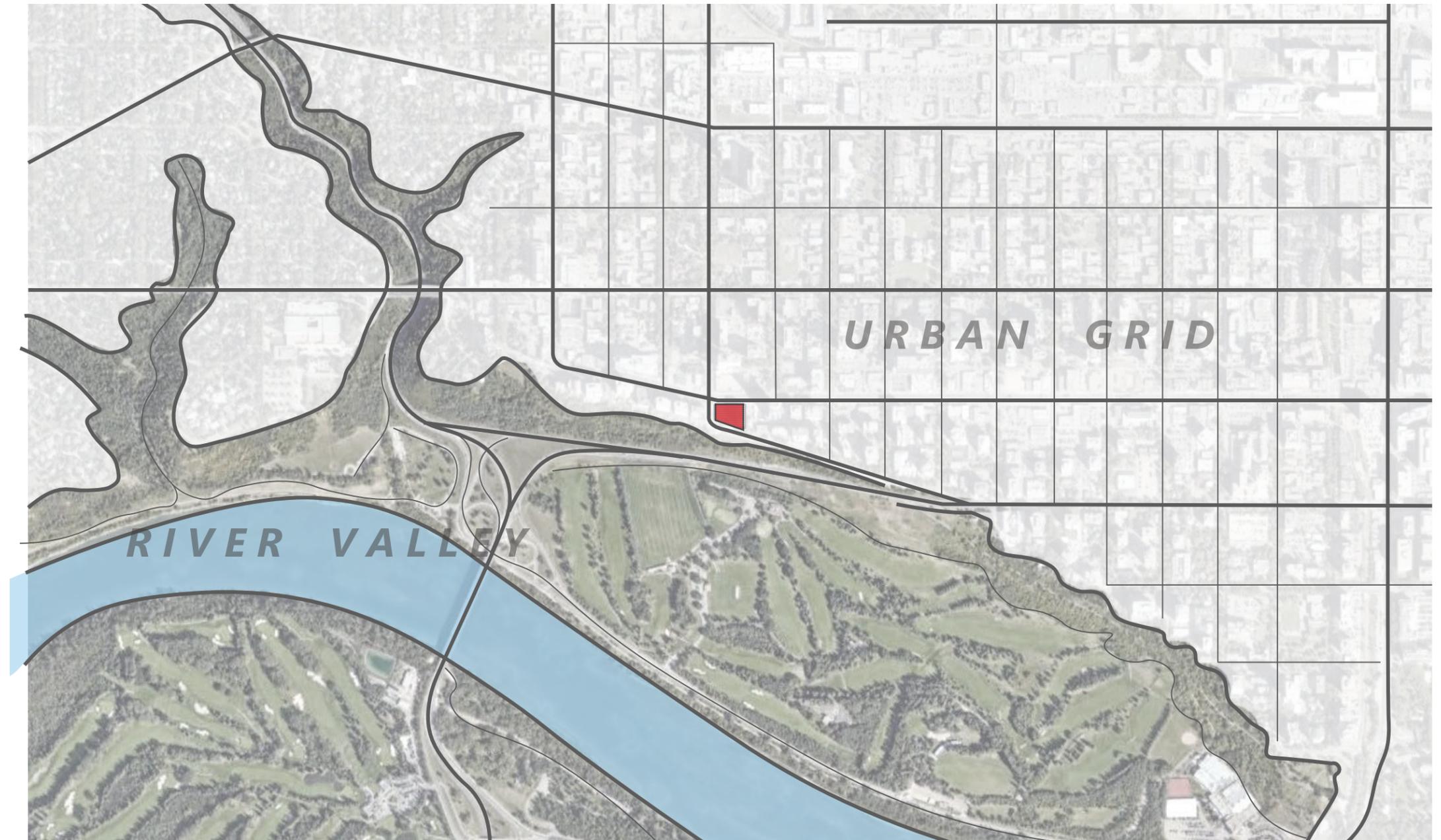
2.3 SITE ANALYSIS

NEIGHBOURHOOD FEATURES

EASEMENTS:
None

CAVEATS:
None

ARCHEOLOGICAL/HISTORICAL RESOURCES:
None

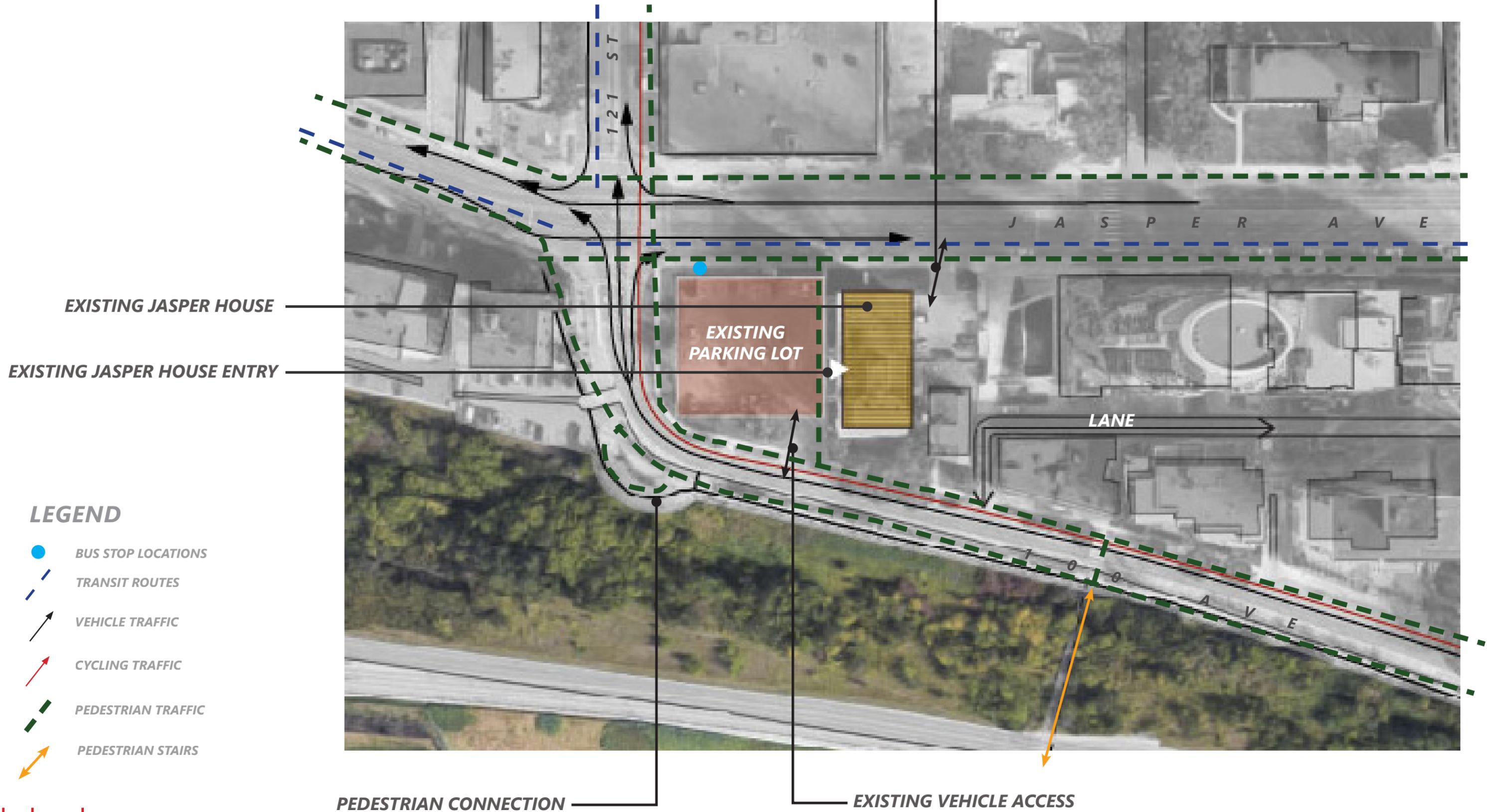


SITE FEATURES:

- 1 - Site occupies the meeting of the cities urban grid and meandering river valley**
- 2 - Existing Jasper House**
- 3 - Promenade & River Valley to south**
- 4 - Victoria Golf Course**
- 5 - Victoria Promenade Pergola**

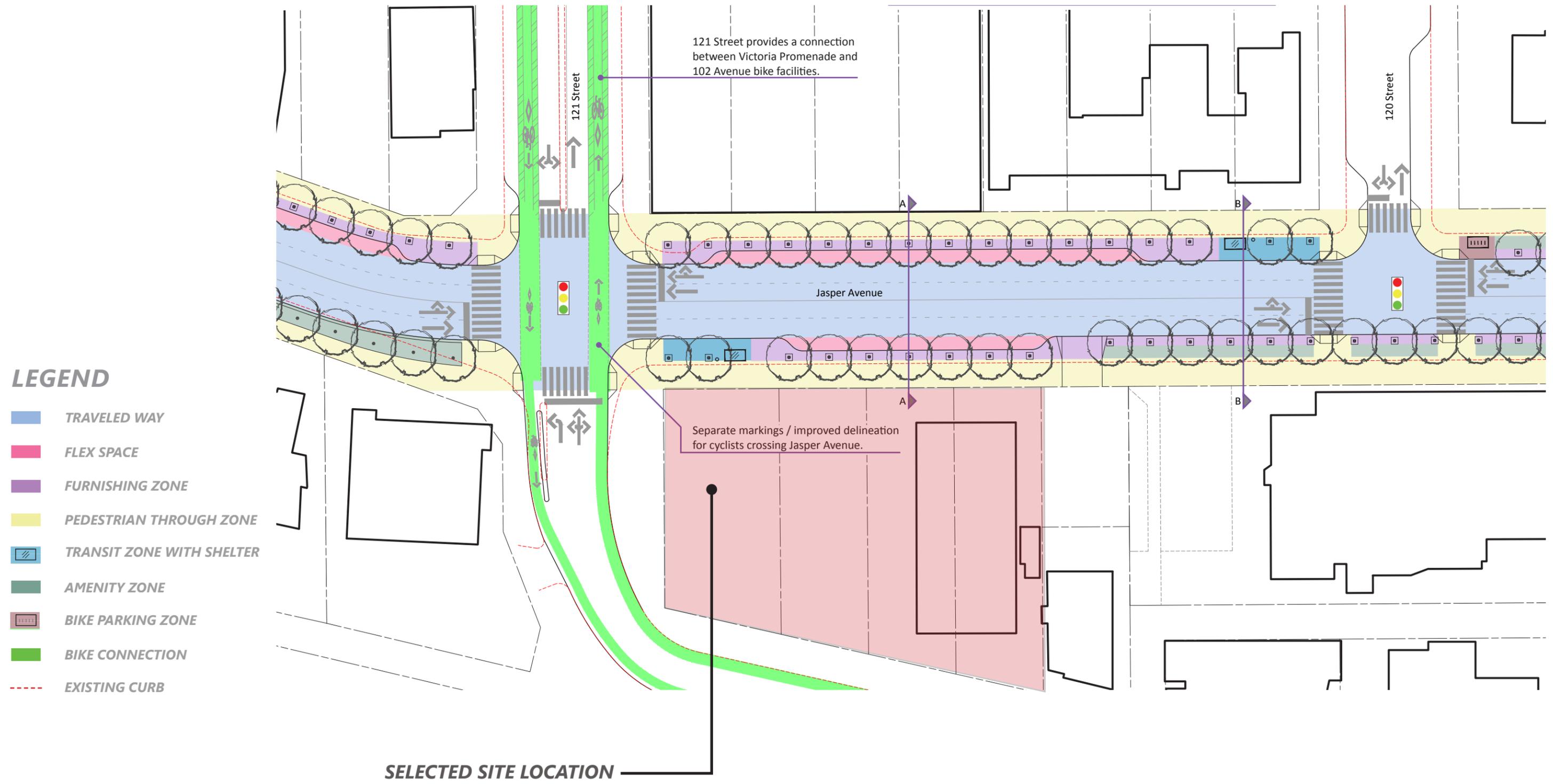
2.3 SITE ANALYSIS

EXISTING SITE CIRCULATION & ACCESS



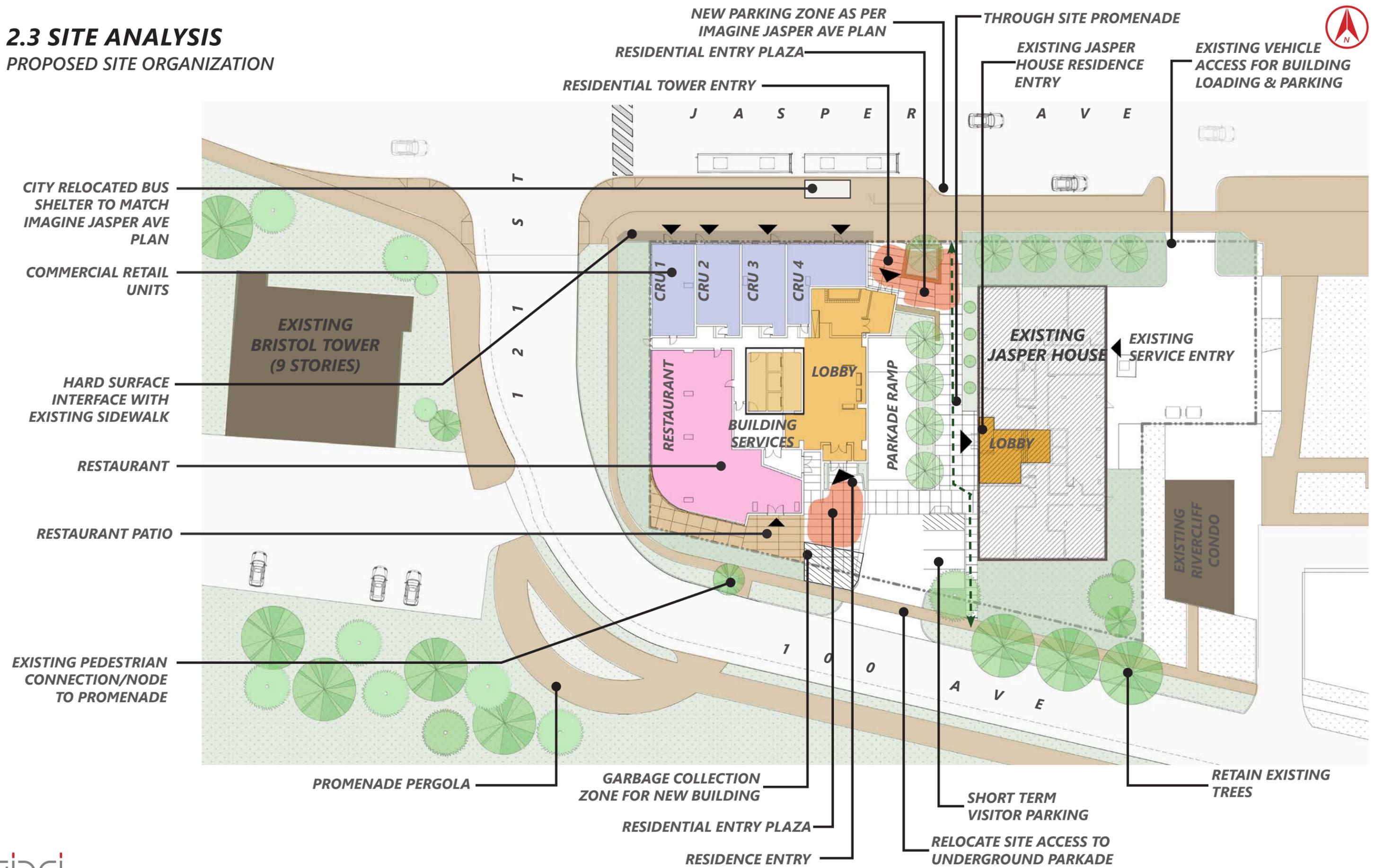
2.3 SITE ANALYSIS

IMAGINE JASPER AVENUE & INITIATIVE



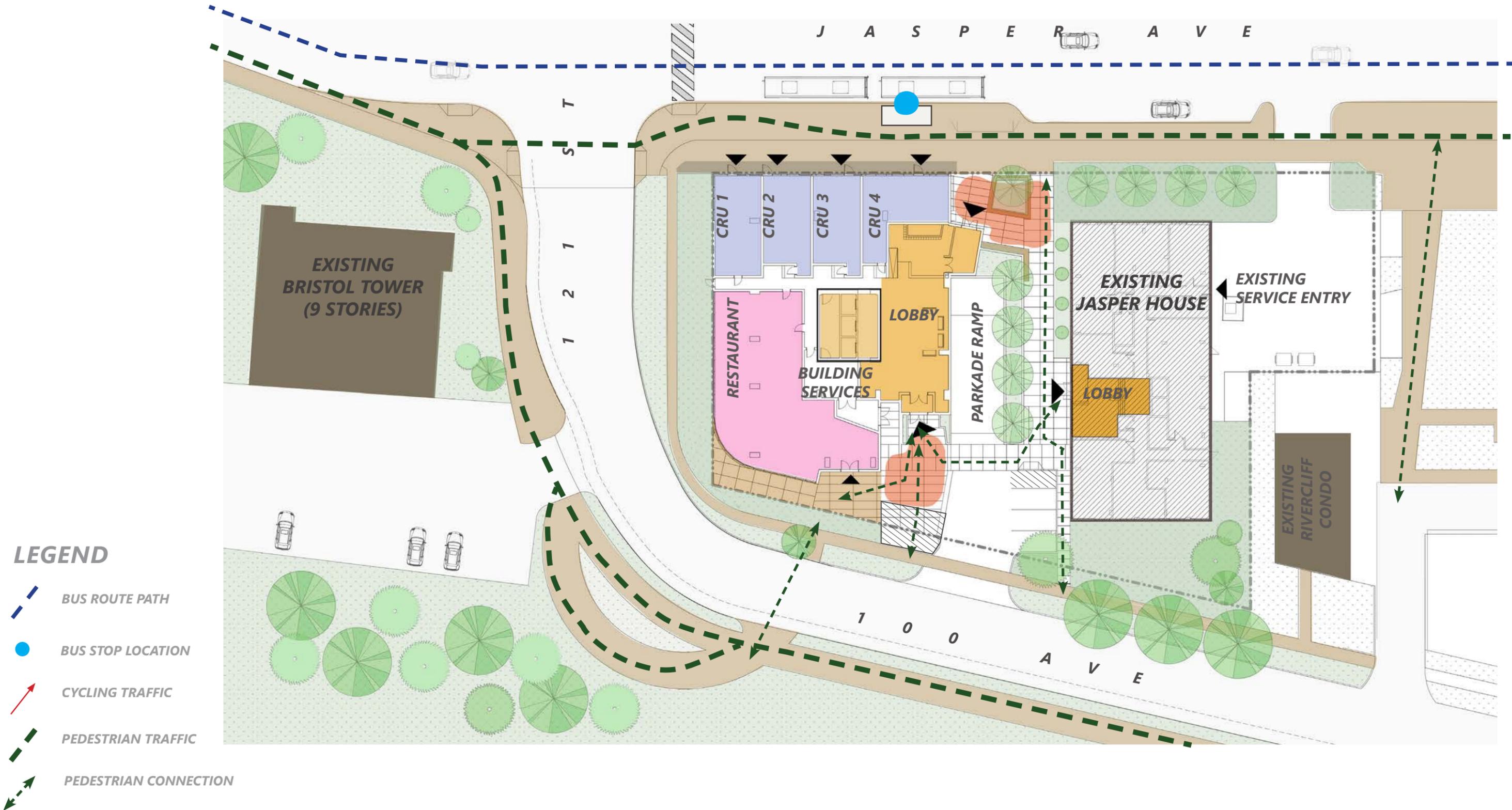
2.3 SITE ANALYSIS

PROPOSED SITE ORGANIZATION



2.3 SITE ANALYSIS

PROPOSED SITE CIRCULATION



LEGEND

-  BUS ROUTE PATH
-  BUS STOP LOCATION
-  CYCLING TRAFFIC
-  PEDESTRIAN TRAFFIC
-  PEDESTRIAN CONNECTION

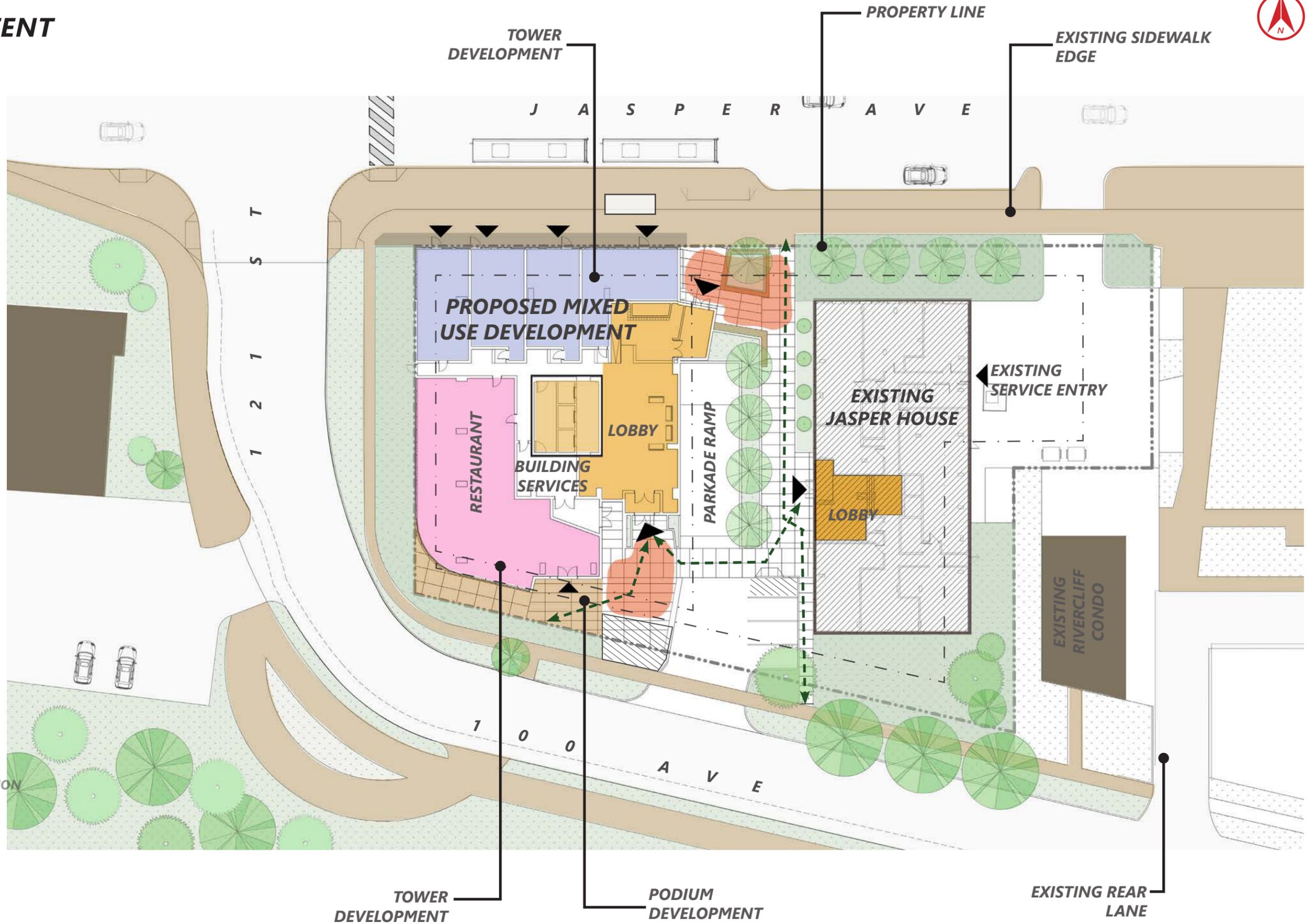
2.4 DESIGN INTENT

SITE DEVELOPMENT



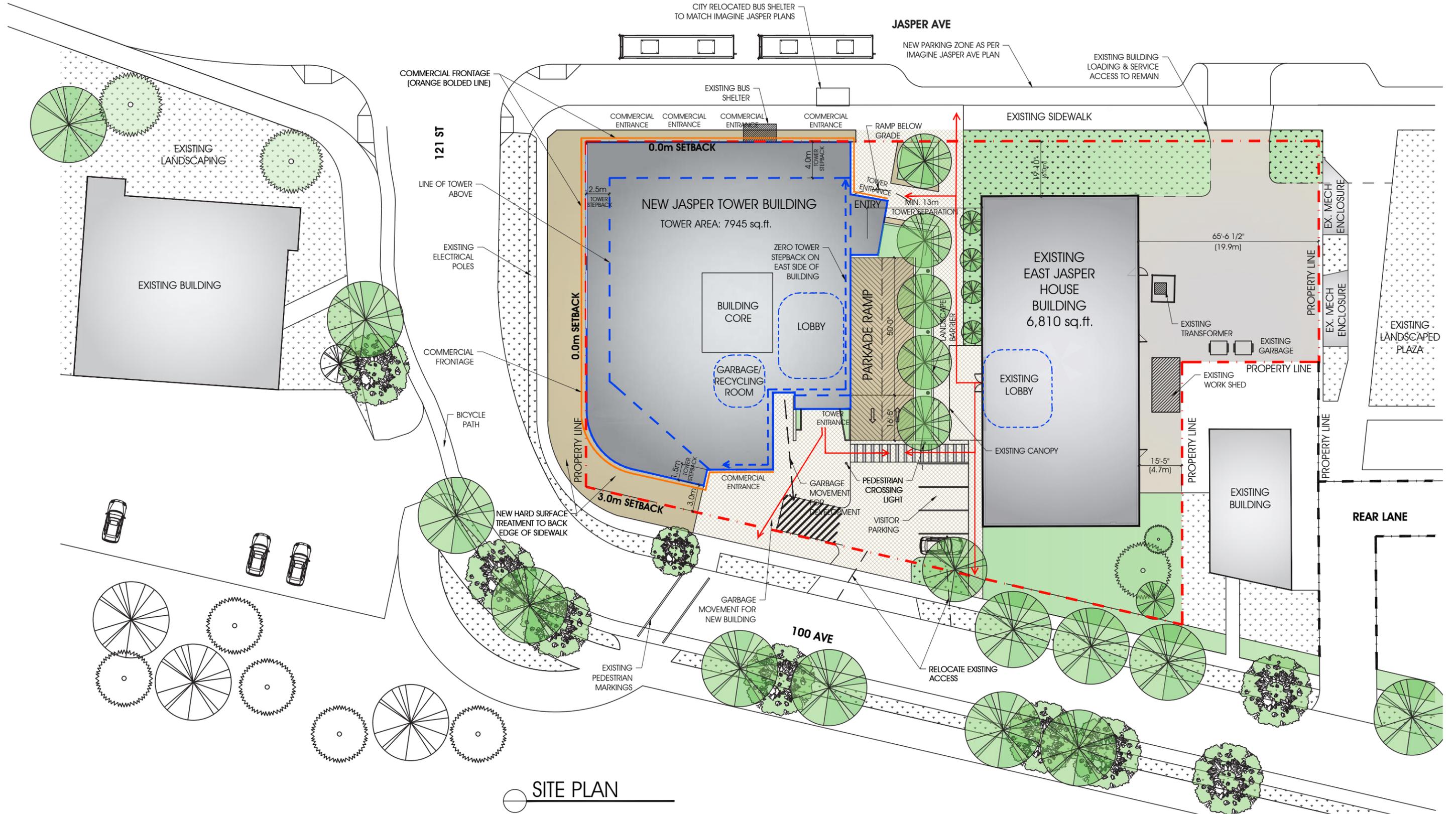
LEGEND

- SOFTSCAPE
- RESIDENTIAL ENTRY PLAZA
- HARD SURFACE
- SIDEWALK
- PROPERTY LINE
- VEHICLE TRAFFIC
- PEDESTRIAN CONNECTION



2.4 DESIGN INTENT

SITE DEVELOPMENT

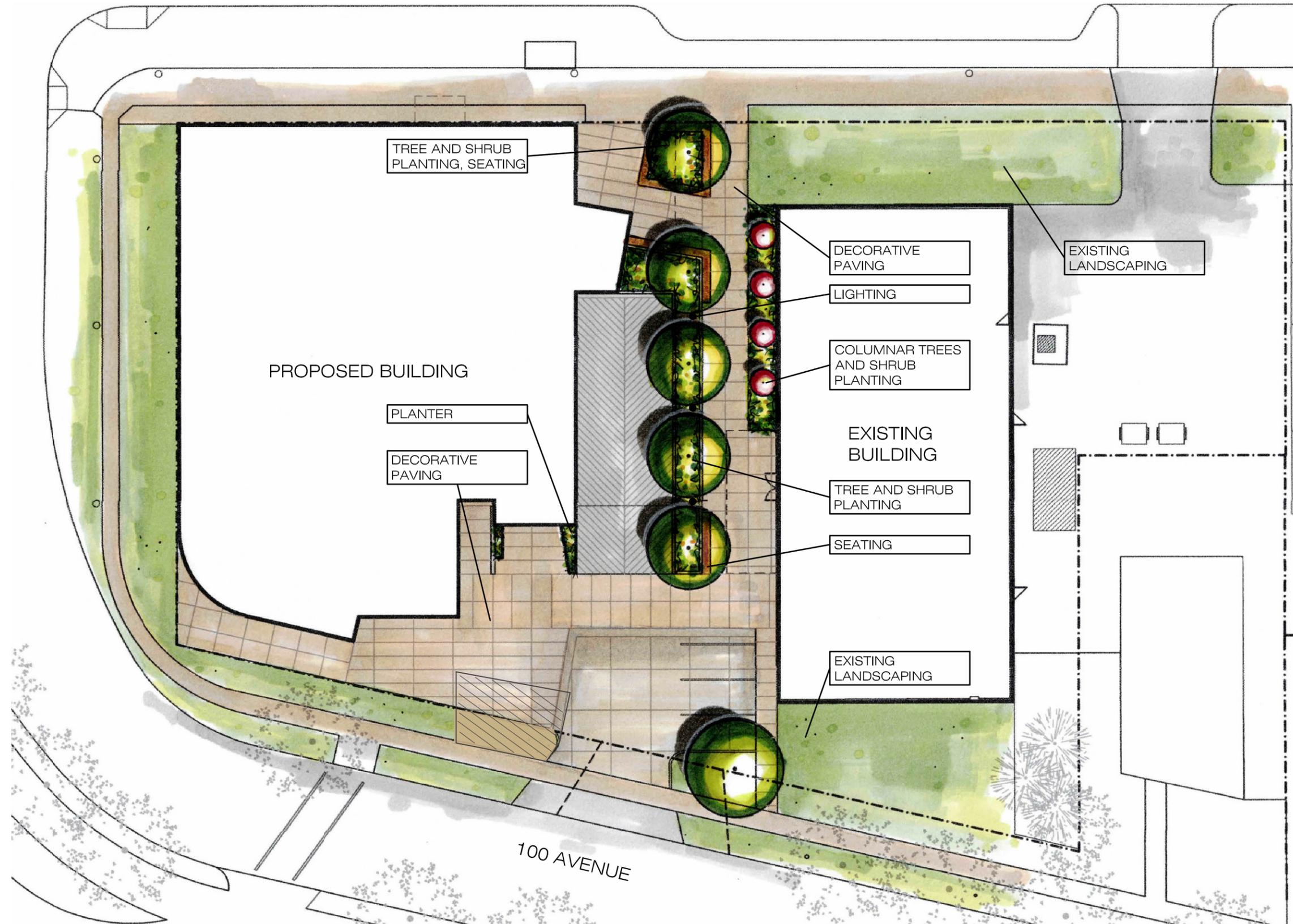


SITE PLAN

2.4 LANDSCAPE DESIGN INTENT

SITE DEVELOPMENT

JASPER AVENUE



2.4 DESIGN INTENT

AMENITY, PUBLIC REALM INTERFACE

Amenity Areas:

Within the building a portion of the main floor lobby would be designated for resident seating areas. The second floor of the podium will be designed to accommodate resident amenities which could include an exercise room, business centre and bookable meeting rooms, common kitchen/activity rooms etc.

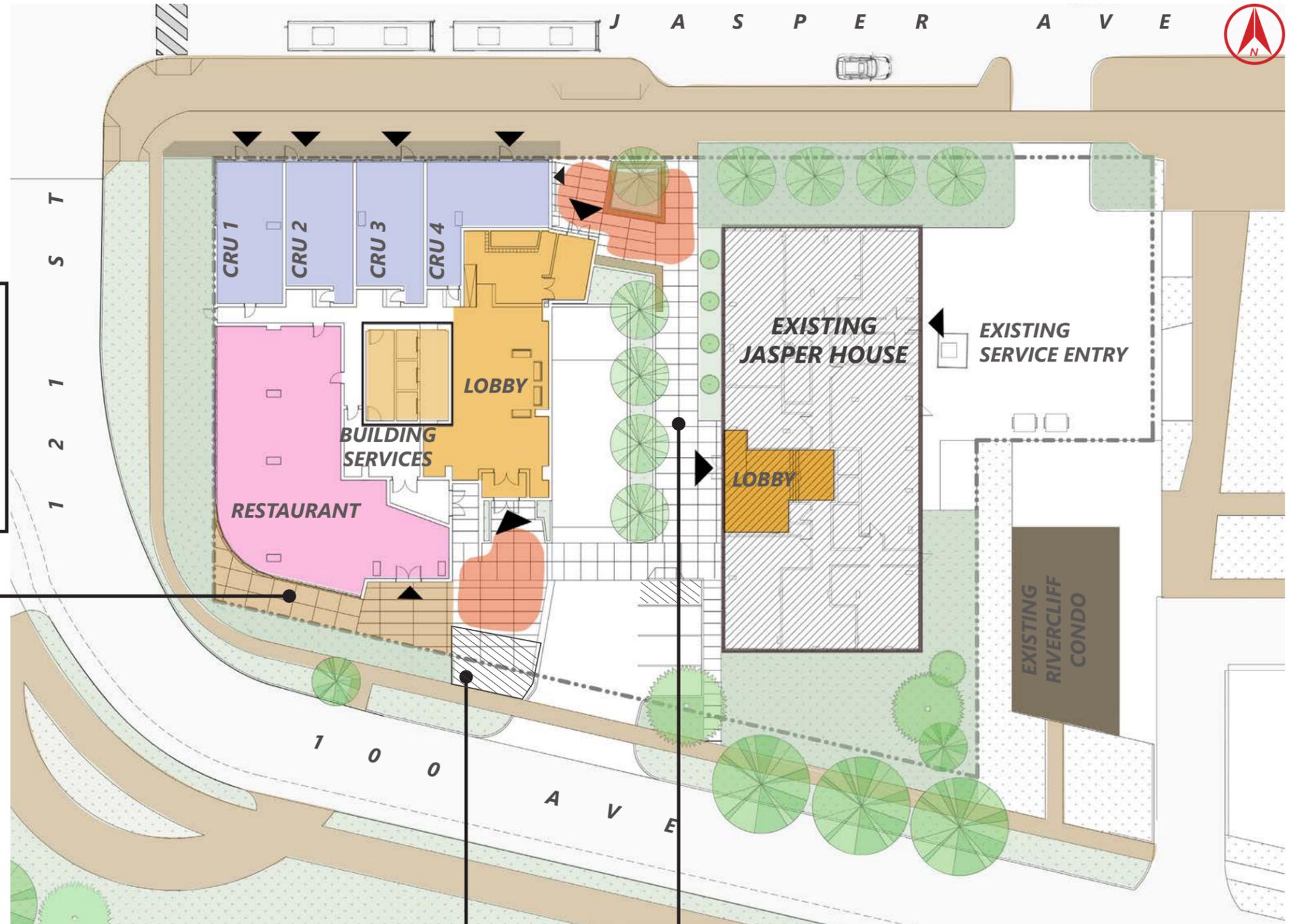


Public Realm Interface:

The outdoor areas surrounding the buildings will be completely open to the public, as will the commercial uses on the main floor. Commercial uses will consist of dining, and commercial retail, with opportunities for sidewalk patios that will encourage interaction with the public realm. A residential entry plaza on the south side of the site will also provide opportunities for interaction between the property, and the Victoria Promenade. The resident entry plaza on the north side of the site will draw pedestrians through the site (through site promenade). CRU 4 will have outdoor seating/merchandising opportunities in the plaza area.

LEGEND

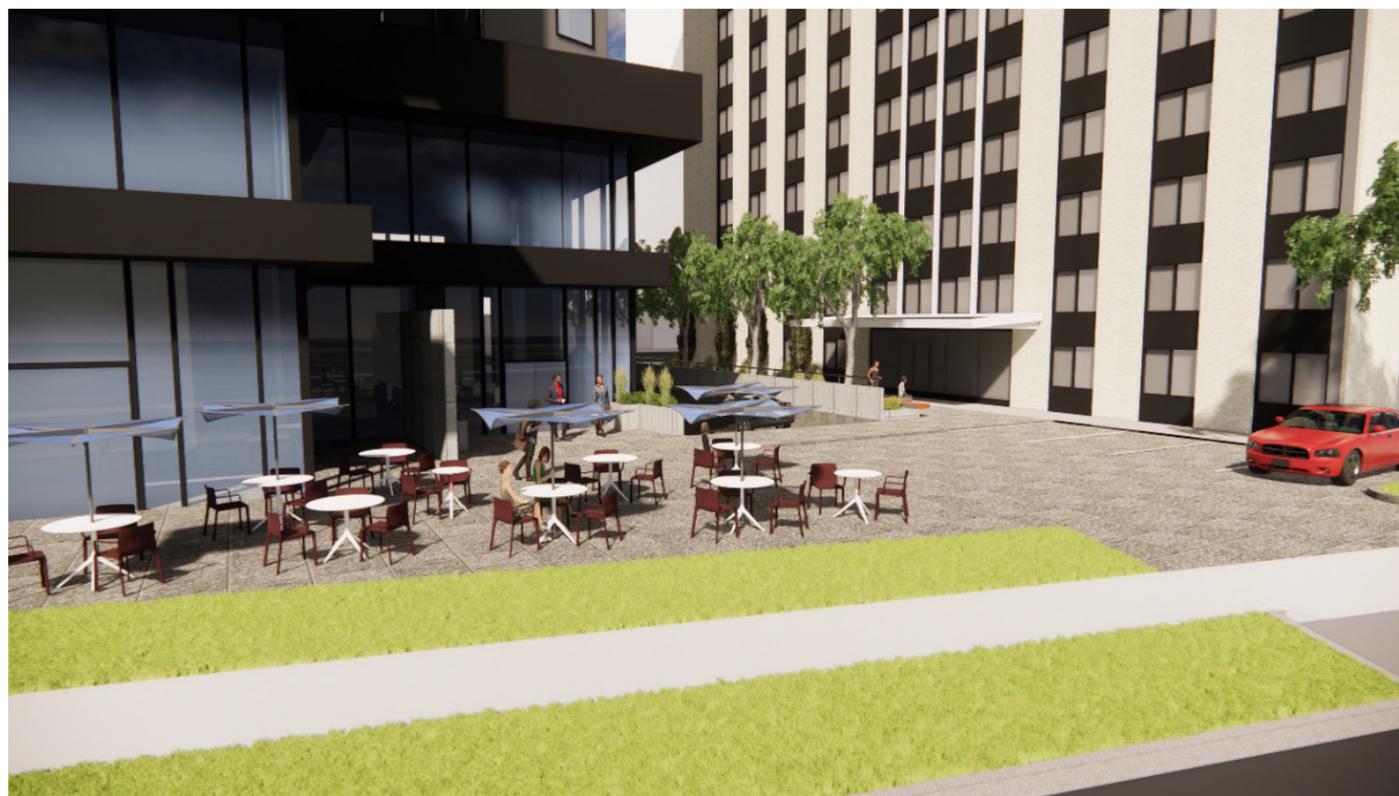
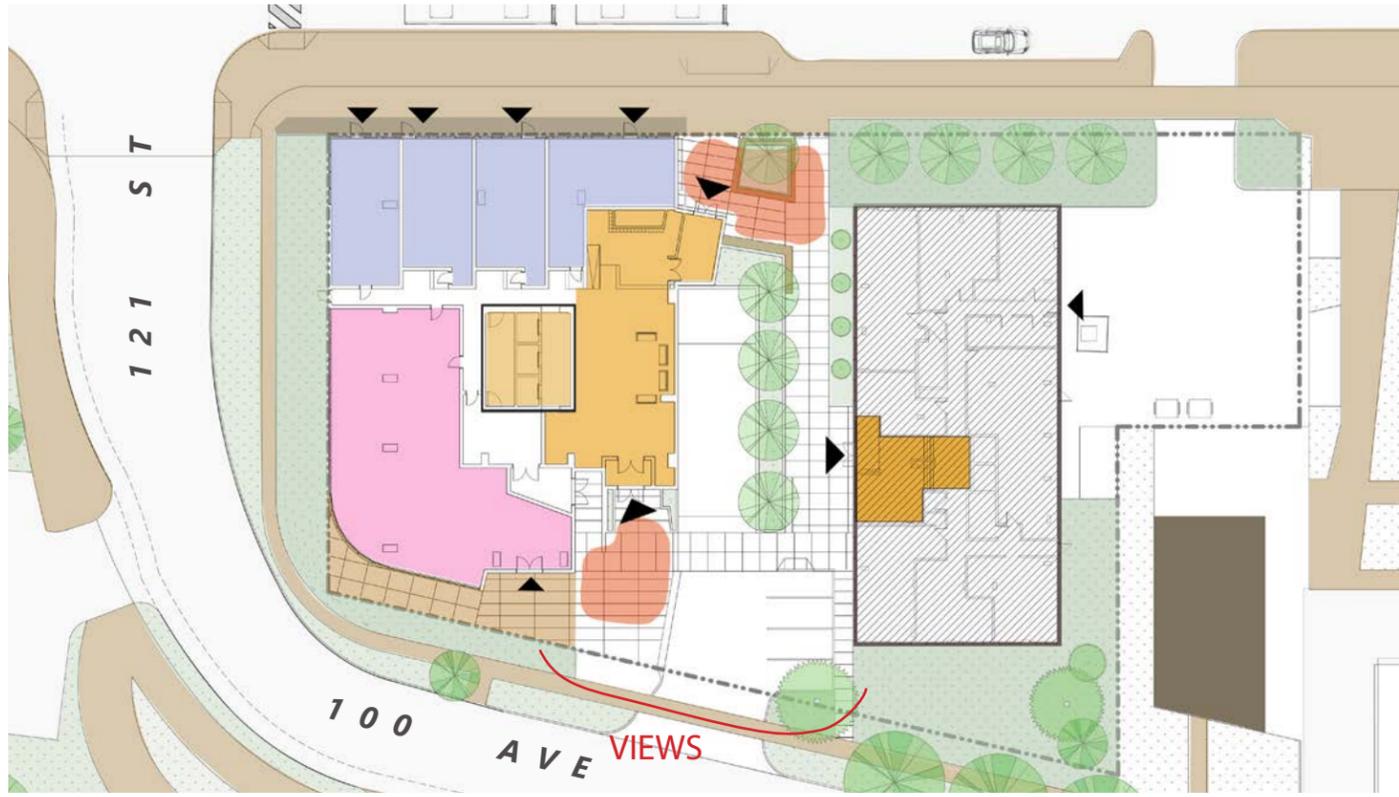
-  PROPERTY LINE
-  LOBBY
-  COMMERCIAL RETAIL
-  PUBLIC RESTAURANT
-  RESIDENTIAL ENTRY PLAZA





2.4 DESIGN INTENT

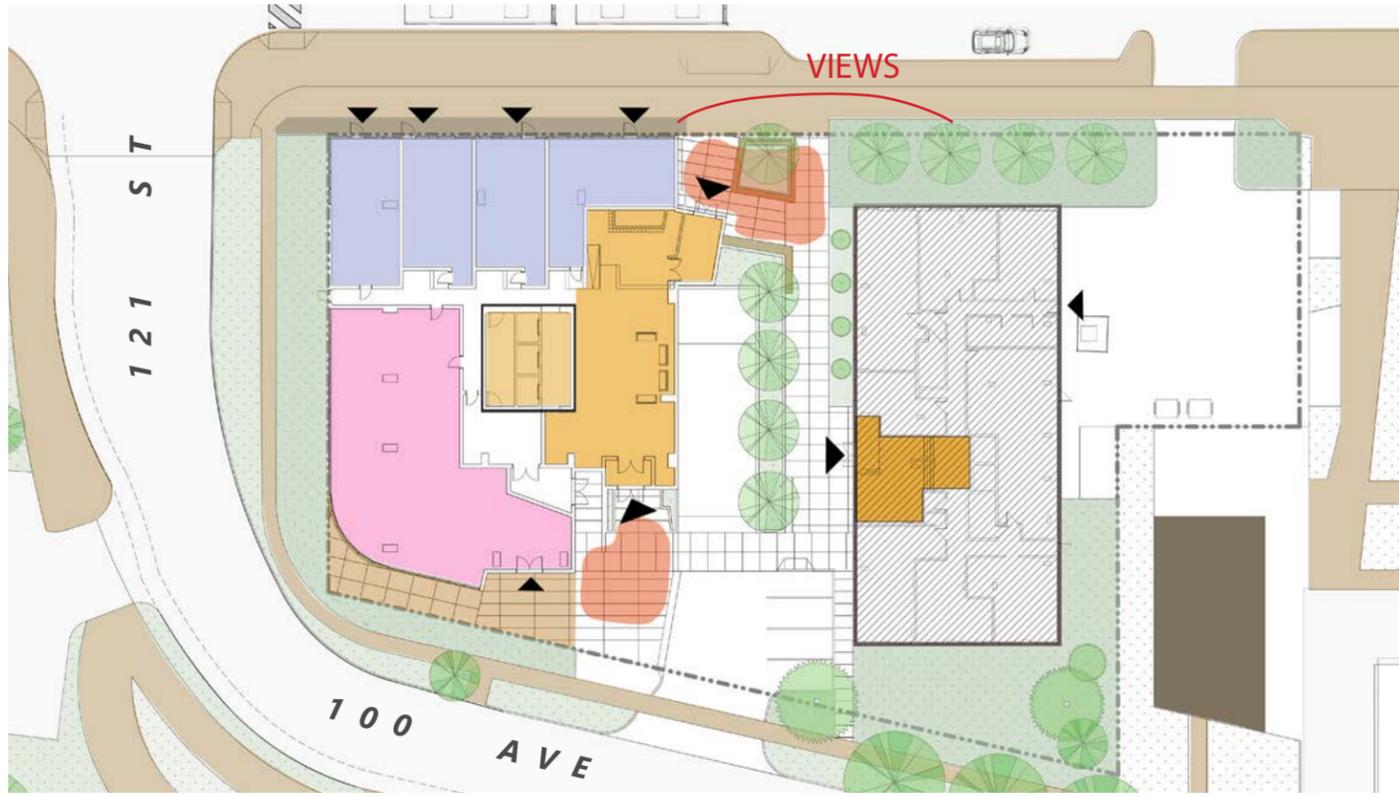
PUBLIC INTERFACE RENDERINGS





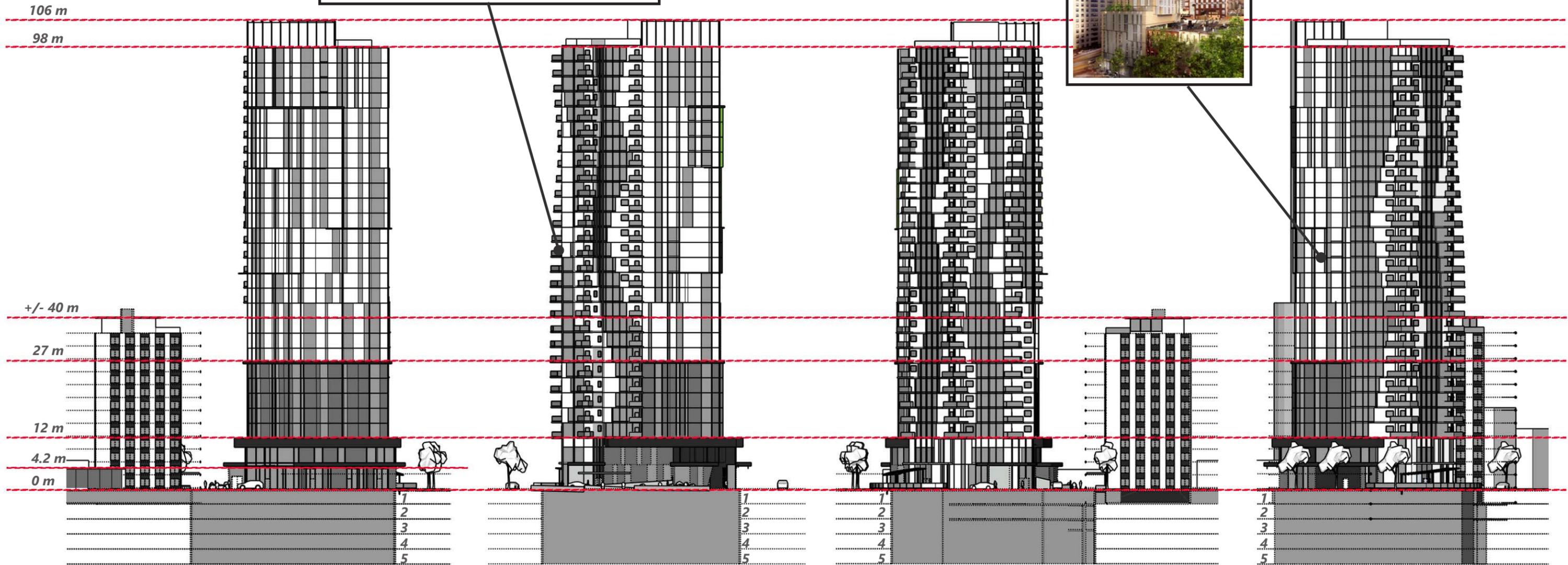
2.4 DESIGN INTENT

PUBLIC INTERFACE RENDERINGS



2.4 DESIGN INTENT

BUILDING ELEVATIONS



NORTH

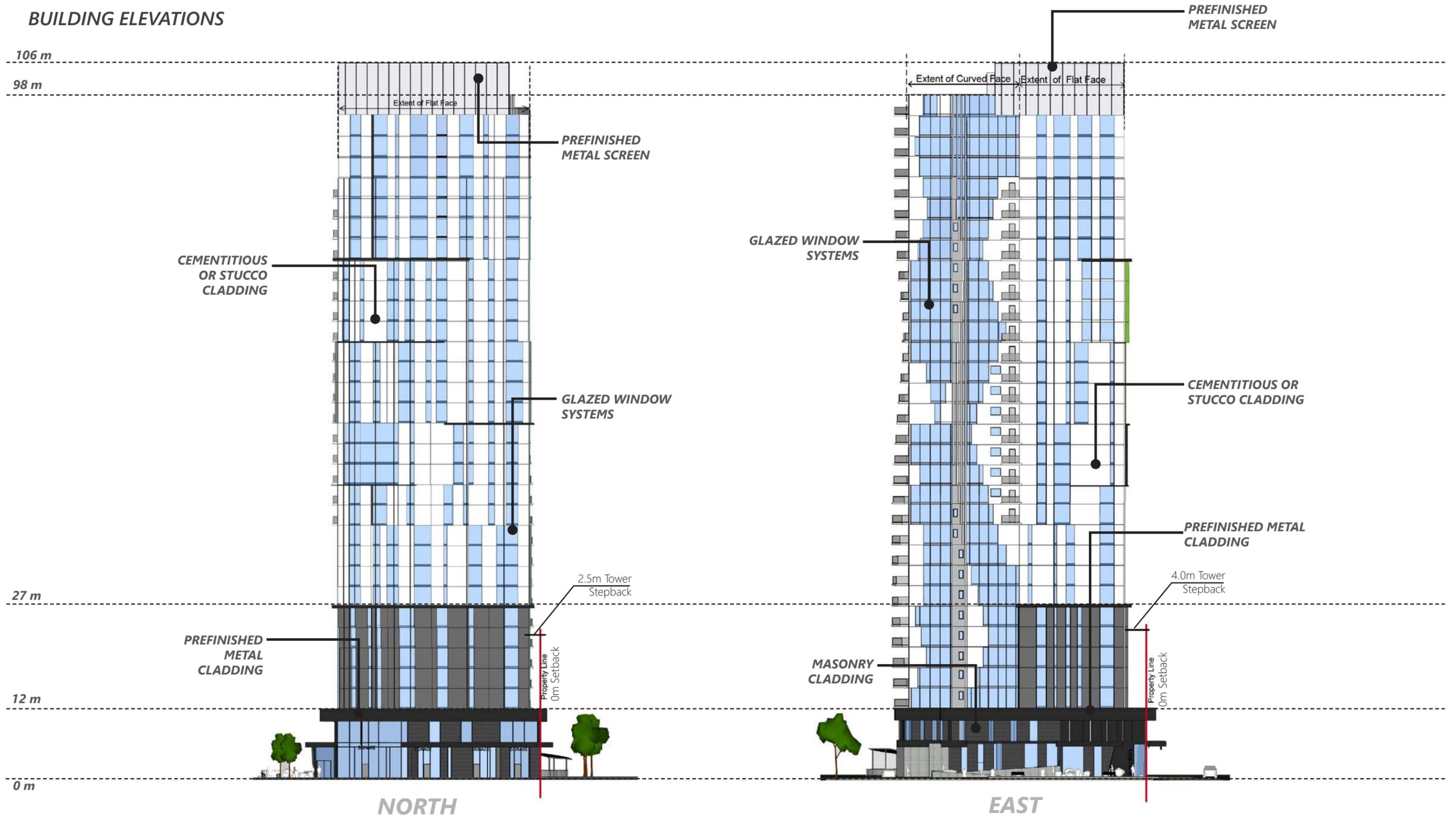
EAST

SOUTH

WEST

2.4 DESIGN INTENT

BUILDING ELEVATIONS



2.4 DESIGN INTENT

BUILDING ELEVATIONS



2.4 DESIGN INTENT

BUILDING IMAGES

CONCEPT INSPIRATIONS



JASPER AVE



PROMENADE (100 AVE)

