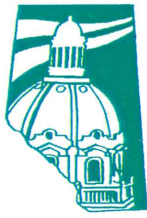


1995 Highway 2 Corridor Study and Planning Guidelines [approved Jan. 10, 1995] - set in motion the Design Guidelines planning process



Highway 2 Corridor Design Guidelines

“Gateway to the Capital Region”



◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆

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HIGHWAY 2 CORRIDOR DESIGN GUIDELINES ***“Gateway to the Capital Region”***

◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆



1.0 INTRODUCTION

1.1 WHAT ARE THE GUIDELINES?

In 1995 the City of Edmonton Council (February 7, 1995), City of Leduc Council (January 9, 1995), Leduc County Council (January 10, 1995) and the Board of Directors of the Edmonton Regional Airports Authority (December 16, 1995) approved a series of policy commitments to further develop and implement a Highway 2 Corridor concept. These policies were recorded in the Highway 2 Corridor Study and Planning Guidelines (1995) document and include commitments to the:

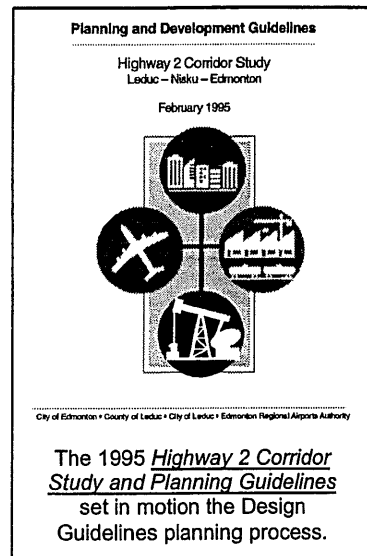
- Preparation of comprehensive design guidelines for the corridor focusing on the aesthetics and efficiency of a major approach to the metropolitan region;
- Development and implementation of the design guidelines consistently in all jurisdictions to achieve a uniform corridor image; and
- Pursuit of the installation of street lights along both sides of Highway 2 from the Edmonton International Airport to 23 Avenue in Edmonton and to the entrance of the Nisku Industrial Business Park.

This report follows from these commitments and reflects the continuation of the Highway 2 Corridor planning process.

The Guidelines provide direction with respect to development of such Corridor elements as lighting, signage, landscaping and bridge overpass architecture in order to:

- improve the Corridor's visual appearance;
- better integrate private and public land use and transportation;
- protect and interpret significant historical, cultural, environmental and agricultural features and lands;
- enhance access to and operations of the Edmonton International Airport; and
- enhance the Corridor's economic development potential.

The Capital Region is set to play host to the world throughout a decade of scheduled world class and major events. The "Gateway to the Capital Region" concept will help to provide a positive impression of Alberta's Capital Region for both arriving and departing visitors. The infrastructure will contribute to the quality of life and travel for Capital Region residents and strengthen north-south trade linkages within the Province of Alberta.



"The positive impression on northbound travelers into the Edmonton region will only be possible through successful partnership and cooperation between the public and private sector in striving for high standards in appearance and development quality along the corridor,"

*George Rogers
Mayor, City of Leduc.*

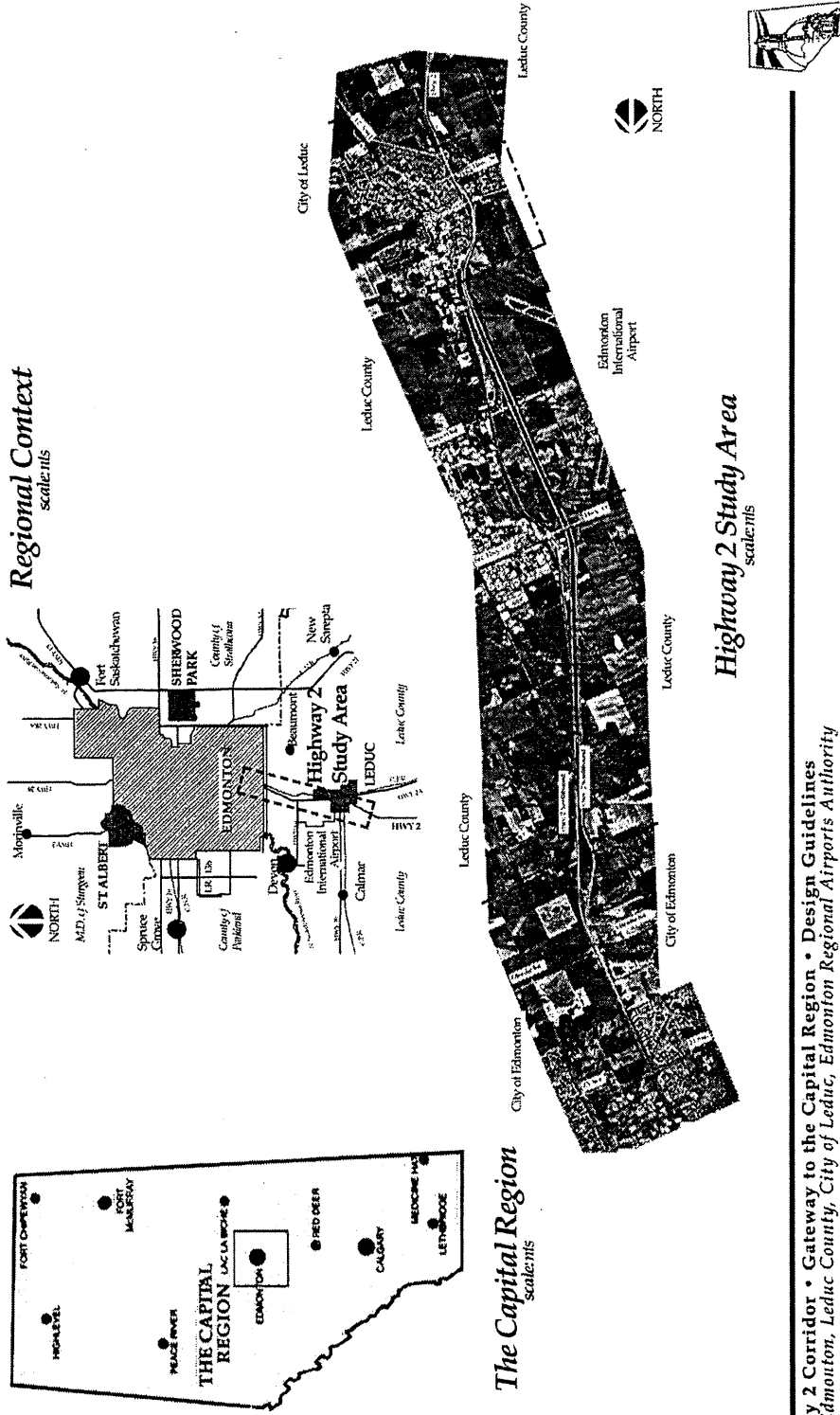
HIGHWAY 2 CORRIDOR DESIGN GUIDELINES **"Gateway to the Capital Region"**

- ◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
- ◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆



Corridor Design Guideline Study Area

Figure 1.0



Highway 2 Corridor • Gateway to the Capital Region • Design Guidelines
City of Edmonton, Leduc County, City of Leduc, Edmonton Regional Airports Authority

A growing list of major events are scheduled over the next decade within the communities through which the Highway 2 Corridor passes. These include:

- 2000 World Triathlon
- 2000 International Society for Music Education Conference
- 2000 World Junior Baseball Championships
- 2000 Congress for the Humanities
- 2001 World Track and Field Games
- 2001 Communities in Bloom Conference
- 2004 City of Edmonton Bicentennial
- 2005 Province of Alberta Bicentennial

1.2 HIGHWAY 2 CORRIDOR VISION

The Corridor Study Steering Committee looked twenty-five years into the future and crafted a vision in which the Highway 2 Corridor is enhanced and developed to be...

a highly attractive, functional, regional and international “gateway” to the Capital Region that imparts:

- *a strong sense of place and arrival, emphasizing its rural, urban, and metropolitan landscape along with its history and culture.*

a visually attractive Corridor that promotes:

- *a positive “gateway” image with improved landscaping, lighting, signage and inspired by a commitment to excellence in design.*

a magnet for economic and tourism development that demonstrates:

- *the economic diversity and vitality of the Capital Region;*
- *a well planned infrastructure which promotes and enhances, welcomes and orients visitors to:*
 - *our internationally known industrial and business parks;*
 - *our regional tourist attractions and facilities; and*
 - *Jasper - our Rocky Mountain Playground;**ultimately reinforcing our role as the ‘Gateway to the North.’*

a functional transportation and infrastructure network that promotes:

- *a free flowing high speed route that promotes the efficient, effective and safe movement of goods, people and information;*
- *the enhancement of the Edmonton International Airport as a hub with an interconnected system of highways and railways to provide linkages with national, regional and global markets; and*
- *a “gateway” with well planned and developed infrastructure, including state of the art telecommunications links that befit a ‘Smart Community’ approach.*

“It is important that passengers’ first impression of Alberta, the Edmonton region and the airport provide a stunning impression and encourage both the business and pleasure traveler to return to Edmonton,”

*Scott Clements
President and CEO,
Edmonton Regional
Airports Authority*

HIGHWAY 2 CORRIDOR DESIGN GUIDELINES “Gateway to the Capital Region”

- ◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆



1.3 HOW WERE THE GUIDELINES PREPARED?

Project partners and key public and private stakeholders participated in an **extensive collaborative planning process** for preparation of the Highway 2 Corridor Design Guidelines. The consulting team of Gibbs and Brown Landscape Architects, Armin A. Preiksaitis and Associates and Reid Crowther and Partners facilitated the process, producing a Draft Highway 2 Corridor Design Guidelines document in January 1999.

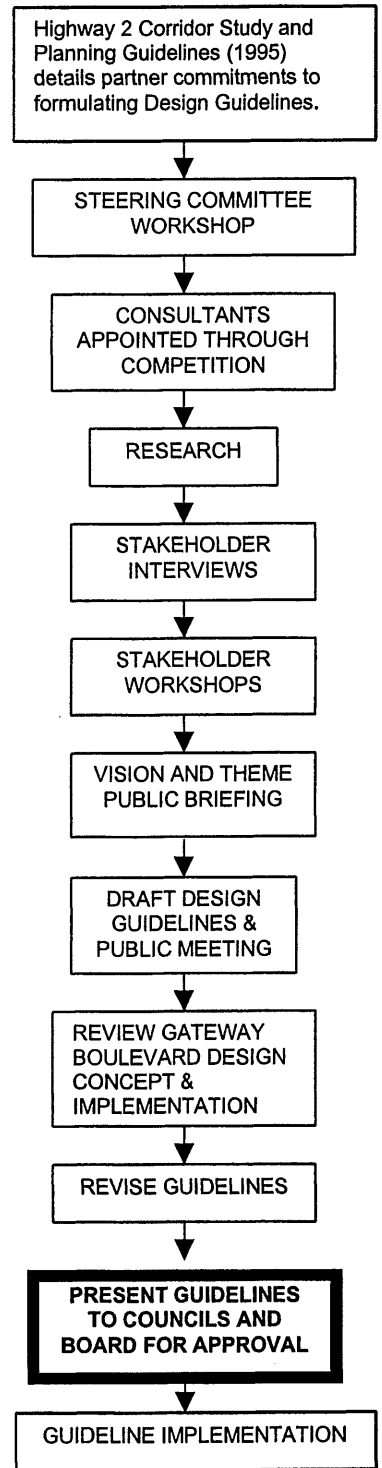
Before preparing the final Guidelines package, the project partners also reviewed the Gateway Boulevard Design Concept, the product of a collaborative effort by the South Edmonton Business Association, the City of Edmonton Community Services Department and project consultants EDA Collaborative.

Ideas from all of the reports were melded together to present affordable and achievable Design Guidelines for the public and private sectors.

The implementation of the Gateway Boulevard concept was reviewed in the development of many of the elements included in the Design Guidelines. The intent has been to build a consistent and uniform design standard that can be repeated from Leduc to Downtown Edmonton.

- During Phase 1 - Vision & Theme Brief - about sixty interviews were conducted with:
 - elected officials;
 - property owners;
 - developers;
 - economic development and tourism agencies; and
 - other organizations and groups.
- In addition, three Vision Building Workshops were held with twenty-seven stakeholders to explore short, medium and long-term strategies for the development of a 'vision' for the Corridor to the year 2025.
- The results from the interviews and workshops were compiled into a Vision & Theme Brief. This document was then circulated to the departments and board members of the participating municipalities, Edmonton Airports and Alberta Infrastructure .
- The final Vision & Theme Brief was presented at a Special Briefing Session for elected officials and stakeholders in February, 1998. Over 200 people attended the Open House and were given a comment sheet to complete. People generally (refer to Background Report) indicated strong support for the Vision & Theme Brief. As a result, the Vision & Theme

THE HIGHWAY 2 CORRIDOR PLANNING PROCESS



HIGHWAY 2 CORRIDOR DESIGN GUIDELINES "Gateway to the Capital Region"

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Brief was endorsed by the project partner steering committee and used as a basis for the preparation of Design Guidelines for the Corridor.

- The Design Guidelines were prepared with on-going input from the project partners. During August 1998, the Draft Design Guidelines were circulated to the departments and board members of the participating municipalities, Edmonton Airports and Alberta Infrastructure for review and comments.

Adoption of the Design Guidelines by the partner members, the City of Edmonton, the City of Leduc, Leduc County and the Edmonton Airports Authority will put in place the framework for future detailed planning and implementation of the Highway 2 Corridor.

1.4 WHAT IS THE HIGHWAY 2 CORRIDOR? **STUDY AREA AND SCOPE OF GUIDELINES**

The Highway 2 Corridor Design Guidelines study area forms the Gateway to the Capital Region and runs from 23rd Avenue in the City of Edmonton through Leduc County to one km south of the City of Leduc. The Corridor width includes those lands directly next to the Highway 2 right-of-way and those lands which fall within view of the Highway 2 travel lanes. The Corridor includes both publicly and privately owned lands. It is punctuated by a series of highway interchanges which feed freeway traffic into adjacent areas.

In drafting the Guidelines, the partners have recognized:

- **the unique characteristics of the public and private lands linked by the Highway corridor; and**
- **the strategic advantages of developing these lands in a coordinated and consistent manner.**

The Guidelines include the following Corridor-Wide guidelines for:

- **both public and privately owned land.**
Issues of overriding importance to Corridor development include environmental preservation and economic development.
- **public land;**
This includes the infrastructure and other related development within the Highway 2 right-of-way;
- **privately owned land;**
This includes development of those lands within view of the Highway 2 travel lanes and those lands directly next to the right-of-way which fall within the Corridor concept area.

"We want to make sure this area will grow and make sure it grows in a very prosperous way,"

Eugene Lee, Director of Planning and Development, Leduc County.

HIGHWAY 2 CORRIDOR DESIGN GUIDELINES **"Gateway to the Capital Region"**

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The Guidelines provide the framework in which communities, partners and stakeholders can build into thematic Corridor nodes and segments characteristics associated with their vision of Corridor development.

1.5 GETTING FROM POINT A TO POINT B **IMPLEMENTING THE GUIDELINES**

Implementation of the Corridor vision is meant to occur incrementally as component parts of the Highway 2 Corridor are built. Each project should be built employing a Corridor-wide perspective so that future projects and development decisions help to contribute to a consistent Corridor image. Several lead projects are scheduled to begin in the short term. These projects will establish the reference points on which future projects are planned, designed and implemented and include:

- The Ellerslie Interchange;
- Capital Improvements at the Edmonton International Airport;
- A Corridor Lighting Study from 23 Avenue to south of Gateway Park;
- Guideline Application with Private and Public development; and
- Corridor billboards, landscaping and architectural treatment at interchanges.

The Corridor can be viewed as a series of segments punctuated by nodes and interchanges that feed the travelling public into adjacent land use areas. This perspective helps to further guide Corridor related planning and development decisions.

Highway 2 Corridor Nodes and Segments
In sequence from North to South

- ❖ Area A: 23 Avenue Node
- ❖ Area B: 23 Avenue to Anthony Henday Segment
- ❖ Area C: Anthony Henday Node
- ❖ Area D: Anthony Henday to Ellerslie Segment
- ❖ Area E: Ellerslie Node
- ❖ Area F: Ellerslie to Nisku Segment
- ❖ Area G: Nisku Node
- ❖ Area H: Nisku to Airport Segment Area I: Airport Node
- ❖ Area J: Airport to Leduc Segment
- ❖ Area K: Leduc Node
- ❖ Area L: Gateway Node

Each new development should occur in a phased and coordinated manner consistent with other development throughout the corridor and with the directions provided through the Guidelines.

“As we enter cities, we gain our first and often most lasting impression of communities. Consequently, entrances should be informative, pleasurable and civilizing - whether approaching a small town, suburban centre or metropolitan core.... They are critical to the life and form of our cities.”

Warren Boeschstein.

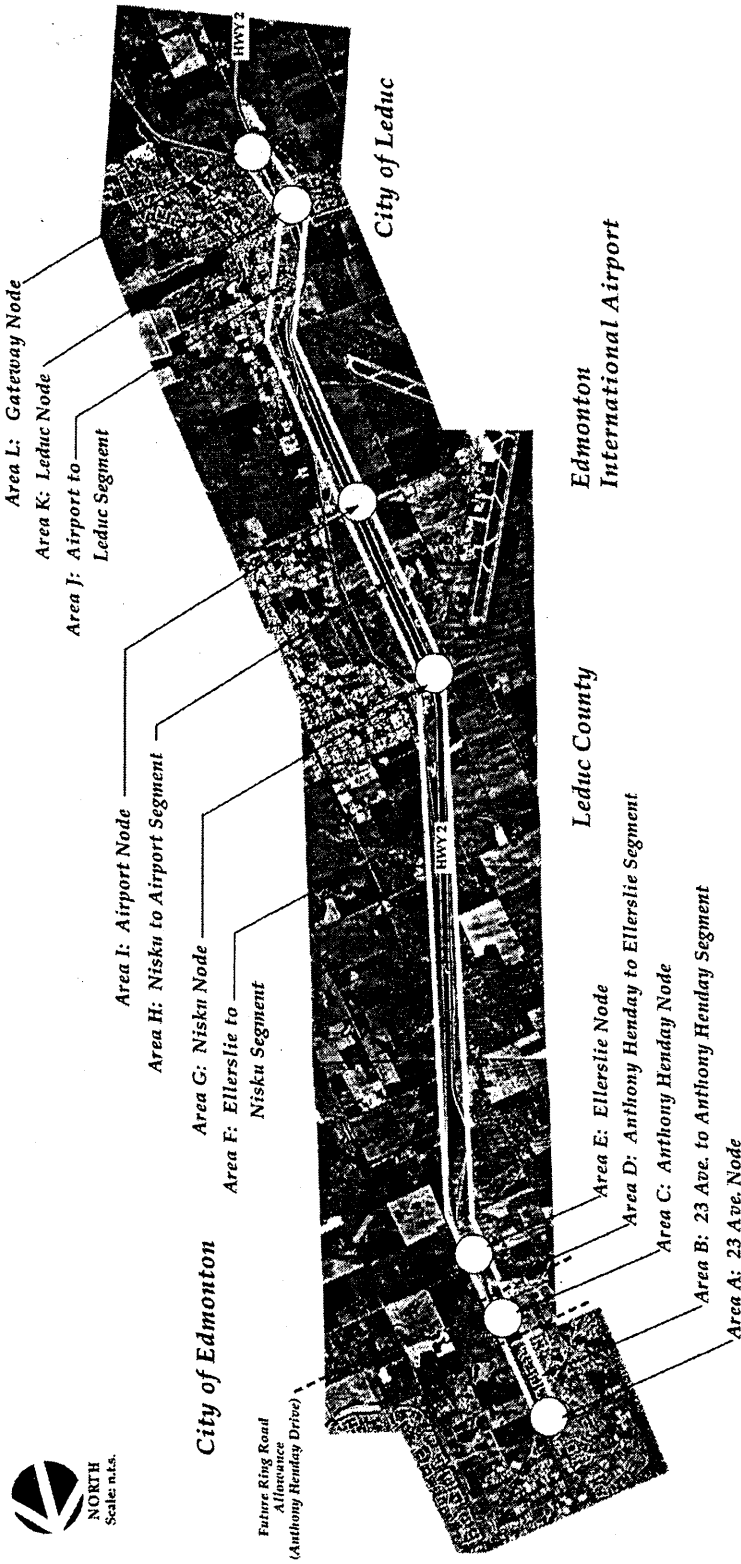
HIGHWAY 2 CORRIDOR DESIGN GUIDELINES **“Gateway to the Capital Region”**

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- ◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆



Corridor Nodes & Segments

Figure 1.1



Future Ring Road
Alliance
(Anthony Henday Drive)

Highway 2 Corridor • Gateway to the Capital Region • Design Guidelines
City of Edmonton, Leduc County, City of Leduc, Edmonton Regional Airports Authority

1.6 DESIGN GUIDELINE IMPLEMENTATION

The following is recommended for the approval and application of the Design Guidelines:

- The Design Guidelines will be presented for approval in principle by Councils of the City of Edmonton, Leduc County, City of Leduc and the Board of Directors of the Edmonton Regional Airports Authority. This approval process would continue the inter-jurisdictional cooperation and coordination provided previously in the approval of the *Highway 2 Corridor Study and Planning Guidelines* in 1995.
- Various components of the Guidelines package shall comply with the requirements of Alberta Infrastructure and the City of Edmonton Transportation and Streets Department.
- The Highway 2 Corridor Design Guidelines will be formally incorporated as performance standards forming part of the general regulations of the policies and/or land use bylaws for the City of Edmonton, Leduc County and City of Leduc and the Edmonton Regional Airports Authority. Private development within the Corridor will be evaluated based on the existing Land Use Bylaws, Area Structure Plans, other statutory plans and the Design Guidelines for Privately Owned Land. All development applications and plans of subdivisions within each of the municipal jurisdictions will be reviewed and approved by the development officer or development authority of the respective jurisdiction to determine and ensure compliance with the Design Guidelines.
- The Design Guidelines will be used in reviewing both private and public development opportunities. Public development will be evaluated based on the corridor-wide guidelines.
- All development agreements will ensure that the architecture, landscape, signing, parking, yard storage and other requirements adhere to the Design Guidelines.

"The Highway 2 corridor Standards are an excellent example of what can be achieved through intermunicipal cooperation and a public/private partnership. They will ultimately enhance the corridor to the Capital Region,"

*Kevin Robins,
City Manager, City of
Leduc.*



HIGHWAY 2 CORRIDOR DESIGN GUIDELINES "Gateway to the Capital Region"

- ◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
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1.6.1 FINANCING STRATEGIES

One of the key success factors for the implementation of the Highway 2 Corridor Design Guidelines will be the ability to access various funding sources and incorporate these sources into capital improvements. The following is a brief summary of various funding sources may be considered:

- Municipal Capital Budgets.
- Municipal Operating Budgets.
- Provincial Grants.
- Federal Grants.
- Grants from Foundations.
- Development Agreements.
- Local Improvement or Benefits Assessments.
- Corporate Sponsorship.
- Service Club Sponsorship.
- Public/Private Partnership (i.e., lighting, signage, etc.).

1.6.2 PARTICIPATING PARTNERS

The following is a list of existing and potential participants that could have an active role in the implementation of the Highway 2 Corridor Design Guidelines:

- City of Edmonton
- Leduc County
- City of Leduc
- Edmonton Regional Airports Authority
- Economic Development Edmonton
- Province of Alberta
- Government of Canada
- Leduc Nisku Economic Development Authority
- Greater Edmonton Visitor and Tourism Bureau
- Nisku Business Association
- South Edmonton Business Association
- Edmonton Chamber of Commerce
- Leduc Chamber of Commerce
- C.P. Rail
- Private Developers/Landowners
- Corporate Sponsors
- Service Clubs and Non-Profit Groups

"Today freeways are the defining physical characteristic of communities and regions,"

*Carroll Shaddock,
Chair, Trees for Houston.*



2.0 HIGHWAY 2 CORRIDOR DESIGN GUIDELINES

The Highway 2 Corridor Design Guidelines focus on the travel experience of entering, leaving and moving through the Gateway to the Capital Region. However, direction is also offered to balance the objective of mobility with objectives such as local economic development, environmental quality and preservation and/or enhancement of areas of cultural and aesthetic value. One of the hallmarks of city development as we enter the new millenium is infrastructure investment that

- enhances the environment,
- creates global linkages, and
- contributes to effective economic development.

Because Corridor planning and implementation includes issues that are both unique and common to publicly and privately owned lands the guidelines are broken down as follows:

- 2.1 Design Guidelines for Public and Privately Owned Lands
- 2.2 Design Guidelines for Public Land
- 2.3 Design Guidelines for Privately Owned Lands.



2.1 DESIGN GUIDELINES FOR PUBLIC AND PRIVATELY OWNED LANDS

The Protection of the Natural Environment and Enhancement of Economic Development are important actions which contribute to a healthy community. They are issues of equal importance in the development of both publicly and privately owned lands within the Highway 2 Corridor.

2.1.1 PRESERVATION OF THE NATURAL ENVIRONMENT

The Corridor contains significant environmental and natural features including surface drainage courses, wildlife habitat, stands of trees, and other natural areas. The following Design Guidelines recognize the need to integrate and preserve these natural features in future land use and transportation planning and development within the Corridor.

Objectives:

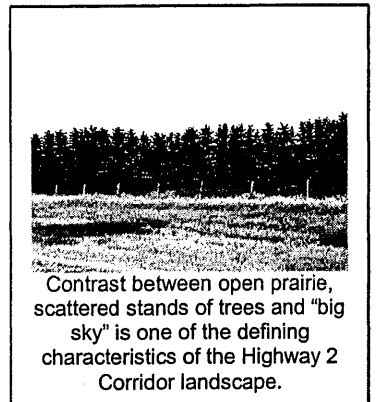
1. Protect and enhance Blackmud Creek and its natural and recreational importance to the region.
2. Protect agricultural lands and their cultural, historical and economic significance.
3. Conserve and integrate the natural and/or open space with existing and future development.

Guidelines:

1. Conserve and enhance Blackmud Creek and other natural and/or open space within the Corridor.
2. Allow for compatible recreation (i.e., trail development) within Blackmud Creek and other natural and/or open space to provide a major greenway feature within the Corridor
3. Conserve and prevent the fragmentation of high capability agricultural lands.
4. Preserve stands of trees, historical buildings/sites and other natural features during the assessment, design and development of sites.
5. Identify and mitigate environmental hazards, either on or near the site, during the assessment and design development of sites. Environmental hazards may include contaminated soils, landfill sites, flood plains, high water tables, gas lines, rail right-of-way, unstable slopes, etc.

"Conserve, preserve and enhance native habitats,"

Workshop Participant.



"It is extremely important that natural features be identified and preserved first so that they can be integrated into the master plan,"

Workshop Participant.

HIGHWAY 2 CORRIDOR DESIGN GUIDELINES "Gateway to the Capital Region"

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2.1.2 ECONOMIC DEVELOPMENT & TOURISM

2.1.2.1 ECONOMIC DEVELOPMENT

Development of an integrated and consistent image for the Highway 2 Corridor amplifies existing opportunities and creates a wide range of new economic development and tourism opportunities for Capital Region businesses.

Objectives:

1. Enhance commercial and industrial economic development opportunities along the corridor;
2. Develop cooperative marketing and business recruitment strategies based upon the 'Gateway to the Capital Region' theme;
3. Improve transportation links and other infrastructure to support economic development.

Guidelines:

1. Economic Development Edmonton (EDE), the Leduc-Nisku Economic Development Authority (EDA); Metro Edmonton Economic Development Team (MEET); Edmonton Airports (EA) should form an Economic Development Network working cooperatively to;
 - promote commercial/industrial development opportunities,
 - share leads, and
 - prepare collateral materials specifically targeted to 'locational' opportunities in the Corridor.
2. Key transportation and infrastructure improvements include:
 - extension of 91 Street (Parsons Road)
 - upgrading interchange at Highway #19/625
 - better signage/identification of major industrial parks
 - Nisku Business Park
 - Ellerslie Industrial
 - Edmonton Research Park

2.1.2.2 TOURISM

During 1997, an estimated eight million tourists visited the Capital Region resulting in a significant positive economic impact upon communities within the Region. Highway 2 and the International Airport were major points of entry for these visitors. Improvements to both public and private properties along the Corridor, resulting from the implementation of the Design Guidelines,

"Regions that learn to work and govern together will emerge as the most competitive in the global economy and be the most desirable place to raise a family and grow a business in the 21st Century."

*William R. Dodge
"Regional Excellence:
Governing Together to
Compete Globally and
Flourish Locally"*

*"Highway 2 is like a river
corridor to the Capital
Region,"*

Workshop Participant.



provide a memorable experience for tourists which over time should help increase tourist visits and expenditures.

Objectives:

1. Increase tourist visits and spending in the Capital Region.
2. Use signs and Corridor themes to create a positive image and promote the Capital Region's attractions, events, culture, history and geography.
3. Promote attractions in the Region through interagency cooperation.
4. Encourage development of better quality amenities and services for the travelling public along the Corridor (i.e., hotels/motels, R.V. centres, picnic sites, restaurants etc.)

Guidelines:

1. Use Corridor signage to provide better directional signage for Capital Region and northern (i.e., Jasper) tourism attractions.
2. Provide destination tourism advertising opportunities along the Corridor for use by EDE and local Chambers of Commerce.
3. Improve the appearance and functionality of 'Gateway Park' (i.e., planting of annuals, playground, picnic areas/shelters.)
4. Through public and private partnerships, develop an official "Gateway to the Capital Region" major regional tourism information/service centre at the intersection of Highway 2 and 2a, south of the City of Leduc. This regional tourism information/service centre could serve as the primary tourism information and service centre. Other tourism information services would be provided at the International Airport and Gateway Park.
4. Encourage the expansion and development of hotels, restaurants and other tourist facilities within the Corridor. This includes the expansion or development of tourist/visitor facilities at the International Airport, Nisku Business Park and the proposed regional tourism information/service centre.
5. Consider development of a programmed radio station or provision of programmed radio services supported by advertising in order to provide public service announcements and to orient visitors to the Capital Region and its attractions and events.

"Corridor treatment is a key in the success of development and growth in the region,"

Workshop Participant.

HIGHWAY 2 CORRIDOR DESIGN GUIDELINES
"Gateway to the Capital Region"

- ◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
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2.2 DESIGN GUIDELINES FOR PUBLIC LANDS

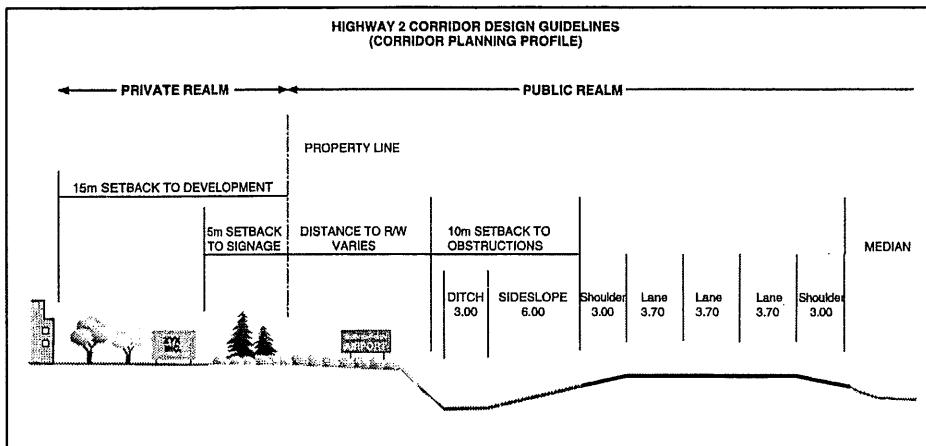
The development and repetition of a uniform Corridor design standard within the public realm, primarily within the Highway 2 right-of-way includes such fundamental infrastructure features as:

- Bridge Structures and Walls
- Fences and Screens
- Landscape Features
- Public Signage
- Lighting

While these Guidelines include specific provisions (see section 2.3) for private lands within the Corridor, the Design Guidelines for the public realm also help to provide reference points for the development of adjacent private lands and those private lands within view of the Highway 2 travel lanes.

The following guidelines address corridor-wide development of public lands through the Highway 2 Corridor:

- 2.2.1 Visual Quality and Corridor Design
- 2.2.2 Thematic Corridor Symbols
- 2.2.3 Signage
- 2.2.4 Corridor Landmarks
- 2.2.5 Landscape Treatment
- 2.2.6 Separation
- 2.2.7 Public Art
- 2.2.8 Lighting



HIGHWAY 2 CORRIDOR DESIGN GUIDELINES "Gateway to the Capital Region"

- ◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
- ◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆



2.2.1 VISUAL QUALITY AND CORRIDOR DESIGN

A. Objective:

1. Promote an attractive Corridor design that is recognized as the “*Gateway to the Capital Region*” and is consistent, integrates public and private land uses and results in a pleasant travel experience.

B. Guidelines:

1. Use lighting, signage, landscaping and architectural treatments and other thematic designs such as repetition of uniform design standards to provide consistency throughout the 27 km (16.7 mile) Corridor and to draw attention to features along the Corridor and throughout the Capital Region.
2. Maintain a uniform and continuous pattern of design along the Corridor.
3. Create a sense of flow between focal points and segment themes within the Corridor.
4. Draw attention to thematic features at different nodes and segments along the Corridor and link these to the unique rural and urban characteristics contained within each jurisdiction of the Corridor.



2.2.2 THEMATIC CORRIDOR SYMBOLS

A. Objective:

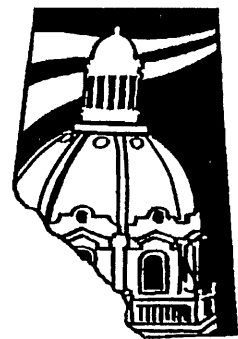
1. Create a unified Corridor character through the use of a Corridor logo and/or repeating Corridor symbols.

B. Guidelines:

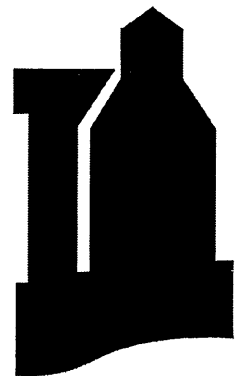
1. Adopt a common "Gateway to the Capital Region" Corridor symbols theme. These symbols such as the rotunda of the Legislature Building and other hallmarks of the culture, history and economy of the municipalities through which the Corridor – Gateway to the Capital Region – passes should repeat and contribute to a uniform design standard.
2. Use symbols in corridor-wide features, including:
 - a) Bridge Structures and other interchange related architectural treatments
 - b) Fences and Screens
 - c) Temporary Exhibit Features
 - d) Signage - Public and Private
 - e) Lighting



Elements of the Gateway Boulevard logo such as the Provincial Legislature may be repeated throughout the Corridor to help create a sense of continuity.



Other design concepts which convey a sense of regional identity may also be employed to create a uniform design theme throughout the Corridor.



The grain elevator is an enduring symbol of the agricultural economy throughout the Prairie Provinces.

HIGHWAY 2 CORRIDOR DESIGN GUIDELINES "Gateway to the Capital Region"

- ◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆



2.2.3 SIGNAGE

A. Objective:

1. Create a system of signs that:
 - a) is clear and attractive;
 - b) improves sign orientation;
 - c) maintains and supports the safe, free flow integrity of Corridor traffic;
 - d) reduces proliferation of signs along the Corridor edge;
 - e) provides a consistent format for commercial signs on private land adjacent to the Highway 2 right-of-way;
 - f) introduces themes and draws attention to key developments and/or attractions within the Corridor.

B. Guidelines:

1. All signage requires the approval of Alberta Infrastructure and/or municipal transportation departments where applicable.
2. A minimum setback of 10 m (32.8 ft.) must be maintained from the edge of the driving lane to any obstacles for both the collector-distributor (CD) roads and mainline 'core' lanes. A 5 m (16.4 ft.) offset is required along the ramps."
- 3 The following signage opportunities and types have been identified:
 - a) **Corridor segments**
Corridor off-ramps
 - i) for transportation and directional use only
 - ii) use Corridor symbols, colours and interpretive themes
 - b) **Bridge overpass architecture**
 - i) for transportation and directional use only
 - ii) non-obtrusive decorative features may be employed pursuant to Guideline 2.2.3 B1&2.
 - c) **Interpretive signs**
 - i) no signage is permitted within the median or right-of-way except pursuant to Guideline 2.2.3 B1&2.
 - ii) no commercial signage will be provided within the median or right-of-way
 - iii) signage is permitted outside the right-of-way subject to a minimum setback of five (5) metres from the right-of-way edge (See Corridor-wide Guidelines for the Private Realm)
 - d) **Corridor markers**
 - i) to identify Corridor location, and businesses/key developments and/or attractions within the Corridor

"Signage should be managed and consistent,"

Workshop Participant.



Strategic location and repetition of Edmonton International Airport signage is viewed as an essential element of a planned Corridor.



2.2.4 CORRIDOR LANDMARKS

A. Objectives:

1. Preserve and enhance existing natural and man-made Corridor attractions.
2. Create new landmarks within the Corridor by building standard and special themes into the freeway overpasses and associated Corridor infrastructure developments.

B. Guidelines:

1. Preserve and enhance the following existing unique attractions:
 - a) Blackmud Creek;
 - b) The Edmonton International Airport;
 - c) The Edmonton Research Park; and
 - d) The Nisku Business Park.
2. Use existing and proposed interchanges as thematic nodes to create visible landmarks along the Corridor.
3. Thematic features for interchange areas include:
 - a) concrete headwall and architectural wall terracing (could include shrub plantings, flagpoles, and imprinted identifiers),
 - b) architectural treatment using thematic features and signs, and
 - c) traffic safety devices.

“Given the Edmonton International Airport’s location in relation to Highway 2, significant opportunities exist to take advantage of high exposure and excellent access available from the highway.”

Excerpt from the Edmonton International Airport Master Plan.



2.2.5 LANDSCAPE TREATMENT

A. Objectives:

1. Enhance the existing Corridor landscape through:
 - a) the use of design themes that reflect both an urban and rural character,
 - b) planting a variety of hardy deciduous and coniferous plant species, and
 - c) safe, sustainable, manageable, efficient, cost-effective landscape improvements and low maintenance treatments.

B. Planting Guidelines:

1. General

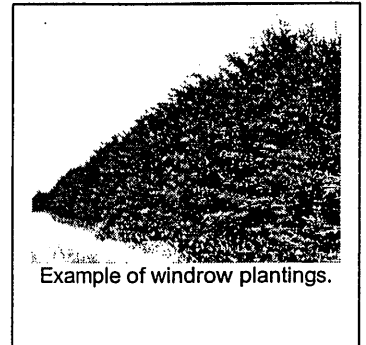
- a) Provide an assessment of existing utilities and maintain specified clearances.
- b) Provide a 15 m (49.2 ft.) setback from the travel lane (including median plantings). Provide a 5 m (16.4 ft.) setback from secondary and commercial roadways.
- c) Plantings are not to be located at the intersection of secondary road ramps and the Corridor. Provide clear lines of sight at the end of ramps at all Corridor and secondary road intersections. Plantings are not to obscure signage along the Corridor. All sign locations will be designated prior to the design and implementation of plantings.
- d) Provide a detailed design review of all plantings in relationship to Highway alignment and safety/security (i.e., icing, drifting snow, sun/shadow, wildlife habitat/forage).
- e) Development permits will be required from Alberta Infrastructure and/or the relevant local approval authority for all planting improvements. All planting improvements must satisfy the structural and transportation engineering requirements of these owners.
- f) All proposed planting improvements must have funding resolution and approval prior to installation. Funding includes the supply, installation, operations and maintenance of proposed planting improvements.
- g) No commercial logo beds are allowed within public Corridor lands.

1. Specific landscape treatments include:

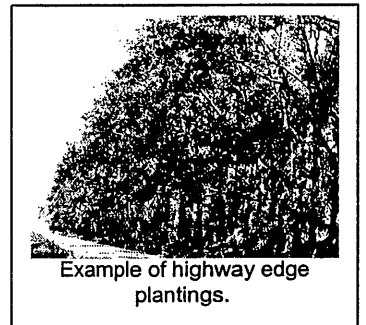
- *windrows*
- *highway edge plantings*
- *shrub plantings*
- *native grass restoration*

Tree plantings may be organized in linear and continuous blocks, transverse and parallel to the Corridor, to blend rural/agricultural windrows with a strong formal edge character.

Where desired, annual floral arrangements may be planted.



Example of windrow plantings.



Example of highway edge plantings.



2.2.6 SEPARATION

A. Objective:

1. Provide fencing, screens or other landscaping such as planted berms to buffer and reduce the impacts between the Corridor and adjacent land uses.

B. Guideline:

1. Use a combination of landform and screening materials and public art and interpretive themes to provide an attractive, consistent and functional noise attenuation barrier between the public and adjacent public and/or private land uses.
2. Use fencing to provide a consistent, permanent, and aesthetic separation between the Corridor and adjacent land uses.
3. All proposed landform, screening and fencing is to be approved by the development officer/approving authority with input from relevant departments and agencies.
4. All thematic features for noise attenuation walls are to be coordinated and approved by the relevant approval authorities.
5. All proposed landform, screening and fencing improvements must have funding resolution and approval prior to installation. Funding includes the supply, installation, operations and maintenance of proposed landform, screening and fencing improvements.

The Gateway Boulevard area provides some practical examples of measures used to soften the visual impact of adjacent development.



Landscaping



Screened Fencing



2.2.7 PUBLIC ART

A. Objective:

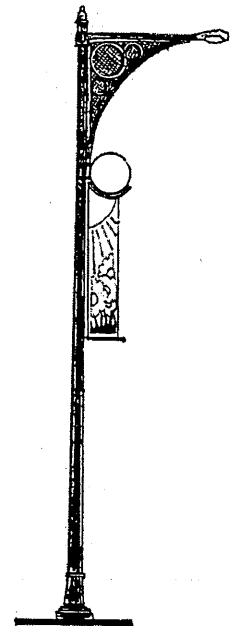
1. Use public art along the Corridor to:
 - a) provide an interpretation of the Region's unique history, culture, economic diversity, community, and landscape; and
 - b) strengthen the identity for key themes, features, events, attractions and businesses within each node and segment of the Corridor.

B. Guidelines:

1. Establish temporary exhibit spaces including locations and base structures in conjunction with Corridor development. Public art will be approved based on an interpretive perspective of the Region's unique history, culture, economic diversity, community, attractions and landscape.
2. No commercial logo beds are allowed within view of the Highway 2 travel lanes.
2. Build public art into corridor-wide features, such as:
 - a) bridge structures and headwalls
 - b) fences and screens
 - c) public and private signage
 - d) lighting
 - e) adjacent private lands
3. Sponsoring groups or organizations will be responsible for the funding, design, presentation, and implementation of all public art exhibits. All proposed public art must have funding and approval prior to installation. Funding includes the supply, installation, operations and maintenance of proposed public art.



The repetition of selected thematic elements of the Gateway Boulevard logo helps provide consistency throughout the City of Edmonton segment of the Highway 2 Corridor.



Public art can be built into Corridor infrastructure such as light standards, bridge overpasses and signage.



2.2.8 LIGHTING

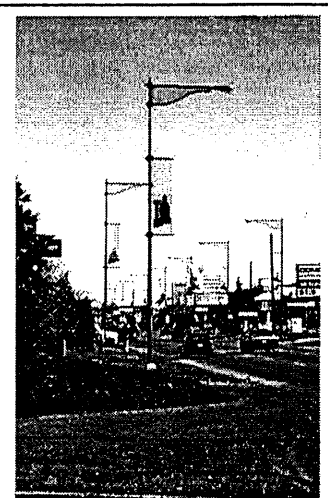
A. Objective:

Provide complete or interval lighting along the Corridor to:

- create a consistent lighting theme within the Corridor;
- improve traffic safety; and
- enhance the Corridor's identity as the "Gateway to the Capital Region."

B. Guidelines:

1. Use a repeating uniform design standard for the lighting format which includes:
 - a) ***Light Standard Design***
 - accommodating a themed mosaic panel similar in character and design to existing light standard designs on the Gateway Boulevard.
 - b) ***Light Standard Layout***
 - from 23 Ave to 1 km south of the City of Leduc pursuant to approved capital program funding and regulatory requirements.
 - c) ***Light Standard Luminaires***
 - which meet the requirements for highway lighting and are consistent with the design objectives outlined in these guidelines.



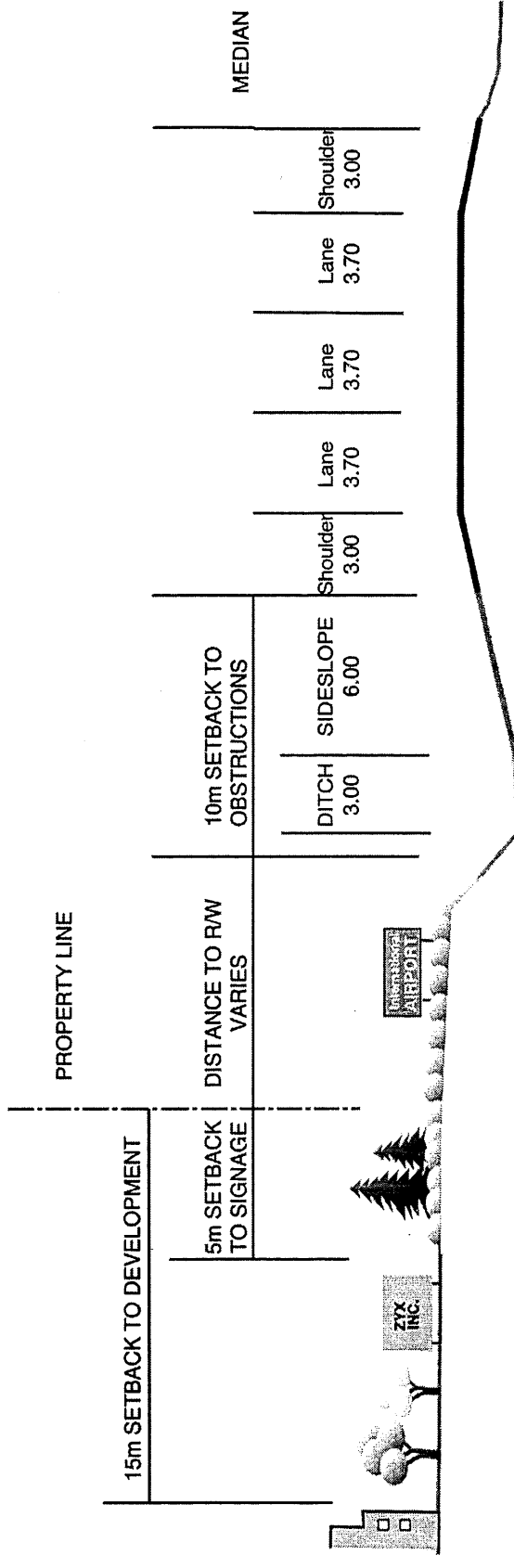
**Gateway Boulevard
Built View, August 1999**
Repeating elements of the Gateway Blvd. lighting design in the Highway 2 Corridor will help build an integrated and consistent design standard between the Edmonton International Airport and Downtown Edmonton.



**HIGHWAY 2 CORRIDOR DESIGN GUIDELINES
(CORRIDOR PLANNING PROFILE)**

← PRIVATE REALM

PUBLIC REALM →



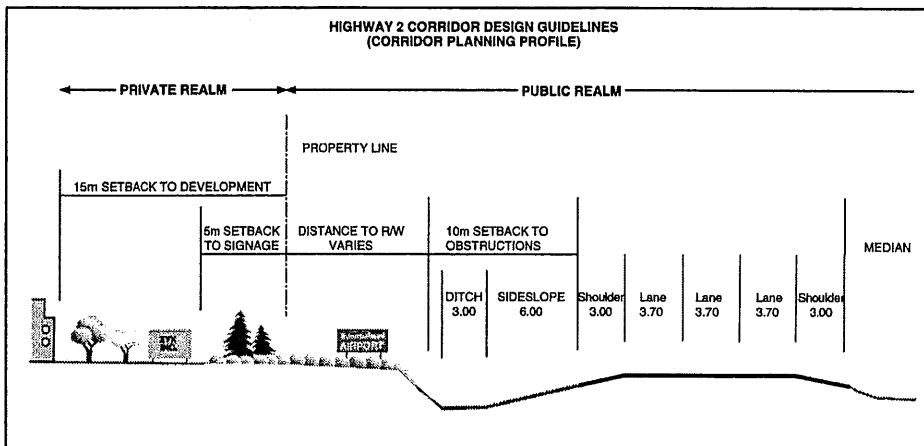
MEDIAN

2.3 DESIGN GUIDELINES FOR PRIVATELY OWNED LANDS

2.3.1 INTRODUCTION

The Design Guidelines have been structured to enable the responsible approving authority to review development and subdivision applications on privately owned lands along the Corridor. The implementation of these guidelines will ensure that the quality of private development is functionally and aesthetically compatible with the 'Vision' for the Corridor. As stated in the previous Planning Guidelines prepared in 1995, ***"The appearance of the Corridor creates impressions upon visitors that may either promote or delay its development."***

The Design Guidelines apply to private realm lands within the Corridor and include such considerations as: architectural treatment, design and density of buildings, minimum building setbacks, location and screening of open storage areas and mechanical equipment, access/egress, site planning and parking, yard and storage areas, landscaping, signage, lighting, and preservation of attractive natural areas. It is the responsibility of private landowners and developers, the development officer/approving authority, and relevant departments and agencies to work cooperatively to implement the Design Guidelines. If private lands are not visible from or are not situated directly next to the Highway 2 right-of-way, then the applicable district and general regulations of the respective Land Use Bylaw will prevail.



HIGHWAY 2 CORRIDOR DESIGN GUIDELINES "Gateway to the Capital Region"

- ◆ City of Edmonton ◆ Leduc County ◆ City of Leduc ◆
- ◆ Edmonton Regional Airports Authority ◆ Alberta Infrastructure ◆



2.3.2 OBJECTIVES:

1. Promote a high standard of design and aesthetics for private development within the Corridor with regard to:
 - a) architectural treatment, design and density of buildings,
 - b) minimum building set backs,
 - c) location and screening of open storage areas and mechanical equipment,
 - d) access/egress,
 - e) site planning and parking,
 - f) yard and storage areas,
 - g) landscaping,
 - h) signage,
 - i) lighting, and
 - j) preservation of natural areas.
2. Design Guidelines must be cooperatively adopted and uniformly implemented to achieve the overall desired vision and image for the Corridor.
3. Require landowners and developers with land next to or visible from the Highway 2 right-of-way to use the Design Guidelines for landscape, separation (i.e., fencing), signage and other physical treatments, to screen unsightly uses or improve the overall appearance as a condition of development application for new use or proposed expansion of an existing development.



2.3.3 GUIDELINES

A. Architectural Treatment, Design and Density of Buildings

1. All development on a site should be constructed using a similar architectural theme. An exception may be made to this general requirement where the function of an individual business dictates a specific style or image associated with a company.
The approving authority may wish to exercise discretion in approval of developments that are more or less consistent with the theme of a given area. In any case, the development should either be consistent with the corridor theme or at the very least should not lower the visual quality of the Highway 2 Corridor area.
2. Encourage high quality, aesthetically pleasing development within the Corridor. This could be achieved by orienting light industrial and commercial uses (i.e. Industrial/Business, Prestige Industrial, Restrictive Industrial) towards the Corridor, while locating other uses (particularly those requiring yard storage) outside the Corridor.
3. Create visual interest and variation in building form and heights, massing, and siting to enhance the visual appearance of the Corridor as viewed from the Highway 2 travel lanes.
4. Encourage development of architectural landmarks on private lands which:
 - a) correspond with the given themes of a particular Highway Corridor node and/or segment,
 - b) make the area at the edge of the highway attractive, and
 - c) provide major focal points and imagery of diverse economic activities and distinct history along the Corridor.
5. Encourage architectural treatment of building facades to minimize the perceived massing of the building when viewed from the Corridor by including requirements for the following types of treatments:
 - a) the roof line and building facade should include design elements that reduce the perceived mass of the building and add architectural interest;
 - b) the exterior walls should be finished so as to minimize the perceived mass of the building; and
 - c) landscaping treatments should be encouraged adjacent to exterior walls which are visible from the Corridor to minimize the perceived mass of the building and to create visual interest.
6. Screen all rooftop mechanical equipment from view of the Corridor (i.e., beneath or behind the roof structure).

B. Minimum Building Setbacks

1. Provide adequate setbacks from the Corridor and the C.P. right-of-way. It is the intent of the Design Guidelines to vary the setbacks and landscape



treatment along the Corridor and to establish continuity between the public and privately owned property.

2. A minimum building setback of 15 m (49.2 ft.) is recommended adjacent to the Highway 2 right-of-way. This setback area should be subject to measures that could include additional landscaping and building treatments that integrate the development with the theme of the Corridor segment and/or create and reinforce an appropriate transition through the continuation of landscaping between the public and private realms.
3. For buildings with a Height greater than average (for example 8 m (26.2 ft.)) the approval authority may wish to consider increased building setbacks so as to minimize the perceived mass of the building, maintain a high standard of appearance and to ensure the integrity of the Highway Corridor viewshed. An exception could be made where, in determining the appropriate Height, an architectural feature such as a tower or peak was proposed to reduce the perceived mass of the building or to add architectural interest. In this case the additional height would be excluded from the calculation of the Height of the building.

C. Location and Screening of Open Storage Areas and Mechanical Equipment

1. All open yard storage areas should be developed in rear yards complete with fencing and/or screens to prevent viewing from the Corridor. Alternately, the approval authority may wish to consider location of these types of developments on interior lands neither adjacent to nor visible from the Highway 2 right-of-way.

D. Site Planning and Parking.

1. Screen all open parking areas in view of the Corridor with plantings fencing, landforms, etc. around the perimeter. Landscaping should also be required in the interior of the parking areas to provide visual relief and to reduce parking areas into smaller components.
2. In conjunction with parking and/or site design, create "islands of vegetation" that increase the sense of depth of corridor lands when viewed from Highway 2 travel lanes.
3. All landscaping plans should be encouraged to be consistent with the Design Guidelines to ensure a high standard of appearance and a sensitive transition to the surrounding land uses.

E. Access/Egress

1. Where relevant to maintaining either the free flow integrity of Highway 2 or the quality of the corridor viewshed the access and egress to and from a given site should be located and designed in a manner that provides a



clearly-defined, safe, and efficient circulation pattern for both on-site and off-site traffic movements.

F. Signage

1. Establish high quality design and compliance with interpretive themes found within a given Corridor segment for business identification signs on private land. Key guideline considerations include:
 - a) all business identification signs should be subject to review and be approved by the development officer/approval authority.
 - b) back lit, building facade mounted signs should be encouraged.
 - c) special effort should be taken with the design, placement and scale of the sign so as to ensure that the sign does not detract from the overall appearance of the development and is not obtrusive, having regard to the scale of the buildings on the site, the distance of the building setback and its visibility from the Highway 2 travel lanes.
 - d) a minimum setback of 5 m (16.4 ft.) must be maintained from the Highway 2 right-of-way for free standing permanent signs.
 - e) business identification signs visible from the highway, whether free standing or located on the facades of buildings, should be similar as to proportion, construction materials and placement as those located elsewhere throughout the Corridor segment.
 - f) portable signs with the exception of temporary signs related to traffic safety should be prohibited within view of the highway.
 - g) due to the potential proliferation of billboards within view of the Highway 2 travel lanes, billboards should be oriented away from the Highway 2 right-of-way and toward interior lands.

G. Landscaping

1. Where possible landscaping measures on private land should maintain the consistency of public realm treatments. For example; the undeveloped portion of private property on a site adjacent to the Highway 2 right-of-way may serve as a transition area for the continuation of thematic landscape treatments. The approval authority could reduce landscape requirements elsewhere on the proposed development site if the applicant carried out landscaping that complemented public realm treatments.
2. On sites visible from the highway, landscaping should consist of small clusters of trees which enhance the urban/rural character of development throughout the corridor area.
3. Existing single and grouped mature trees should be maintained within view of the Highway 2 travel lanes to maintain and enhance the sense of depth within the Corridor area.
4. Detailed landscaping requirements are recommended within the 15 m (49.2 ft.) setback from the Highway 2 right-of-way. These landscaping

HIGHWAY 2 CORRIDOR DESIGN GUIDELINES ***"Gateway to the Capital Region"***



treatments should include requirements for relatively mature deciduous and coniferous plantings, landscape berming and shrub planting.

5. Additional landscaping which exceeds minimum existing requirements could be considered where the intensity of land use of a proposed development exceeds that of neighbouring development or disproportionately impacts the Highway 2 Corridor viewshed. Such mitigating measures could include additional landscaping such as planting of mature or fast growing trees and the use of landforms which would have the effect of obscuring building mass relative to less obtrusive developments.

H. Lighting and Utilities

1. All on-site services for power, telephone and C.A.T.V. should be underground or alternately obscured from Highway 2 Corridor views of adjacent private lands. Underground power services should also be provided for signs requiring such services.
2. No lighting on private lands within the Corridor should cast a light which is visible from the Highway 2 travel lanes and/or has the effect of overpowering any public realm Corridor lighting.

