

Stadium Shopping Centre Land Use APPLICANT'S SUBMISSION

The proposed redevelopment of Stadium Shopping Centre aims to transform the existing strip mall into a mixed-use development combining residential units, retail and local services and employment opportunities along with a vibrant public realm comprised of public parks, plazas, activated streets and public gathering spaces. The planning for the redevelopment commenced in 2010 and has been a collaborative effort involving Western Securities, the City of Calgary and neighbouring stakeholders. Major milestones in the planning of the site include the approval of the Stadium Area Redevelopment Plan (ARP) in 2013 and the submission of a comprehensive site development permit application in 2016 (DP 2016-0305).

The purpose of this land use application is to better align the site's land use district with the policy vision outlined in the Stadium ARP (i.e. to ensure the land use designation is consistent with the ARP). The site's current Commercial – Community 2 (C-C2) land use district includes several rules that do not properly mirror and reflect the policies set out in the Stadium ARP.

This land use application proposes a Direct Control (DC) district based on the existing C-C2 land use district with the inclusion of specific rules that will better harmonize site development with the policy goals and directions of the ARP. Accordingly, the proposed DC addresses parking, mandatory setbacks for restaurants and Outdoor Café's from residential districts, and landscaping.

The Applicant has determined that a lack of a specific Council direction on these areas may significantly compromise the achievement of the vision in the ARP. The rationale for each of the suggested direction of Council contained in the proposed Direct Control Bylaw is as follows:

1. Location of restaurants and outdoor cafés

During the preparation of the masterplan, much attention was given to the sizing and placement of restaurants and outdoor cafés to ensure that they will be situated to maximize the activation of street edges, draw people to all areas of the site, take advantage of solar orientation and complement the other uses on the site. These goals are achieved in a number of ways in the masterplan.

The proposed locations of the restaurants and cafés on the site respond directly to policy 5.1.1 (5) of the ARP which states:

“Retail and consumer and eating and drinking uses are:

A. allowed at-grade and on the mezzanine floors of mixed-use buildings throughout the plan area; and

B. particularly encouraged along any central open space, streets, or pathways that connect such a central open space to Uxbridge Drive NW, and in close proximity to transit stops on Uxbridge Drive NW and 16 Avenue NW.

As the rules of the C-C2 land use district prevent the siting and sizing of the restaurants and outdoor cafés as envisioned in the ARP and established in the masterplan, a DC rule has been proposed.

2. Parking

The Stadium Shopping Centre ARP includes policy that supports the reduction of parking requirements. Specifically, Policy 5.5.5 (2) states:

“Reduced provision of parking is encouraged where analysis by a professional engineer can demonstrate efficiencies and reduced peak demand due to:

A. Sharing of parking spaces between uses with different peak periods (time of day and day of week);and/or

B. transportation demand management (TDM) strategies including but not limited to support for walking, cycling, transit, carpooling and car sharing

The Stadium site is designated as neighbourhood centre (NAC), is adjacent to major institutions (UofC, Foothills Medical Campus, Alberta Children’s Hospital that make up a Major Activity Centre (MAC) and will be serviced by Bus Rapid Transit (BRT). The land use by-law parking requirements do not reflect these site specific considerations, nor the goals and aspirations of the ARP in this regard.

In accordance with the ARP policy, parking consultants and engineers were engaged to prepare a parking needs analysis based on the proposed uses as identified in the detailed site Masterplan. Such analysis highlights the peak demand times having a substantially reduced need for parking supply compared to the land use by-law requirement. The proposed DC rule is required to recognize the ARP policy in relation to the provision of parking requirements that reflect the recommendations of the parking study.

3. Landscaping

The preparation of the detailed landscape plan has been coordinated with the site masterplan to deliver landscaped public areas that achieves the vision for the public realm as stated in the Stadium Shopping Centre ARP vision statement:

“A network of walkable open spaces, streets, sidewalks and pathways fronted by high quality mixed-use development will replace large surface parking areas. Easily and publicly accessible and universally navigable by foot, mobility device, bicycle, transit or vehicle, this community gathering space will contribute to creating a sense of community, place and activity.”

In addition to the vision statement, ARP policies 5.3.2 (Open Space Network) and 5.33 (Streets and Pathways) provide specific guidance for the design of the public realm. The proposed landscape plan responds to the vision and policy of the ARP by proposing a public realm concept that focuses on the quality of experience of pedestrians at ground level by providing a series of public gathering spaces and activated streetscapes. The public realm vision for the site far exceeds the simplified planting rules of the C-C2 land use district. Following the C-C2 rules is not feasible due to the required number of trees that is more reflective of a suburban strip mall development than a mixed use town centre development. Accordingly, the proposed DC rules specific to landscape will allow for the public realm vision of the ARP and masterplan to be implemented.

Public Consultation

Public consultation for the Stadium Shopping Centre development has been extensive and comprehensive, commencing at the beginning of the project in 2010 as Western Securities was first developing their vision for the site and continuing through the ARP, detailed masterplanning and development permit process phases.