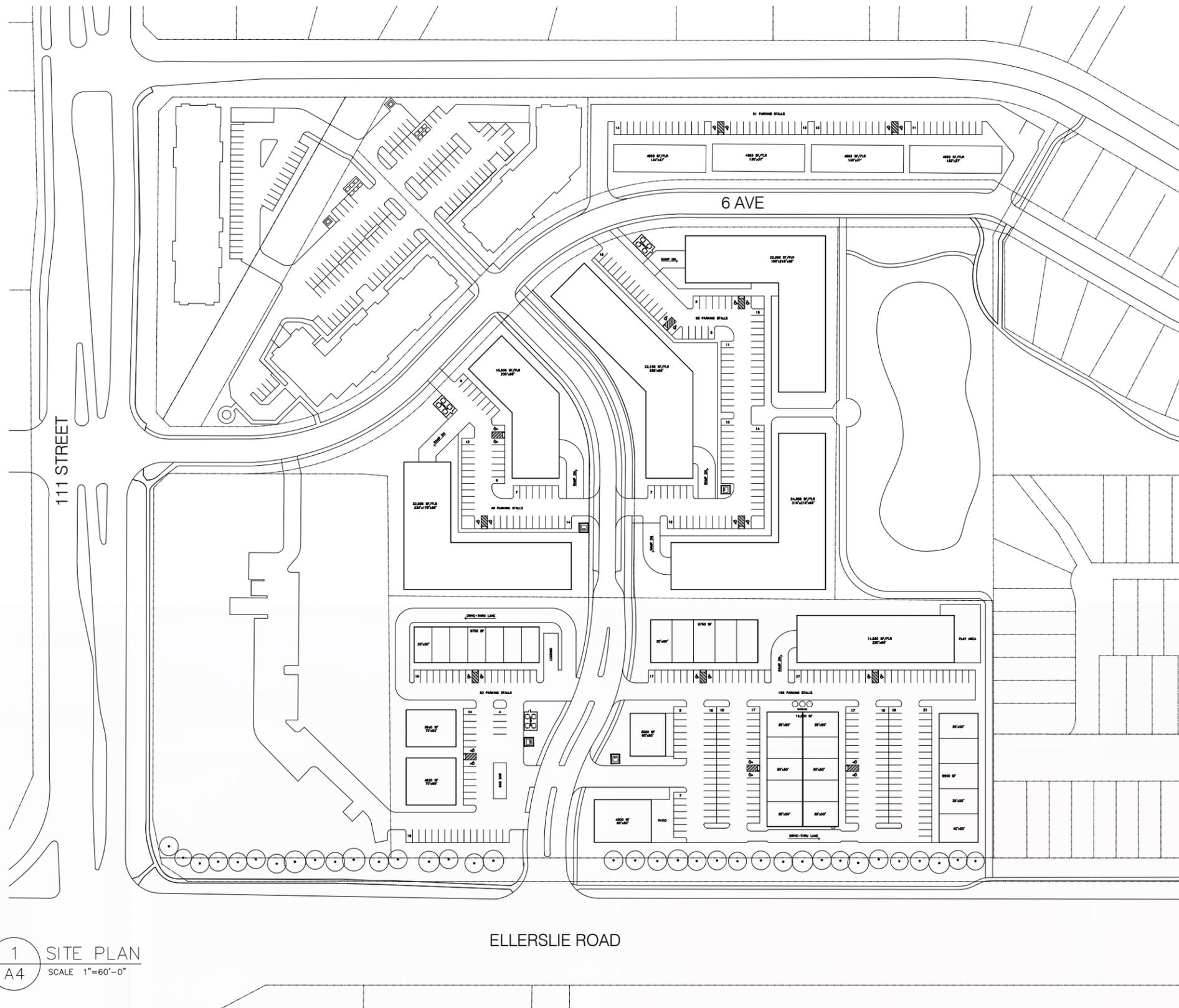




RUGBY LAND - URBAN VILLAGE

NOVEMBER 17, 2025



ADDRESS

111 STREET – ELLERSLIE ROAD
EDMONTON, AB

SURFACE PARKING COUNT

COMMERCIAL AREA: 238 STALLS
RESIDENTIAL AREA: 147 STALLS
TOWNHOMES AREA: 51 STALLS
TOTAL: 436 STALLS

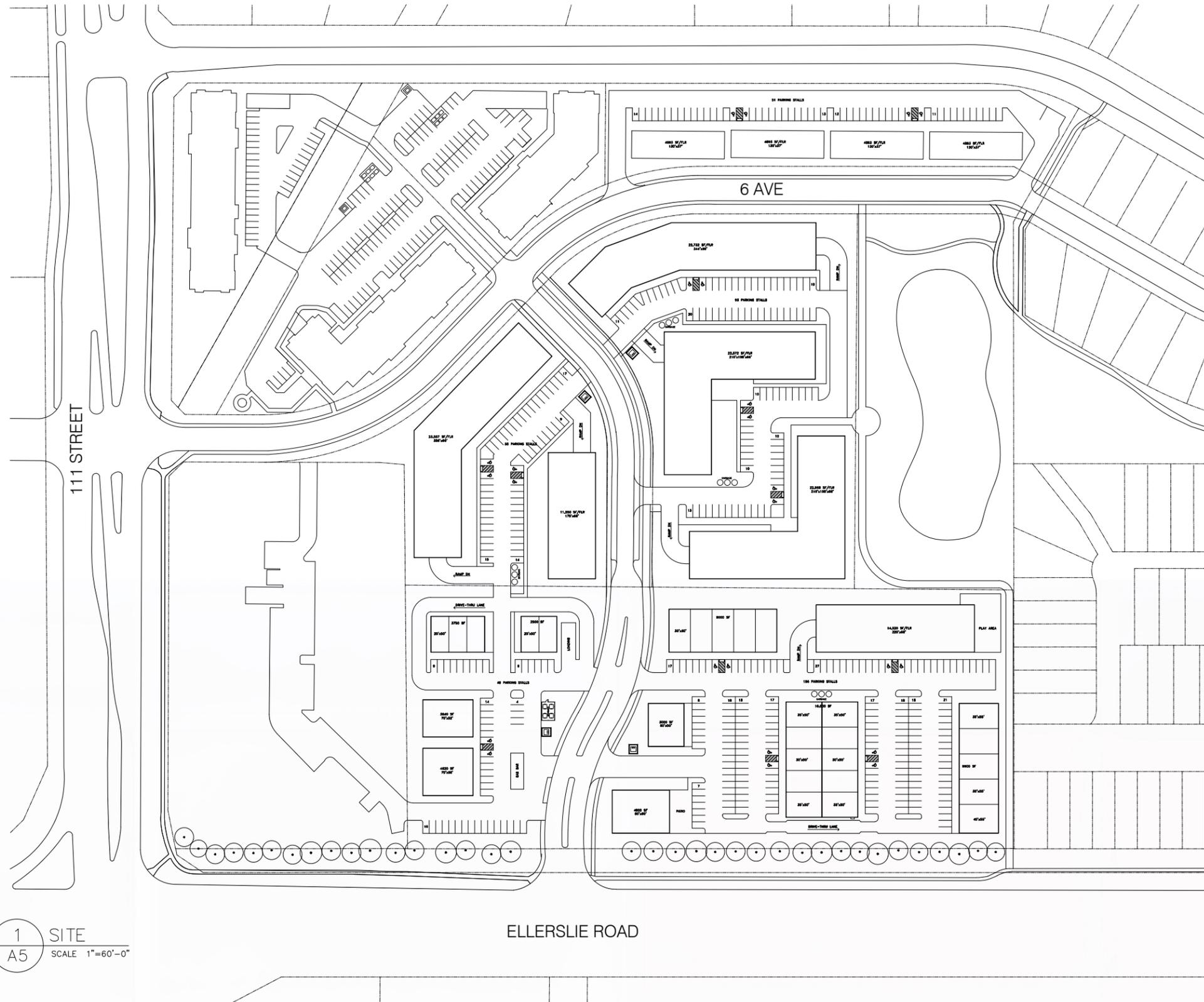
BUILDING AREAS

AREA A:
RESIDENTIAL AREA: 634,716 SF
FAR: 2.24
AREA B:
COMMERCIAL AREA: 155,830 SF
FAR: 0.51

1 SITE PLAN
A4 SCALE 1"=60'-0"

RUGBY LAND - URBAN VILLAGE

NOVEMBER 17, 2025



ADDRESS
 111 STREET - ELLERSLIE ROAD
 EDMONTON, AB

SURFACE PARKING COUNT
 COMMERCIAL AREA: 235 STALLS
 RESIDENTIAL AREA: 148 STALLS
 TOWNHOMES AREA: 51 STALLS
 TOTAL: 434 STALLS

BUILDING AREAS
 AREA A:
 RESIDENTIAL AREA: 620,274 SF
 FAR: 2.19
 AREA B:
 COMMERCIAL AREA: 153,330 SF
 FAR: 0.51

1 SITE
 A5 SCALE 1"=60'-0"

RUGBY LAND - URBAN VILLAGE

NOVEMBER 17, 2025



artist concept for illustrative purposes only

An **Urban Village** is a concept that aims to create vibrant, sustainable communities that blend the benefits of urban and village life. Here are five basic principles that define an Urban Village:

1. **Mixed-Use Development**: Urban Villages focus on integrating residential, commercial, and recreational spaces. This blend allows for varied functions like living, working, shopping, and socializing all in close proximity, reducing the need for long commutes and encouraging more walking or cycling.

2. **Pedestrian-Friendly Design**: The layout prioritizes pedestrians over cars. This means narrower streets, wide sidewalks, pedestrian pathways, and ample public spaces. Such design fosters a sense of community, encourages walking, reduces traffic congestion, and lowers pollution levels.

3. **Public Transport Accessibility**: Effective Urban Villages are well-served by public transportation. This reduces reliance on personal vehicles, which cuts down on emissions and offers more affordable travel options for residents, making it easier to connect to other parts of the city.

4. **Community Engagement and Amenities**: Community involvement is crucial in Urban Villages. They typically feature a range of shared facilities like parks, community centers, and schools that help build a sense of community. Active participation from residents in local decisions strengthens community ties and ensures the area meets the needs of its inhabitants.

5. **Sustainability and Resilience**: Urban Villages aim for environmentally friendly practices, such as energy-efficient buildings, ample green spaces, and sustainable waste management systems. By focusing on resilience, they strive to handle challenges like climate change impacts and resource scarcity effectively.

These principles collectively create communities that are not only efficient and convenient but also socially and environmentally enriching. They embody the ideal of living in a city setting that retains the close-knit feel and warmth of a village environment.

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