

Victoria Park Density and Diversity

A PLANNING AND POLICY GUIDE

2013

VICTORIA PARK
urban calgary

Victoria Park Density and Diversity: A Planning and Policy Guide

FIRST EDITION

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VICTORIA PARK

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EXECUTIVE SUMMARY

The Victoria Park Business Revitalization Zone (BRZ) is one of the most complex and diverse BRZ areas in Calgary. Victoria Park is an area of approximately 39 blocks comprising a wide range of land uses and user groups. It is made up of seven different character areas and is one of Calgary's oldest neighbourhoods.

Victoria Park is the second largest neighbourhood in the Centre City and one of the fastest growing areas in Calgary, with a 30% increase in population projected to occur in the next 10 to 12 years. Victoria Park holds a high reserve of some of the last remaining underutilized lands in the Centre City, offering significant potential to create a model for a high-density, mixed-use, pedestrian and transit-oriented development area.

Victoria Park has reached and exceeded the Municipal Development Plan's (MDP) transit-oriented development goal of a 10-units-per-acre benchmark since 2008. Densification and intensification efforts in Victoria Park support compact, transit-oriented, walkable, bicycle-friendly, mixed-use development, with complete streets. A recent population density increase to 14.2 units per acre helps support local businesses and civic amenities.

Victoria Park Density and Diversity: A Planning and Policy Guide seeks to develop an understanding of the diversity that exists in Victoria Park. Internally, this will help the Victoria Park BRZ identify where and how to best direct assets and resources. For external stakeholders, it will provide a complete picture of Victoria Park and serve as a guide for making informed decisions.

The purpose of the guide is to:

- Assist in describing the complexity of the area
- Identify Victoria Park's assets, resources and strategic leverage points
- Identify policy and process opportunities in order to realize goals and objectives
- Help shape and enhance the character and nature of the area
- Increase vibrancy and animation of the public realm
- Promote greater residential densification
- Promote greater economic development and higher employment rates
- Help refine the Victoria Park BRZ's operations and focus
- Act as a comprehensive tool for the Victoria Park BRZ to manage and attract future development

THIS GUIDE COMPRISES THE FOLLOWING SECTIONS:

THE VICTORIA PARK BRZ

The guide summarizes the ways in which the Victoria Park BRZ has facilitated the area's revitalization. The BRZ's major accomplishments and influence include clean and safe initiatives, planning and policy work, research programs, public infrastructure improvements, pilot projects, small-scale interventions, beautification projects and committee participation.

VICTORIA PARK AREA HISTORY

The guide addresses Victoria Park's history and the area's cycles of development that has resulted in the diversity of built form and land uses that exists today.

COMMUNITY PROFILE

The guide outlines relevant Victoria Park community information including demographics, residential development trends, commercial development trends and a breakdown of business typologies in the area.

CONTEXTUAL ANALYSIS

The guide addresses the urban planning and design context through which Centre City development is shaped and influenced, and the current Victoria Park context including recent development trends, residential typologies, land uses and distribution, streetscape conditions and public realm improvement priorities.

PLANNING AND POLICY ANALYSIS

The guide consolidates the statutory and non-statutory planning and policy documents that regulate development in Victoria Park, including the Beltline ARP (2006), the Centre City Plan (2007) and the Land Use Bylaw IP2007, in a clear and efficient summary for internal and external stakeholders operating in Victoria Park.

CHARACTER AREA ANALYSIS

The guide defines Victoria Park as consisting of seven character areas: West Victoria Park, Volunteer Way Area, the Warehouse District, East Victoria Park, Transit-Oriented Development Area, Stampede/17 Avenue Area and the 1 Street SW Area. Each character area is identified with distinct boundaries, but it is recognized that there are shared features between adjacent character areas.

EXECUTIVE SUMMARY

The character area analysis includes:

- A description of each area and its recent history
- Identification of each area's character buildings, area features and development sites of interest
- Challenges and opportunities of each character area
- Public realm objectives
- Commercial and retail strategies
- Land use strategies
- Density bonusing strategies

DIRECTIONS AND STRATEGIES

The guide establishes a range of directions and strategies to achieve the growth and development of Victoria Park, from large-scale public investment projects to small-scale BRZ interventions. Large-scale strategies will require collaboration with the City of Calgary, developers, property owners, businesses, external stakeholders and other interest groups.

The Victoria Park BRZ's recommended large-scale catalyst projects and small-scale BRZ interventions are based on the Beltline ARP (2006), the Centre City Plan (2007) and the character area analysis. All are collaborative strategies that will require involvement among stakeholders. The guide establishes the following directions and strategies for implementation:

Public Investment Directions and Strategies

- Because the Victoria Park area is a significant contributor to the Rivers District Community Revitalization Levy (CRL), it is a Victoria Park BRZ priority to engage in direct consultation in the decision-making processes for the allocation of CRL resources with the Calgary Municipal Land Corporation (CMLC).

- For the second phase of CRL infrastructure improvements, it is a Victoria Park BRZ priority to ensure that the proposed improvements outlined in the Rivers District CRL Plan (2007) be undertaken in Victoria Park.
- It is a Victoria Park BRZ priority to ensure collaboration between the CMLC and the Victoria Park BRZ on the allocation and expenditure of the budget for community relations and marketing.
- It is a Victoria Park BRZ priority to advocate for public investment in large-scale catalyst projects including the development of the Elbow Riverfront Park and the facilitation of the "neighbourhood planning exercise" in East Victoria Park (including plans for the Southeast LRT line and station), which were outlined and proposed in the Centre City Plan (2007) .
- It is a Victoria Park BRZ priority to advocate for investment in the public realm including the relocation of existing above-ground utilities, sidewalk improvements, streetscape improvement strategies along 10, 11, 12 and 17 Avenues South (including two-way conversions), and the rehabilitation of underpasses.

Victoria Park BRZ Investment Directions and Strategies

- It is a Victoria Park BRZ priority to improve the public realm, help facilitate revitalization and encourage positive private redevelopment through amendments to the Beltline ARP (2006) and the Land Use Bylaw IP2007.

- It is a Victoria Park BRZ priority to initiate a review of the density bonusing strategy developed by the Beltline ARP (2006), including base densities and maximum densities, impacts on development and potential density suppression. This review should include a review of the BCIF processes, the density bonus items and their value to Victoria Park.
- It is a Victoria Park BRZ priority to work with the City of Calgary and property owners to enable a number of temporary activations utilizing vacant, privately owned, indoor and outdoor space.
- It is an ongoing priority for the Victoria Park BRZ to reinforce the use of "Victoria Park" as the referent name in wayfinding, placemaking strategies and statutory and non-statutory planning documents. It is a priority to work with the City of Calgary to amend statutory planning documents using "Victoria Park" as the area identifier.
- It is an ongoing priority for the Victoria Park BRZ to fund and support a range of events and activations of public space including but not limited to "pop-up's", markets, festivals and the facilitation of the active and appropriate use of the public realm by restaurants and retailers.
- It is an ongoing priority for the Victoria Park BRZ to advocate for Cash Corner management and location alternatives, including the consideration of an off-street location, a remote on-street location or its overall suppression
- It is an ongoing priority for the Victoria Park BRZ to continue to work with social service agencies including the Mustard Seed and the Alpha House to address issues arising from the aggregation of social housing facilities and services in the area.

1 - INTRODUCTION



Victoria Park Parklet (2012)

The Victoria Park BRZ co-ordinated the design and construction of a temporary community open space on a private under-utilized halted construction site on 1 Street SW.

INTRODUCTION

INTRODUCTION

VICTORIA PARK

The Victoria Park Business Revitalization Zone (BRZ) is one of the most complex and diverse BRZ areas in Calgary. While most BRZs are based on a contiguous strip of retail and restaurant uses, Victoria Park is an area of approximately 39 blocks composed of a wide range of uses and user groups. It is made of seven different character areas and is nearly as old as Calgary itself. There is a broad spectrum of business types that have settled and grown in Victoria Park, including uses ranging from multinational corporations to small family-run businesses, nightclubs to fine dining, social service agencies to professional corporations. This multifaceted business environment, combined with some of the oldest and newest built forms, along with over 100 years of development, makes Victoria Park one of the most diverse areas in Calgary. This diversity gives the area a robust and highly adaptive character.

MANAGING DIVERSITY

Managing the Victoria Park area has always been a challenge for the BRZ as it entails responding to a variety of uses, users groups, challenges and opportunities.

While the BRZ has an informal, internal understanding of the diversity of Victoria Park, this has not previously been documented comprehensively for external stakeholders. One of the objectives of this guide is to clearly define the key elements of Victoria Park and describe how those elements work together. Internally, this will help the BRZ identify where and how to best direct assets and resources. For external stakeholders, it will provide a complete picture of Victoria Park and serve as a guide for making informed decisions.

MICRO-PLANNING

There are a number of statutory and non-statutory municipal planning and policy documents, along with land use districts and bylaws, governing and influencing how all the elements in Victoria Park work together. Developing a comprehensive understanding of these planning and policy documents is a challenge, compounded by their macro focus. What is missing is an account of the subtleties and details as they apply to this area.

Interpreting how existing policy affects the area on a micro scale—the scale of individual streets and buildings—is another objective of this document. This objective is critically important for the BRZ, particularly in a mixed-use district where generalized planning and policy concepts could benefit significantly by additional consideration of the details and context of a specific site. While it is more work to understand the specific details of each site and each application, it is only through this micro level of understanding that the true potential of mixed-use districts can be realized.

Through examining how existing policies and bylaws affect the BRZ and by identifying the potential gaps and improvement areas from a micro level of analysis, it is hoped that the BRZ can become a better partner with the City in enabling high-quality development.

SUSTAINABILITY

As a member-driven business organization, the BRZ helps create an environment in which businesses of all types can be successful—but that is only one part of a much bigger picture.

The Victoria Park BRZ is not simply responsible for helping to promote the area but for helping to promote the future of sustainable and healthy community design and development. The costs and environmental impacts of vehicle-oriented suburban development are well-documented and are increasingly becoming the primary concern for many cities, especially in North America. For Calgary, maintaining the current level of suburban development will lead to a breakdown of services, community segregation, polarization between social and economic classes and will ultimately decrease the competitive advantages we have over other cities.

Part of the Victoria Park BRZ's progress depends on discovering how the organization can help create the best urban environment possible. Developing a strong value proposition around that for businesses and residents will sustain not only the BRZ but also Calgary into the future.

2 - THE VICTORIA PARK BRZ



Artistic Photographic Panels (2011)

The Victoria Park BRZ funded the construction and installation of artistic photographic panels to replace hoarding on a vacant 1 Street SW site.

THE VICTORIA PARK BUSINESS REVITALIZATION ZONE (BRZ)

THE VICTORIA PARK BUSINESS REVITALIZATION ZONE

Business Revitalization Zones (BRZs) are a Canadian invention. The formation of BRZs began in Toronto in the 1980s as a way to tackle common issues facing businesses within a geographic area. Through the formation of a BRZ, merchants and businesses contribute small amounts of money to collectively create and influence change in an area.

In 1997, a group of local Victoria Park business owners, in an effort to encourage development and revitalize the community, came together to form the Victoria Crossing Business Revitalization Zone. The BRZ would be later renamed the Victoria Park BRZ after the area's historic name.

Enabled by the Municipal Governance Act (MGA), the Victoria Park BRZ has the official mandates of:

- Improving, beautifying and maintaining property in the zone
- Developing, improving and maintaining public parking
- Promoting the zone as a business or shopping area

ACCOMPLISHMENTS AND INFLUENCE

Since its formation in 1997, the Victoria Park BRZ has facilitated the area's revitalization in a number of ways. Appendix A is a complete outline of the Victoria Park BRZ's past accomplishments and influence.

Some of the BRZ's major accomplishments and influence include:

CLEAN AND SAFE INITIATIVES

- "Clean to the Core" (street maintenance) and "Off the Wall" (graffiti removal) programs (ongoing)
- "Good Neighbour Agreement" (ongoing) and the "Outreach" programs (2009 - 2011)

PLANNING AND POLICY

- The Beltline Initiative (2003)
- The Beltline Area Redevelopment Plan (2006)
- Amendments to surface parking land uses and to parking requirements (2008)
- Third-Party Advertising Guidelines (2012)
- Centre City Urban Design Guidelines (ongoing)

RESEARCH PROGRAMS

- Affordable Housing Strategies – Mustard Seed Tower Design Development (2007)
- Nighttime Economy Research (ongoing)
- Urban Planning, Design, Development and Management Research (ongoing)

PUBLIC INFRASTRUCTURE IMPROVEMENTS

- Local Improvement of 1 Street SW (2002)
- 1 Street SW Underpass Enhancement (ongoing)
- 13 Avenue Heritage Greenway (ongoing)
- Enoch Park (ongoing)

PILOT PROJECTS, SMALL-SCALE INTERVENTIONS AND BEAUTIFICATION PROJECTS

- Food Truck Pilot Project (2011)
- Centre City Wayfinding Program (2012)
- The Victoria Park Parklet (2012)



Former BRZ logo



Current BRZ logo



2000s street branding banners - 1 Street SW



2013 street branding banners - 1 Street SW

COMMITTEE PARTICIPATION

- Beltline Open Space Community Advisory Committee
- 17 Avenue Urban Design Stakeholder Group
- ImagineCALGARY Roundtable
- 4 Street SE Underpass Design Stakeholder Group
- Volunteer Way Urban Design Stakeholder Group
- 13 Avenue Greenway Stakeholder Group
- CBIZ – Calgary Business Revitalization Zones (2007 - 2013)
- Centre City Bicycle Committee
- Cut Red Tape/Transforming Government

As the area has experienced growth and development, the Victoria Park BRZ has responded to the changing needs of the area. In the 1990s, the Victoria Park BRZ focused on responding to important community issues including street maintenance, graffiti removal, persistent social disorder and safety issues.

2000 – ONWARD: SHIFTING FOCUS

The Victoria Park BRZ has now shifted its strategy to actively promoting development while improving the Victoria Park urban environment. This has been achieved through planning and policy amendments, infrastructure improvements, pilot projects, small-scale interventions and beautification projects.

In response to the growth and development of Victoria Park, the Victoria Park BRZ mandate has been reinterpreted to:

- Improve, beautify and maintain property in the area
- Redevelop underutilized and/or vacant areas
- Maintain historical character and assets
- Promote the BRZ as a business or shopping area

PURPOSE

The **Victoria Park Planning and Policy Guide** is a part of the Victoria Park BRZ's shifting strategy to actively promote development while improving the Victoria Park urban environment.

Many revitalization zones and business improvement districts across North America have used strategic and/or master plans to guide the revitalization of an area. These plans have helped the stakeholders of revitalization zones and business improvement districts to encourage development, stimulate interest and improve the area's overall environment. Well-crafted strategic master plans can identify challenges and opportunities in the area and the key policy changes needed for redevelopment.

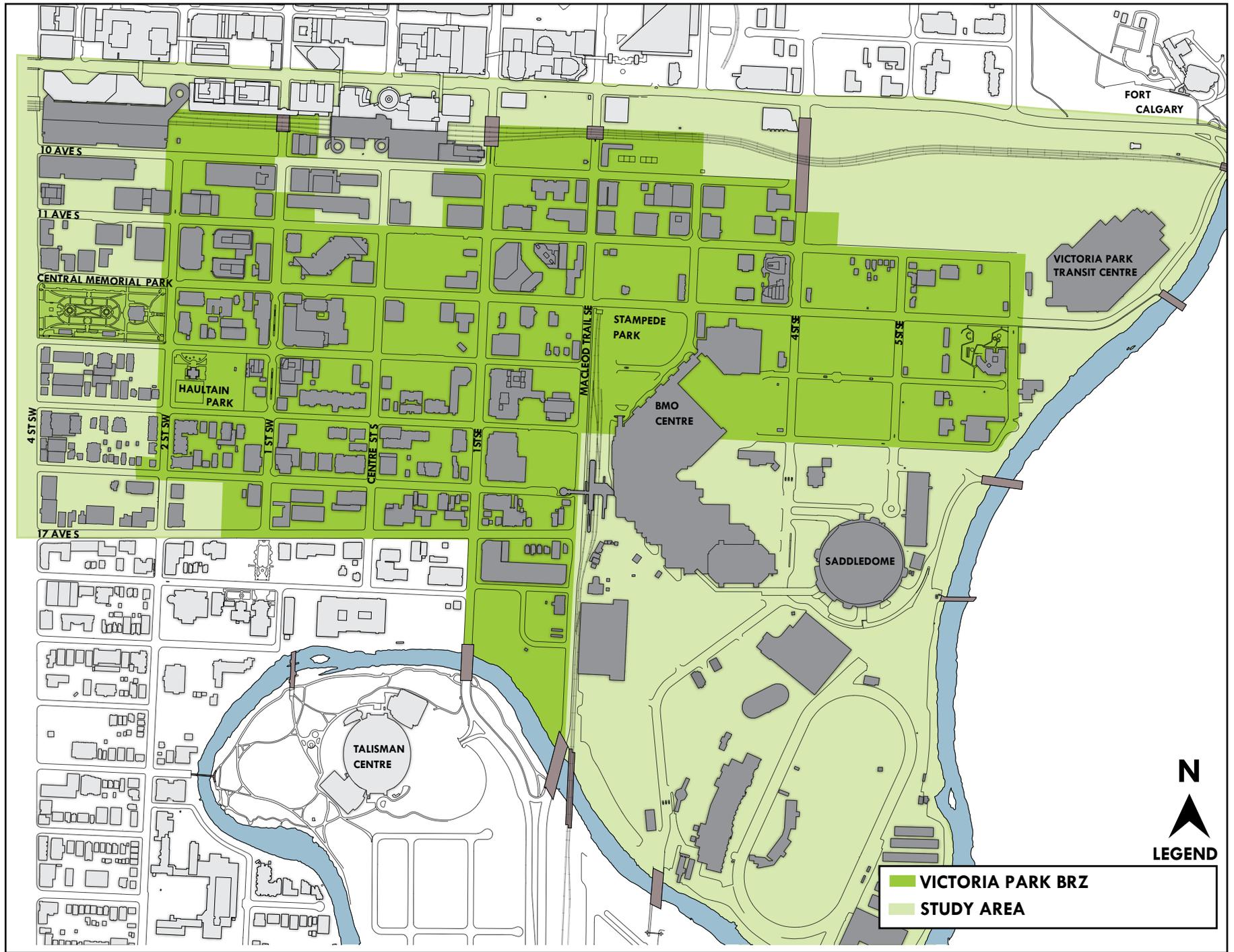
STUDY AREA

The official boundaries of the Victoria Park BRZ extend between 2 Street SW and 6 Street SE and between 10 Avenue South and 17 Avenue South. There are approximately 350 businesses within this boundary. Membership in the Victoria Park BRZ is automatic for businesses falling within these boundaries. Each member contributes to the BRZ through a special levy placed on business tax which is collected by the City of Calgary on the BRZ's behalf.

While this is a Victoria Park BRZ initiative, the arbitrary BRZ boundaries should be expanded for the purposes of this document. The **Victoria Park Planning and Policy Guide** takes a contextual approach to the Victoria Park area and is taking into account the Victoria Park community boundaries prior to amalgamation into the Beltline. Geographically, the Victoria Park context extends further west, from 4 Street SW to 6 Street SE and between 10 Avenue South and 17 Avenue South.

THE GOALS OF THE VICTORIA PARK PLANNING AND POLICY GUIDE ARE TO:

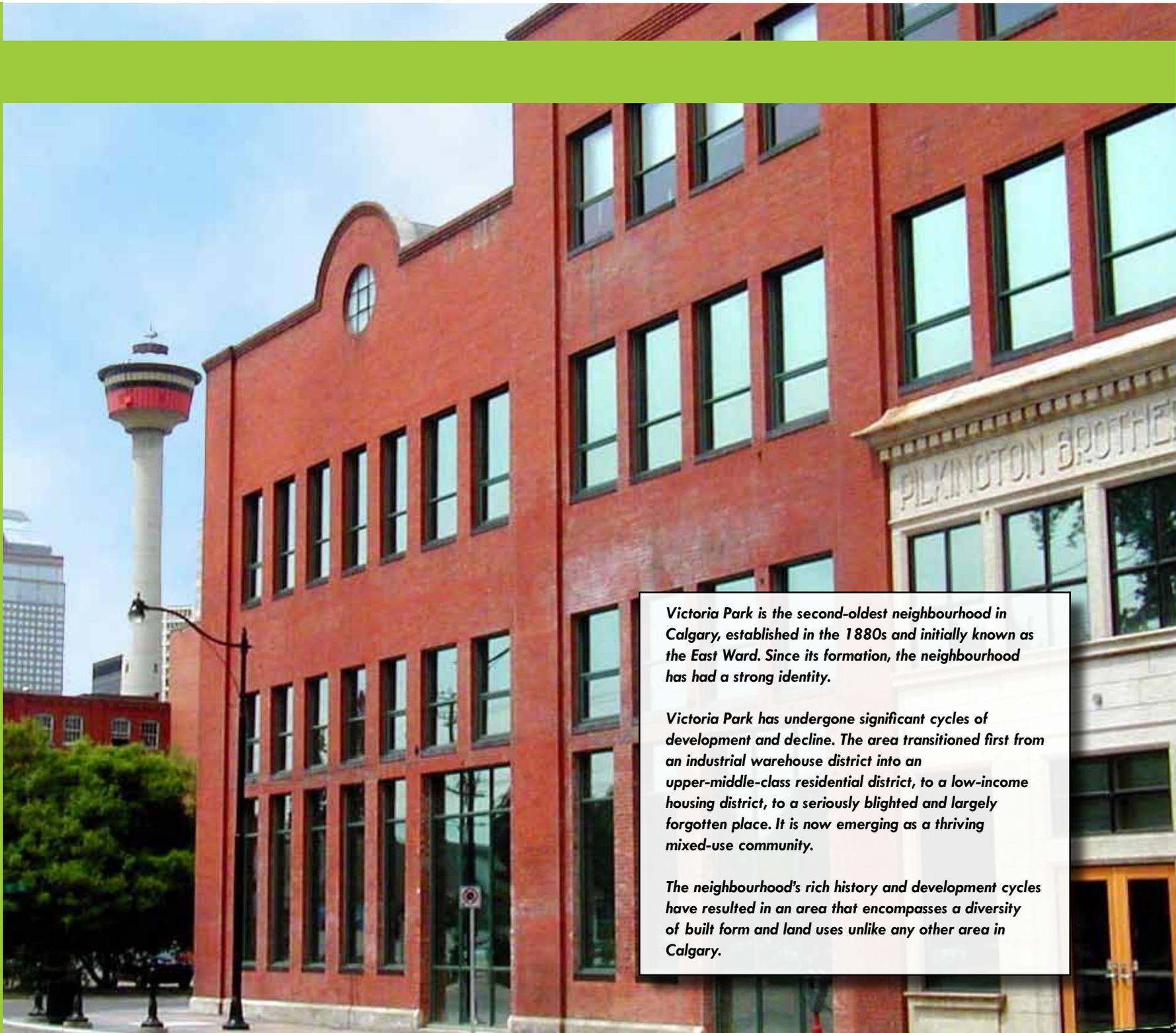
- Assist in describing the complexity of the area
- Identify Victoria Park's assets, resources and strategic leverage points
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- Act as a comprehensive tool for the Victoria Park BRZ to manage and attract future development



LEGEND

- VICTORIA PARK BRZ
- STUDY AREA

3 - VICTORIA PARK AREA HISTORY



Victoria Park is the second-oldest neighbourhood in Calgary, established in the 1880s and initially known as the East Ward. Since its formation, the neighbourhood has had a strong identity.

Victoria Park has undergone significant cycles of development and decline. The area transitioned first from an industrial warehouse district into an upper-middle-class residential district, to a low-income housing district, to a seriously blighted and largely forgotten place. It is now emerging as a thriving mixed-use community.

The neighbourhood's rich history and development cycles have resulted in an area that encompasses a diversity of built form and land uses unlike any other area in Calgary.

AREA HISTORY

VICTORIA PARK AREA HISTORY

1875

The North-West Mounted Police established Fort Calgary, acting as the nucleus for Calgary's future growth.

1883

The Canadian Pacific Railway arrived, shaping the city's early development.

1880s

Known initially as the East Ward, Victoria Park was one of the earliest residential communities in Calgary.

1889

The Agricultural Society of Calgary purchased 94 acres of land on the north bank of the Elbow River from the federal government, naming the land Victoria Park after Queen Victoria. These lands would later become home to the Calgary Exhibition and Stampede.

1900 – 1920

Victoria Park was a highly desirable place to live, particularly amongst the managerial and upper classes.

1901 – 1911

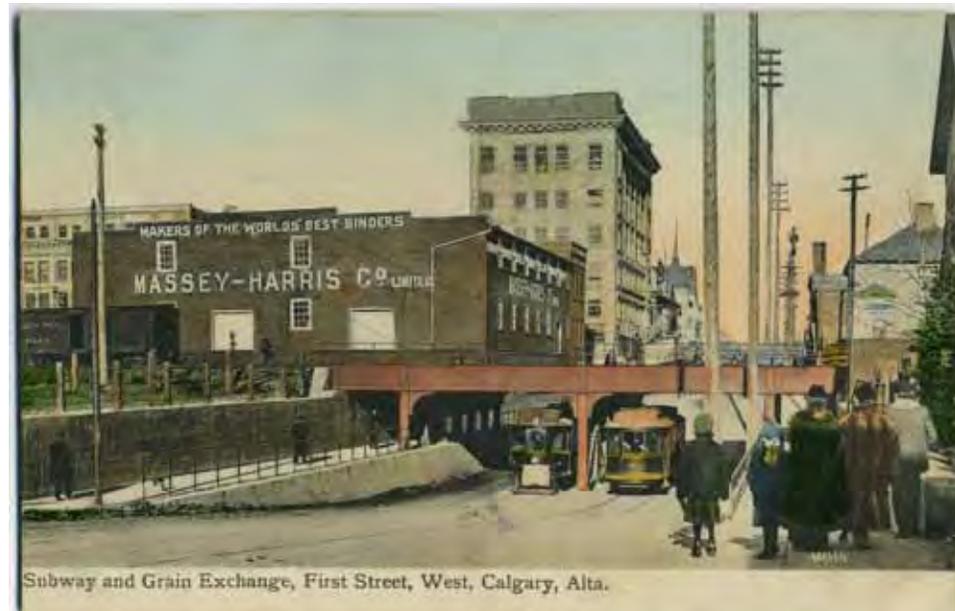
Calgary experienced intense growth, expanding from a population of 4,000 in 1901 to 44,000 in 1911. Approximately 20% of that growth occurred in Victoria Park.

1902

The CPR built a station at 1 Street SW along with a secondary spur line and loading docks. This was the beginning of the Warehouse District in Victoria Park and would be the centre of commercial activity in Calgary for the next 30 years.

1912

The first Calgary Exhibition and Stampede was held in Victoria Park.



1 Street SW underpass
Courtesy of the Calgary Public Library,
Community Heritage and Family History Collection



13 Avenue and 4 Street SW
Courtesy of the Calgary Public Library,
Community Heritage and Family History Collection

AREA HISTORY

Manhattan Lofts, 1117 1 Street SW
Courtesy of the Calgary Public Library,
Community Heritage and Family History Collection



1920 – 1940

A significant socioeconomic shift occurred in Victoria Park. With many home and property owners having made their fortunes and moved on, homes were converted into apartments to accommodate the need for short-term housing.

Periods of intense population growth combined with a development boom led to severe housing shortages and the creation of short-term housing in Victoria Park. The situation grew so acute that camps were set up on the Stampede grounds to accommodate the large numbers of temporary and migrant workers. The legacy of this would last for nearly 50 years in Victoria Park.

1940 – 1960

The rise of the automobile enabled people to live farther distances from where they worked. Changes in the labour market, and competing interests in the neighbourhood between light industrial, large commercial and residential uses made Victoria Park an increasingly less desirable place for people to establish their households.

Findlay Apartments, 1324 1 Street SW
Courtesy of the Calgary Public Library,
Community Heritage and Family History Collection



1950s

The CPR corridor became increasingly less permeable and more of a physical and psychological barrier between Victoria Park and downtown Calgary, a problem that continues in the neighbourhood today.

1960s

The Calgary Exhibition and Stampede began looking to expand the fairgrounds in Victoria Park, fueling rampant speculation and effectively paralyzing any incentive for property maintenance or redevelopment in the area.

1968

The City of Calgary approved the Calgary Exhibition and Stampede expansion northward to 14 Avenue South.

AREA HISTORY

1970s

Decreased property values, depopulation, absentee ownership and plans regarding the Stampede expansion created an environment of uncertainty over the future of the area. Investment and development were brought to a standstill.

1980s – 2000s

As the Calgary Exhibition and Stampede expansion began implementation, significant population decline and housing demolitions occurred.

1990 – 2006

First Street SW emerged as a new “Electric Avenue,” becoming an extremely popular entertainment area. The cumulative impact and intensity of drinking establishment and nightclub uses brought significant amounts of social disorder to the area.

1997

In response to the area’s deterioration and the growing number of social issues, a group of local business owners came together to form the Victoria Crossing Business Revitalization Zone (BRZ).

1998

Many remaining property owners agreed to sell to the Calgary Exhibition and Stampede.

2003

The communities of Victoria Park and Connaught were officially amalgamated into the “Beltline Communities of Victoria and Connaught.”

2005

Victoria Park experienced pockets of extreme population growth and redevelopment.

2006

City Council approved the Beltline Area Redevelopment Plan (ARP), a key tool and enabler for the area’s redevelopment.

2010

The “Victoria Crossing” BRZ re-branded to the “Victoria Park” BRZ to realign with the historical name of the area.



Central Memorial Park, 12 Avenue & 2 Street SW
Courtesy of the Calgary Public Library,
Community Heritage and Family History Collection



YWCA, 221 12 Avenue SW
Courtesy of the Calgary Public Library,
Community Heritage and Family History Collection

4 - COMMUNITY PROFILE



*The Haultain and First Street Festival
2011 along 1 Street SW*

COMMUNITY PROFILE

(City of Calgary, Community and Neighbourhood Services, 2011)

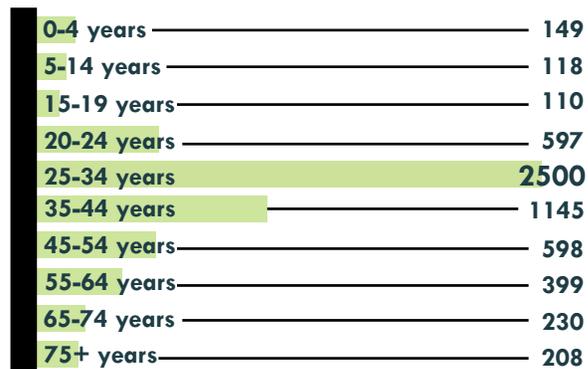
CENTRE CITY POPULATION COMPARISON



VICTORIA PARK POPULATION CHANGES



VICTORIA PARK AGE DISTRIBUTION



COMMUNITY PROFILE

VICTORIA PARK DEMOGRAPHICS

POPULATION

In 2011, Victoria Park's population grew to the highest it's been since the early 1970s, sitting at just over 6,000 residents. Victoria Park is the second largest neighbourhood in the Centre City, after Connaught. Victoria Park's population is higher than those of Eau Claire, Inglewood and East Village. Over the past 40 years, Eau Claire, East Village and Inglewood's populations have remained relatively stable while Connaught's population has been steadily increasing. Victoria Park's population has experienced a series of increases and declines since the 1970s. In the past decade Victoria Park has experienced a steady increase in population that is projected to continue at a rapid pace over the next 40 years.



Victoria Park is one of the fastest growing neighbourhoods in Calgary, with a 30% increase in population projected to occur in the next 10 to 12 years.

AGE DISTRIBUTION

The most significant age cohort living in Victoria Park over the past decade is the 25-34 age range. This age cohort grew significantly from less than 1,500 residents in 2006 to 2,500 residents in 2011. The second-largest age cohort residing in Victoria Park is the 35-44 age range at 1,145 residents followed by the 20-24 age range with 597 residents.

GENDER SPLIT

Males considerably outnumber females in Victoria Park. In 2009, 60% of Victoria Park area residents were male, while 40% were female.

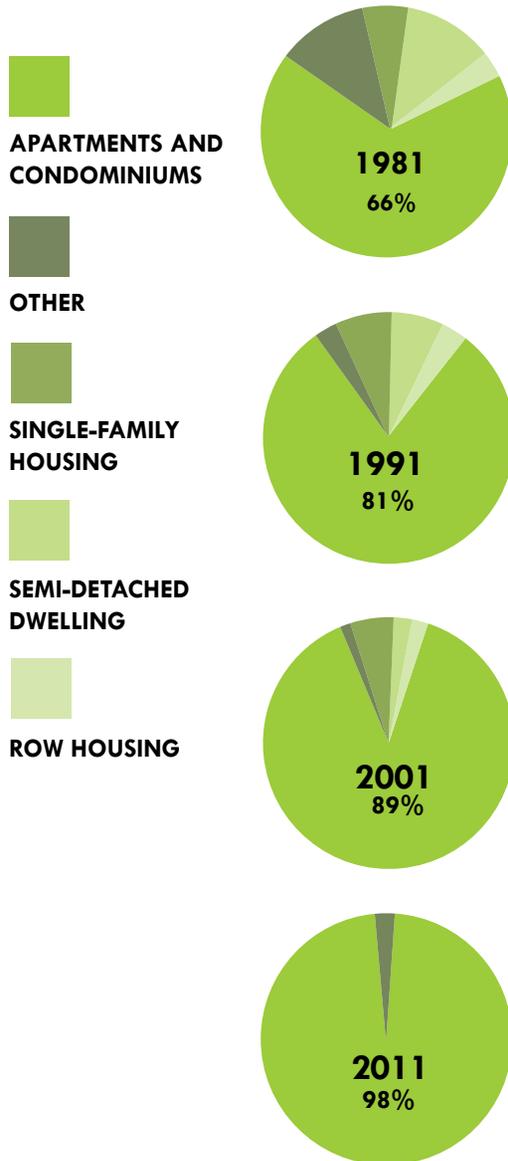




COMMUNITY PROFILE

RESIDENTIAL DEVELOPMENT TRENDS

RESIDENTIAL TYPOLOGIES IN VICTORIA PARK



RESIDENTIAL TYPOLOGIES AND TRENDS

1890s – 1950s

Construction of single-family homes and row housing

1960s – 1980s

Construction of eight- to 10-storey apartments

1980s – 1990s

Little to no development

2000s – present

Development of high-density mixed-use buildings

In the early development of Victoria Park, the housing style was mostly single-family homes built on 25-foot lots, along with row housing developments. Remaining examples of Victoria Park’s initial residential growth are the 1905 Enoch Sales House, the 1905 Fairey Terrace, the 1909 and 1910 walk-up Bell and Louise Blocks, the 1910 Dafoe Terrace and the 1912 George Cushing House.

Between the 1960s and 1980s, new residential developments replaced older single-family house lots with smaller walk-up apartments between eight and 10 storeys. The residential developments Park 300 and Park Estates south of Central Memorial and Haultain Park are examples of these types. Between the 1980s and 1990s, new residential developments were nonexistent and in the early 1990s some redevelopment occurred at a slow pace.

New residential developments in Victoria Park are now almost exclusively high-rise condominium towers with mixed uses at grade. This trend began in 2006 with the completion of Batistella’s Chocolate and Cove Properties’ Sasso Condominiums.

Chocolate was the first residential high-rise condo built on 1 Street SW, which initiated the revitalization of the street. Following this initial gentrification of 1 Street SW, the construction of several high-rise condominiums around Victoria Park began.

This new residential development typology includes a retail podium at grade, typically with a brick and sandstone facade, and large outdoor patios atop the ground-level retail spaces.

An upcoming project, the Guardian, will stand out as Calgary’s tallest residential tower.

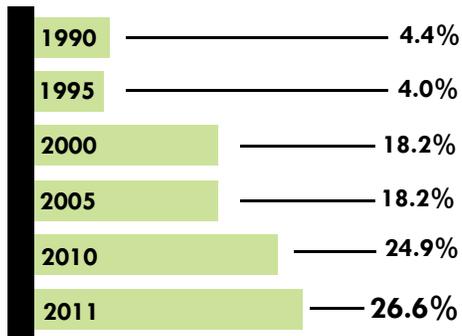
VICTORIA PARK RESIDENTIAL DENSITY

Since 2005, approximately 1,500 new units in mixed-use towers have been built, with more than 700 units of this typology expected to be completed by 2015.

The City of Calgary’s Transit-Oriented Development (TOD) target is six to 10 units per acre. The Victoria Park community has reached and exceeded the 10 units per acre benchmark since 2008. Intensification efforts support compact, transit-oriented, walkable, bicycle friendly, mixed-use development, with complete streets. The recent population density increase to 14.2 units per acre helps support local schools, libraries and other civic amenities.

HOME OWNERSHIP RATES

(City of Calgary Community and Neighbourhood Services, 2011)



HOME OWNERSHIP (City of Calgary CNS, 2011)

Home ownership rates have increased significantly over the past decade, as a result of a combination of factors that have spurred growth, redevelopment and a renewed interest in the area. The percentage of home ownership in Victoria Park was at a low of 4% in 1995. Less than two decades later, home ownership has increased to over 26%. The percentage of home ownership in Victoria Park was 26.6% in 2011.

VACANCY RATES (City of Calgary CNS, 2011)

Of all housing stock in the area, 92.1% was occupied in 2011.

RENTAL MARKET AND RENTAL VACANCY RATES

In fall 2012, the vacancy rate for rental properties in the Beltline was around 1.7%, with costs averaging from \$719 for a bachelor (studio) apartment to \$1,222 for a two-bedroom apartment (CMHC, 2012).

COMMERCIAL DEVELOPMENT TRENDS

COMMERCIAL TYPOLOGIES AND TRENDS

1970s – 1980s

Construction of office developments from 2 Street SW to 4 Street SW

1990s – 2000s

Adaptive reuse of warehouse buildings for restaurants, retailers and offices

2000s

Redevelopment of 1 Street SW into a commercial street with restaurants and independent retailers

2005 – Present

Construction of commercial office developments and commercial spaces in podiums of mixed-use towers

In the 1970s and 1980s, several commercial office developments were completed in Victoria Park from 2 Street SW to 4 Street SW. From the 1990s to the early 2000s, many heritage buildings in the warehouse district were rehabilitated along 10, 11 and 12 Avenues South. These buildings became homes to retailers specializing in home furnishings and interior design products as well as offices for professional services.

First Street SW was known as an entertainment area from the late 1980s until the early 2000s, but has slowly developed into a commercial street with independent restaurants and independent retailers. Since 2005, Victoria Park has become home to three distinct typologies of commercial space. The first typology is the retail podium offering street-front retail space as part of a mixed-use tower. This trend began in 2006 with Batistella's Chocolate and Cove Properties' Sasso Condominiums. These buildings are now home to a variety of retailers.

The second typology is the continuation of a trend towards large office developments providing commercial space for sizable corporate headquarters and other professional services. Two additional office developments were completed in the IBM Corporate Park in 2007, and the construction of Stampede Station and Palliser South quickly followed. Victoria Park expects the construction of several large office developments by 2015 including Stampede Station II and Prism Place.

The third typology is the continuation of a trend towards adaptive reuse of 1920s warehouse buildings, providing commercial space for professional services and a small number of restaurants and retailers. The Biscuit Block is an adaptive repurposing project in the construction stages of development to add commercial office space with restaurant or retail space at grade.

Since 2005, approximately 1.7 million square feet of commercial space (office and retail) has been built with more than 0.5 million square feet expected to be completed by 2015.

To put Victoria Park commercial development trends into context, the development which has occurred in Victoria Park since 2005 is comparable to the square footage of the Bow tower, a large-scale office development located in downtown Calgary completed in 2013. The internationally recognized building provided Calgary with 1.9 million square feet of commercial space.

COMMUNITY PROFILE

BELTLINE OFFICE MARKET AND VACANCY RATES

In the Beltline, office vacancy rates have remained relatively stable in the previous few years, staying around 9% (CBRE, Q3 2013).

In 2011, Calgary's downtown office vacancy rates declined significantly despite forecasts that the completion of the Bow tower would push vacancy rates up. The Calgary downtown office market has the lowest vacancy rate since 2006. Calgary's downtown office market was similar to that of late 2005, which was followed by a construction boom between 2007 and 2009. Downtown rental rates continued to climb as oil and gas, energy, engineering and pipeline industries moved in. As a result, companies started exploring the Beltline options.

With the downtown vacancy rate at very low levels, demand was high in the Beltline, producing a "spillover" effect, which dropped vacancy rates down to 6.8%. This had pushed a number of office developments into the construction phase in Victoria Park, including Prism Place (11 Avenue Place) and the Biscuit Block.

In 2012 and 2013, Calgary's downtown office vacancy rates increased to 6.0% as the oil and gas sector awaits regulatory decisions on proposed pipelines. The Beltline office vacancy rate sits at 9.0% in 2013.

BELTLINE RETAIL MARKET AND VACANCY RATES

In Calgary, retail vacancy rates declined significantly to a low of 1.9% in 2011 and sits 3.0% in 2013. The retail market in Calgary is very active, with high demand and projections of continued growth.

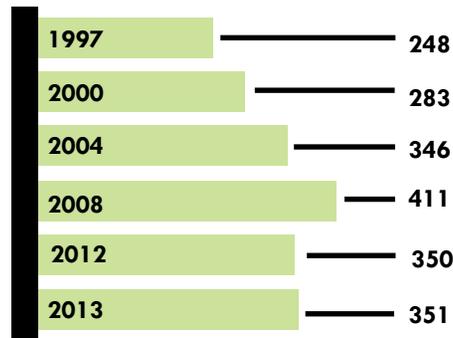
Higher vacancy rates for retail space remain in the Central Business District (which includes Downtown, Beltline, and Kensington) with less retail activity and lower demand. The retail vacancy rate in the Central Business District sits at 4.4% in 2013 (CBRE, Q2 2013).

This may be attributed to the smaller amounts of retail space in older buildings and higher rental rates in the area.

VICTORIA PARK BRZ BUSINESS PROFILE

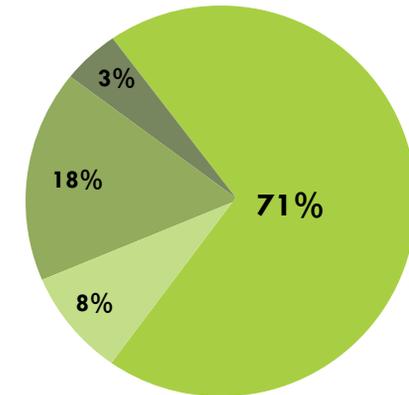
The number of businesses in Victoria Park has risen significantly since the formation of the BRZ in 1997—with approximately 100 businesses added in the area over the past 15 years. The number of businesses in Victoria Park peaked in 2008 at 411.

VICTORIA PARK BUSINESS INCREASES



The typology of businesses in the Victoria Park area fall largely into the personal and professional services category. Restaurants and licensed establishments make up a significant proportion of businesses in the area.

VICTORIA PARK BUSINESS BREAKDOWN



COMMUNITY PROFILE

Brownstones office development



Commercial podium typology



Hotel Arts commercial development



VICTORIA PARK RESIDENTIAL INVENTORY 2005 - PRESENT

Name	Year Completed	Units	Storeys	Type
Chocolate	2006	169	18	Mixed-Use
Sasso	2006	192	42	Mixed-Use
Vetro	2008	302	35	Mixed-Use
Union Square	2008	163	27	Mixed-Use
Arriva	2008	164	34	Mixed-Use
Colours	2009	208	23	Mixed-Use
Nuera	2010	220	33	Mixed-Use
Keynote I	2010	179	26	Mixed-Use
Alura	2013	280	28	Mixed-Use
Keynote II	2013	250	36	Mixed-Use
Total	-	2127	-	-

VICTORIA PARK RENTAL AND VACANCY RATES AND AVERAGE COSTS FALL 2012 (CMHC, 2012)

Vacancy Rate	Bachelor	1 Bedroom	2 Bedroom	3 Bedroom
1.7%	\$785	\$955	\$1,222	\$1,655

VICTORIA PARK COMMERCIAL INVENTORY 2005 - PRESENT

Name	Year Completed	Square Feet	Storeys	Type
Chocolate	2006	5,000	1	Mixed-Use
Sasso	2006	11,000	6	Mixed-Use
IBM B	2007	139,000	6	Office
IBM C	2007	110,000	1	Office
Vetro	2008	15,000	1	Mixed-Use
Arriva	2008	45,000	2	Mixed-Use
Union Square	2008	4,000	1	Mixed-Use
Stampede Station	2008	162,000	10	Office
Colours	2009	47,000	1	Mixed-Use
Hotel Arts Retail	2009	80,000	1	Office & Retail
BMO Centre	2009	50,000	3	Mixed-Use
Nuera	2010	25,000	2	Mixed-Use
Palliser South Tower	2010	290,000	18	Office
Keynote Tower	2010	220,000	13	Office & Retail
Stampede Station II	2015	315,000	19	Office
Prism Place	2015	200,000	10	Office
Total	-	1,718,000	-	-

Top (L-R) Sasso and Nuera developments, Colours development, East Victoria Park single-family homes
Bottom (L-R) West Victoria Park office development, 1 Street SW, Customs House



5 - CONTEXTUAL ANALYSIS



Aerial view looking west to Victoria Park including the Enoch Sales house in the left foreground and the warehouse district extending from the right foreground

CONTEXTUAL ANALYSIS

CONTEXTUAL ANALYSIS

URBAN PLANNING AND DESIGN CONTEXT

The recent redevelopment of many downtown/Centre City areas in North America has been influenced by a number of urban activists, urban planning paradigms and urban design principles. Both this guide and the work of the Victoria Park BRZ is broadly informed by the approaches to urban design and development promoted by the Creative City, Smart Growth and the New Urbanism schools of thought. Individuals who have been key in shaping Victoria Park's perspectives to urban design and planning include Jane Jacobs, Andres Duany, Jan Gehl, Richard Florida, Ken Greenberg, Gary Hustwit and Katherine Loflin.

These schools of thought are dedicated to critically rethinking the way we design our urban environments. The following are some core concepts and principles: creating complete and walkable communities, employing pedestrian- and transit-oriented design, providing natural surveillance through density and good urban design ("eyes on the street"), promoting investment into urban centres, fostering densification and a shared recognition that sustainable urban living is going to be critical to our future well-being.

THE CREATIVE CITY AND THE CREATIVE CLASS

The Creative City is an influential urban planning paradigm developed by urbanists in the late 1980s. The Creative City concept advocates that city planning should focus on attracting and cultivating highly skilled and creative people, often referred to collectively as the "creative class." The "creative class" is responsible for the innovation and creation of new technologies and ideas; this includes individuals engaged in design, education, arts, music or entertainment.

The "creative class" is thought to be the leading force of economic growth and development in post-industrial cities. The Creative City must promote public investment in cultural infrastructures, public amenities and high-quality urban design to be competitive in attracting this demographic

SMART GROWTH

Smart Growth is an urban planning and transportation paradigm developed by urbanists in the 1990s. The theory advocates for concentrated growth in compact, walkable urban areas. Smart Growth advocates for transit-oriented development, pedestrian- and cycling-oriented infrastructures, mixed-use development, and a range of employment and housing options in a concentrated area.

NEW URBANISM

New Urbanism is an urban design paradigm developed in the 1990s. New Urbanism promotes Smart Growth principles including walkable neighbourhoods, mixed-use development, and a range of employment and housing options in a concentrated area. The neighbourhood design elements of New Urbanism include:

- A distinct centre, with an open space, an animated street and a transit centre
- A variety of residential typologies
- Parking, garages and vehicular access points located at the rear of buildings
- Streets designed for comfort and safety meant for all modes of transportation
- Community amenities within walking distance from every residence
- Prominent civic buildings at the termination of main streets

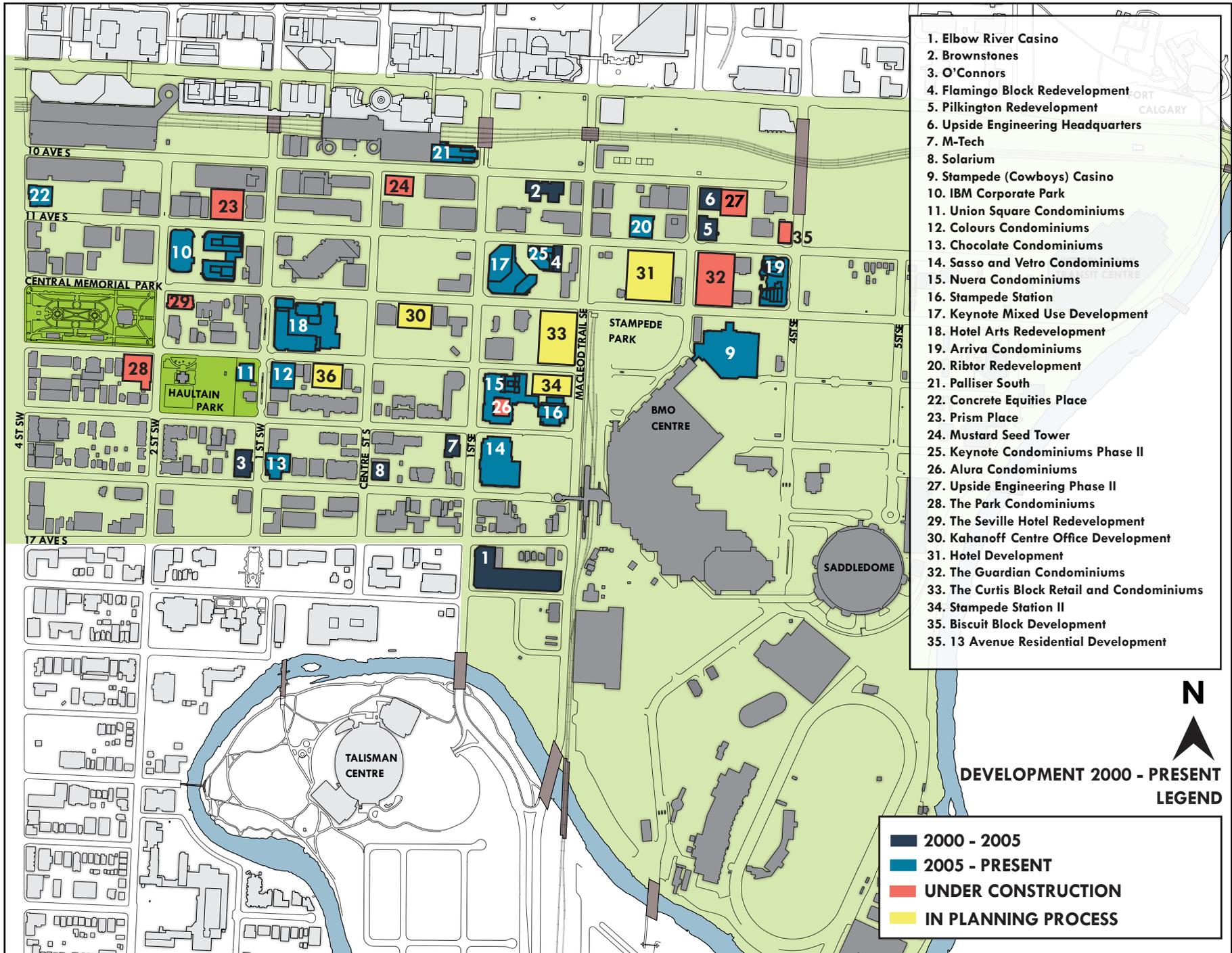
THE VICTORIA PARK CONTEXT

The current conditions in Victoria Park result from a mix of years of decline combined with a rapid development and renewal starting around 2004. More than 1.7 million square feet of commercial and mixed-use space has been built, with approximately another 500,000 square feet currently in the construction and/or planning phases. More than 2,000 residential units have been built with another 600 in the planning and/or construction phases. While development has slowed since 2008, Victoria Park has some of the last remaining underutilized lands in the Centre City, offering significant potential to create a model for a high-density, mixed-use, pedestrian and transit-oriented community.

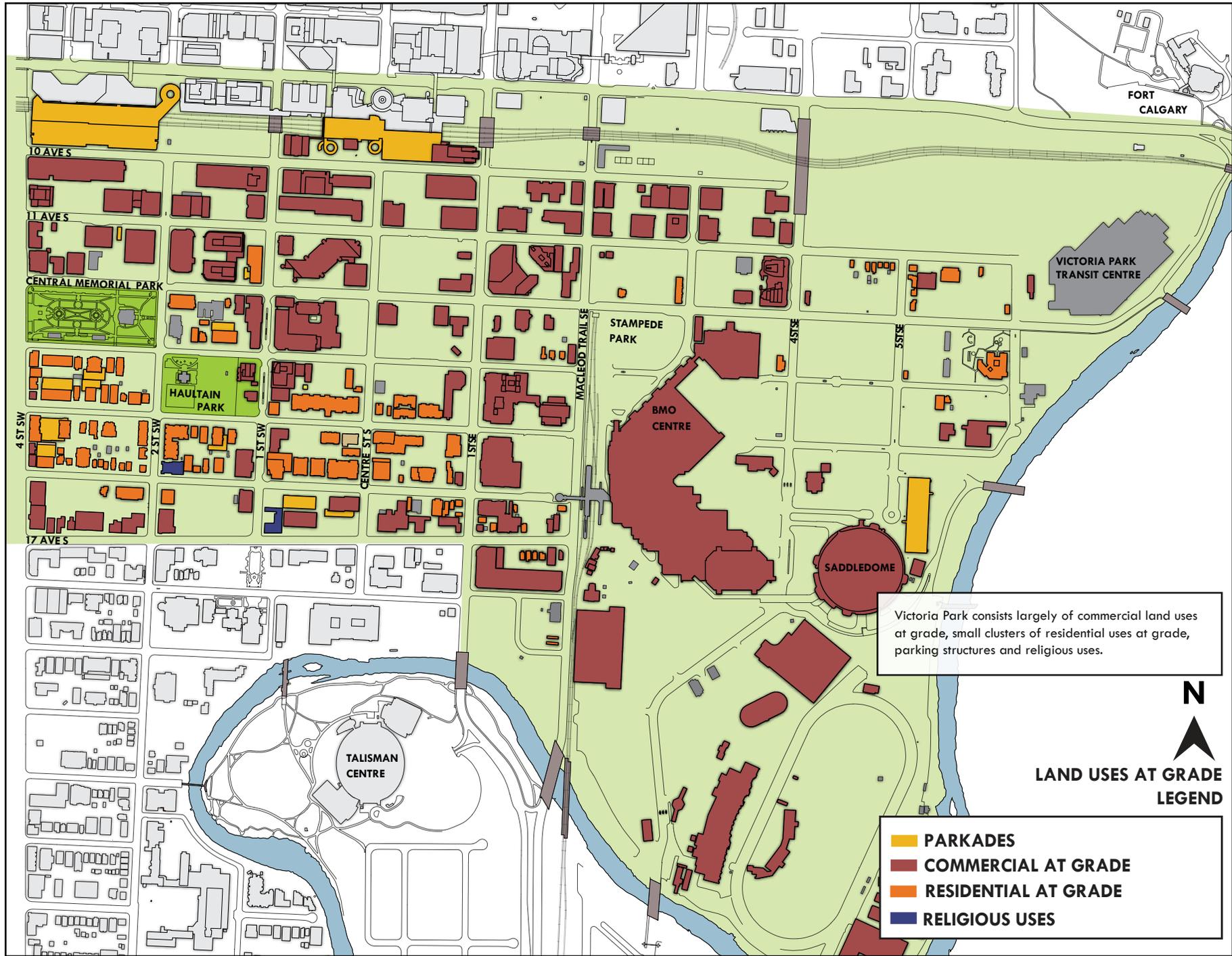
Victoria Park has a complex and rich ecology of viable historic buildings, social services, large corporate headquarters and small independent businesses. There is an active and growing night-time economy along with a range of high-quality dining options. Retail has taken many forms, from extremely high-end destination shopping to small-format niche-market offerings, to hybrid manufacturing and retail formats.

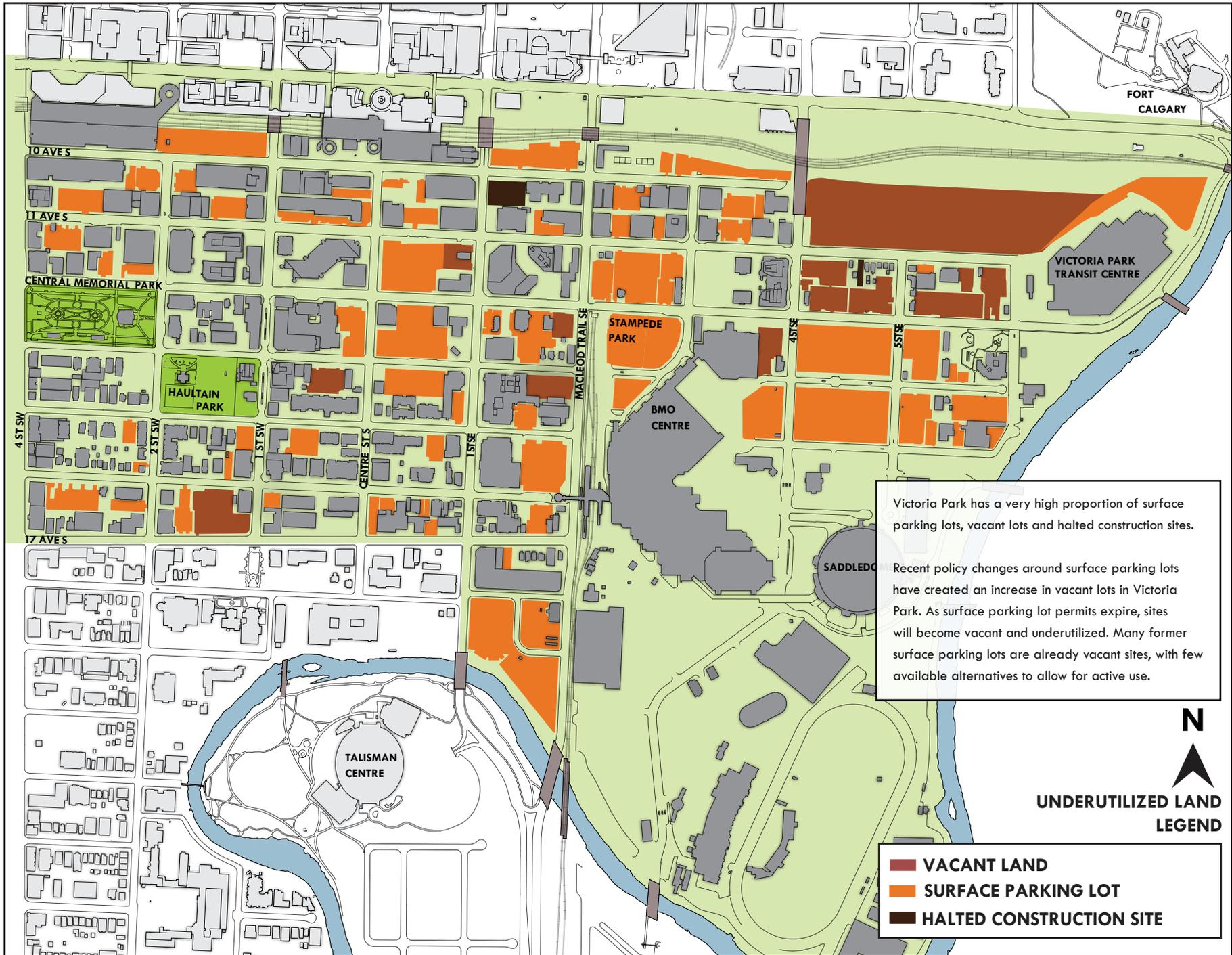
Creating good pedestrian and transportation connectivity has been an ongoing challenge in Victoria Park. Obstacles include a lack of public resources for infrastructure projects and a lack of commitment to bring basic streetscape elements in line with current standards of good urban design. Where new development has occurred, the area boasts some of the most attractive and well-functioning streets in Calgary. Where it hasn't, the streetscapes are characterized by overhead power lines and vestiges of 1950s vehicular-oriented planning.

The following sections provide maps and photographs to illustrate the Victoria Park context.

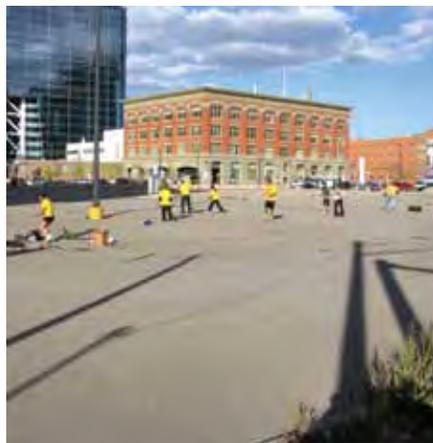
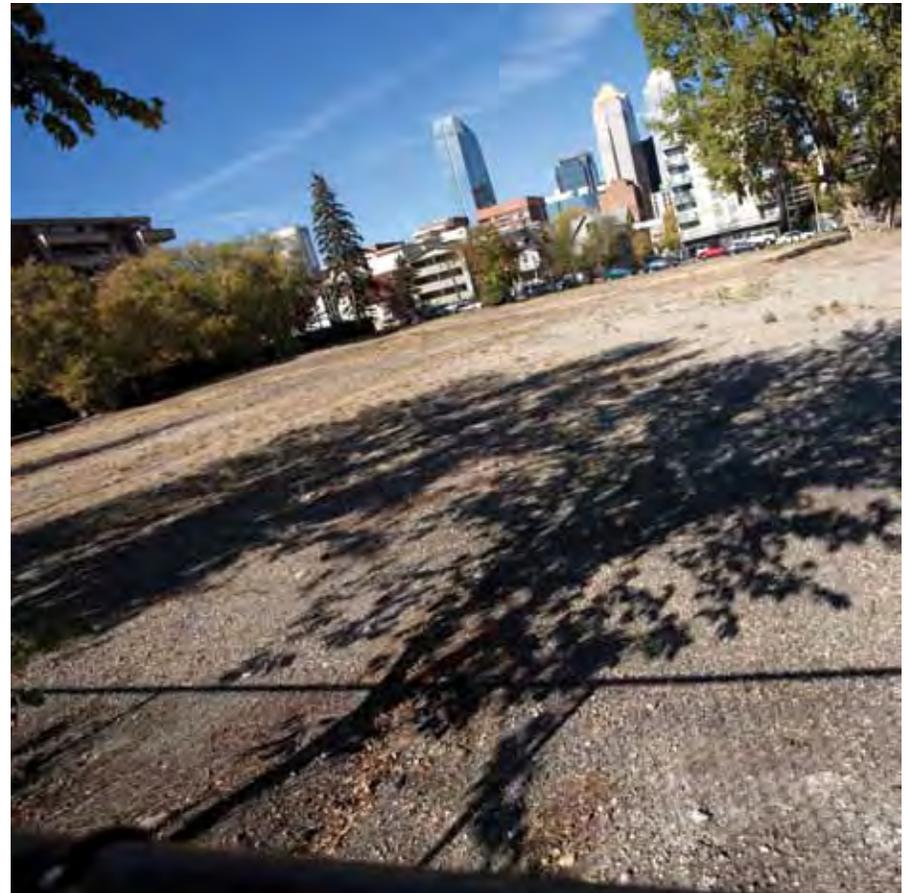


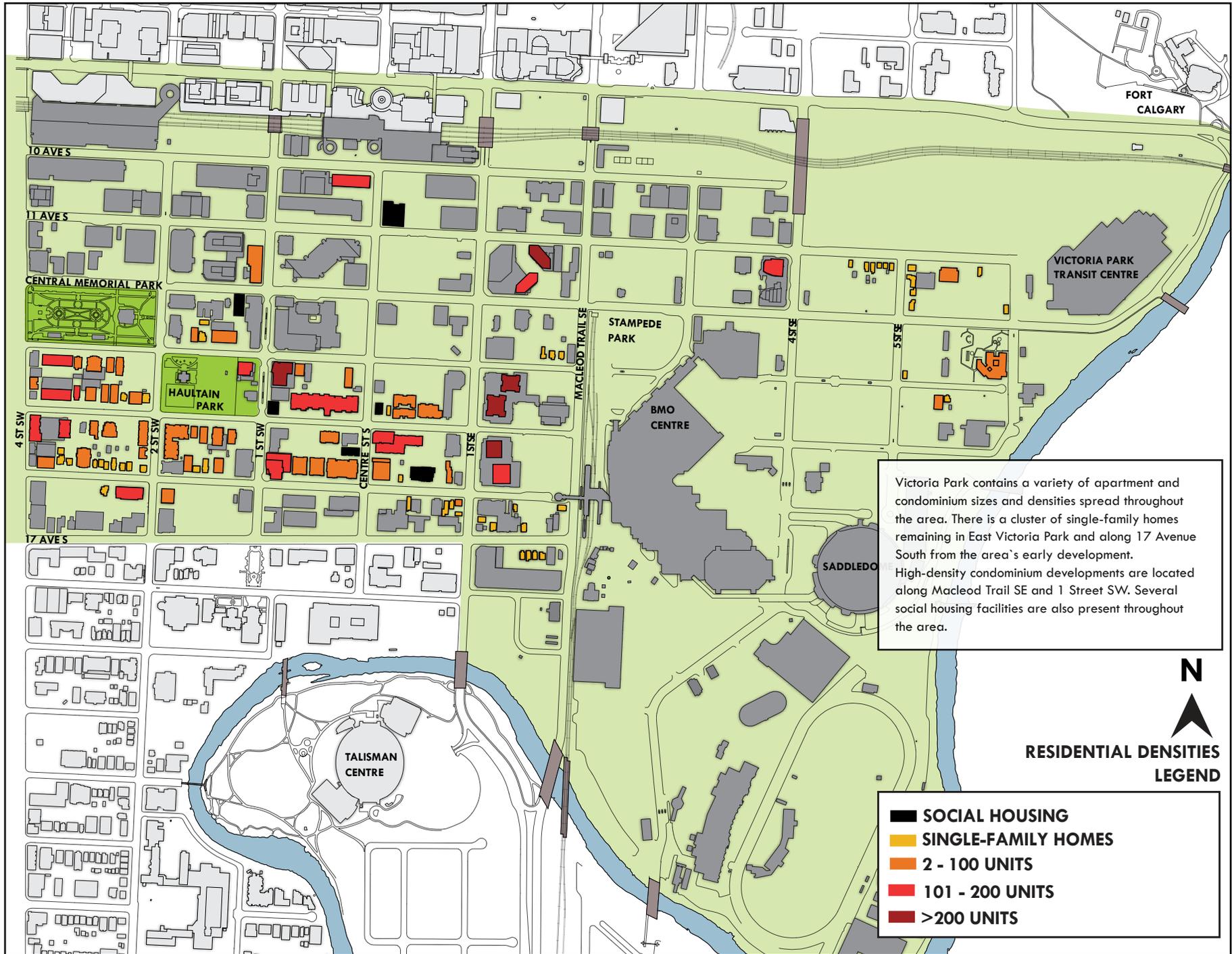
1. Elbow River Casino
2. Brownstones
3. O'Connors
4. Flamingo Block Redevelopment
5. Pilkington Redevelopment
6. Upside Engineering Headquarters
7. M-Tech
8. Solarium
9. Stampede (Cowboys) Casino
10. IBM Corporate Park
11. Union Square Condominiums
12. Colours Condominiums
13. Chocolate Condominiums
14. Sasso and Vetro Condominiums
15. Nuera Condominiums
16. Stampede Station
17. Keynote Mixed Use Development
18. Hotel Arts Redevelopment
19. Arriva Condominiums
20. Ribtor Redevelopment
21. Palliser South
22. Concrete Equities Place
23. Prism Place
24. Mustard Seed Tower
25. Keynote Condominiums Phase II
26. Alura Condominiums
27. Upside Engineering Phase II
28. The Park Condominiums
29. The Seville Hotel Redevelopment
30. Kahanoff Centre Office Development
31. Hotel Development
32. The Guardian Condominiums
33. The Curtis Block Retail and Condominiums
34. Stampede Station II
35. Biscuit Block Development
35. 13 Avenue Residential Development

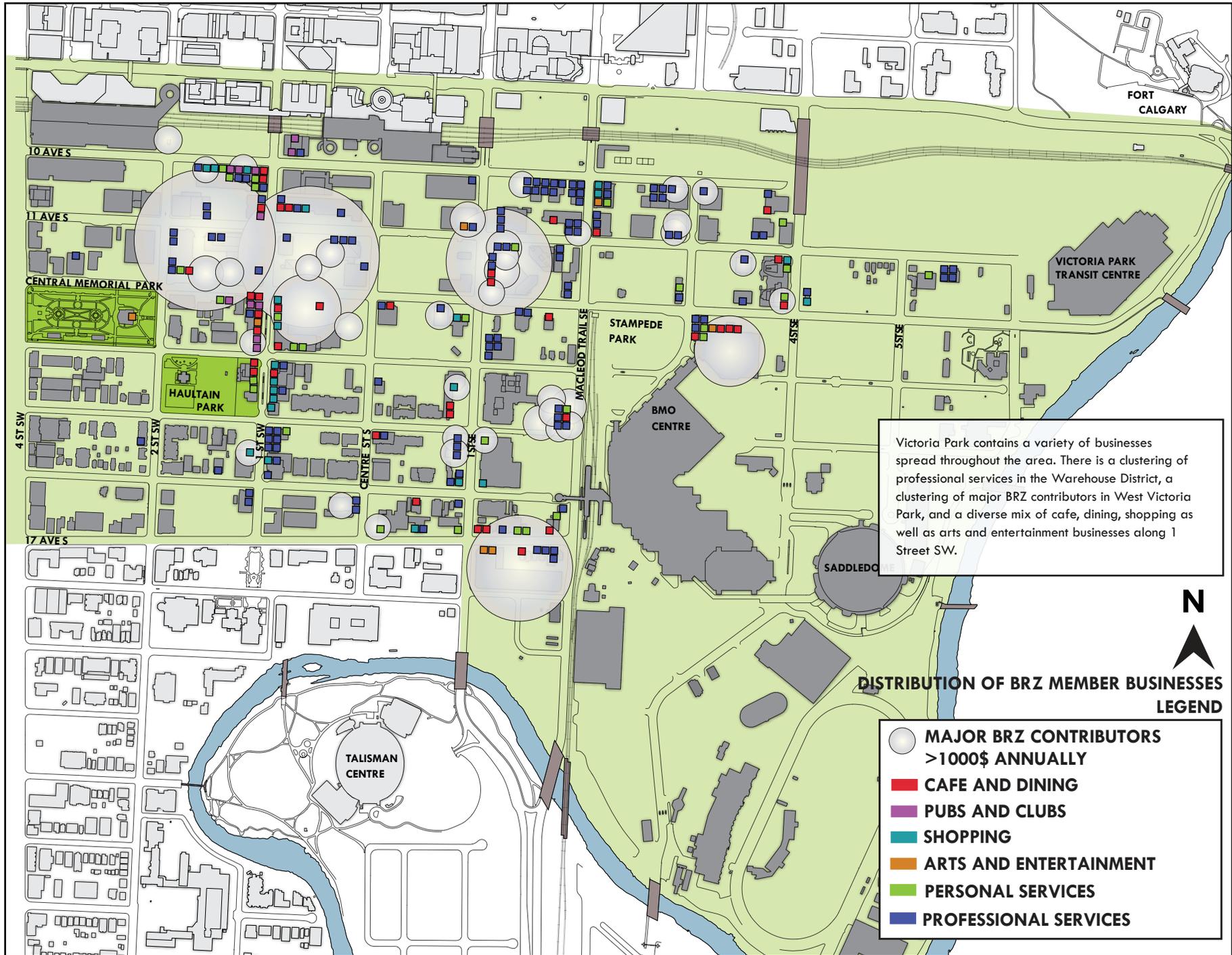


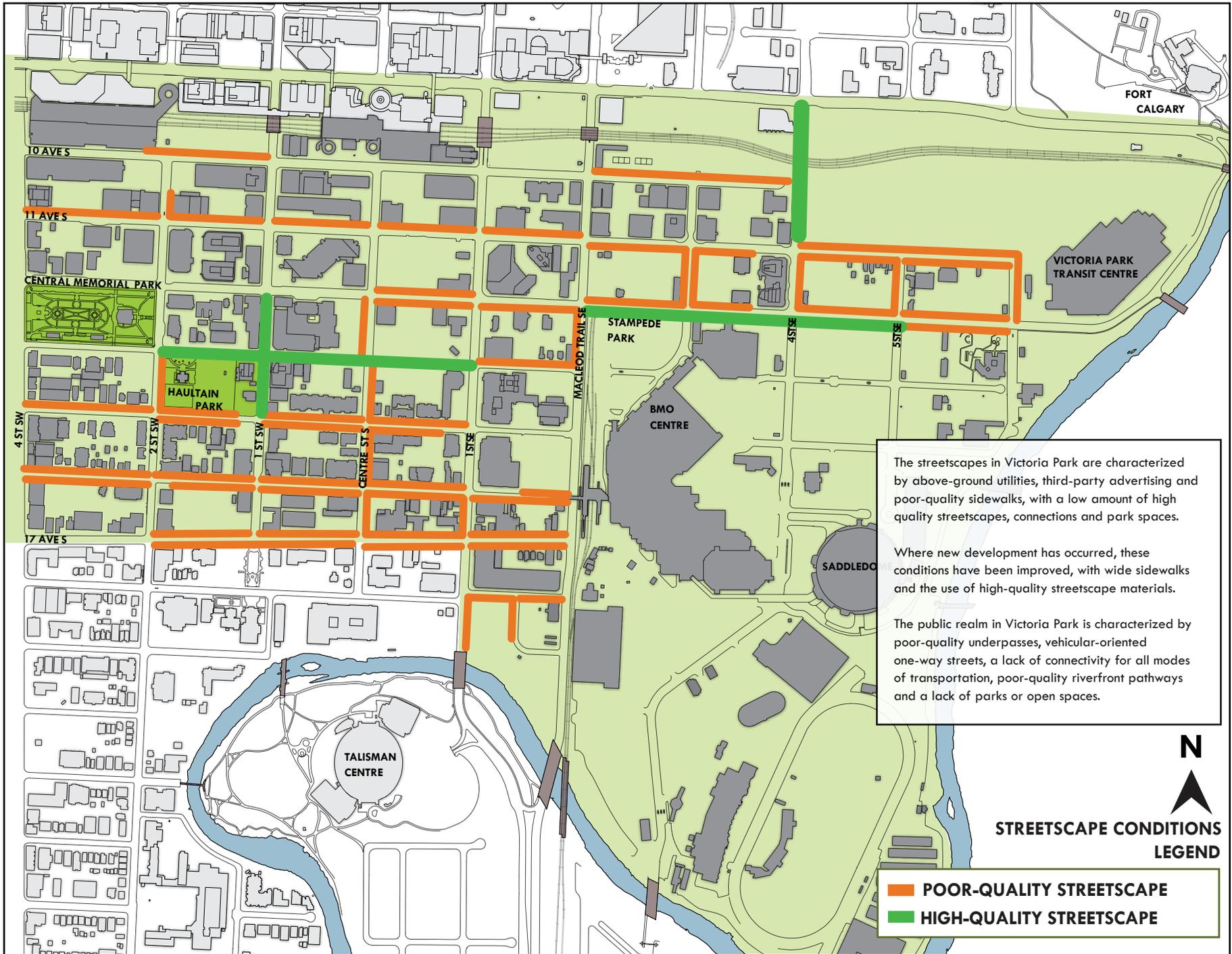


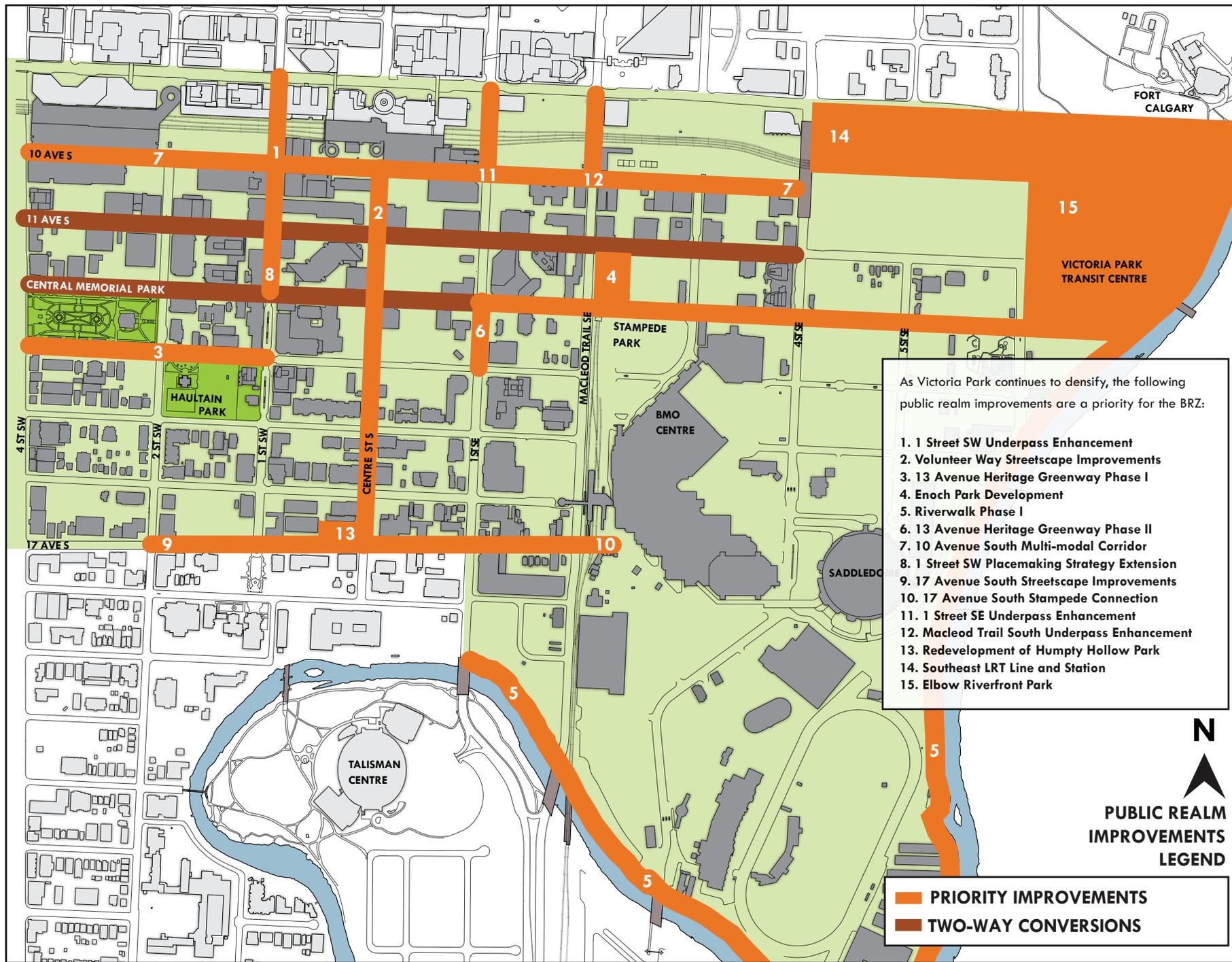
Top (L-R) Vacant East Victoria Park site, vacant site (proposed for Stampede Station II), underutilized 10 Avenue SW site (currently parking)
Bottom (L-R) Vacant 13 Avenue SE site, activation of otherwise underutilized parking lot (11 Avenue SE), vacant 17 Avenue SW site











As Victoria Park continues to densify, the following public realm improvements are a priority for the BRZ:

- 1 Street SW Underpass Enhancement
- 2 Volunteer Way Streetscape Improvements
- 3 13 Avenue Heritage Greenway Phase I
- 4 Enoch Park Development
- 5 Riverwalk Phase I
- 6 13 Avenue Heritage Greenway Phase II
- 7 10 Avenue South Multi-modal Corridor
- 8 1 Street SW Placemaking Strategy Extension
- 9 17 Avenue South Streetscape Improvements
- 10 17 Avenue South Stampede Connection
- 11 1 Street SE Underpass Enhancement
- 12 Macleod Trail South Underpass Enhancement
- 13 Redevelopment of Humpty Hollow Park
- 14 Southeast LRT Line and Station
- 15 Elbow Riverfront Park

6 - PLANNING AND POLICY

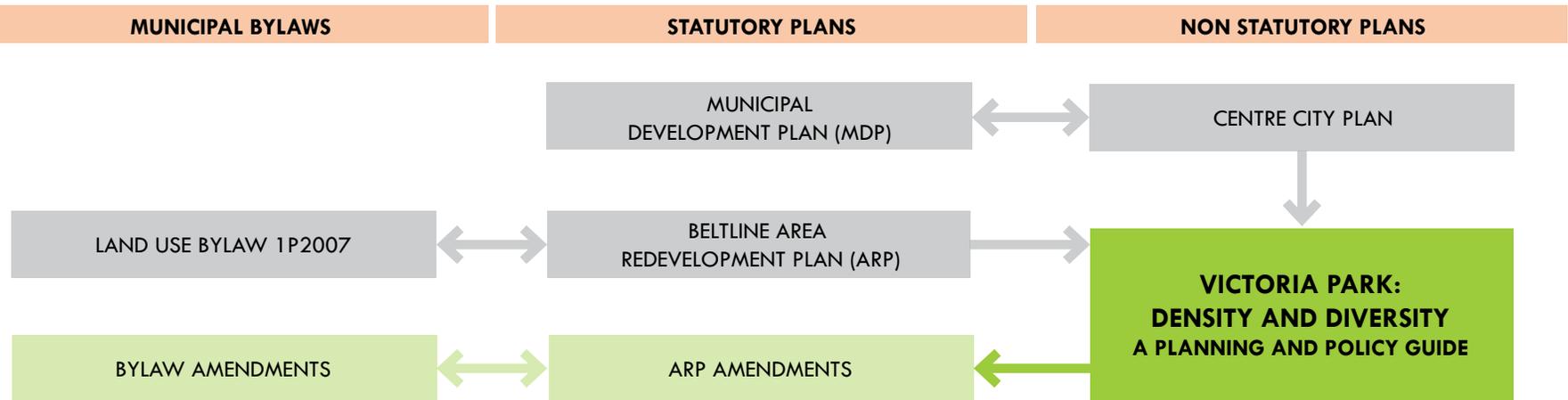


Mescalero Sign

The remaining portion of signage from the last occupant of the character building located in the 1 Street SW character area, adjacent to Union Square and the Victoria Park Parklet.

PLANNING AND POLICY ANALYSIS

COMPREHENSIVE POLICY ANALYSIS APPROACH



COMPREHENSIVE APPROACH

This policy analysis consolidation is taking a comprehensive approach from the statutory Municipal Development Plan to the Municipal Bylaw. The intent is to identify and clarify relevant policies that are a priority for the Victoria Park BRZ to implement or amend. The above diagram depicts the policy analysis approach taken.

PLANNING AND POLICY ANALYSIS

There are several guidelines of statutory and non-statutory status that regulate development in Victoria Park. Given the number, complexity and significance of these documents, a need was identified to consolidate these policies and guidelines into a clear and efficient document for internal and external stakeholders operating in Victoria Park.

COMMUNITY PLANNING INITIATIVES IN VICTORIA PARK (2003)

Since 2000, the development of Victoria Park has been guided by several influential planning initiatives. A combination of initiatives—the Connaught/West Victoria Special Study, the Beltline Initiative and the Blueprint for the Beltline—culminated in the creation of the statutory Beltline Area Redevelopment Plan (ARP).

CONNAUGHT/WEST VICTORIA SPECIAL STUDY

The Connaught/West Victoria Special Study was a community planning project produced by Sturgess Architecture. The purpose of the Connaught/West Victoria Special Study was to help guide the future of the Beltline by beginning to establish development principles for the area. The study was narrow in scope, but paved the way for broader analysis of the area, from the Beltline Initiative to the Beltline ARP.

THE BELTLINE INITIATIVE: REDISCOVERING THE CENTRE

The Beltline Initiative grew from the Connaught/West Victoria Special Study as a collaboration between the community associations of Victoria Park and Connaught, along with the 4th Street BRZ, the then-named Uptown 17th BRZ and the then-named Victoria Crossing BRZ. The initiative began to develop broader planning policies for the Beltline.

THE BLUEPRINT FOR THE BELTLINE

The Blueprint for the Beltline emerged out of the Connaught/West Victoria Special Study with the intention of expanding the scope of the study. One purpose of the plan was to advocate for the amalgamation of the communities of Victoria Park and Connaught to form the Beltline community, while continuing to promote the two pre-existing communities as areas with unique and distinct characteristics.



PLANNING AND POLICY ANALYSIS

(Opposite Page)

Top (L-R) Demolition of heritage resources - Curtis Block, 1 Street SW business frontage, Centre City Wayfinding Program

Bottom (L-R) Uniformity of building base/podium design in Victoria Park

The Blueprint for the Beltline recognized the need to guide new planning policies in the Beltline as a whole. The proposed planning policies of the Blueprint for the Beltline were to encourage “Quality, Variety and Density” in the area by promoting mixed-use development, walkable neighbourhoods and preservation of open space. The Blueprint for the Beltline paved the way for the formulation of the statutory planning policies of the Beltline ARP.

MUNICIPAL DEVELOPMENT PLAN (2007)

Urban planning, development, transportation and land use policy decisions in Victoria Park are largely guided by the Sustainability Principles for Land Use and Mobility passed by City Council in January 2007.

These principles were also utilized in the compilation of the citywide Calgary Municipal Development Plan (MDP). The MDP and the Calgary Transportation Plan are both award-winning documents that guide high-level planning and policy in the City of Calgary planning department. The Victoria Park BRZ is strongly aligned with the goals of the MDP and the Sustainability Principles for Land Use and Mobility.

The Sustainability Principles for Land Use and Mobility from the MDP are:

- Create a range of housing opportunities and choices
- Create walkable environments
- Foster distinctive, attractive communities with a strong sense of place
- Provide a variety of transportation options

- Preserve open space, agricultural land, natural beauty and critical environmental areas
- Mix land uses
- Strategically direct and manage redevelopment opportunities within existing areas
- Support compact development
- Connect people, goods and services locally, regionally and globally
- Provide transportation services in a safe, effective, affordable and efficient manner that ensures reasonable accessibility to all areas of the city for all citizens
- Utilize green infrastructure and buildings

The MDP goals for the Centre City include:

- Making the Centre City the location of choice for business and the largest employment centre in the city
- Developing high-density residential and support services
- Encouraging a greater mix of cultural, recreation and leisure activities
- Investing in the development of the Primary Transit Network
- Providing high-quality pedestrian and cycling connections within the Centre City

CENTRE CITY PLAN (2007)

The MDP goals for the Centre City align strongly with the goals of the Centre City Plan. The Centre City Plan is a non-statutory document, produced in 2007 by the City of Calgary, that provides a broad framework for development of detailed area-specific or topic-specific plans and strategies. The Centre City planning area contains Calgary’s downtown core as well as the Beltline communities of Connaught and Victoria Park. The Centre City Plan provides clear policy direction on specific issues related to business and urban development in Victoria Park.

In the plan, Victoria Park is organized into three unique neighbourhood units of Victoria Crossing Centre, East Victoria Crossing and the Stampede Park Special Area.

The basic vision of the plan is to make the Centre City a livable, caring and thriving place that:

- is a premier urban living environment
- is a national and global centre of business
- is a centre for the arts, culture, recreation, tourism and entertainment
- welcomes people, in all their diversity, to live, work and visit

The majority of the objectives outlined in the Centre City Plan are unaddressed due to the large scope and amounts of capital needed for the projects proposed.

Many projects are not currently in the work plan stage and are not projected to be completed prior to 2020.

BELTLINE AREA REDEVELOPMENT PLAN (2006)

The Beltline Area Redevelopment Plan (ARP) is the statutory community-level planning document covering the main planning and development issues in Calgary’s Beltline community (including Victoria Park). The formation of the Beltline community was a result of the amalgamation of the two historic communities of Victoria Park and Connaught in June 2003.

PLANNING AND POLICY ANALYSIS

Through a successful consultation process with key stakeholders in the community, the Beltline ARP has helped to identify and facilitate the implementation of key planning opportunities for the Victoria Park BRZ area.

The plan addresses the main planning issues in Victoria Park, including land use, density, heritage, public space, building design, transportation, parking and community development. It is intended to guide the formulation of detailed land use regulations for distinct districts within Victoria Park, as well as the development of design guidelines and of procedures for development applications.

The Beltline ARP has established a vision for Victoria Park that seeks to achieve a diverse mix of development forms and uses considered to be positive contributions to Calgary's urban fabric. Many of the policies presented in the document emphasize the need for contextual, high-density development, connectivity, flexible open space and a cluster of community-based amenities. The guiding policy objectives of the Beltline ARP align with the BRZ's vision for Victoria Park; however there are many policy gaps and misalignments with the execution of its policies.

DENSITY BONUSING STRATEGY

The Density Bonusing Strategy for Victoria Park is established in the Beltline ARP (2006). The intent is to set appropriate density levels to create livable neighbourhoods. Density is measured by Floor Area Ratio (FAR) as opposed to height maximums. Density Bonusing outlined in the Beltline ARP regulates the growth and development of Victoria Park by imposing constraints for high-density development.

This Density Bonusing Strategy provides no minimum FAR for the area. When developers exceed the base density FAR up to the maximum density FAR, they must provide a Density Bonus Item of perpetual benefit to the community. The items can include community amenity spaces, affordable housing, sustainable building features or investment into the Beltline Community Investment Fund (BCIF).

The BCIF is managed by representatives of stakeholders in the community including the relevant BRZs and the Beltline Community Association. The fund is used to support two types of projects: long-term strategic projects and rapid improvement and community projects. To date, there has been no comprehensive review of the Density Bonusing Strategy established by the Beltline ARP to determine its impact on development. Additionally, the BCIF administrative processes have not been reviewed to determine their effectiveness.

It is a Victoria Park BRZ priority to initiate a review of the Density Bonusing Strategy, established in the Beltline ARP, including a review of the base densities and maximum densities, its impact on development and density, a reassessment of the density bonusing items and the administrative processes of the BCIF.

LAND USE BYLAW 1P2007

In 2008, the City of Calgary Land Use Bylaw 1P2007 introduced a revised set of land use districts for the Beltline and Centre City communities including Victoria Park. These revised districts were designed to promote compact built form, complete streets and high standards for Centre City development.

The application of the new land use and development bylaws under 1P2007 has generally been positive in Victoria Park, resulting in several street-oriented, contextually sensitive developments. In general the implementation of 1P2007 has been positive in residential and office developments, however potential amendments to the regulations of specific land uses have been identified to foster and further promote an active public realm in Victoria Park.

The revised districts of the Land Use Bylaw 1P2007 for the Centre City including Victoria Park are:

- Special Purpose Community Service (S-CS)
- Special Purpose Recreation District (S-R)
- Centre City Multi-Residential High-Rise District (CC-MH)
- Centre City Mixed-Use District (CC-X)
- Centre City Commercial Corridor (CC-COR)
- Centre City Multi-Residential High Rise-Support Commercial (CC-MHX)
- Direct Control (DC)

The following tables beginning on Page 39 outline the major policy gaps, constraints and opportunities that the Beltline ARP and the Centre City Plan establish for Victoria Park. The tables identify Victoria Park BRZ's priorities when advocating for amendments to the Beltline ARP policies. The tables also define and describe the BRZ's priorities for the implementation of the completed, ongoing, and unaddressed plans.

Please see Appendix B for information covering the Victoria Park land use designations and distribution. The appendix provides a detailed description of each land use district, including purpose, permitted uses and examples within Victoria Park. The appendix also provides a detailed map of each land use designation. It is meant to provide businesses, property owners and developers with a baseline interpretation of the Victoria Park land use structure.

PLANNING AND POLICY ANALYSIS

CENTRE CITY PLAN

Type	Policy Objective	Stakeholders	Priority
Public Infrastructure	Support the design and implementation of improvements to the 4 Street SE underpass to enhance pedestrian, bicycle and vehicular connectivity. COMPLETED 2011	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Business Recruitment	Explore and support opportunities to attract a grocery/food market. COMPLETED 2011	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure	Support the implementation of the redevelopment of Central Memorial Park and Haultain Park. COMPLETED 2011	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Planning Process Business Recruitment	Ensure that the western edge of the neighbourhood along Macleod Trail SE is appropriately interfaced with an enhanced pedestrian-scaled streetscape and land uses. It is a BRZ priority to integrate the areas east and west of Macleod Trail as a cohesive area and reinforce the perception of Victoria Park as a complete neighborhood. The BRZ will encourage pedestrian-scaled retail activity in currently vacant retail spaces through the development permit process and business recruitment.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Study/ Design Planning Process	Undertake a neighbourhood planning exercise for the area between the Elbow River and 4 Street SE and the CPR Tracks and 12 Avenue SE. It is a priority for the BRZ to encourage development of the Southeast LRT line and station, a park, mixed land uses and high-density residential development in the area. The development of this area will help promote commercial activity for the businesses in the surrounding area.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Business Recruitment Maintenance & Beautification	Reinforce 1 Street SW and 17 Avenue SW as neighbourhood centres. It is an ongoing BRZ priority to promote a diverse mix of businesses, retailers and development along 1 Street SW and 17 Avenue SW. It is a BRZ priority to enhance and beautify the streetscape and public realm along these corridors through banners, branding, planters and small-scale beautification projects.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure	Establish a strong pedestrian linkage to the Elbow Riverfront via the 13 Avenue and 12 Avenue SE Greenway. With the 13 Avenue Heritage Greenway under construction, it is a BRZ priority to ensure that the completion of this project occurs in a timely and cohesive manner. It is a BRZ priority to mitigate the impacts of the construction process on member businesses.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS

PLANNING AND POLICY ANALYSIS

CENTRE CITY PLAN

Type	Policy Objective	Stakeholders	Priority
Study/ Design	Review the feasibility of using two-way conversions to improve pedestrian and vehicular accessibility and mobility. Where technically feasible, this plan encourages the conversion of one-way streets to two-way to stimulate commercial and pedestrian activity. It is a BRZ priority to facilitate a review of the feasibility of two-way conversions on 11 and 12 Avenues South. The one-way vehicular traffic discourages pedestrian, retail and commercial activity.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Study/ Design	Redesign Humpty Hollow Park to better integrate it with the vision for Volunteer Way and 17 Avenue. It is a BRZ priority to facilitate a review and repurposing of Humpty Hollow Park. It is an important site for the Victoria Park area, at the corner of the proposed Volunteer Way street improvement project and the popular retail commercial strip of 17 Avenue SW.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure	Identify and acquire open space between Macleod Trail SE and 1 Street SW to meet the needs of the local population. Ensure adequate functionality of the open space with an optimal size of 0.2 hectares. It is a BRZ priority to support the creation of active and passive park spaces in the area through the Calgary Parks Foundation, corporate social sponsorships and other means.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Study/ Design Public Infrastructure	Provide a pedestrian/bicycle overpass at Macleod Trail SE and 13 Avenue SE. It is a BRZ priority to encourage increased pedestrian and cyclist connectivity through the area to encourage retail and consumer activities in the area. With the 13 Avenue Heritage Greenway under construction, it is a BRZ priority to ensure that the project reviews the best possible route past Macleod Trail SE, often seen as a cyclist and pedestrian barrier.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure Planning Process	Develop a significant Elbow Riverfront Park that provides adequate active recreational space. Establish opportunities for an urban edge in appropriate locations along the Elbow Riverfront Park. It is a BRZ priority to facilitate the development of a riverfront park on the west side of the Elbow River in East Victoria Park. It is an important site for the Victoria Park area as it is the connection between Victoria Park, East Village and Inglewood. This park would also respond to the continued need for open space and parks for the growing residential population.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS

PLANNING AND POLICY ANALYSIS

CENTRE CITY PLAN

Type	Policy Objective	Stakeholders	Priority
Planning Process Public Infrastructure	Explore the feasibility of connecting 17 Avenue from Macleod Trail east to Olympic Way through the Calgary Stampede Site. The integration of Stampede Park with Victoria Park has been an ongoing and continuous priority for the BRZ. The BRZ will ensure, through the development permit process, a high level of integration is achieved in the Stampede expansion plans. The project is expected to be completed by 2020.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure	Ensure that the Southeast LRT line is appropriately integrated to meet the physical and functional needs of the neighbourhood. It is a BRZ priority to oversee the implementation of plans for the future Southeast LRT line. It is a BRZ priority to ensure high levels of transit connectivity from other Calgary communities into the area and to encourage high levels of pedestrian, retail and consumer activities in the area. This development is likely to occur by 2039.		
Policy Gap	Encourage high-quality and consistent design treatments on all streets, but with particular emphasis along major pedestrian corridors. Special emphasis shall be placed on the aesthetics, durability, safety and effective long-term maintenance of the designs. Ensure linkages are well designed and use high-quality materials and construction standards. This may include durable materials such as granite or stone. It is a BRZ priority to establish a new policy within the Land Use Bylaw and/or Beltline ARP that emphasizes the shared responsibility for the long-term maintenance and protection of high-quality streets. A good example of this is 1 Street SW, a major pedestrian and retail corridor, where high-quality street design treatments have been put in place to enhance the quality of the public realm on the street. The City of Calgary, utility companies and developers should be held accountable for maintaining consistency of materials and construction quality with any forms of construction or utility upgrades on the street. Developers should be held accountable for the high-quality maintenance of the public realm during construction and property owners should be held accountable for high-quality maintenance of halted construction sites.		

PLANNING AND POLICY ANALYSIS

CENTRE CITY PLAN

Type	Policy Objective	Stakeholders	Priority
Policy Gap	<p>The City will strive to be a leader in preserving and enlivening heritage resources using the following tools: land use policies and bylaws, tax relief or incentives, advocacy, stewardship and promotion, partnerships and collaborative relationships, and any other innovative approached. It is a BRZ priority to preserve the area’s historic resources and character. Several resources in the area listed on the City of Calgary Inventory of Evaluated Historic Resources have been unnecessarily demolished, for example Curtis Block. Other potentially threatened buildings include the Enoch Sales House and the Calgary Labour Temple (Flamingo Block). The area’s listed resources that are not provincially protected should be preserved through changes to land use policies. Conditions should be applied to development permits that require developers and the City of Calgary to explore all options for the rehabilitation and integration of such sites with new developments.</p>	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS

BELTLINE ARP

Type	Policy Objective	Stakeholders	Priority
Public Infrastructure	<p>Prepare and implement a detailed Design Development Plan for the restoration and enhancement of Central Memorial Park. (COMPLETED 2010)</p>	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure	<p>Substantially improve and upgrade Haultain Park and, where possible, integrate with the eventual redevelopment of the private lands to the east. (COMPLETED 2010)</p>	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Planning Process	<p>Disallow the development of new temporary surface parking lots within the Beltline. In no case shall the term of renewal for an existing temporary surface parking lot extend beyond three years. (COMPLETED 2006)</p>	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure	<p>Provide high-quality and readily apparent non-vehicular linkages between public amenities. It is an ongoing BRZ priority to identify and advocate for new locations for sidewalk linkages and bicycle lanes, to encourage retail and consumer activities. It is a BRZ priority to advocate for improvement and high-quality maintenance of existing sidewalks and streets.</p>	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS

PLANNING AND POLICY ANALYSIS

BELTLINE ARP

Type	Policy Objective	STAKEHOLDERS	PRIORITY
		VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Public Infrastructure	Develop 13 Avenue from 14 Street SW to Macleod Trail as a bicycle corridor and greenway where the design of the right-of-way puts special emphasis on the needs of cyclists and other non-vehicular traffic. With the 13 Avenue Heritage Greenway under construction, it is a BRZ priority to ensure that the completion of this project occurs in a timely and cohesive manner. It is a BRZ priority to mitigate the impacts of the construction process on BRZ member businesses.	■ ■	■ ■
Public Infrastructure Study/ Design	Design and implement a comprehensive streetscaping and wayfinding program to improve pedestrian comfort and orientation. It is an ongoing collaboration between Victoria Park BRZ and the Centre City Implementation Team to oversee the Centre City Wayfinding Initiative through to its completion. It is a BRZ priority to improve the pedestrian realm through streetscape programs including the 1 Street SW and Volunteer Way Master Plan with potential streetscape programs along 17 and 10 Avenues South.	■ ■	■ ■
Public Infrastructure	There should be a mix of active and passive park spaces and functions that are consistent with both surrounding land uses and the needs of the neighbourhood. It is an ongoing priority to support the creation of active and passive park spaces in the area through the Calgary Parks Foundation, corporate social sponsorships and other means. Victoria Park is actively engaged in determining the appropriate programming and design for Enoch Park.	■ ■	■ ■
Public Infrastructure	Ensure no net loss of total park and recreational facilities, while increasing the quality of existing open space. The BRZ is active in increasing the amount and quality of open space through small-scale temporary beautification projects.	■ ■	■ ■
Public Infrastructure	Ensure the continuation and enhancement of the public river pathway system, connecting the Beltline north to East Village and south through Stampede Park. It is a BRZ priority to oversee the continuation of the Riverwalk Improvements from 9 Avenue South through Stampede Park along the west side of the Elbow River. It is a BRZ priority to ensure high pedestrian connectivity from East Village, Inglewood and other surrounding communities to encourage high levels of pedestrian, retail and consumer activities in the area. This development is likely to occur by 2015.	■ ■	■

PLANNING AND POLICY ANALYSIS

BELTLINE ARP

Type	Policy Objective	Stakeholders	Priority
Study/ Design	Undertake a review of the purpose and function of Humpty Hollow Park. It is a BRZ priority to facilitate a review and repurposing of Humpty Hollow Park. It is an important site for the Victoria Park area as it is at the corner of the proposed Volunteer Way streetscape improvement project and the popular retail commercial strip of 17 Avenue SW.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Study/ Design Public Infrastructure	Undertake a review of the long-term recreation needs of the Beltline, including the long-term viability of the Beltline Pool and Fitness Centre. It is a BRZ priority to facilitate the development of new public recreation and community centre facilities, to respond to the needs of the area's growing residential population.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Study/ Design Public Infrastructure	Assess the possibility of a comprehensive riverfront park and pathway system for the lands on the west side of the Elbow River in Victoria Park. Such a system would include integration with Stampede Park and the redevelopment of the Victoria Park Transit Centre site. It is a BRZ priority to facilitate the development of a riverfront park on the west side of the Elbow River in East Victoria Park. It is an important site for the Victoria Park area as it is the connection between Victoria Park, East Village and Inglewood. This park would also respond to the continued need for open space and parks for the growing residential population.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS
Planning Process	Promote the successful integration of Stampede Park with the surrounding community. This will require the sensitive treatment of uses, activities and building forms, especially along the 12 Avenue interface. The integration of the Stampede with Victoria Park has been an ongoing and continuous priority for the Victoria Park BRZ. The Victoria Park BRZ will thoroughly assess the level of integration achieved in the second version of the Stampede expansion plans. The project is expected to be completed by 2020.	VICTORIA PARK BRZ CITY OF CALGARY DEVELOPERS PROPERTY OWNERS BUSINESSES	COMPLETED ONGOING 1 - 2 YEARS 2 - 5 YEARS 5 - 10 YEARS > 10 YEARS

PLANNING AND POLICY ANALYSIS

BELTLINE ARP

Type	Policy Objective	VICTORIA PARK BRZ	CITY OF CALGARY	DEVELOPERS	PROPERTY OWNERS	BUSINESSES	COMPLETED	ONGOING	1 - 2 YEARS	2 - 5 YEARS	5 - 10 YEARS	> 10 YEARS
Public Infrastructure	<p>Prepare to meet a future requirement for an LRT line to serve Calgary's growing southeast communities and employment areas. Although the line may not be funded for some time, it is important to identify and protect the right of way required for this facility and to identify station locations to guide or respond to land use opportunities. It is a BRZ priority to oversee the implementation of plans for the future Southeast LRT line. It is a BRZ priority to ensure high levels of transit connectivity from other Calgary communities into the area, to encourage high levels of pedestrian, retail and consumer activities in the area. This development is likely to occur by 2039.</p>	■	■									■
Policy Gap	<p>All new residential units shall be provided with private outdoor amenity space. This policy has produced underutilized private outdoor amenity spaces in mixed-use high-rise condominiums. Examples in Victoria Park include the private outdoor amenity spaces atop retail podiums in Colours, Sasso and Vetro. Victoria Park would be better served by public indoor and outdoor parks and amenity space (The Keynote public outdoor patio is an active space that can be utilized by the public).</p>	■	■					■				
Policy Gap	<p>Street-front elevations shall be highly permeable and transparent by providing doorway entrances to the street and allowing for pedestrian views directly into the business along the majority of the facade. This policy leaves a gap between implementation at the building design level and implementation at the occupancy stage, in particular usage by big box stores. Examples in Victoria Park include retail in IBM Corporate Park and in the Sasso/Vetro podium; where boarding up street-facing windows produces low permeability and low transparency. This policy should be amended to reinforce high permeability and transparency of storefronts at the occupancy stage. This policy should include reinforcing at-grade access to storefronts and discouraging steps up to first-floor retail spaces.</p>	■	■		■	■		■				

PLANNING AND POLICY ANALYSIS

LAND USE BYLAW 1P2007 COMMERCIAL LAND USE REGULATIONS

The regulation of the following land uses are of concern to the Victoria Park BRZ as they are commercial uses that contribute to the BRZ's goal of promoting an active public realm:

- Retail and consumer services
- Restaurants
- Licensed restaurants
- Drinking establishments

The regulation of these uses is a concern for the Victoria Park BRZ for the following reasons:

- These types of uses are commonly located at grade as their businesses depend largely on foot traffic and serve to activate the public realm. It is a Victoria Park BRZ priority to promote an active public realm and to encourage continued interest, investment, growth and development in the area.
- These types of uses are attractions that draw visitors to the area. It is a Victoria Park BRZ priority to encourage and foster existing businesses by increasing pedestrian traffic in the area.
- The large-scale population growth and redevelopment of Victoria Park in the past decade has fostered a demand for these types of uses. It is a Victoria Park BRZ priority to promote the development of a complete, walkable and diverse urban neighbourhood that provides valued amenities to residents and employees within the area.

- These types of uses contribute to the daytime and nighttime economies in Victoria Park. It is a Victoria Park BRZ priority to encourage and maintain continuous vibrancy and animation outside of the standard work day.
- These types of uses are commonly located and invested in vacant building envelopes and vacant sites in Victoria Park. It is a Victoria Park BRZ priority to promote occupancy of vacant spaces and sites in a manner that will create animation in the area.

RETAIL AND CONSUMER SERVICES

Retail and consumer services are defined as the general retail sale or rental of goods, materials, products or supplies; and includes personal care services, spa services, furniture, electronics, appliances, clothing and jewellery sales or services. Generally speaking, this class of use integrates well into most contexts. What problems do occur are typically centered around traffic flow, parking and competition.

The Land Use Bylaw 1P2007 regulates the retail and consumer services use based on land use designation and not size. Retail and consumer services of varying sizes are mostly permitted uses in Victoria Park, except within special purpose districts (Central Memorial Park, Haultain Park) and the primarily residential district CC-MH.

The table on page 48 outlines the regulation of retail and consumer services based on land use designation in Victoria Park.



Restaurants and drinking establishments in the Victoria Park BRZ

PLANNING AND POLICY ANALYSIS

CURRENT LAND USE REGULATIONS

Land Use	S-CS	S-R	CC-MH	CC-X	CC-COR	CC-MHX
Retail and Consumer Services	X	DU	X	PU	PU	PU
Small - Restaurant <75 m ²	X	DU	X	PU	PU	DU
Medium - Restaurant 75 m ² – 300 m ²	X	DU	X	DU	DU	X
Large - Restaurant >300 m ²	X	DU	X	X	X	X
Small - Restaurant, Licensed <75 m ²	X	DU	X	DU	DU	DU
Medium - Restaurant, Licensed 75 m ² – 300 m ²	X	DU	X	DU	DU	X
Large - Restaurant, Licensed >300 m ²	X	DU	X	X	X	X
Small – Drinking Establishment <75 m ²	X	DU	X	DU	DU	DU
Medium – Drinking Establishment 75 m ² – 300 m ²	X	DU	X	DU	DU	X
Large – Drinking Establishment >300 m ²	X	DU	X	X	X	X

Table Legend

Districts of the Land Use Bylaw IP2007 for the Centre City:

- Special Purpose Community Service (S-CS)
- Special Purpose Recreation District (S-R)
- Centre City Multi-Residential High-Rise District (CC-MH)
- Centre City Mixed-Use District (CC-X)
- Centre City Commercial Corridor (CC-COR)
- Centre City Multi-Residential High Rise-Support Commercial (CC-MHX)
- Direct Control (DC)

Permitted Use (PU): Permit application is for a permitted use in a building or on a parcel and the proposed development conforms to all of the applicable requirements and rules of this bylaw, the Development Authority must approve the application and issue the development permit.

Discretionary Use (DU): The Development Authority may approve, either permanently or for a limited period of time, a development permit application for a discretionary use, and may impose conditions.

Types:

Restaurant: food service only

Restaurant: licensed; sale of liquor is permitted

Drinking Establishment: where a licence for the sale of liquor is issued that restricts minors on the premises

Size Formats:

Small: <75 m²

Medium: 75 m² – 300 m²

Large: >300 m²

RESTAURANTS AND LICENSED ESTABLISHMENTS

The Land Use Bylaw IP2007 regulates restaurants, licensed restaurants and drinking establishments based on land use designation and size. The above table outlines the regulation of restaurants, licensed restaurants and drinking establishments based on land use designation and size in Victoria Park.

Small- and medium-format restaurants, licensed restaurants and drinking establishments are mostly considered discretionary uses, except within special purpose districts (Haultain Park) and the primarily residential district. Large-format restaurants, licensed restaurants and drinking establishments are prohibited under all but one of the Land Use Bylaw IP2007 designations in Victoria Park. The existing regulation strategy based on size, along with the Beltline ARP (2006) 50% linear frontage policy can, discourage viable and reputable businesses from investing and establishing in Victoria Park.

REGULATION BASED ON CONTEXT, OWNERSHIP AND BUSINESS CONCEPT

A major and long-standing issue in the development permit approvals process is the regulation of licensed establishments. Once a licensed establishment use is approved, it can remain in perpetuity independent of owner, management and business concept. This creates a condition in which applicants with very strong covenants and reputations for good management are treated “as if” they were going to be a “worst possible case” operator.

Precedents:

- In 2009, a reputable medium-format licensed establishment that had operated with minimal negative impact for years changed ownership and business concept to become a popular nightclub that brought about serious pedestrian and patron safety issues along with an increase in social disorder.

PLANNING AND POLICY ANALYSIS

- A major example of the need for regulation based on ownership and business concept is 1 Street SW. In the 1990s to early 2000s, the area was a popular bar and nightlife strip. Lack of proper management and an over-concentration of nightclubs led to acute public behaviour issues. Reputable business owners have introduced a range of high-quality food and drink establishments in recent years, creating an environment of better public behaviour along the street. Several large-format pubs and small-format nightclubs contribute to the area's nighttime economy.
- In 2011, a proposed liquor store use looking to establish in Victoria Park was denied approval by means of regulation under the Land Use Bylaw (using the condition of a 300 metre radius restriction from other liquor stores). Victoria Park BRZ encouraged a reassessment and the eventual approval of the liquor store use as its business concept for a high-end wine shop would not be problematic or create competition. The business has been properly managed and has added to the vibrancy and diversity of 1 Street SW.

The Victoria Park BRZ recommends a review of the Land Use Bylaw IP2007 and the Beltline ARP to allow for a more sensitive, contextually based evaluation of applications for liquor stores, restaurants and licensed establishments. Factors addressed in the development permitting and business licensing stages should include the covenant of the applicant, business concept, noise mitigation strategies, vehicular access, parking and crowd control strategies.

The Victoria Park BRZ encourages the approval of medium- and large-format restaurants, licensed restaurants and drinking establishments in the following situations:

1. Existing building envelopes promote the large-format concept particularly in situations of long-standing vacancy, adaptive repurposing of heritage buildings or use of existing spaces that require significant investment for viable occupancy.

Precedents:

The Victoria Park BRZ recently encouraged the approval of a permit that proposed adaptively repurposing a heritage building, incorporating a large-format drinking establishment intended for use as a local independent brew-pub.

The Victoria Park BRZ encouraged the approval of a permit on 1 Street SW that proposed the use of a long vacant space that required significant investment for viable occupancy; tied to a large-format, high-end restaurant business concept and a strong covenant. There are several other long-vacant spaces in Victoria Park that could benefit the area by housing large-format restaurants, licensed restaurants and drinking establishments, with approval based on reputable ownership and suitable business concepts.

2. Medium- and large-format restaurants and licensed restaurants would satisfy a significant community demand.

Precedents:

The Victoria Park BRZ encouraged the approval of a permit for a project that incorporated a market at grade with a second-floor large-format licensed restaurant.

The need for a food market in the area was identified in the Centre City Plan (2007) and the large-format restaurant fulfilled a community need for the significant residential and office populations located in the mixed-use development.

3. Medium- and large-format restaurants, licensed restaurants and drinking establishments would make use of vacant lands awaiting significant redevelopment and public infrastructure investment.

Precedents:

In East Victoria Park, many of the major public infrastructure projects are expected to be funded by 2030. The Victoria Park BRZ promotes the development of temporary large-format restaurants, licensed restaurants and medium-format drinking establishments on vacant lands to utilize the land while awaiting redevelopment. Temporary businesses could utilize the large surface areas of these vacant sites and could include large anchor restaurants and medium-format drinking establishments. Permits should allow for these businesses to temporarily locate in underdeveloped areas with future public infrastructure plans. Successful examples of large-format licensed restaurants and medium-format drinking establishments can be found in Kensington, Eau Claire and Mission.

7 - CHARACTER AREAS



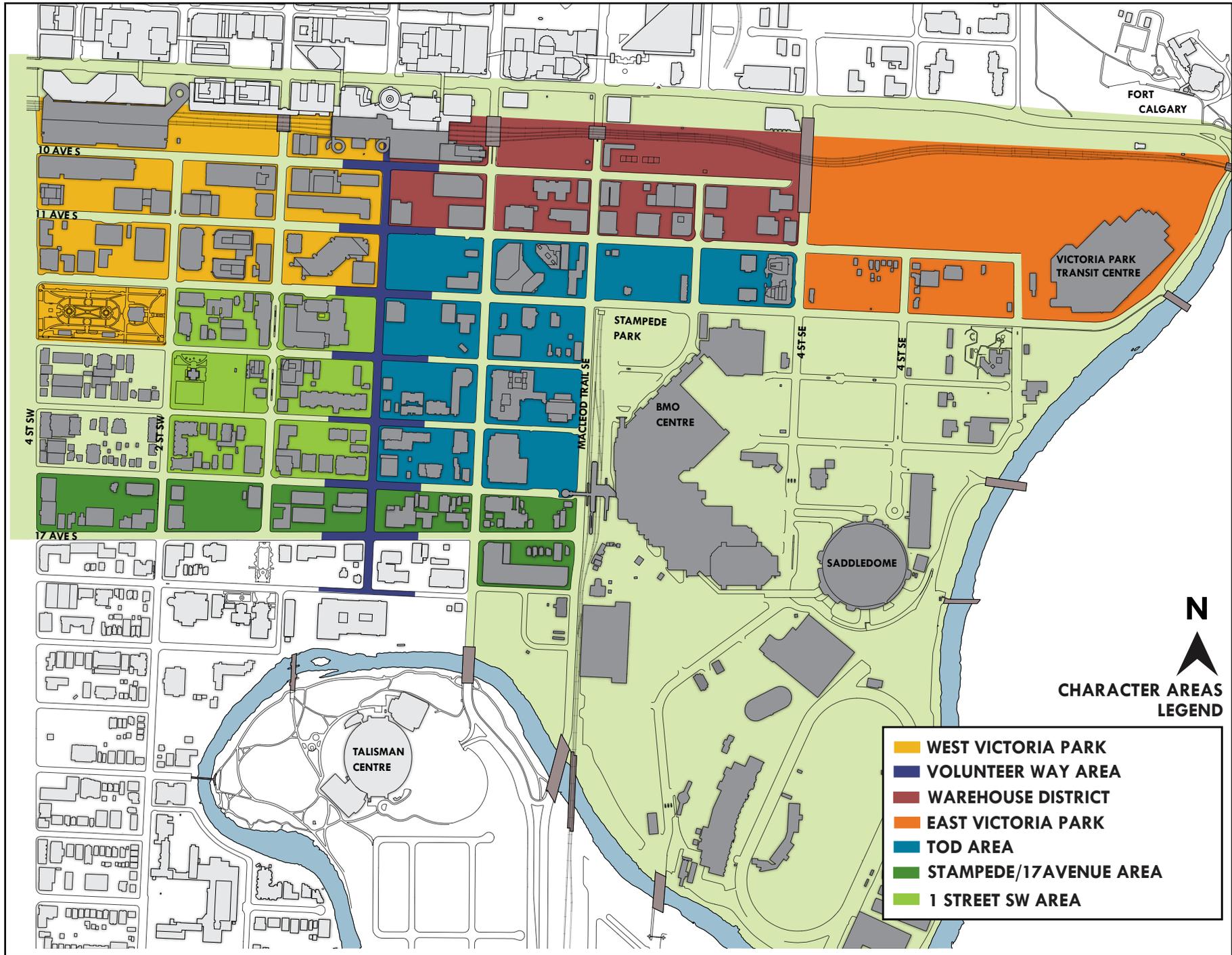
Image: Sasso and Vetro developments

As the second-oldest community in Calgary, Victoria Park has developed a number of diverse character areas with differing histories, built forms, characters, commercial activity and development opportunities. **Victoria Park can be loosely defined as having seven character areas:**

- West Victoria Park
- Volunteer Way Area
- The Warehouse District
- East Victoria Park
- Transit-Oriented Development Area
- Stampede/17 Avenue South Area
- 1 Street SW Area

For the purposes of this plan each character area is identified with distinct boundaries, but it is recognized that there are shared features between adjacent character areas. **The objectives of each character area analysis are to:**

- Define the character area through its **location description** and its **recent history**
- Identify the character area's **character buildings** and **area features**
- Identify **development sites of interest** within the character area
- Identify the **challenges and opportunities** of the character area
- Develop **public realm objectives** for each character area
- Develop a **commercial and retail strategy** for each character area
- Develop a **land use strategy** for each character area
- Develop a **density bonusing strategy** for each character area as defined by the designations of the Beltline ARP (2006)



WEST VICTORIA PARK



Office tower development (Concrete Equities Place) at 4 Street and 11 Avenue SW

WEST VICTORIA PARK

LOCATION DESCRIPTION

The West Victoria Park area consists of lands located between the CPR tracks and 12 Avenue SW, and from 4 Street SW to Centre Street South. The area is known for its large commercial office buildings, Central Memorial Park, repurposed warehouse buildings and the clustering of small restaurants, retailers and bars along 10 Avenue SW. West Victoria Park has been heavily influenced by its proximity to the downtown core with a high amount of pedestrian traffic to major employment centres within Victoria Park. The area is seeing the continued development of large commercial office buildings as the downtown office vacancy rate remains low.

RECENT HISTORY

1990s

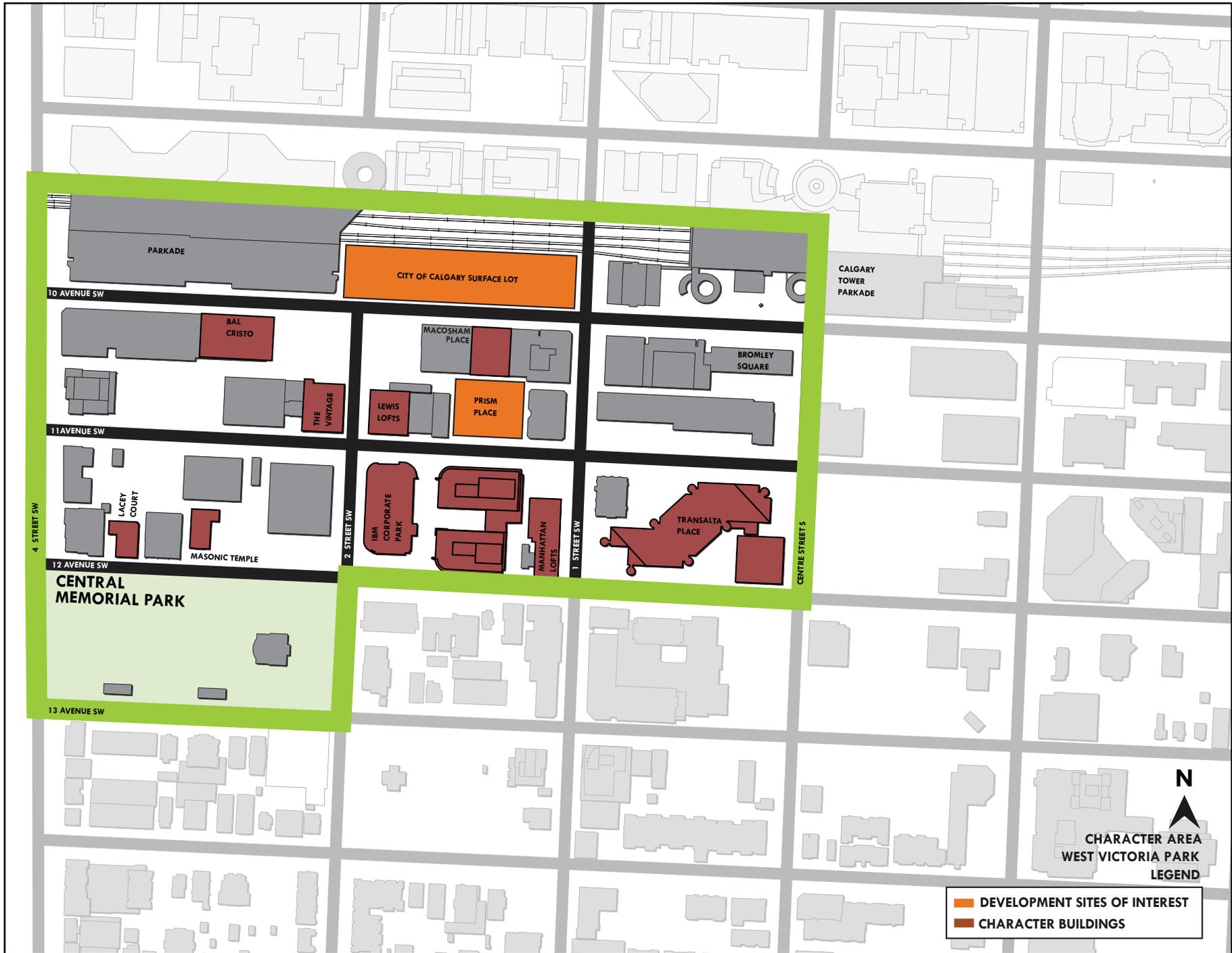
The area saw a re-purposing of its warehouse buildings, accommodating unique restaurants, retailers and residential lofts.

2000s

As the downtown office occupancy rates increased, West Victoria Park experienced redevelopment projects aimed at providing an alternative location for large commercial office spaces.

2009

The area benefitted from the redevelopment of Central Memorial Park. The site changed from a blighted and underutilized space into a high-quality public asset.





WEST VICTORIA PARK

(Opposite Page)

Top (L-R) Manhattan Lofts, Lewis Lofts (JH Ashdown), MacCosham Place

Middle (L-R) Bal Cristo, IBM Corporate Park

Bottom (L-R) The Vintage (Metals Ltd.), Masonic Temple, Lacey Court, TransAlta Place

CHARACTER BUILDINGS

Manhattan Lofts (1906)

Located at 1117 1 Street SW, the building was one of Calgary's first department stores. In the 1920s, the building was renovated to house both commercial and residential tenants. It has undergone renovations to accommodate federal government offices, a nightclub, and in 1995 residential lofts, its current use.

Bal Cristo (1910)

Located at 325 10 Avenue SW, the Bal Cristo is a large five-storey warehouse originally used for wholesale tea and grocery imports. It has been operating since the 1970s as a commercial building with a well-known furniture retail tenant. Most recently, the building has housed popular high-end restaurants.

Lewis Lofts - JH Ashdown (1910)

Located at 240 11 Avenue SW, this warehouse was originally built for a successful hardware business. It is the best surviving example in Calgary of the North American warehouse style. In the early 1990s, the warehouse was rehabilitated to accommodate residential units. The building is now simply referred to as the Lewis Lofts.

MacCosham Place (1912)

Located at 215 10 Avenue SW, this building operated as a warehouse for MacCosham Storage & Distribution Co. until 1980 when the building was repurposed. The building has housed multiple prominent businesses including food manufacturers and retailers. It is now home to successful retail and design businesses.

The Vintage - Metals Ltd. (1928)

Located at 322 11 Avenue SW, the Metals Ltd. Warehouse is another example of a 1920s warehouse building converted into a contemporary commercial space. In the 1990s, the building housed a rug retailer at grade while the remaining floors remained vacant. In 1998, the building underwent adaptive repurposing to accommodate office space with retail at grade, transforming it into what is now known as The Vintage. In 2003, an eight-storey addition was built to the west, replicating the original design of the Metals Ltd. building.

Masonic Temple (1928)

Located at 330 12 Avenue SW, the building was designed and constructed to be a community meeting place for the eight freemason lodges active in Calgary at that time. Constructed in 1928, the site was specifically chosen across from Memorial Park to help raise the profile of the organization and grow its membership base. The building is an example of late 1920s architecture utilizing a red brick exterior and numerous art deco elements. It is currently still in active use as a freemasons lodge.

Lacey Court (1956)

Located at 344 12 Avenue SW, Lacey Court is a modern style office built to house an architecture firm. Since the 1960s, the building has housed a number of consulting and design firms, and the National Film Board.

IBM Corporate Park (2000)

Located at 227 11 Avenue SW, IBM Corporate Park is a three-building complex with Phase A completed in 2002, and Phases B and C completed in 2007. The entire complex added more than 350,000 square feet of commercial office space to Victoria Park.

TransAlta Place (2000s)

Located at 110 12 Avenue SW, TransAlta place is a two-building complex that has gone through \$18 million in upgrades since 2000. The building is headquarters of the TransAlta power generation company and provides more than 300,000 square feet of office space to Victoria Park. Both IBM Corporate Park and TransAlta Place are examples of West Victoria Park's redevelopment as a location for large commercial office spaces.

AREA FEATURES

Central Memorial Park

Central Memorial Park is Calgary's oldest park, dating back to 1894. Before 2009, the park had a reputation for being unsafe due to poor lighting and a lack of positive community use. Victoria Park residents and the Victoria Park BRZ pushed for improvements and rehabilitation for some time. In 2009, the park underwent an extensive rehabilitation and restoration effort replicating some original features and landscaping. The park now provides an extremely successful demonstration of best practices in the design of public spaces. The redevelopment, which successfully integrated a restaurant as well as lighting and water features, has contributed to the safety of the park.

Significant Employment Area

West Victoria Park has grown as a commercial office area since the 2000s, and is now home to many significant national corporate headquarters including those of TransAlta, Newalta, Can-Am Geomatics and Metafore Technologies Inc. The density achieved in this area by large commercial tenants is significant in creating a critical mass of people that support a growing number complementary uses, adding depth and diversity to the area.

WEST VICTORIA PARK

Food trucks at Central Memorial Park



Central Memorial Park



1 Street SW retailers and restaurants



10 Avenue SW Retailers, Restaurants and Nightlife

There is a diverse and eclectic mix of at-grade retailers, restaurants and nightclubs along 10 Avenue SW. This strip of restaurants, retailers and nightclubs runs from 1 Street SW to 4 Street SW. Many of the retailers are design-based businesses including several high-end furnishing stores. The restaurants and bars range from small shisha bars to live music venues, nightclubs and craft beer markets. Located mainly in the repurposed 1920s warehouse buildings of the West Victoria Park area, the blend of businesses creates an active public realm. This portion of 10 Avenue SW can be considered an entertainment area. The high concentration of licensed establishments has created a significant nighttime economy, with high volumes of pedestrian and vehicular street activity at night. Planning, management and policing of the street at night is critical and an ongoing issue.

DEVELOPMENT SITES OF INTEREST

Prism Place

Located on 218 11 Avenue SW, Prism Place is a retail and office tower that began construction in the summer of 2012. The building will incorporate an underground parkade, a main-floor retail space, and nine floors of commercial office space including a penthouse floor. The building is an example of the area's continued redevelopment as a location for large commercial office spaces.

224 10 Avenue SW (Surface Lot)

The surface parking lot located on 224 10 Avenue SW is a high-potential redevelopment site. It is a City of Calgary owned site, located directly adjacent to the commercial office area of the downtown core and the 1 Street SW underpass. The site sits across the street from the popular retail and restaurant strip of 10 Avenue SW.

The site has high potential to contribute to the public realm vitality of the area while meeting current demand for commercial office space. With its redevelopment, the site should incorporate active edges (commercial, artistic or animated uses) to the 1 Street SW underpass, integrate a pedestrian-oriented sidewalk design (replacing current asphalt) and complement the pedestrian-oriented retail and restaurant atmosphere of 10 Avenue SW.

CHALLENGES AND OPPORTUNITIES

11 and 12 Avenues SW

In the 1960s, 11 and 12 Avenues South were changed from two-way streets to one-way arteries connecting the downtown with Crowchild Trail, along with the conversion of other streets in the Centre City. In 2003, the City of Calgary Land Use and Planning Department produced the 10, 11, & 12 Avenue South Planning & Transportation Study to assess the feasibility of changing 11 and 12 Avenues South back to two-way roads.

The 2003 study concluded that converting 11 and 12 Avenues South back to two-way traffic would have no significant impact on traffic flow and mobility. In fact, the conversion to two-way traffic would enhance local vehicular and cyclist circulation throughout the day, enhance pedestrian comfort and safety, and improve activity for at-grade restaurants and retail businesses. The Beltline ARP (2006) lists the two-way conversion as a priority. The decision was ultimately made by the City of Calgary to retain 11 and 12 Avenues South as one-way vehicular arteries. No further decisions have been made and no actions have been taken since.

The retention of 11 and 12 Avenues South as one-way roads continues to be a constraint for the West Victoria Park area.

WEST VICTORIA PARK

Twelfth Avenue South creates a vehicular-oriented interface with the popular Central Memorial Park, deterring pedestrian and retail activity. The option to convert 11 and 12 Avenues South to two-way roads should be reassessed in light of improvements made in the past decade and new development of the area as a mixed-use neighbourhood.

Lack of At-Grade Permeability

There is a lack of at-grade permeability in the design of large commercial office buildings and re-purposed heritage structures in the area. These inwardly focused buildings detract from the area's public realm, street animation and at-grade retail vitality. The Manhattan Building is an example of the type of at-grade treatment that is discouraged in this area. The building is shielded by a full-scale fence and further covered by plastic sheets, preventing any interaction between the public and the building's commercial and retail tenants. The large commercial office buildings in this area are generally inwardly focused. IBM Corporate Park is designed with an interior private courtyard that fails to foster the potential street animation that can be achieved by incorporating complementary street frontages and public open spaces. Many other large commercial office buildings have no at-grade features, retail locations or restaurants, limiting public permeability into the buildings.

Pedestrian Flows

The West Victoria Park area maintains the highest pedestrian flows in Victoria Park, with several streets comparable to those of the downtown core. The highest pedestrian traffic flows in the area are on 4 Street SW and 1 Street SW, at up to 20,000 people per day. The large pedestrian flows on these streets are due in part to the underpasses at these locations, bringing employees from the downtown transit corridors to the major employment centres located in West Victoria Park.

The pedestrian flows in West Victoria Park provide significant business opportunities for at-grade retailers and restaurants. Combined with the pedestrians' presence, the number of at-grade restaurants and retailers make the West Victoria Park area a prime location for investment in streetscape improvements and placemaking strategies.

1 Street SW Underpass

The 1 Street SW underpass has been selected for a City-funded enhancement project to improve the connectivity between the downtown core and the West Victoria Park commercial area. Existing public safety and mobility issues will be addressed in the design. Additionally, the visual appeal of the underpass will be greatly enhanced, resulting in a greater contribution to the quality of the public realm. These underpass issues are a key concern for the Victoria Park area as a whole. It is hoped that this project will act as a template for improving other underpasses connecting Victoria Park to downtown. Construction is expected to start in spring 2014.

10 Avenue SW Pedestrian and Cyclist Interface

In the Centre City Plan (2007), 10 Avenue SW is selected as a corridor for public infrastructure improvements centred on the pedestrian and bicycle interface. The vision is for 10 Avenue SW to become a major bicycle corridor with a proposed pedestrian and bicycle bridge over the CP Railway Corridor between 9 and 10 Avenues South. The proposed public improvements would better connect West Victoria Park to adjacent areas while facilitating significant pedestrian flows in the West Victoria Park area. These public improvements will help to facilitate cyclist and pedestrian traffic flows to at-grade retailers and restaurants, while improving street animation in the area. A bike lane was incorporated into 10 Avenue South in 2011.



10 Avenue SW licensed establishments



At-grade fencing of the IBM Courtyard



At-grade fencing of the Manhattan Lofts

WEST VICTORIA PARK

10 Avenue SW streetscape



10 Avenue SW streetscape



10 Avenue SW streetscape



Other objectives for the 10 Avenue South pedestrian and cyclist interface remain on hold due to their large scope and the amount of capital needed for the projects proposed.

Parking Structures

With amendments to the Beltline ARP (2006) that tightened the conditions around surface parking uses, it is anticipated that many existing permits will not be renewed. With the elimination of many of the existing temporary surface parking lots in the area, parking demand is likely to increase. A notable feature of the West Victoria Park area is its large, above-grade parking structures to accommodate the large corporate headquarters located in the area. This will continue to be an advantage for attracting further investment and development of large commercial office spaces.

VICTORIA PARK BRZ PUBLIC REALM OBJECTIVES

Several public realm improvements are required to facilitate pedestrian flows while further promoting the public realm and at-grade business vitality in West Victoria Park. Some of these required improvements include:

Relocation of existing above-ground utilities underground. Several sidewalks in West Victoria Park have above-ground power poles that are outdated, aesthetically unpleasant and impede fluid pedestrian movement.

Development of a streetscape improvement strategy along 10 Avenue South. Improvements along 10 Avenue South are recommended to promote street-oriented commercial activity and facilitate pedestrian flows. Improvements could include a placemaking strategy, pedestrian crossings, sidewalk improvements, consistent landscaping and lighting.

This streetscape strategy could be extended along 10 Avenue South through to the Warehouse District Area.

Enhancement of the streetscape along 1 Street SW.

Enhancement of the link between the two significant commercial streets in Victoria Park (10 Avenue South and 1 Street SW) would help to connect significant pedestrian flows moving through both areas. Enhancement of the streetscape and the extension of the 1 Street SW placemaking strategy would help to create continuity between the two commercial streets.

Other major infrastructure improvements. This includes the conversion of 11 and 12 Avenues South into two-way roads. The conversion would encourage more at-grade street-oriented restaurant and retailers in the area, as opposed to the current trend of inwardly focused commercial office buildings.

VICTORIA PARK BRZ COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BRZ encourages the continued development of at-grade small-, medium- and large-format retailers, restaurants and drinking establishments in the area.

The West Victoria Park area contains a number of successful at-grade retail and restaurant businesses. This includes a wide range of small-, medium- and large-format shops, restaurants, bars and nightclubs. Encouraging the continued development of these at-grade commercial activities along 1 Street SW, and along 10, 11 and 12 Avenues SW would help to link the pedestrian and commercial areas in Victoria Park.

For a more detailed Victoria Park BRZ recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

WEST VICTORIA PARK

The Victoria Park BRZ encourages the continued development of large commercial office spaces in the area.

The continued development of large commercial office spaces in the area will add to the critical mass of people that will support a growing number of complementary uses that add depth and diversity to the area. The Victoria Park BRZ recommends that these large commercial office spaces increasingly incorporate permeable design with at-grade complementary retail and restaurant opportunities. At-grade features, retail locations and restaurants will enhance the public interface while improving street animation in the area.

LAND USE STRATEGY

The Victoria Park BRZ promotes opportunities to continue to develop West Victoria Park as a commercial zone incorporating commercial office developments and street-oriented restaurants and retail.

The Centre City Plan (2007) recognizes West Victoria Park as an opportunity area for commercial office developments. Existing commercial office uses in West Victoria Park have already become well integrated into the landscape and similar developments will continue to improve the area.

Analysis

The West Victoria Park area is classified as land use district DC (Direct Control) and land use district CC-X (Centre City Mixed-Use District). These land use districts allow for a wide range of flexibility of uses including mixed-use, commercial, light industrial and community-based services.

This is consistent with the Victoria Park BRZ recommended vision for West Victoria Park to continue to develop as a dense commercial zone.

Central Memorial Park is classified as land use district S-R (Special Purpose Recreation District), which promotes a range of small-scale indoor and outdoor recreation uses. This land use designation will ensure a continued open space in West Victoria Park.

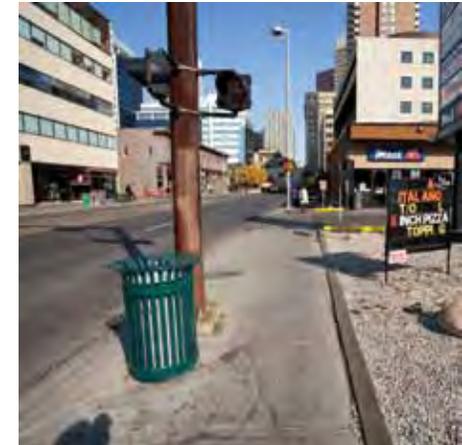
DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BRZ recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

The Density Bonusing Strategy outlined in the Beltline ARP (2006) identifies the entire West Victoria Park Area as “Area C” for permitted Floor Area Ratio (FAR), which is typical of high-density mixed-use development areas and is consistent with the BRZ vision for the area.



Central Memorial Park Library



1 Street SW streetscape



1 Street SW underpass

VOLUNTEER WAY AREA



View north to the Volunteer Way/Centre Street South termination at the Calgary Tower

VOLUNTEER WAY AREA

LOCATION DESCRIPTION

The Volunteer Way Area is situated on Centre Street between 10 Avenue South and 18 Avenue South. The area is heavily influenced by the presence of numerous not-for-profit organizations and social housing. The area is characterized by a mix of heritage buildings, mid-rise residential apartments, and commercial and nonprofit office buildings. The commercial office buildings lie mostly towards 10 Avenue South, while the mid-rise residential buildings are clustered towards 17 Avenue South. Restaurants and retailers are small format and geared towards the local population.

RECENT HISTORY

1981

The Kahanoff Centre development was completed as a cost effective office location for not-for-profits.

1993

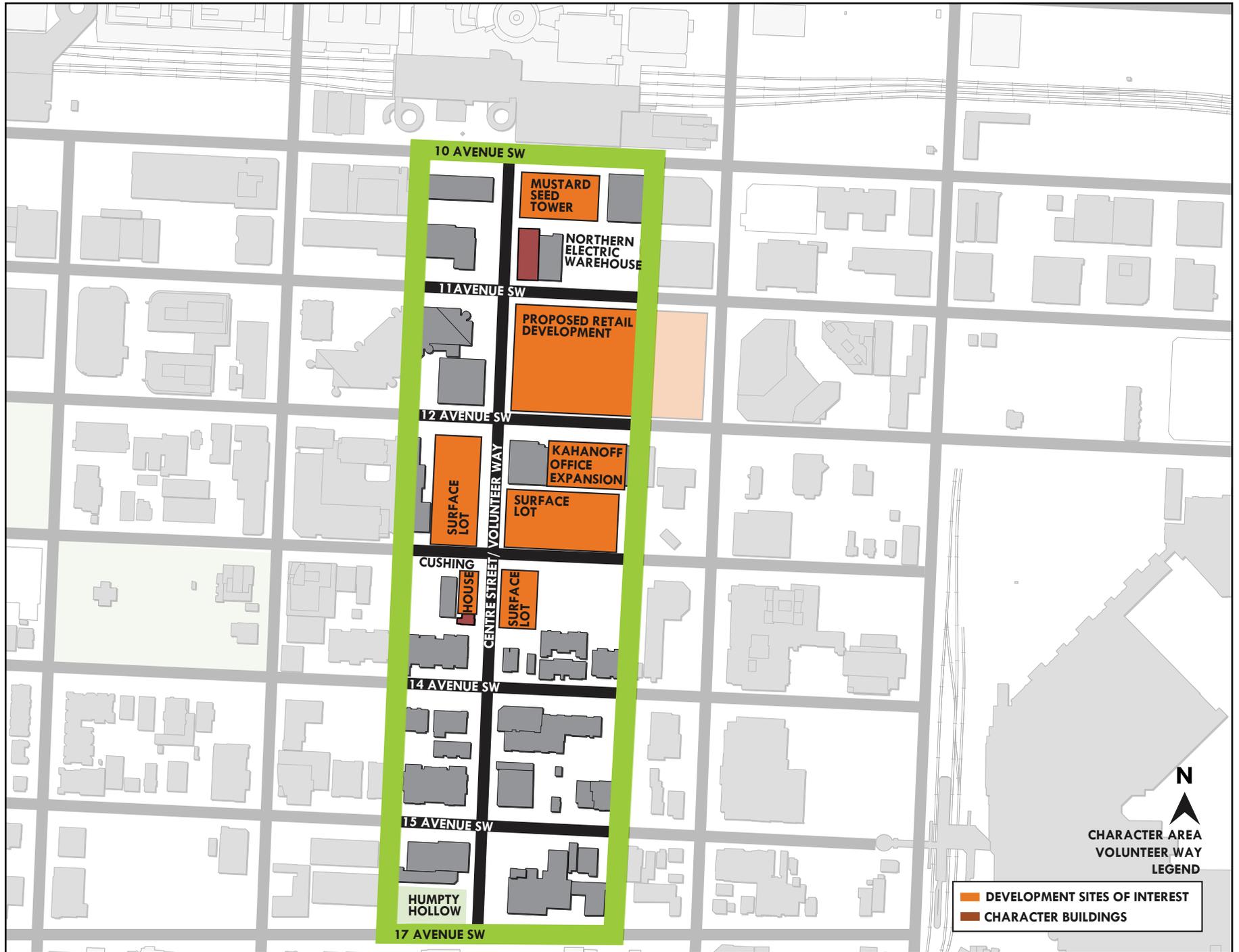
The Mustard Seed Mission moved into its current location in the Northern Electric Co. Warehouse.

2001

Volunteer Calgary, on behalf of several agencies located along Centre Street South, requested that City Council approve the dual naming of the street as "Volunteer Way" to recognize the multitude of nonprofit agencies in the Kahanoff Centre and within the area, and to celebrate volunteerism in Calgary.

2006

City Council designated Centre Street South between 10 Avenue South and 18 Avenue South as Volunteer Way.



VOLUNTEER WAY AREA

2006

The Hotel Arts Group purchased the Holiday Inn building and redeveloped the entire block as a boutique hotel with a two-storey commercial and retail complex.

2007

A design workshop developed a streetscape concept that celebrated Volunteer Way. The daisy, an international symbol of volunteers, was chosen as a logo to represent Volunteer Way. The street typology was identified as an “urban green street” incorporating a daisy field, a public square, the redevelopment of Humpty Hollow Park, and public art features.

2008

Inn from the Cold purchased the office building at 110 Centre Street South for use as an emergency family shelter.

2012

A design workshop was held to rework the 2007 Volunteer Way streetscape concept into a Volunteer Way Master Plan.

CHARACTER BUILDINGS

George Cushing House (1912)

Located at 1313 Centre Street South, the Cushing House is a two-storey wood framed structure now operating as a commercial building. The building once housed two generations of the Cushing family, founders of the 1900s lumber company Cushing Bros. Ltd. It has been home to several successful professional businesses. As of 2013 the redevelopment of the site into a restaurant is in the planning phase.

Northern Electric Co. Warehouse (1913)

Located at 102 11 Avenue SE, the four-storey building features a classical style of stone base and red brick facade consistent with the style of construction during Calgary’s post-war boom. The building housed a number of firms in the communications industry until 1943 when it was occupied by several federal government departments. In 1993, the building became the new home of the Mustard Seed Mission.

AREA FEATURES

Nonprofit Organizations and Charities

A significant feature of the Volunteer Way Area is the large concentration of not-for-profit and charity organizations along Centre Street South. Located on 105 12 Avenue SE, the Kahanoff Centre is an 11 storey office building providing office and conference space to Calgary nonprofits at a discounted rate. Centre 15, located on 1509 Centre Street SW, is a seven-storey office building that houses numerous not-for-profit organizations and services. The other buildings in the area entirely dedicated to nonprofit organizations and charities include the Mustard Seed and Inn from the Cold.

Calvin Hungarian Presbyterian Church

A significant feature of the Volunteer Way Area is the Calvin Hungarian Presbyterian Church. Located on 101 14 Avenue SW, the church was built in 1947 to provide Hungarians living in Calgary with a place to pray in their native language. The church remains active and is also home to a Hungarian School. The school runs language and culture classes as well as a nursery.

(Opposite Page, Clockwise from top left)

Northern Electric Warehouse, Cushing House, Calvin Hungarian Presbyterian Church, Kahanoff Centre

Significant Connections

The intersection of the 13 Avenue Heritage Greenway, 17 Avenue South, and the north termination of Centre Street South at the Calgary Tower are vital components to the public realm. These connections and points of interest contribute to the overall character of the area. The Volunteer Way Master Plan currently under development for Volunteer Way should consider and celebrate these features.

DEVELOPMENT SITES OF INTEREST

Cushing House and Adjacent Surface Parking Lot

Located on the southwest corner of Centre Street South and the 13 Avenue Heritage Greenway, the site has recently undergone a change of land use to accommodate a mixed-use development. The combination of historic appeal of the house along with its location at the intersection of Volunteer Way and the Heritage Greenway creates a site with high potential for an integrative mixed-use development, potentially incorporating a retail or restaurant business in the Cushing House.

The Mustard Seed Affordable Housing Tower

Currently under construction, the Mustard Seed Affordable Housing Tower will be located on the southeast corner of 10 Avenue South and Centre Street South. The Tower will provide the area with 224 affordable housing units, an underground parkade and at-grade commercial uses. Residents are expected to move in by late 2013 or early 2014.



VOLUNTEER WAY AREA

Centre 15 not-for-profit location



Completed block of the Heritage Greenway



Humpty Hollow playground



Intersection of the Heritage Greenway and Volunteer Way

The four corner sites located at the intersection of the Heritage Greenway and Volunteer Way are high-potential redevelopment sites. These corner sites provide opportunities for the development of at-grade features, retailers and restaurants to animate the public and pedestrian realm in the area. The northwest and northeast corner sites are currently surface parking lots for Hotel Arts and the Kahanoff Centre, and are awaiting investment and redevelopment. The southwest corner site is the above mentioned Cushing House site with its adjacent parking lot. The southeast corner is the location of a commercial building awaiting demolition, or major repairs, with an adjacent surface parking lot.

CHALLENGES AND OPPORTUNITIES

Cash Corner

Located on the west side of Centre Street South between 12 and 13 Avenue South, “Cash Corner” is an informal, curbside, casual/day labour hiring location.

The sidewalk and the adjacent parking lot of the Hotel Arts are used by job seekers as they wait for potential employers. Left over from a government employment centre in the 1940s, Cash Corner has long operated as a place for hiring day labour, and is deeply ingrained in the construction culture of Calgary. Cash Corner attracts a large number of unemployed and/or transient men who gather at approximately 6:00 a.m. and linger sometimes until the early evening.

While the practice of day labour has been determined not to be illegal by the City of Calgary, the high level of public intoxication, social disorder and other incivilities that occur there does cause problems for the area.

Cash Corner attracts a wide range of individuals who are often dealing with varying degrees of mental illness or substance abuse issues. In addition to this, there are people who, for a number of reasons both legitimate and otherwise, choose not to engage in regular employment.

The presence of a “gang”-like concentration of individuals at Cash Corner makes the setting extremely uncomfortable for pedestrians, hotel guests and adjacent office workers. Pedestrians actively avoid walking by, and verbal harassment is common.

With the opening of a Montessori Daycare in the Hotel Arts Retail Gallery, there is concern that the close proximity to Cash Corner will negatively impact its success due to the uncomfortable conditions.

Cash Corner will pose an even larger dilemma as the residential population and businesses in the area continue to increase. Cash Corner also poses a problem for development of Volunteer Way as a “green urban street.” Providing urban open spaces and street furniture will likely encourage more loitering and gathering, and there is concern over the potential for negative interactions between day labourers and the general public.

Several reports have considered alternatives to manage Cash Corner, such as to relocate it to an off-street location, a more remote on-street location or to suppress Cash Corner altogether. It is the opinion of the Victoria Park BRZ that it is only a matter of time before a serious violent incident occurs as a result of the congregation of day labourers and/or associated individuals. No specific decisions have been made and no actions have been taken to address Cash Corner at this time of writing.

VOLUNTEER WAY AREA

Social Housing, Programs & Services

There is a significant aggregation of social housing, programs and services along the length of Volunteer Way. While these social housing facilities are providing essential services for the homeless and less fortunate of Calgary, the scale and aggregation of these facilities along a five-block length is of concern. As with any population, the aggregation of one typology can be unhealthy and exacerbate problems.

The Mustard Seed Street Ministry is a drop-off and pick-up point for its northeast shelter facility, which provides 350 shelter spaces formerly located in its Centre Street location. More than 200 affordable housing units will be added to the Mustard Seed's inventory by the end of 2013. The regular gathering of homeless and less fortunate people outside the Mustard Seed and across the street in the landscaped area of a parking lot can be problematic for the area. These gatherings create an uncomfortable environment and many pedestrians actively avoid the area.

In 2009, a process was initiated that created a Good Neighbour Agreement (GNA) between the Victoria Park BRZ, the community association and the Mustard Seed. The purpose of the ongoing GNA is to eliminate lineups for intake, drop-in meals and emergency shelter services, and to create a positive street-level environment.

Inn from the Cold, an emergency shelter located directly adjacent to the Mustard Seed, contains 27 rooms. Other social and affordable housing units in the area include an affordable housing building at Hathaway Place with more than 40 units and a safe home for at-risk youth.

The first completed block of the 13 Avenue Heritage Greenway is directly east of Cash Corner.

Integrating urban furniture in the Volunteer Way Area in pursuit of a high-quality street has already had unintended consequences. The use and misuse of public assets presents a challenge for community designers looking to improve the area.

During the day, the Greenway's street furniture is frequently used as a gathering area by the area's homeless and less fortunate, creating a similar environment to Cash Corner and areas adjacent to the Mustard Seed Mission. With there soon to be approximately 200 additional social housing units along Volunteer Way, addressing this concern will become an increasing priority for the Victoria Park BRZ.

It is a Victoria Park BRZ priority to continue to work with social service agencies to address issues arising from the aggregation of social housing facilities in the area.

Humpty Hollow Park

Humpty Hollow is a small fenced public park on the northwest corner of Centre Street and 17 Avenue South. The park includes a playground, benches, a grassy area and a picnic table. The park is currently underutilized due to its design and lack of programming. In an attempt to integrate a community garden into the park to activate the space, several large flower pots were planted in July 2012.

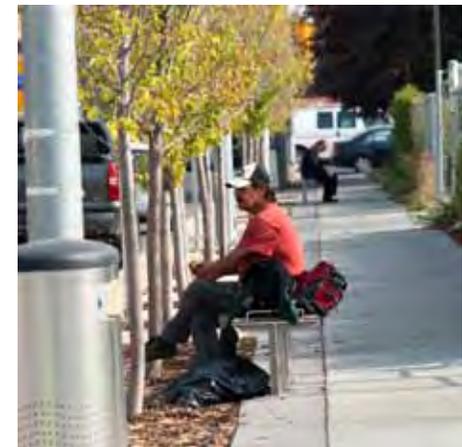
The Centre City Plan (2007) identifies the need to redesign Humpty Hollow Park to better integrate it with the vision for Centre Street/Volunteer Way and the eastern end of 17 Avenue South. The space provides an opportunity for redevelopment into a significant open space, anchor or feature linking the new "urban green street" of Volunteer Way to the active retail and restaurant strip of 17 Avenue SW.



Humpty Hollow community planters



Hathaway Place



13 Avenue Heritage Greenway seating

VOLUNTEER WAY AREA

Centre Street/Volunteer Way streetscape



Centre Street/Volunteer Way streetscape



Centre Street/Volunteer Way streetscape



Volunteer Way Master Plan

The redevelopment of Centre Street/Volunteer Way by means of a master planning process provides an opportunity to evaluate and resolve the constraints the area faces through public realm design solutions. The congregation of social housing along with the persistency of Cash Corner have created an uncomfortable environment for pedestrians in the area. A successful plan for this area must address these social issues in order to arrive at a functional streetscape design solution for Volunteer Way.

While the plan outlines a vision for another successful pedestrian-oriented street similar to 1 Street SW, realizing this vision will be difficult given the existing built form and lack of at-grade restaurant and retail opportunities along Volunteer Way. One block away, 1 Street SW is already achieving this streetscape animation with at-grade uses that enhance the pedestrian and public realm.

The plan requires the integration of at-grade features, retailers and restaurants to become a successful pedestrian alternative to 1 Street SW. The feasibility of this type of at-grade development along Volunteer Way needs to be reassessed, while looking at other options for streetscape upgrades in Victoria Park.

The Victoria Park BRZ encourages the development of small-, medium- and large-format retail and restaurants that would help to animate the public realm in the area.

At this time of writing, the plan for the Volunteer Way Area is in the conceptual design phase, and incorporates trees, extended curbs, high-quality materiality, long benches and opportunities for public plazas.

The conceptual design also proposes a SPark (a temporary street closure location) on Centre Street between 11 Avenue and 12 Avenue South.

The Victoria Park BRZ recommends a reassessment of the proposed SPark and other master plan elements as there is no natural at-grade activity or physical/visual permeability into the adjacent buildings and sites.

VICTORIA PARK PUBLIC REALM OBJECTIVES

Centre Street South has been identified by the City of Calgary as a key site for streetscape improvements and development into an “urban green street.” Many baseline improvements are required for success. Some of these include:

Relocation of existing above-ground utilities underground. Many streets connected to Volunteer Way Area have above-ground power poles that are outdated, aesthetically unpleasant, and impede fluid pedestrian movement. The amount of above-ground utilities increases closer to 17 Avenue South.

Significant sidewalk upgrades. The sidewalk system in the Centre Street/Volunteer Way Area is complete, but of poor quality with some sidewalks paved in asphalt. The conditions do not promote an active pedestrian realm or public realm vitality.

Other major infrastructure improvements. Other proposed infrastructure improvements include the completion of the 13 Avenue Heritage Greenway which will increase connectivity to the area.

VOLUNTEER WAY AREA

VICTORIA PARK BRZ COMMERCIAL AND RETAIL STRATEGIES

The Victoria Park BRZ would encourage small- to medium-format drinking establishments in the area based on a business concept and reputable ownership. Due to the safety and social issues in the area, large-format drinking establishments are discouraged.

Volunteer Way is characterized by a lack of at-grade retail and restaurant activity. Many buildings have no at-grade features, retailers or restaurants and little perceived public permeability. TransAlta, for example, is a commercial complex with interior food courts and small-scale retailers that are completely removed from the public realm. This typology deters pedestrian travel down Centre Street/Volunteer Way. Exceptions include a few small-format restaurants serving the local residential population.

Future redevelopments should incorporate these elements to create a successful pedestrian street. There is high potential for Humpty Hollow, the Cushing House, the Mustard Seed Tower and surface parking sites to incorporate pedestrian-oriented commercial activity to help animate and activate the area and to complement the proposed streetscape improvements. Other potential sites for this include the four corner sites at the intersection of Volunteer Way and the Heritage Greenway. There is little redevelopment potential from 14 Avenue to 17 Avenue South due to existing residential developments.

For a more detailed Victoria Park BRZ recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

LAND USE STRATEGY

The Victoria Park BRZ promotes opportunities to continue to develop the Volunteer Way Area as a commercial zone from 10 Avenue South to 13 Avenue South.

The northern blocks of Volunteer Way have been developed as a commercial zone—an area likely to remain with this character due to its close proximity to the downtown core.

The Victoria Park BRZ promotes opportunities to continue to develop the Volunteer Way Area as a mid-rise residential zone from 13 Avenue South to 15 Avenue South.

There is an established mid-rise residential zone located on Centre Street/Volunteer Way from 13 Avenue to 15 Avenue South. The zone should be promoted with a land use and density allowance that gives opportunities for more mid-rise residential zones with at-grade amenities that serve the residential population and animate the Volunteer Way pedestrian realm.

Analysis

The majority of Volunteer Way from 10 Avenue South to 13 Avenue South is classified as land use district DC (Direct Control) or land use district or CC-X (Centre City Mixed-Use District). These land use districts allow for a wide range of flexibility of uses including mixed-use, commercial, light industrial and community based-services. This is consistent with the Victoria Park BRZ recommended areas along Volunteer Way for the commercial zone.

The majority of Volunteer Way from 13 Avenue to 15 Avenue South is classified as CC-MH (Centre City Multi-Residential High Rise).

This district is inconsistent with the Victoria Park BRZ recommendation for these blocks to continue to incorporate at-grade amenities that serve the residential population and animate the Volunteer Way pedestrian realm.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BRZ recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

The Density Bonusing Strategy identifies the Volunteer Way Area from 9 Avenue to 13 Avenue South as “Area B” and “Area C,” typical of commercial uses along major streets and high-density mixed-use zones, which is consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the Volunteer Way Area from 13 Avenue to 15 Avenue South as “Area A” for permitted Floor Area Ratio (FAR), areas that are primarily residential or are expected to be developed as predominantly residential, which is consistent with the BRZ vision for the area.

The Density Bonusing Strategy outlined in the Beltline ARP (2006) identifies the Volunteer Way Area from 15 to 17 Avenues South as “Area D” for permitted Floor Area Ratio (FAR), typical of pedestrian-oriented commercial streets, which is consistent with the BRZ vision for the area.

WAREHOUSE DISTRICT



View looking east down 11 Avenue SE from Macleod Trail SE

WAREHOUSE DISTRICT

LOCATION DESCRIPTION

The Warehouse District area is bordered on the east by Centre Street South, on the west by 4 Street SE, on the north by 9 Avenue SE and on the south by 11 Avenue SE. The Warehouse District is composed mainly of large commercial and some residential spaces located in adaptively reused warehouse buildings from the early 1900s. Built along a spur line of the main Canadian Pacific Railway (CPR) tracks that ran along what is now the alleyway between 10 and 11 Avenues South, these buildings were originally constructed to manage and store the massive amount of freight moving west via the CPR. The Warehouse District serves as one of the last contiguous tracts of a built form from Calgary's early development. The area remains active as it has become home to numerous architecture, engineering, design and marketing firms. The land to the north of 10 Avenue SE adjacent to the CPR right-of-way consists of vacant lots and temporary surface parking.

RECENT HISTORY

1990s

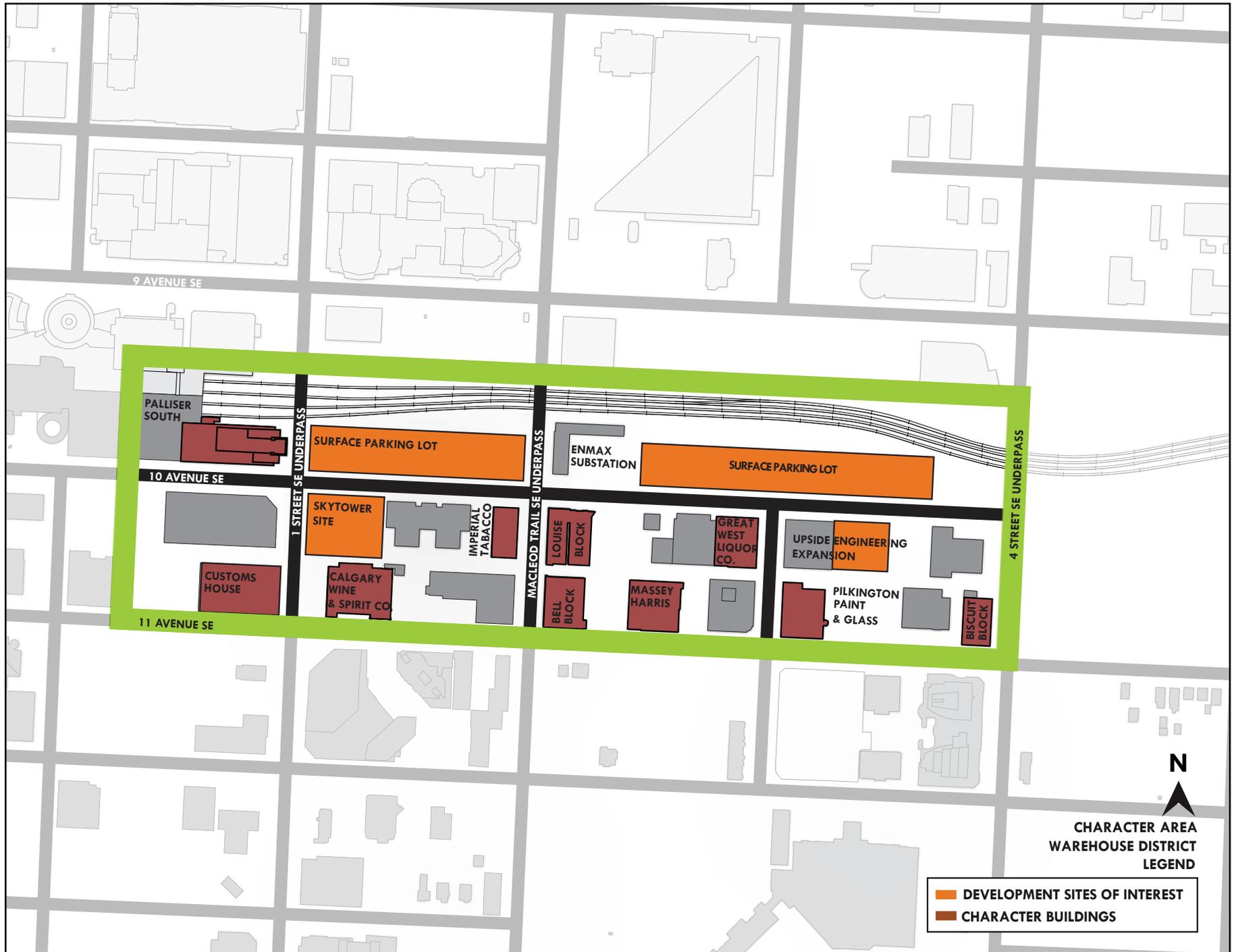
The area saw a repurposing of many warehouse buildings for use by architecture, engineering, design and marketing firms.

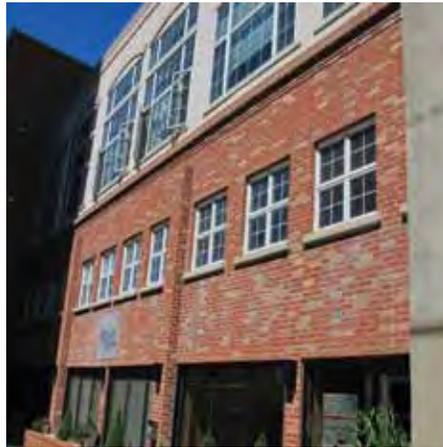
2000s

Several developments were constructed replicating the massing, form and character of the warehouses in the area. Contextually sensitive developments include the Upside Engineering Headquarters and Ribtor II.

2010

The Palliser South development added 290,000 square feet of commercial space and 1,300 parking stalls.





WAREHOUSE DISTRICT

(Opposite Page)

Top (L-R) Bell and Louise Blocks, Calgary Wine & Spirit Co., Imperial Tobacco Warehouse

Middle (L-R) Massey Harris Co. Warehouse, Biscuit Block

Bottom (L-R) Pilkington Paint and Glass, Customs House, Palliser South

CHARACTER BUILDINGS

Bell and Louise Blocks (1909, 1910)

Located at 1002 and 1018 Macleod Trail SE, the Bell and Louise Blocks extend Calgary's commercial core alongside the area's early streetcar route into Victoria Park. The buildings consist of pedestrian-oriented storefronts at grade with residential units above.

Calgary Wine & Spirit Co. (1911)

At 206 11 Avenue SE, the four-storey red brick building was constructed as warehouse space for the Calgary Wine and Spirit Co. The Calgary Wine and Spirit Co. was a significant enterprise in Alberta and eventually became one of the largest liquor suppliers in the province. The building has undergone several changes, but still remains an important gateway into the Warehouse District, currently serving as commercial office space.

Great West Liquor Co. Warehouse (1912)

Located at 305 10 Avenue SE, the two-storey red brick building was constructed as a warehouse by alcoholic beverage distributors Great West Liquor Co. Today, the building serves as commercial office space.

Massey-Harris Co. Warehouse (1912)

The building, located at 318 11 Avenue SE, housed one of the world's largest providers of agricultural equipment, Massey-Harris. The four-storey red brick building now serves as the headquarters of environmental consultants.

Biscuit Block (1912)

Neilson's Furniture used this location at 438 11 Avenue SE for supplementary storage and warehousing to support its retail business on Stephen Avenue. In 1926, an additional floor was added to the three-storey building in anticipation of the arrival of a biscuit manufacturer, the Independent Biscuit Co., which occupied the site until 1957. The building is currently undergoing restoration with a two storey addition to provide office space and a range of premium commercial and retail opportunities.

Pilkington Paint and Glass (1913)

British glass manufacturer Pilkington Paint and Glass built the structure, at 402 11 Avenue SE, to act as a regional distribution point and warehouse with some minimal manufacturing onsite. The building still showcases original branding on the west-facing facade as Pilkington operated it until 1967. The four-storey red brick building is currently used as commercial office space.

Customs House (1916)

Located at 134 11 Avenue SE, the Customs House is a large four-storey red brick building erected by the federal government. It served as a sorting and examination centre for incoming goods and mail to the area. The building features a rusticated sandstone base, and is primarily composed of Canadian-made materials and fittings. The Customs House was occupied by the federal government until 1979 and now serves as commercial office space and the home of an integrated design firm.

Imperial Tobacco Warehouse (1929)

Located at 220 11 Avenue SE, the four-storey building has been adaptively reused, now serving as residential units known as the Imperial Lofts.

The Imperial Tobacco Warehouse was a prime example of the area's importance as a major commercial shipping and distribution hub in Western Canada.

Palliser South (2010)

The Palliser South project, located at 140 10 Avenue SE, is a 19-storey office tower development. The development added 290,000 square feet of commercial office space and more than 1,300 parking stalls to the area.

AREA FEATURES

Heritage Character

The most significant feature of the Warehouse District area is the number of warehouse and heritage buildings that have been adaptively reused and preserved. The homogenous built form in the Warehouse District is predominantly three- and four-storey red brick and sandstone commercial-style warehouses. New development has been sensitive to the heritage nature of the area in terms of materiality, massing and scale. The heritage nature of the area and importance to Calgary's early economic growth should be strongly represented as a placemaking tool in attracting future development and employers.

Business Clustering

The Warehouse District is one of Victoria Park's largest employment areas, dominated by medium-sized professional service offices ranging from 10 to 100 employees. The affordability, convenience and character of the area have attracted integrated design, engineering and environmental consulting firms producing business clustering in the area. There are potential competitive advantages of business clustering, including increased productivity, innovation and creation of new businesses in the specific fields.

WAREHOUSE DISTRICT

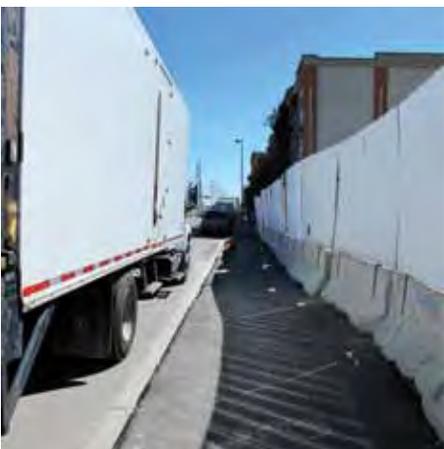
Contextually sensitive office development



4 Street SE underpass at 10 Avenue SE



Skytower site hoarding and asphalt sidewalk



Continuing to promote the clustering of these professional services will also help draw anchor and long-term tenants and enhance the area's commercial nature.

4 Street SE Underpass

The 4 Street SE underpass was opened in November 2011 and introduced a much-needed pedestrian and vehicular connection between the East Village neighbourhood and Victoria Park. The 4 Street SE underpass provides a unique condition in the Warehouse District on 10 Avenue SE. The condition limits vehicular flow by ending 10 Avenue SE at a cul-de-sac, but promotes pedestrian traffic by providing a staircase feature with integrated landscaping and lighting elements. This condition increases pedestrian flow into the 10 Avenue SE portion of the Warehouse District which promotes business and retail vitality in the area.

DEVELOPMENT SITES OF INTEREST

Skytower Site

The abandoned Skytower condo development sits as a vacant construction site located on the corner of 1 Street and 10 Avenue SE. This is a significant site in the Warehouse District, with its close proximity to downtown and the 1 Street SE underpass. Since construction was halted in 2008, the site has been surrounded by construction hoarding which is often covered in posters, advertisements and graffiti. The site is currently unattractive and poses risks to public safety. In 2009, the owners of the site were subject to an injunction, which was settled out of court, ordering them to carry out appropriate maintenance.

It is a Victoria Park BRZ priority for this site to be redeveloped, acting as an anchor point into and contributing to the Warehouse District's unique character.

Upside Engineering Expansion

Located on 409 10 Avenue SE, this site is undergoing redevelopment as part of the expansion of Upside Engineering Ltd. The new development will incorporate underground parking and a new office space, with similar building mass and materiality as the current Upside Engineering headquarters in the red brick warehouse-style construction.

Surface Parking Lots and Vacant Lands North of 10 Avenue South

The sites adjacent to the CPR pose an interesting challenge for development due to planning regulations, existing land ownership and the lack of development pressure. Currently the sites are being used as temporary parking lots and await both investment and development. Proposed developments on these sites should be designed to complement the Warehouse District through contextual building form and uses, by providing additional parking for the existing heritage structures, or continue to promote the clustering of professional services with a commercial office development.

CHALLENGES AND OPPORTUNITIES

Poor Connectivity and Mobility

There is a significant lack of connectivity and pedestrian and vehicular mobility in the Warehouse District.

The Warehouse District extends along 10 and 11 Avenues SE. With the construction of the 4 Street SE underpass, 10 Avenue South terminates into a cul-de-sac at the east border of the character area. As a result of restricted vehicular and direct pedestrian access at this location, there is limited exposure for at-grade commercial businesses in the Warehouse District.

WAREHOUSE DISTRICT

Comfort and mobility in the 1 Street SE and the Macleod Trail SE underpasses are poor, which deters pedestrian and cyclist traffic from the downtown. Similar to the 1 Street SW underpass, these underpasses are challenged with poor lighting, water accumulation and a lack of visual appeal. The 1 Street SE and the Macleod Trail SE underpasses require significant enhancement to facilitate and promote pedestrian and cyclist flows.

One-way traffic on 11 Avenue South deters local vehicular and cyclist circulation throughout the day, reduces pedestrian comfort and safety, and decreases activity for at-grade restaurants and retail businesses. The option to convert 11 Avenue South to a two-way road and other methods of increasing connectivity to the area should be reassessed.

Enmax Substation

Enmax Power Corporation is a major landowner in the Warehouse District with its land holdings encompassing the entire block north of 10 Avenue SE, east of Macleod Trail South to 3 Street SE. Adjacent to CP Rail lands, the previous low demand for this property made it an ideal location for an Enmax substation and other related power generation activities. There are opportunities to animate the substation, through lighting or other means, to enhance the public realm while potentially encouraging specific types of development on the adjacent vacant sites.

Macleod Trail and 1 Street SE

Macleod Trail is a high-volume vehicular artery that transports nearly 55,000 motorists on average through Victoria Park daily. The importance of Macleod Trail as a dedicated commuter route creates a vehicular-oriented atmosphere which deters pedestrian flows.

The 1 Street SE underpass and Macleod Trail SE underpasses both facilitate vehicular use of the arteries while discouraging pedestrian flow into the Warehouse District. The dedicated commuter route poses a significant challenge for retailers and higher volume commercial activities which rely on casual pedestrian traffic and high exposure. Lack of on-street parking, large road right-of-ways and the high-speed nature of these corridors will continue to deter pedestrian and at-grade commercial activity.

Limited Parking

The majority of the built form of the Warehouse District was established in the early 1900s based largely upon the location of the CP Rail. The warehouse-style structures lack the incorporation of parking due to the differing modes of transportation at the time of the area's initial development. The combination of limited underground parking, lack of parkades and recent growth of the area as a commercial office location has resulted in a significant shortage of parking. Parking alternatives for the area as a whole should be explored and appropriately incorporated into future developments in the area.

For a more detailed explanation of Victoria Park's Parking Management Strategy, please refer to Appendix E.

Lack of Public Realm Activity

The historic warehouse-style buildings predominant in the area offer little permeability at-grade, with private entrances and a low number of windows and public entrances. The current use of the warehouse buildings by design, engineering and consulting firms has produced an environment of inwardly focused businesses with little to no activity at-grade.



Macleod Trail SE underpass



Large-format restaurant



Small-format retail store

WAREHOUSE DISTRICT

This combination of impermeable built form and internally focused businesses, along with low pedestrian and vehicular connectivity, limits activity and animation of the public realm. In addition, poor sidewalks, above-grade utilities, limited landscaping and lack of public art or street furniture further deter pedestrian flows into the area.

As the surrounding Victoria Park areas of Transit-Oriented Development and East Victoria Park continue to mature and develop, there will be increasing opportunities to locate a wider breadth of retail, restaurant and entertainment venues to support the growth in residential and office populations.

As at-grade businesses develop and permeability increases, there will be more opportunities to promote the Warehouse District through placemaking strategies. There are similar examples throughout Canada of repurposed warehouse and manufacturing districts that have been converted into trendy mixed-use neighbourhoods. The Victoria Park BRZ encourages collaboration in expanding this idea and helping to promote the Warehouse District as a unique area.

10 Avenue South Interface

In the Centre City Plan (2007), 10 Avenue South is selected as a corridor for public infrastructure improvements centred on the pedestrian and bicycle interface. As part of these infrastructure improvements, bicycle lanes were incorporated into the roadway in 2011. With the allocation of 10 Avenue South as an emergency corridor, the improvements are limited to maintain high vehicular mobility along the road. The vision is for 10 Avenue South to become a major bicycle corridor with a proposed pedestrian and bicycle bridge over the CPR tracks on 2 Street SW linking Victoria Park to the downtown core.

The proposed public improvement is an opportunity to better connect the Warehouse District to West Victoria Park while promoting amenities and street animation in the area.

VICTORIA PARK BRZ PUBLIC REALM OBJECTIVES

Many baseline improvements are required to promote public realm vitality and to support the businesses in the Warehouse District. Other streetscape strategies and infrastructure improvements are also recommended. Some of these include:

Relocation of existing above-ground utilities underground. Many areas in the Warehouse District have above-ground power poles that are outdated, aesthetically unpleasant and impede fluid pedestrian movement.

Significant sidewalk upgrades. The sidewalk system in the Warehouse District is in generally good condition with the exception of the north side of 10 Avenue South, which is paved in asphalt and has missing sidewalk links.

Development of a streetscape improvement strategy along 10 Avenue from Centre Street South to the 4 Street SE underpass. Improvements along 10 Avenue SE need to be made to promote street-oriented commercial activity and encourage pedestrian flows. Improvements could include extended curbs and pedestrian crossings, a consistent landscaping strategy, a consistent lighting strategy and a placemaking strategy. The strategy would also include reinforcing the Centre City Plan's (2007) recommendations to develop 10 Avenue South as a cyclist corridor. This streetscape strategy should tie in to the streetscape strategy of West Victoria Park, creating a continuous pedestrian and cyclist corridor.

Other major infrastructure improvements.

These include the rehabilitation of the 1 Street SE underpass and the rehabilitation of the Macleod Trail SE underpass. The rehabilitation of these underpasses would help pedestrian flows to move into the area from the downtown core and promote more at-grade street-oriented restaurant and retailers in the area, while reducing at-grade vacancies along 1 Street SE and Macleod Trail SE.

The Victoria Park BRZ encourages public infrastructure, private development and businesses in the area that will enhance the streetscape, augment the pedestrian realm, increase permeability and provide at-grade commercial activity.

VICTORIA PARK BRZ COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BRZ encourages the clustering of professional services including integrated design, engineering, law, marketing and financial uses.

The adaptive reuse of the area's original buildings has created a unique business setting for integrated design firms, engineering firms and other professional services while also attracting nonprofits and public services. Due to light pedestrian and vehicle traffic volumes, the area is ideal for the clustering of professional services, utilizing the commercial office space with uses that do not require high exposure.

WAREHOUSE DISTRICT

The Victoria Park BRZ encourages small-, medium- and large-format retail, restaurant and licensed establishments acting as anchors for the area while serving the growing employment and residential populations.

There are several examples of successful small-, medium- and large-format, at-grade commercial uses located in the repurposed warehouse buildings catering to the local office and residential population. Examples of adaptive reuse in the Warehouse District for anchor retail and restaurant uses include popular lunch hour restaurants, consignment stores, ice cream shops and fitness clubs. These complementary uses in the Warehouse District have realized the competitive advantages of locating close to the large employment base.

The Victoria Park BRZ promotes opportunities to continue to develop the Warehouse District as a commercial and light industrial zone.

For a more detailed Victoria Park BRZ recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

LAND USE STRATEGY

Existing light industrial uses in Victoria Park, including food and beverage manufacturing, are well integrated into the landscape. Similar uses can provide commercial diversity and specialized community amenities. The Victoria Park BRZ promotes continued opportunities for a clustering of interconnected industries and businesses in the area. The Victoria Park BRZ promotes opportunities for at-grade retail, restaurant and drinking establishment uses to fill vacancies, activate the public realm and cater to the growing employment base.

Analysis

The Warehouse District area is classified as land use district DC (Direct Control) or land use district CC-X (Centre City Mixed-Use District). These land use districts allow for a wide range of flexibility of uses including mixed use, commercial, light industrial and community-based services. This is consistent with the Victoria Park BRZ recommended vision for a commercial and light industrial zone with commercial diversity, clustering of professional services and opportunities for at-grade retail, restaurant and drinking establishments.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BRZ recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

The Density Bonusing Strategy outlined in the Beltline ARP (2007) identifies the Warehouse District area between Centre Street South and Macleod Trail SE as “Area C” for permitted Floor Area Ratio (FAR), typical of high-density mixed-use development areas, which is consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the Warehouse District area between Macleod Trail SE and 4 Street SE as “Area A” for permitted Floor Area Ratio (FAR), which is intended for predominantly residential areas.

The Victoria Park BRZ recommends that the density bonusing for these lands be changed to “Area C,” to align with the BRZ vision for the area.



Lack of connectivity - cul de sac at 4 Street SE along 10 Avenue SE



Vacant Lands north of 10 Avenue South



4 Street SE underpass

EAST VICTORIA PARK



View west down CPR tracks to Remington Lands

EAST VICTORIA PARK

LOCATION DESCRIPTION

East Victoria Park consists of lands located on the south side of the CP Rail line, bordered on the east by the Elbow River, on the south by 12 Avenue SE, and in the west by 4 Street SE. The area is heavily influenced by relationships between the adjacent rail corridor, the Elbow Riverfront and Stampede Park. A new underpass built at 4 Street SE has improved the connectivity of the area significantly. East Victoria Park is linked with the nearby communities of Ramsay and Inglewood to the east by the Macdonald Bridge. The area consists mostly of vacant lots with many serving as temporary parking space. The area served as the major neighbourhood centre of Victoria Park for nearly 100 years. Currently only a small number of single-family homes remain in East Victoria Park as most were demolished in the early 2000s as part of the Stampede's expansion plans.

RECENT HISTORY

1983

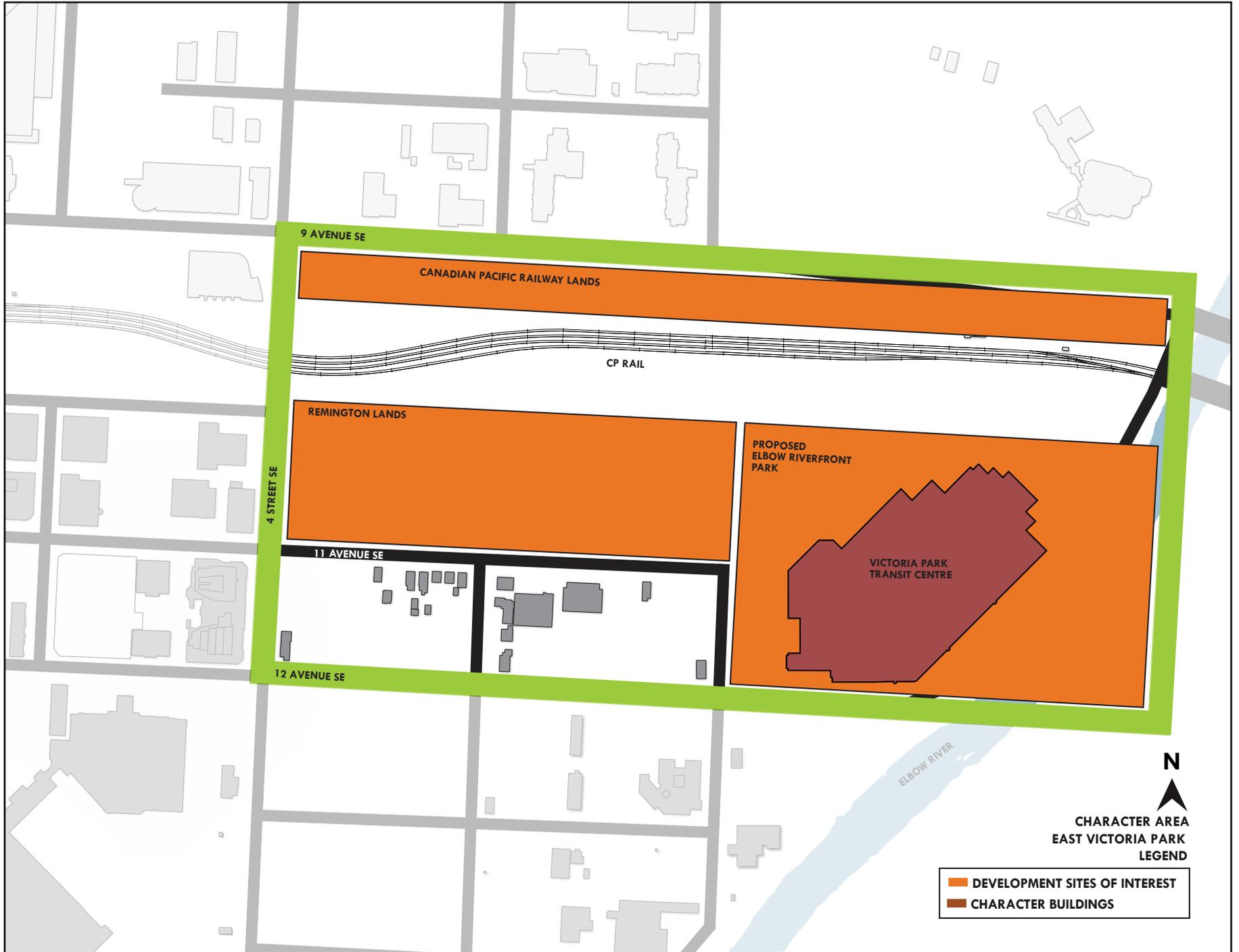
Calgary Transit erected a large garage facility housing logistical and mechanical support services for city buses.

1998

Calgary City Council approved the Stampede expansion plans north to 12 Avenue SE.

2000

Many remaining homes and rooming houses were demolished for Stampede expansion.





EAST VICTORIA PARK

(Opposite Page, Clockwise from top left) Single-family homes (2), Victoria Park Transit Centre (2)

2007

The adjacent East Village began a more than \$150-million redevelopment project funded through a Community Revitalization Levy (CRL). The boundaries of the CRL include East Victoria Park and portions of the Warehouse District and the Transit-Oriented Development Area. Improvements include the Fourth Street SE underpass and the Elbow River Pathway System.

2011

The public infrastructure project to develop a 4 Street SE underpass was completed, linking East Victoria Park to East Village.

CHARACTER BUILDINGS

In this guide's delineation of East Victoria Park, there are currently no buildings in the area that have been evaluated as historic resources. There is no consistent built form, and no character buildings or notable heritage structures in the area with the exception of a row of distinct single-family homes. Several historic buildings are situated on the threshold of East Victoria Park and the TOD area, including the Fairey Terrace, the Dafoe Terrace and the Enoch Sales House. Descriptions of these character buildings can be found in the TOD Character Area section.

Victoria Park Transit Centre (VPTC) (1983)

Located on 1075 7 Street SE, the Calgary Transit bus barns facility is the most prominent structure in East Victoria Park, and the area's largest employment site. With its proximity to the Elbow River and location along the existing pathway system, the City of Calgary is considering redeveloping the site as an urban riverfront park. If so, the centre would be relocated.

The low permeability and large footprint of the site poses a significant challenge for redevelopment of East Victoria Park, which the City of Calgary has acknowledged through several planning and policy documents.

AREA FEATURES

Elbow River Pathway System

The Elbow River Pathway system is an important link between Victoria Park, the larger regional pathway system and the neighbouring communities of Inglewood and Ramsay. There are a number of upgrades to the Elbow Riverfront planned by the City of Calgary, including an extension of the existing Riverwalk beyond the East Village to follow along the west bank of the Elbow River through East Victoria Park and the Stampede Park grounds.

Canadian Pacific Rail

The Canadian Pacific Railway (CPR) occupies the entire north border of East Victoria Park. Calgary Transit has proposed the Southeast extension of the LRT system to share the existing CPR right-of-way while locating an LRT station and mixed-use neighbourhood centre on the corner of 4 Street SE and 11 Avenue SE. This section of track is planned but not currently funded.

4 Street SE Underpass

The 4 Street SE underpass was opened in November 2011 and introduced a much-needed pedestrian and vehicular connection between the East Village, the Warehouse District and East Victoria Park. The construction of the underpass is a notable achievement in terms of underpass functionality and design in Calgary. The new route leads into the planned Stampede expansion mixed-use development area located along Olympic Way SE at the north end of the Stampede Park.



Elbow River



Elbow River Pathway



Remington lands

EAST VICTORIA PARK

4 Street SE underpass connection



Stampepe expansion and development area



MacDonald Bridge



DEVELOPMENT SITES OF INTEREST

Remington Lands

With the exception of the Victoria Park Transit Centre, most of East Victoria Park consists of vacant underutilized lands. The Remington site stretches from 4 Street SE to 6 Street SE and from the CP Rail to 11 Avenue SE. Developing the site will require collaboration among a variety of stakeholders, including Calgary Transit, CP Rail, Remington Development Corporation and the City of Calgary. The Centre City Plan has targeted these two blocks as a potential mixed-use neighbourhood centre based around the proposed Southeast LRT line and station, the extension of the Centre City grid system and interfacing with the new Elbow Riverfront Park. This site will be key in the development of East Victoria Park.

Previous proposals for the site include a potential high-speed rail line with large mixed-use developments to complement the potential transit-oriented development area.

Elbow Riverfront Park

The existing Elbow Riverfront has potential to be an important public attraction that can add significant benefit and character to an otherwise underdeveloped area of Victoria Park. The City of Calgary has placed significant emphasis on the Elbow Riverfront in East Victoria Park making a vibrant public recreation space, with a proposed boat launch and multi-modal promenade. This redevelopment would also include a mixed-use, multi-family development alongside an adjacent urban riverfront park. This objective would be supported by the removal of the existing Victoria Park Transit Centre and potential closure of 7 Street SE between 9 Avenue SE and 12 Avenue SE.

Canadian Pacific Railway Lands

The lands are located on the north side of the CPR right-of-way and are vacant undeveloped lands with frontage along the south side of 9 Avenue SE. These parcels are parallel to the East Village development and Fort Calgary, offering a variety of potential redevelopment opportunities and scenarios.

CHALLENGES AND OPPORTUNITIES

High Percentage of Vacant, Underutilized Land

Many of the large land parcels in East Victoria Park are vacant and underutilized. For redevelopment of these parcels to take place, there must be a significant commitment of resources, stakeholder collaboration and planning. High coordination is necessary for development and for major infrastructure improvements working as catalysts for development. The Centre City Plan (2007) and Calgary Transit Plans include a number of redevelopment initiatives in East Victoria Park. Proposed infrastructure improvements include the southeast LRT line and station, closure and relocation of the Victoria Park Transit Centre, closure of 7 Street SE, construction of a new Elbow Riverfront Park, extension of the grid system and the creation of high-quality sidewalk and utility upgrades.

Accomplishing these objectives will depend on public sector investment and careful coordination between Calgary Transit, CP Rail, land owners and the City of Calgary due to the land ownership structure in the area. Current owners of these parcels may potentially sell due to the significant commitment of resources and collaboration needed for development to be realized.

EAST VICTORIA PARK

City of Calgary Proposed Neighbourhood Centre

The Centre City Plan (2007) has a number of policy objectives supporting the development of lands on the northeast corner of 4 Street SE (Olympic Way SE) and 12 Avenue SE into a key neighbourhood centre and focal point of East Victoria Park. Several public infrastructure improvements and private mixed-use and adaptive reuse projects adjacent to this site will help create great opportunities for a major community hub.

High Levels of Connectivity

The 4 Street SE underpass now serves as an important link between the East Village, the Warehouse District, East Victoria Park and the current and proposed Stampede uses. This enhanced connection provides a significant opportunity for increased vehicular and pedestrian flow with an underpass design that is pedestrian-oriented while providing enhanced safety and comfort for cyclists, vehicles and pedestrians. Bridges in East Victoria Park provide important vehicular and pedestrian links from East Victoria Park and the neighbouring communities of Inglewood and Ramsay. There is an opportunity for enhancement of these links and integration into the City of Calgary's proposed Riverwalk and Elbow Riverfront Park developments. The Elbow River Pathway system, the 13 Avenue Heritage Greenway, the proposed Riverwalk extension and Elbow Riverfront Park are vital components to increase East Victoria Park's connectivity to surrounding areas.

Stampede Expansion Plans

It is planned that the north entrance of Stampede Park will undergo dramatic redevelopment into a mixed-use main street concept consisting of retail, dining and entertainment uses. When completed, this will create a unique and vibrant interface along 12 Avenue SE and Olympic Way SE.

This commercial zone is proposed to incorporate at-grade retailers, restaurants and commercial office space. In addition, a youth campus is proposed adjacent to the Elbow River, between 12 Avenue SE and 14 Avenue SE. The historic buildings on the northeast edge of Stampede Park will be integrated into campus functions. The proposed developments are significant for East Victoria Park; they will increase pedestrian flows, create a year-round active public realm and boost employment opportunities in the area.

VICTORIA PARK BRZ PUBLIC REALM OBJECTIVES

A major factor influencing the redevelopment of East Victoria Park is the amount of public catalyst projects needed to spur developers and the private sector to invest capital in the area.

Many catalyst projects are required to promote public realm vitality and to prepare for a dense, mixed-use neighbourhood. Some baseline required improvements include:

Relocation of existing above-ground utilities underground. Many areas in East Victoria Park have above-ground power poles that are outdated, aesthetically unpleasant and impede fluid pedestrian movement.

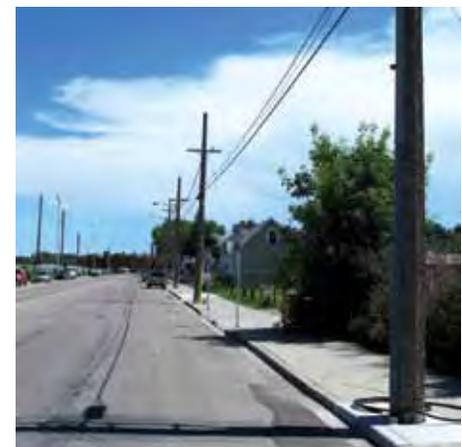
Significant sidewalk upgrades. The sidewalk system in East Victoria Park is generally in very poor condition. The south portion of 9 Avenue SE directly adjacent to the CP Rail lands is lacking a sidewalk which forces pedestrians onto a very narrow pathway close to oncoming traffic. Without modification, these conditions deter foot traffic into the area and take away from the potential success of street-oriented commercial activity.



Light industrial uses in East Victoria Park



Missing sidewalk link along 7 Street SE



Above-grade utilities along 11 Avenue SE

EAST VICTORIA PARK

Elbow River wildlife



MacDonald Bridge to Ramsay and Inglewood



7 Street SE underpass



Continuation of the downtown's grid system eastward into East Victoria Park. Stated in the Centre City Plan (2007), this is a key priority to develop the underutilized sites in East Victoria Park, extending the street grid pattern into the area.

Other major infrastructure improvements. These include the development of the proposed Elbow Riverfront Park (closing 7 Street SE), completion of the Heritage Greenway and the Riverwalk and construction of the new Southeast LRT.

VICTORIA PARK BRZ COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BRZ encourages the development of temporary large-format commercial and light industrial businesses while the area awaits significant investments into public infrastructure and private development.

Many of the major public infrastructure projects are expected to be funded by 2030, notably the Southeast LRT line and station. The Victoria Park BRZ promotes the development of temporary commercial and light industrial activities on vacant lands while awaiting redevelopment. A variety of types of temporary commercial and industrial businesses could use the large surface areas of these vacant sites and act as large anchor tenants. Existing businesses in the area with flexible business configurations include a one-storey interior finishing store and an auto repair shop.

The Victoria Park BRZ encourages the development of a mixed-use neighbourhood incorporating complementary commercial and industrial activities.

The vision for the City of Calgary as presented in the Centre City Plan (2007) and Beltline ARP (2006) promotes East Victoria Park as a “complete residential mixed-use neighbourhood” that is well integrated with Stampede Park and the East Village. This zone will include numerous retail and community amenities to adequately meet the needs of a new residential population, while complementing the adjacent entertainment district and Elbow Riverfront. The Stampede expansion on the north Stampede grounds will include a variety of dining, entertainment and hospitality opportunities leading into Stampede Park along Olympic Way SE (Stampede Trail). New commercial and retail opportunities in East Victoria Park will be promoted, with street orientation and concentrated on the western blocks of the area to create a lively urban environment parallel to Stampede Park.

For a more detailed Victoria Park BRZ recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

LAND USE STRATEGY

The Victoria Park BRZ encourages the development of at-grade retail, restaurant and drinking establishments that complement the Stampede expansion plans and the potential development of East Victoria Park as an entertainment area.

The high proportion of large, vacant and underutilized parcels in East Victoria Park creates a significant opportunity for a variety of creative mixed-use redevelopment scenarios.

EAST VICTORIA PARK

The Victoria Park BRZ promotes opportunities to develop East Victoria Park as a commercial and light industrial zone.

The Beltline ARP (2007) recognizes the entire East Victoria Park neighbourhood as a potential light industrial policy area. Existing light industrial uses in Victoria Park, including automotive services, are well integrated into the landscape and similar instances can provide commercial diversity and a specialized community amenity.

The Victoria Park BRZ promotes opportunities to develop East Victoria Park as a TOD mixed-use zone.

The combination of a new Southeast LRT station, the 4 Street SE underpass and the vision for a complete residential mixed-use neighbourhood creates a condition for a TOD mixed-use zone. This area provides opportunities for five- to eight-storey commercial podiums below residential towers along 10 Avenue South for sound attenuation from the CP Rail corridor. Podiums would provide space for a mix of commercial offices, restaurants and retailers as well as for the community amenities needed in a neighbourhood centre. Alternatively, podiums in this TOD mixed-use zone could provide well-designed parking structures supporting the LRT, potential high-speed rail lines, the north Stampede expansion and the Warehouse District to the west.

The Victoria Park BRZ promotes opportunities to develop East Victoria Park as a mid-rise residential zone.

The Victoria Park BRZ promotes opportunities for a mid-rise residential zone with retail, restaurant and drinking establishments that complement the recreational use of the area with the completion of a new Elbow Riverfront and the Heritage Greenway. A variety of small retail and commercial uses such as food vendors, equipment rentals, and cafes should be encouraged to enhance the user experience and character of these distinct recreational public spaces.

Analysis

With the exception of lands immediately adjacent to the CPR, the entire East Victoria Park character area is designated as a “CC-X, Centre City Mixed-Use District.” This is aimed at inspiring a wide range of development considered to be a positive contribution to Calgary’s urban fabric. This district allows for a mix of commercial, residential and light industrial uses that are street-oriented, at grade and sensitive to adjacent residential uses. This designation provides flexibility that the BRZ identifies as necessary for the development of this character area.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BRZ recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

The Density Bonusing Strategy outlined in the Beltline ARP identifies the majority of East Victoria Park as “Area A” for permitted Floor Area Ratio (FAR), which is for primarily residential development areas.

The Victoria Park BRZ recommends that the density bonusing for the lands adjacent to the CPR be adjusted to “Area B,” to become consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the area directly adjacent to the Elbow River as “Area A” for permitted Floor to Area Ratio (FAR), and is consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the area directly South of the proposed Southeast LRT and high-speed railway lines as “Area A” and “Area B,” which promotes mid-rise residential development and a commercial street zone.

The Victoria Park BRZ recommends the density bonusing for these lands be adjusted to “Area C,” to become consistent with the BRZ vision for the area.

TRANSIT-ORIENTED DEVELOPMENT AREA



View north down Macleod Trail SE from the Victoria Park LRT pedestrian overpass

TRANSIT-ORIENTED DEVELOPMENT AREA

LOCATION DESCRIPTION

The Transit-Oriented Development (TOD) area consists of lands located between 11 Avenue SE and 15 Avenue SE, and from Centre Street South to 4 Street SE excluding Stampede Park lands. It is heavily influenced by relationships with the adjacent LRT corridor, Macleod Trail, and a number of large temporary parking lots, many of which are slated for high-density redevelopment. Public transit and vehicular corridors provide convenient access from the TOD area to the downtown core and southeast Calgary. The area is characterized by a number of heritage buildings, mixed-use developments, high-rise condominiums and commercial office buildings. Significant connections in the TOD area include the 13 Avenue Heritage Greenway, Macleod Trail Northbound and Southbound, and the Victoria Park/Stampede LRT Station.

RECENT HISTORY

1981

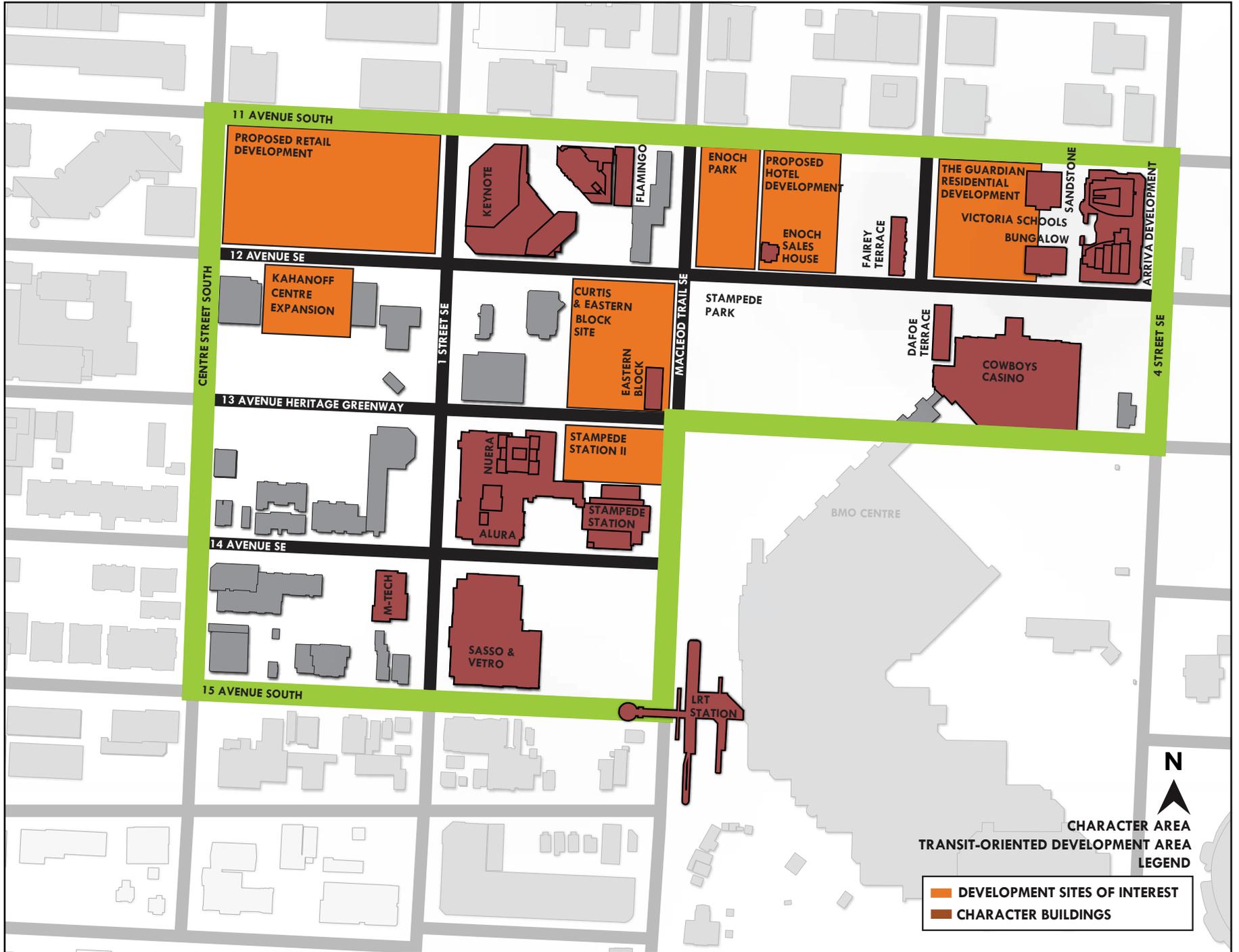
The Victoria Park/Stampede Station LRT opened. The surrounding area would later be defined as a TOD zone.

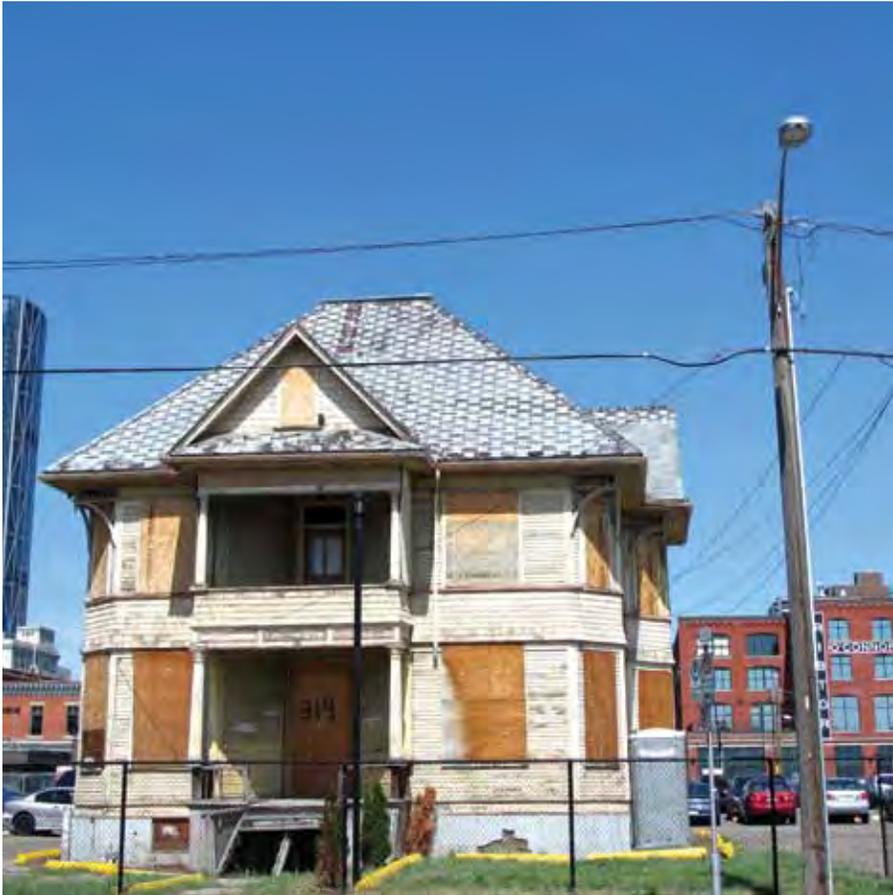
1980s - 2000s

The area lacked any significant residential population or commercial office space.

2004

The City of Calgary developed the TOD Policy Guidelines for land use principles to create attractive, diverse, walkable environments centered around primary transit stations.





TRANSIT-ORIENTED DEVELOPMENT AREA

(Opposite Page)

Top (L-R) Enoch Sales House, Fairey Terrace, Dafoe Terrace

Middle (L-R) Eastern Block Mural, Eastern Block

Bottom (L-R) Flamingo Block, Victoria Bungalow School, Victoria Sandstone School, M-Tech

2004

The first significant commercial office space in a new phase of redevelopment, the M-Tech building, was completed.

2006

Sasso, the area's first significant high-density mixed-use residential development was completed. The subsequent development of new high-rise condos and office space in the area has promoted an influx of service-oriented businesses as well as restaurants and retailers catering to growing office and residential populations.

2008

The high-density, 34-storey mixed-use luxury condominium development Arriva was completed.

2010

The first phase of Keynote, a three-tower, mixed-use office and residential development, was completed. The third 34-storey residential tower is currently under construction and expected to be complete in fall 2013.

CHARACTER BUILDINGS

Enoch Sales House (1904)

Located at 314 12 Avenue SE, this is one of the few remaining Queen Anne-style houses in Victoria Park. Originally built as the family home of a prominent local businessman, it became a boarding house and was later converted into apartments. The house now awaits potential relocation and integration into a new park.

Fairey Terrace (1905)

The Fairey Terrace, at 1111 3 Street SE, is an example of early Victoria Park terraced housing. This style of row-housing was introduced from England, where it had become popular as a lower-maintenance but still prestigious residential type. The building now houses a variety of businesses including a fitness centre, and personal and professional services.

Dafoe Terrace (1910)

Located at 1204 3 Street SE, the Dafoe Terrace is similar to the Fairey Terrace as an early example of brick multi-unit apartments in Victoria Park. Built by the manager of the Calgary Exhibition Grounds, it was used initially as an apartment building, then later as a rental property, housing blue-collar workers. It has been converted into a commercial building providing unique space for retail and restaurants.

Deutsch Canadier Block – Eastern Block (1910)

At 1227 Macleod Trail SE, the Eastern Block was originally a low-rise mixed-use building with six storefronts. Notable tenants included a publishing firm, grocery store and confectionery store. The building is partially occupied by an art gallery.

Calgary Labour Temple - Flamingo Block (1912)

Located at 229 11 Avenue SE, the Flamingo Block was originally built as a meeting place for trade labour unions in Calgary. The building was rehabilitated in the 1980s and currently serves as office space. The building's future is uncertain as it is part of the Keynote development site.

Victoria Sandstone School (1912)

Located at 411 11 Avenue SE, the Victoria Sandstone School is a two-storey school building constructed of Paskapoo sandstone. It is now integrated into the Arriva condominium development plan and is currently used as commercial office space.

Victoria Bungalow School (1919)

At 411 11 Avenue SE, the Victoria Bungalow School was built to expand the Victoria Sandstone School facilities. The building will be integrated into the Guardian condominium development plan and currently acts as the project's sales centre.

M-Tech Headquarters (2004)

Located at 1401 1 Street SE (Southbound Macleod Trail), M-Tech is an architecturally award-winning building providing Victoria Park with 41,000 square feet of office space. The building is of contemporary design, using concrete and metal panels as an alternative to the brick facades that are common throughout the area.

Stampede Station (2008)

Located at 232 15 Avenue SE, Stampede Station is a commercial office development integrated with the Nuera/Alura mixed-use development, offering 162,000 square feet of office space. The building is the first phase in a two-phase office development, and is conveniently located adjacent to the Victoria Park LRT Station and Macleod Trail SE.

Arriva (2008)

Located at 433 11 Avenue SE, Arriva is a 34-storey, 164 unit condo development with a mixed-use podium at grade. The Arriva condo concept is upscale, including high-end finishes and appliances. Arriva was completed as the first of three proposed residential condominiums. In 2008 the land west of the first tower, which was the site for the proposed second and third towers, went into receivership. The land was purchased by HON Towers Ltd. The site is now under construction for the Guardian development.

TRANSIT-ORIENTED DEVELOPMENT AREA

Sasso and Vetro (2006, 2009)

Located at 1410 1 Street SE, Sasso is a 24-storey, 192-unit tower and the first mixed-use tower in Victoria Park. It began a trend of developing mixed-use towers in Victoria Park that include a brick and sandstone retail podium at grade and a large outdoor shared space atop the podium. Vetro, a 34-storey, 302-unit tower, was completed in 2009, sharing amenities with Sasso including the outdoor patio and retail podium.

Keynote Development (2010, 2013)

Located at 220 12 Avenue SW, the Keynote development is another example of mixed-use towers that include a retail podium at grade, brick and sandstone facade at grade, and a large outdoor patio atop the ground-level retail spaces. Keynote is a three-tower development encompassing the majority of a city block; the 14-storey office and 25-storey residential towers were completed in 2010, with the third 34-storey residential tower newly completed and expected to be operational early 2014.

Nuera and Alura (2010, 2014)

Located at 211 13 Avenue SE, Nuera is a 33-storey, 220-unit, mixed-use tower atop a one-storey retail podium at grade. Alura is proposed to be a 29-storey, 281-unit tower sharing the retail podium with Nuera. Alura is currently under construction and expected to be completed by spring 2014.

Stampede/Cowboys Casino

The Stampede Casino has been a prominent business operating in several locations in Stampede Park for many decades. The casino has since been renamed Cowboys Casino and is currently located in the BMO Centre. Cowboys Casino is working within the Stampede expansion plans to help the area evolve into a year-round entertainment district, with the casino now home to a large-format nightclub, a popular sports bar and a sushi restaurant.

AREA FEATURES

Victoria Park/Stampede LRT Station

The Victoria Park/Stampede Station on Calgary's Southwest LRT line opened in May 1981. It is the only station located in Victoria Park, giving the area its TOD status. The station includes a pedestrian overpass above Macleod Trail that connects Stampede Park to the TOD area and 15 Avenue South.

Macleod Trail

Macleod Trail is a vehicular artery with four lanes in each direction that separates into the four-lane one-ways of 1 Street SE and Macleod Trail SE as it enters Victoria Park over the Elbow River from the south. In the Victoria Park section, Macleod Trail Northbound and Southbound straddle many of the mixed-use condominium developments that have been constructed since 2000. Macleod Trail acts as a significant perceived boundary for pedestrians and cyclists.

It is a priority for the Victoria Park BRZ to create an appropriate interface to promote pedestrian and cyclist connections and flow across Victoria Park (Centre City Plan, 2007).

13 Avenue Heritage Greenway

The construction of the 13 Avenue Heritage Greenway began in the TOD area with the first block completed between Centre Street South and 1 Street SE. The Heritage Greenway infrastructure improvement will connect the area east towards the Elbow River Pathway system and west towards 17 Street SW. The Greenway's design incorporates a wide boulevard on the north side of 13 Avenue South that features a distinct multi-modal corridor lined with benches divided from the street by a row of trees.

(Opposite Page, Top Left to Bottom Right)

Stampede Station, Arriva, Sasso and Vetro, Keynote, Alura, Cowboys Casino

Phase I of the project extends from 1 Street SE to 4 Street SW. The Heritage Greenway is unique in the TOD area as it provides an opportunity to create a pedestrian-scaled interface contrasting with the vehicular-oriented Macleod Trail SE.

DEVELOPMENT SITES OF INTEREST

“Enoch Park” City of Calgary Surface Lot

Located at the southeast corner of Macleod Trail and 11 Avenue SE, the existing city-owned surface parking lot has been selected to become a new city park. The new park is set to be integrated with the proposed adjacent commercial complex to the east, the Heritage Greenway, the Enoch Sales House and 10 fairly large trees onsite along Macleod Trail.

New Urban Consulting Lands - Enoch Sales Site

Located directly east of the City of Calgary surface lot, the New Urban Consulting Lands are slated for a commercial development at this time of writing, with permits recently approved. The development is meant to be integrated with Enoch Park and the Enoch Sales House, promoting a 24-hour activation of the area to provide the opportunity for natural surveillance.

New Urban Consulting Lands – Curtis Block and Eastern Block Site

The site of the former Curtis Block—a Victoria Park heritage resource torn down despite much protest in 2009—and the site of the Eastern Block are slated for mixed-use redevelopment. The proposal is for a combination of hotel and multi-family condominium uses with an adjacent multi-level retail and office development branded as “Curtis Block.” The proposal preserves the Eastern Block and a detached single-family home adjacent to the Eastern Block.



TRANSIT-ORIENTED DEVELOPMENT AREA

The Guardian Site along 12 Avenue SE



Victoria Park LRT Station



Portion of the 13 Avenue Greenway SE



The Guardian Residential Development

The site located on the southeast corner of 3 Street SE and 11 Avenue SE, is slated for a mixed-use residential development. The land was initially proposed to become the second phase of the Arriva development until the site was purchased out of receivership. The Guardian is proposed to be a two-tower complex. The initial tower will be 44 storeys with 321 units with the project totaling 640 units. The site is under construction at this time of writing.

Stampede Station II

The site north of Stampede Station I is slated for the development of phase II. The commercial office space development is proposed to be 19 storeys, contributing more than 300,000 square feet of office space to Victoria Park.

Kahanoff Centre Expansion

The surface lot adjacent to the Kahanoff Centre on 12 Avenue SE is slated for an expansion of the Kahanoff Centre's offices. In addition to office space, the development is set to house a performing arts academy as its main tenant which will act as a significant anchor business and add to the cultural realm of the area.

First South Calgary Retail Development

First South Calgary, located on 12 Avenue SE and 1 Street SE, is a full-block development proposal for a large retail centre. The development is in the early stages of the planning process.

CHALLENGES AND OPPORTUNITIES

Macleod Trail Northbound and Southbound

First Street SE and Macleod Trail SE provide significant challenges to the TOD area. These vehicular-oriented streets do not facilitate pedestrian activity, pedestrian flows or commercial and retail vitality at grade.

The Centre City Plan (2007) identifies the need to interface Macleod Trail SE appropriately with an enhanced pedestrian-scaled streetscape and land uses. Macleod Trail is a major artery to the city and that is not likely to change in the near future. Creative solutions must be used to help integrate connections across these linkages. In addition to the integration of the 13 Avenue Heritage Greenway, other public infrastructure improvements need to be made. These strategies could include but are not limited to sidewalk upgrades, lighting upgrades, street furniture, landscaping elements and open spaces to heighten pedestrian comfort and promote street animation and vitality of business and retail activity.

Transit-Oriented Development

The TOD area falls within 600 meters of the Victoria Park/Stampede Station, defined by Transit-Oriented Development Policy Guidelines as an area to optimize its proximity by encouraging higher density, walkable, mixed-use development. In TOD areas, several vehicle-oriented commercial land uses are discouraged, including low-density commercial developments such as big box stores, commercial surface parking lots, drive-through facilities, and gas or service stations. Reassessing the location of the vehicle-oriented commercial land uses in the TOD area would open up development sites for a comprehensive TOD area. TOD land uses that are encouraged include high-intensity commercial development, high-density residential development and pedestrian-oriented street-level retail activity, community services and cultural facilities.

13 Avenue Heritage Greenway Connection

The completion of the 13 Avenue Heritage Greenway and its potential integration with Northbound and Southbound Macleod Trail SE could serve as a preliminary example of how pedestrian-oriented design on a major vehicular artery can be achieved.

TRANSIT-ORIENTED DEVELOPMENT AREA

The current plan developed by the City of Calgary is to extend the 13 Avenue Heritage Greenway north along Macleod Trail SE to 12 Avenue SE, then east along 12 Avenue SE to the Elbow River Pathway system. However, the current plan is problematic for numerous reasons at the 13 Avenue SE and Macleod Trail SE intersection; for example, the lack of traffic signals creates unsafe conditions for pedestrians and cyclists, and interaction with businesses is restricted because 13 Avenue SE terminates at the LRT barriers at this intersection. This configuration is also problematic at the Eastern Block, where the building's abutment to the property line produces a potential interference with the planned streetscape design.

The Victoria Park BRZ promotes the extension of the 13 Avenue Heritage Greenway to 1 Street SE, north along 1 Street SE to 12 Avenue SE, then along 12 Avenue SE to the Elbow River Pathway system.

This alternative route would create a continuity of flow, encourage greater interactions between adjacent businesses and the users of the 13 Avenue Heritage Greenway, and limit interference with existing structures.

As plans for the next phases of the 13 Avenue Heritage Greenway progress, the Victoria Park BRZ promotes potential strategic north and south connections. For example, extending the 13 Avenue Heritage Greenway south along 1 Street SE would encourage pedestrian and cyclist flow towards the commercial street of 17 Avenue South and to the 15 Avenue South LRT overpass. Additionally, extending the Greenway north from 12 Avenue and 1 Street SE to the 4 Street SE underpass would enhance connectivity between East Victoria Park, the Warehouse District and the TOD area into the East Village and Downtown.

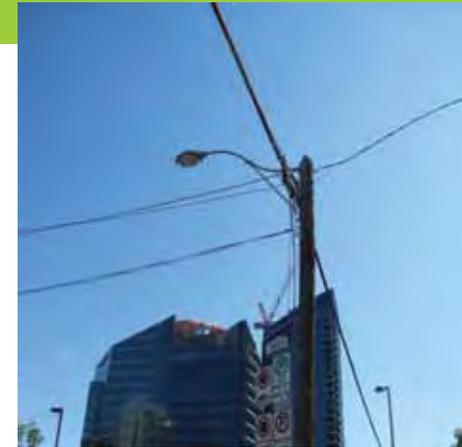
Proposed Open Space

The Centre City Plan (2007) identifies the need to acquire open space between Macleod Trail SE and 1 Street SW to meet the needs of the local population, with an optimal size of 0.2 hectares. Potential areas include the northeast corner of 1 Street and 12 Avenue SE or south of the 13 Avenue/Heritage Greenway between 1 Street SE and Centre Street.

Stampede Expansion Plans and the Entertainment District

The north entrance to Stampede Park is slated to undergo dramatic redevelopment into a mixed-use main street concept consisting of retail, dining and entertainment uses. When completed, this will create a unique and vibrant interface along 12 Avenue SE and Olympic Way SE. With the recent additions of licensed restaurants, bars and a nightclub in the Cowboys Casino, the area is beginning to emerge as an entertainment district. The Stampede expansion will likely continue to develop this trend. This entertainment district will be an asset for creating year-round, 24-hour commercial activity, animation and diversity.

As the entertainment district continues to develop, and with the opening of the National Music Centre in adjacent East Village, it will be essential for the success of the area to manage noise disputes and other issues. As has been illustrated in the Eau Claire Market area, allowing the combination of residential with other active uses creates noise conflicts. In the Eau Claire Market area this resulted in the restriction of active uses and alteration of the original intent and vision for the area. Management strategies should be prevention-based, designing out potential problems before they occur. Of prime importance is establishing a clear set of expectations and guidelines for residents. Proper planning for and management of noise and other issues will be a key concern for the TOD and adjacent areas including East Victoria Park and the Warehouse District.



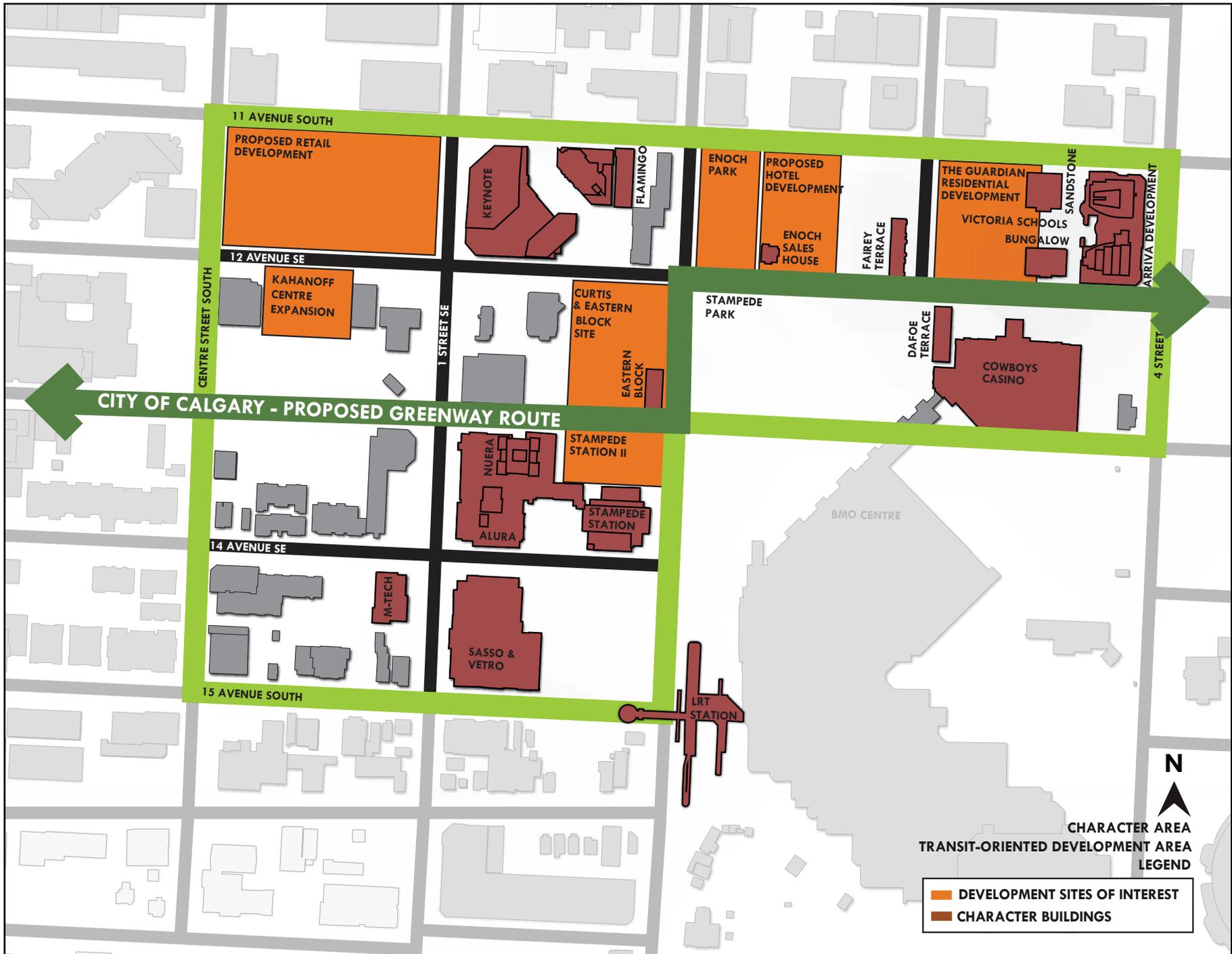
12 Avenue SE streetscape

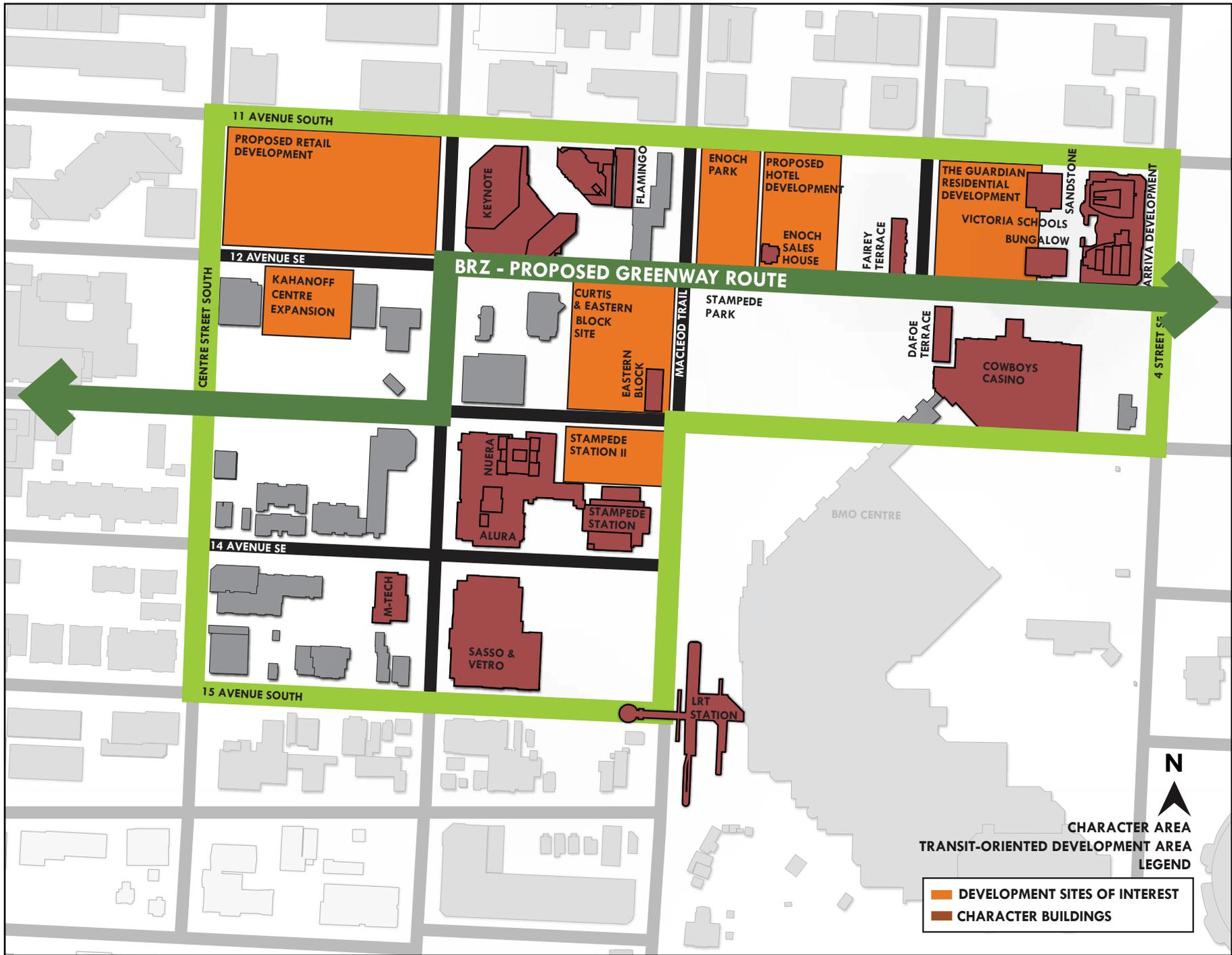


Victoria Park LRT overpass at 15 Avenue SE



Asphalt sidewalk along 11 Avenue SE





TRANSIT-ORIENTED DEVELOPMENT AREA

12 Avenue SE streetscape



11 Avenue SE streetscape



4 Street SE streetscape



VICTORIA PARK BRZ PUBLIC REALM OBJECTIVES

Many baseline improvements are required to promote public realm vitality and to support a TOD mixed-use neighbourhood. Some of these required improvements include:

Relocation of existing above-ground utilities underground. Many areas in TOD Area have above-ground power poles that are outdated, aesthetically unpleasant and impede fluid pedestrian movement. The exceptions include where new developments have made the necessary upgrades.

Significant sidewalk upgrades. The sidewalk system in the TOD Area is generally a contradictory mix of very poor conditions and very good conditions. Where new development has occurred, sidewalks are designed and executed to a very high standard. Trees have been incorporated, and the sidewalk width is generous enough to accommodate patios, which adds to the street vitality of the area. Examples include the Arriva development accommodating a popular licensed cafe and brew pub. Other undeveloped sites maintain poor sidewalk conditions similar to those of East Victoria Park. Several sidewalks are narrow and paved with asphalt, discouraging success of street-oriented commercial activity.

Other major infrastructure improvements. These include the development of a strategy to address the Macleod Trail (northbound and southbound) public interface. Improvements need to be made to promote street-oriented commercial activity and encourage pedestrian flows. The completion of the 13 Avenue/Heritage Greenway and its integration into Macleod Trail northbound will act as a preliminary example of how pedestrian-oriented design on Macleod Trail can be achieved.

VICTORIA PARK BRZ COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BRZ encourages the development of small-, medium- and large-format retail, restaurants and drinking establishments in the area, catering to the growing office and residential populations.

The TOD area contains a number of very successful retail and restaurant businesses. Smaller retailers and restaurants including delis, patisseries and cafes catering to the office and residential populations in the area are also doing well.

Some larger retail and restaurant businesses are thriving as they provide necessary community amenities to the professionals and residents of the area. A local food market and restaurant located in the Keynote podium has proven to be an important community amenity, a popular meeting place and a busy lunch hour spot. A large-format personal care chain located in the Sasso/Vetro podium is another example of a highly successful community amenity.

For a more detailed Victoria Park BRZ recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

TRANSIT-ORIENTED DEVELOPMENT AREA

LAND USE STRATEGY

The Victoria Park BRZ promotes opportunities to develop the TOD area as a high-density mixed-use zone.

The Victoria Park/Stampede Station LRT Station provides opportunities for mixed-use TOD developments. High-rise residential towers with one- to eight-storey podiums would provide space for a mix of commercial offices, restaurants and retailers as well as for the community amenities needed in a neighbourhood centre. Other TOD land uses that are encouraged are high-intensity commercial development, pedestrian-oriented street retail, community services and cultural facilities. Alternatively, podiums in this TOD/mixed-use residential zone could provide well-designed parking structures supporting the LRT.

The Victoria Park BRZ promotes continued opportunities to develop the TOD area as a mid-rise residential zone.

There is an established mid-rise residential zone located on the two southwest blocks of the TOD area. This zone should be promoted with a land use and density allowance that gives opportunities for more mid-rise residential zones with amenities that complement the residential population.

Analysis

The majority of the TOD area is classified as land use district DC (Direct Control) or land use district CC-X (Centre City Mixed-Use District). These land use districts allows for a wide range of flexibility of uses including mixed use, commercial, light industrial and community based services.

This is consistent with the Victoria Park BRZ recommended areas for the TOD Mixed-Use Residential Zone from 1 Street SE East.

The two blocks between Centre Street South to 1 Street SE (Southbound Macleod Trail) and from 13 Avenue SE to 15 Avenue SE are mainly classified as DC (Direct Control) and CC-MH (Centre City Multi-Residential High Rise). These districts are consistent with the Victoria Park BRZ recommendation for these blocks to continue to develop as a mid-rise residential area.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BRZ recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

The Density Bonusing Strategy outlined in the Beltline ARP (2007) identifies the TOD area from Macleod Trail SE to 4 Street SE and from 11 Avenue SE to 12 Avenue SE as “Area B.” This classification for permitted Floor Area Ratio (FAR) is typical of mid-rise residential development areas. This area is likely to develop as a TOD zone, with the Arriva development and plans for the mixed-use Guardian tower under construction.

The Victoria Park BRZ recommends that the density of these lands be adjusted as “Area C,” to become consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the TOD area from 1 Street SE (Southbound Macleod Trail) to Macleod Trail SE and from 11 Avenue South to 15 Avenue SE as “Area C,” which is consistent with the BRZ vision for the area. Many developments in this zone follow this FAR as TOD mixed-use developments (Sasso/Vetro, Keynote, Nuera/Alura).

The Density Bonusing Strategy identifies the TOD area from Centre Street South to 1 Street SE and from 11 Avenue SE to 13 Avenue SE as “Area C” and “Area B.”

The Victoria Park BRZ recommends that the density for the south block to be adjusted as “Area C,” to become consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the TOD area from Centre Street South to 1 Street SE and from 13 Avenue SE to 15 Avenue SE as “Area A,” which is consistent with the BRZ vision for the area. This area is an already developed mid-rise residential area, with no buildings expected to be demolished in the near future. The surface parking lot in this area is a high-potential redevelopment site that could operate as an open space for the residential population.

STAMPEDE/17 AVENUE AREA



Superior Auto Body sign

STAMPEDE/17 AVENUE AREA

LOCATION DESCRIPTION

The Stampede/17 Avenue Area is located between 15 and 17 Avenues South from 4 Street SW to Macleod Trail SE. It also includes the Elbow River Casino complex located between 1 Street SE and Macleod Trail SE from 17 Avenue South to the Elbow River.

The area is characterized by a number of heritage buildings and a diverse mix of restaurants and retailers. Other area features include the Elbow River Casino complex and the 1939 Superior Auto Body Shop. The area is a link between Macleod Trail SE (bordering Stampede Park) on the east and the 17th Ave Retail and Entertainment District (formerly the Uptown 17th BRZ) to the west. The area is characterized by poor-quality sidewalk treatments and above-ground utilities.

RECENT HISTORY

1982

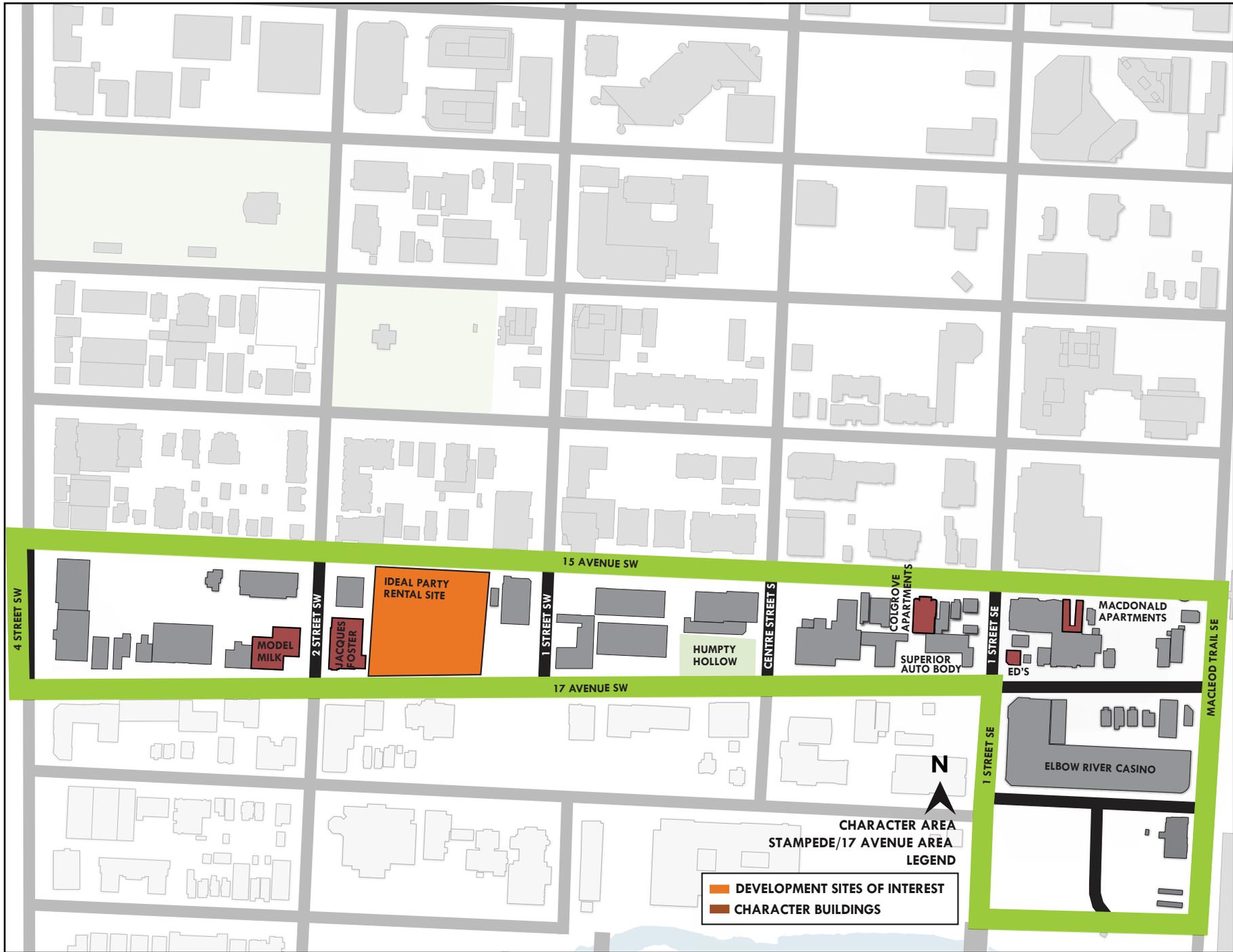
The Alpha House Shelter opened the detox and rehab facility in the Stampede/17 Avenue Area.

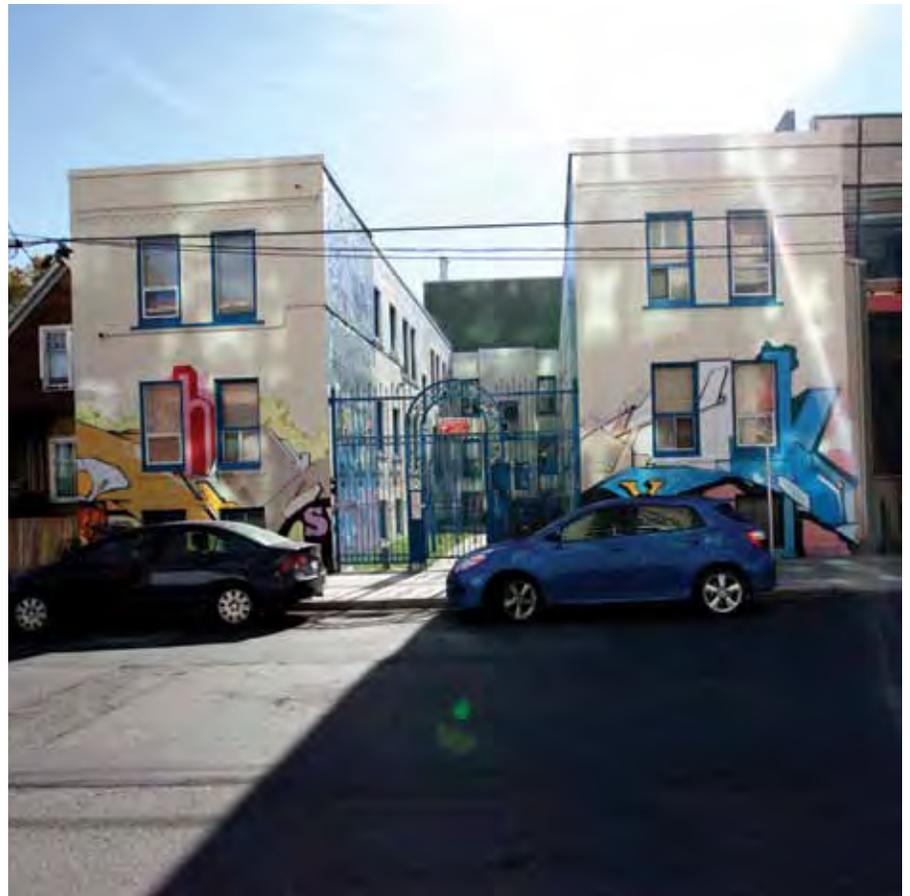
1989

The Elbow River Inn (later renamed the Elbow River Casino) opened, developing a major entertainment anchor for the Stampede/17 Avenue Area.

2005

The Elbow River Casino underwent a \$35-million expansion and relocated one block north to its current location, which is now 80,000 square feet, becoming the area's largest entertainment anchor.





STAMPEDE/17 AVENUE AREA

(Opposite Page)

Top (L-R) Model Milk Building, Colgrove Apartments, Jacques Foster Funeral Home

Bottom (L-R) Ed's Restaurant, Embarcadero Restaurant, MacDonald Apartments

2008

The Alpha House Shelter completed an expansion to its building along with improvements to its program, becoming one of the largest detox and shelter facilities in Western Canada.

CHARACTER BUILDINGS

Model Milk Building (1933)

Located at 308 17 Avenue SW, the Model Milk building was constructed as a place to sell dairy products directly to residents. The building incorporated a pasteurization system and a separate milk bar, selling milkshakes and ice cream cones. The building has recently been converted into its current use as a restaurant.

Colgrove Apartments (1912)

Located at 129 15 Avenue SW, the Colgrove Apartments are brick-clad, three-storey walk-up apartments originally built for upper-class tenants. The building later became known as the Darlington Apartments. A ghost sign at the rear still reads "Colgrove Apartments." The building remains in use as residential units.

Ed's Restaurant (1909)

Located at 202 17 Avenue SE, the 1909 building was initially a single-family house that was later converted into apartments in the late 1960s. It has now been converted into a commercial building operated as a restaurant.

MacDonald Apartments (1911)

Located at 215 15 Avenue SE, this brick apartment building has a deep entrance courtyard in between the two wings. The exterior of the building has been repainted with colorful graffiti to enliven the decaying brick exterior.

Jacques Foster Funeral Home Building (1940)

Located at 240 17 Avenue SW, the Jacques Foster Funeral Home was originally the site of a boarding home that was converted in the 1930s into a funeral home. This was later torn down and rebuilt in a modern style with geometric ornamentation. The exterior remains in its original condition, however the interior has since been converted. The building now sits vacant.

AREA FEATURES

Pedestrian-Oriented Retail, Restaurant and Drinking Establishments

The area is characterized by numerous and diverse small-scale retail, restaurants and drinking establishments which help to activate and animate the public realm. The restaurants in the area are well-known stop-offs for patrons attending events on the Stampede grounds. Retailers generally tend to serve highly specialized niche markets. There is a high degree of visual and physical permeability from the street into most buildings, with many storefronts facing the street. The height and massing of the small, one- to two-storey buildings contribute to the pedestrian scale. The Centre City Plan (2007) identifies 17 Avenue South as an area with a "comfortable human scale" that should be retained.

Rouleauville Square and St. Mary's Cathedral

Located on 197 17 Avenue SW, Rouleauville Square is the south termination of 1 Street SW located in front of St. Mary's Cathedral. Features of the park include a pedestrian walkway, historical signage, a plaza and a brick mural. St. Mary's Cathedral was completed in 1957 to provide the Catholic community in the area a place for worship. The building is notable for its architectural features and as a prominent view at the termination of 1 Street SW.

Superior Auto Body

Located on 112 17 Avenue SE, Superior Auto Body has been present in the Stampede/17 Avenue Area since 1939. The Superior sign is a landmark of the area. The sign is an example of a vintage North American street sign from this time period.

Elbow River Casino Complex

Located on 218 18 Avenue SE, the original Elbow River Inn opened in 1989 in a 14,000-square-foot building. In 1996, it was renamed the Elbow River Casino. In 2005, the casino underwent a \$35-million expansion and relocated one block north to its current site, which is now 80,000-square-feet. The casino is a physically prominent, major entertainment anchor.

Converted Single-Family Heritage Homes

A row of four, converted single-family heritage homes remain along the south portion of 17 Avenue South between First Street SE and Macleod Trail SE. These four properties are examples of the few well-maintained and relatively intact single-family homes in the area. These single-family heritage homes have been converted into commercial spaces for professional services.

STAMPEDE/17 AVENUE AREA

Ideal Party Rentals site



DEVELOPMENT SITES OF INTEREST

220 17 Avenue SW (Ideal Party Rental Site)

Previously occupied by several single-family homes and Ideal Party Rentals, this lot was purchased by a private developer and consolidated for future development. The site is large, extending from 15 to 17 Avenues SW. The site encompasses almost an entire city block, with the exception of two small-scale commercial buildings and a mid-rise apartment building. The site is in the planning phase to be developed into an assisted living facility for the Calgary Homeless Foundation, with 30 units of affordable transitional residences, underground parking and programs and services on the main level.

CHALLENGES AND OPPORTUNITIES

Urban Design Strategy

The 17 Avenue SW Urban Design Strategy is a non-statutory document produced by the City of Calgary to provide guidelines for development along the “high street.” The intention was to create a clear and unified strategy for sidewalks, streetscapes, public spaces and built form along both sides of 17 Avenue South. The plan identifies two major opportunities to improve the 17 Avenue South public realm in Victoria Park: the creation of a Stampede entrance at 17 Avenue and Macleod Trail SE and the enhancement of Rouleauville Square.

The Alpha House Calgary

The Alpha House Calgary is a detox and rehab facility located in the Stampede/17 Avenue Area providing programs for individuals with substance abuse issues. The Alpha House opened in the area in 1982. In 2008, the Alpha House completed a renovation and addition to the building. The renovations expanded the existing facility by 10,224 square feet, making it the largest of its kind in Western Canada.

The intake area for the Alpha House often has line ups of intoxicated individuals attempting to gain access to the facility’s services. Problems occur when the facility is full, when individuals have been banned from entering, and when individuals leave the facility in the morning. The over concentration and gathering of individuals in varying states of intoxication creates an uncomfortable pedestrian environment for those traveling through the area, particularly for those coming to Victoria Park from the LRT overpass. These gatherings create an environment of perceived danger for many individuals and often lead pedestrians to actively avoid the area.

It is a Victoria Park BRZ priority to continue to work with the Alpha House to address issues arising from the size and nature of its social services and programs.

Consistent Character and Streetscape Strategy

There is a significant difference in character between the 17 Ave Retail and Entertainment District (17 Avenue BRZ) and the Stampede/17 Avenue Area. The 17 Avenue BRZ is characterized by consecutive small-, medium- and large-format retail, restaurant and drinking establishment uses. The 17 Avenue BRZ is also characterized by a high-quality streetscape. In contrast, the Stampede/17 Avenue Area is characterized by its low-quality streetscape, with asphalt sidewalks, above-ground utilities, third-party advertising signs and less-frequent active uses. The development of a high-quality streetscape and placemaking strategy along 17 Avenue South would help facilitate pedestrian flows, and further reinforce the entire area as a high-quality retail and restaurant strip.

17 Avenue/Stampede Connection

In the proposed Stampede expansion plans, the 17 Avenue South termination at the Stampede grounds is highlighted as a key area for improvement.

Alpha House



17 Avenue/Stampede connection



STAMPEDE/17 AVENUE AREA

The proposal includes extending 17 Avenue SE into the grounds past the LRT, which currently terminates the busy pedestrian corridor. Creating the continuity between Stampede Park, Macleod Trail SE, and 17 Avenue South through to 14 Street SW would increase pedestrian flows, attract more at-grade businesses and development, and help to promote all areas.

Humpty Hollow Park

Humpty Hollow is a small fenced public park on the northwest corner of Centre Street and 17 Avenue SW. The park includes a playground, benches, a grassy area and a picnic table. The Centre City Plan (2007) identifies the need to redesign Humpty Hollow Park to better integrate it with the vision for Centre Street/Volunteer Way and the eastern end of 17 Avenue South. This will provide an opportunity to create continuity and enhance the pedestrian realm along 17 Avenue SW, and to create a strong connection between the Stampede/17 Avenue Area and the Volunteer Way Area.

VICTORIA PARK BRZ PUBIC REALM OBJECTIVES

A major factor in the success of the Stampede/17 Avenue Area as a retail and restaurant strip is the quality of the streetscape that encourages pedestrian traffic through the area. Many baseline improvements are required to promote public realm vitality. Some of these include:

Relocation of existing above-ground utilities underground. Many areas in the Stampede/17 Avenue Area have above-ground power poles that are outdated, aesthetically unpleasant, and impede fluid pedestrian movement.

Significant sidewalk upgrades. The sidewalk system in the Stampede/17 Avenue Area is in generally poor condition, with several lengths of sidewalk paved in asphalt.

Elimination of third-party advertising signs. The City of Calgary's 2012 Third-Party Advertising Sign Guidelines state that third-party advertising signs are not appropriate in specific pedestrian areas that promote business opportunities, such as Business Revitalization Zones, because they take away from promoting local businesses.

The signs are vehicular oriented in size and nature in contrast to the pedestrian oriented character of the street. The existing signs should be eliminated through a timely and fair process.

Other major infrastructure improvements. These include the redevelopment of the Humpty Hollow Park and connecting 17 Avenue east to Olympic Way with the proposed Stampede expansion plans.

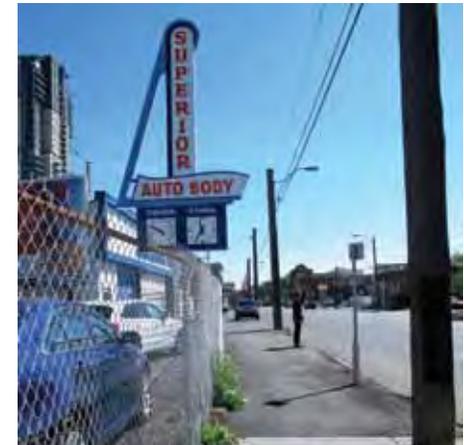
VICTORIA PARK BRZ COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BRZ encourages the development of small-, medium- and large-format retail, restaurants and drinking establishments to help develop a consistent character along the length of 17 Avenue South and further reinforce the area as a high-quality retail and restaurant strip.

The Stampede/17 Avenue Area contains a number of very successful retailers, restaurants and licensed drinking establishments. Small-, medium- and large-format restaurants catering to activities of the Stampede Park entertainment district, including conventions and sporting events, have proven to be successful.



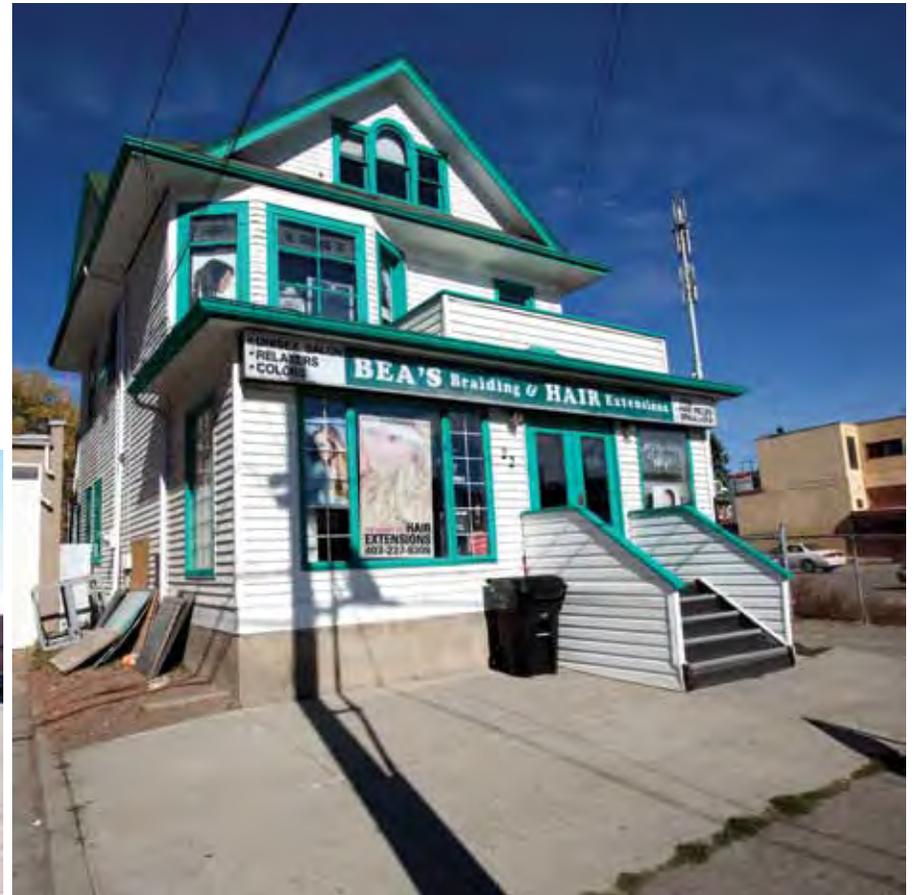
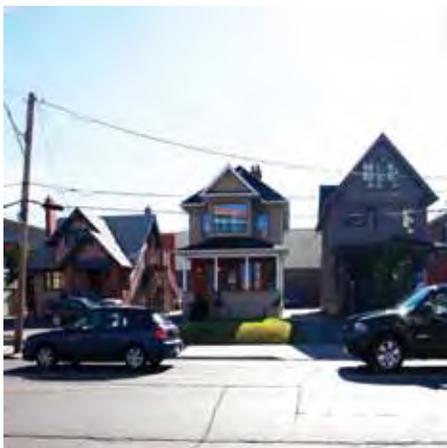
17 Avenue SW streetscape



17 Avenue SE streetscape



17 Avenue SW streetscape



STAMPEDE/17 AVENUE AREA

(Opposite page) Mix of at-grade businesses and converted houses in the Stampede/17 Avenue Area

Many businesses in the area have successfully marketed themselves as complementary uses to the ongoing concerts and sporting events in the area.

Other successful local businesses are light industrial in nature. While the established light industrial businesses are not necessarily compatible with the retail and restaurant nature of 17 Avenue South, they cater to the demands of the surrounding communities and continue to add to the character of the area.

For a more detailed Victoria Park BRZ recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

LAND USE STRATEGY

The Victoria Park BRZ promotes opportunities to continue to develop the Stampede/17 Avenue Area as a commercial zone along 17 Avenue South.

Opportunities for the area include continuing to develop a commercial zone along 17 Avenue South from 4 Street SW to Macleod Trail SE. The current character and nature of the street as a commercial zone would benefit from further clustering of these activities from 2 Street SW to Macleod Trail SE. The existing established light industrial uses can continue to provide continued commercial diversity and specialized community amenities.

The Victoria Park BRZ promotes opportunities to develop the Stampede/17 Avenue Area as a mid-rise residential zone along 15 Avenue South.

The Victoria Park BRZ promotes opportunities for a mid-rise residential zone with amenities that complement the pedestrian-oriented commercial nature of 17 Avenue South. A variety of small retailers incorporated at grade in residential developments could enhance the pedestrian realm in the area fronting 15 Avenue SW between 4 Street SW and 1 Street SW.

Analysis

Along 17 Avenue South between 4 Street SW and 1 Street SE, the land use designation is CC-COR, CC-X and DC, which promotes commercial and retail uses. The designation is consistent with the Victoria Park BRZ recommendation to encourage permeable storefronts, a mix of uses that relate to a vibrant streetscape, and contextual built forms.

Along 15 Avenue South between 4 Street SW and 1 Street SW, the land use designation is CC-MH, which promotes residential uses. The designation is consistent with the Victoria Park BRZ recommendation to encourage residential developments along with a variety of small retail and commercial uses incorporated at grade.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BRZ recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

The Density Bonusing Strategy outlined in the Beltline ARP (2007) identifies the area along 15 Avenue South between 4 Street SW to 1 Street SW as “Area A.” This classification for permitted Floor Area Ratio (FAR) is typical of mid-rise residential development areas, and is consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the area along 17 Avenue South between 4 Street SW to 1 Street SW as “Area D.” This classification for permitted Floor Area Ratio (FAR) is typical of other pedestrian oriented commercial zones, and is consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the area from 15 Avenue South to the Elbow Riverfront and from 1 Street SE to Macleod Trail SE as “Area C.”

This classification for permitted Floor Area Ratio (FAR) is typical of high-density mixed-use development areas.

The Victoria Park BRZ recommends the density bonusing for this land be adjusted as “Area D,” to become consistent with the BRZ vision for the area.

1 STREET SW AREA



View north on 1 Street SW

1 STREET SW AREA

LOCATION DESCRIPTION

The 1 Street SW character area extends from 12 Avenue SW to 15 Avenue SW and from 2 Street SW to Centre Street South. The area is connected to the downtown via the 1 Street SW underpass. To the south, the street terminates at 17 Avenue SW with a pedestrian connection into Rouleauville Square and the historic St. Mary's Cathedral. The area is characterized by several diverse small-scale retailers, restaurants and drinking establishments, well-designed pedestrian-oriented streetscapes along both 1 Street and 13 Avenue SW, and the development of several mixed-use, high-rise condominiums.

RECENT HISTORY

1990s

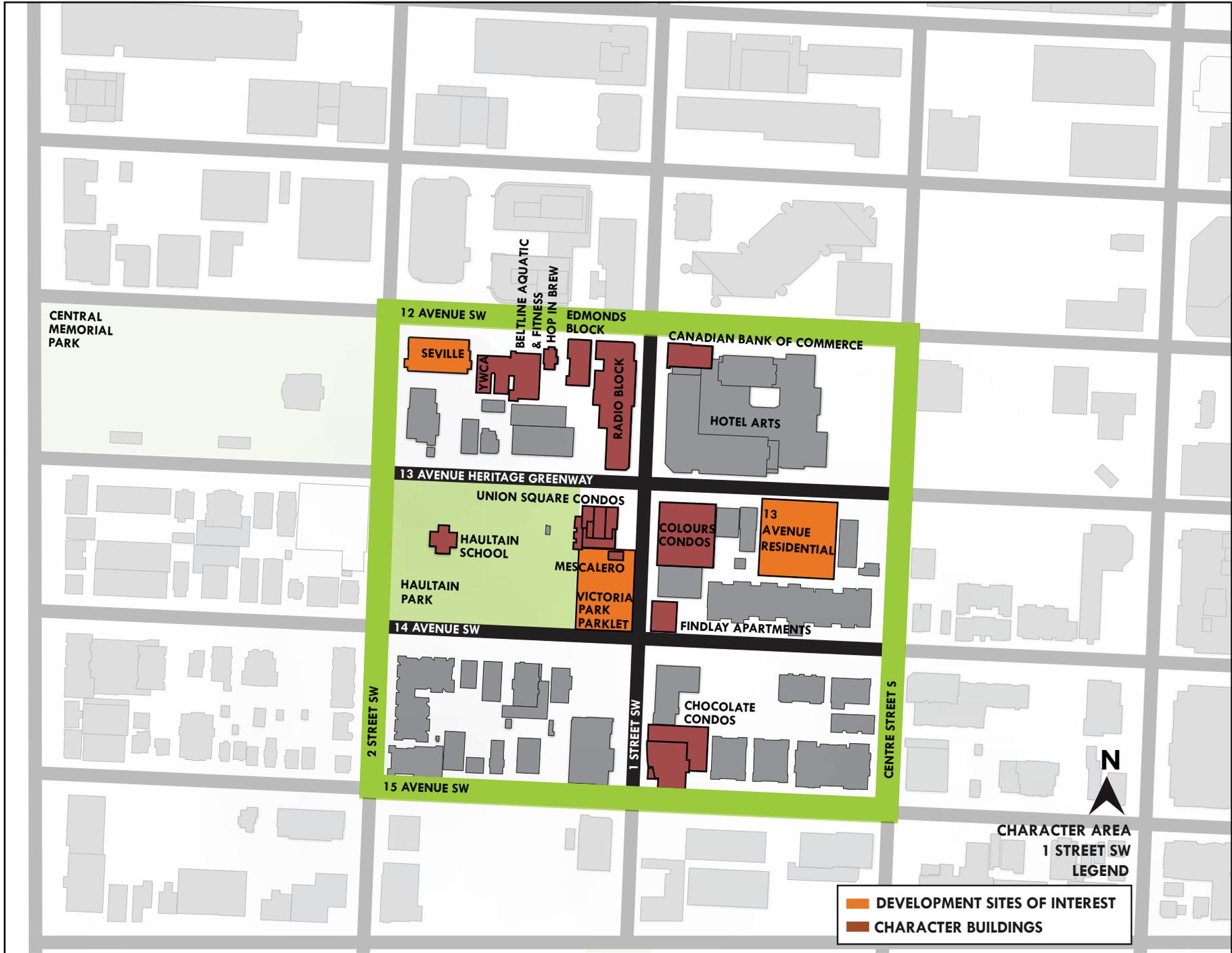
The area developed as a popular bar and nightlife strip. Lack of proper management coupled with an over-concentration of bars and nightclubs led to acute public behaviour issues and social disorder.

2000

A local area improvement project was initiated by the Victoria Park BRZ to redevelop the streetscape along 1 Street SW.

2006 – 2009

Several high-rise condominium complexes were constructed along 1 Street SW, beginning with Chocolate in 2006, Union Square in 2008 and Colours in 2009. These developments established a significant residential population along the street and marked the beginning of the neighbourhood's gentrification.



CENTRAL
MEMORIAL
PARK

12 AVENUE SW

SEVILLE

BELTLINE AQUATIC
& FITNESS
& HOP IN BREW

EDMONDS
BLOCK

RADIO BLOCK

CANADIAN BANK OF COMMERCE

HOTEL ARTS

13 AVENUE HERITAGE GREENWAY

UNION SQUARE CONDOS

HAULTAIN
SCHOOL

HAULTAIN
PARK

MESCALERO

VICTORIA
PARK
PARKLET

COLOURS
CONDOS

13 AVENUE
RESIDENTIAL

14 AVENUE SW

FINDLAY APARTMENTS

2 STREET SW

1 STREET SW

CENTRE STREET S

15 AVENUE SW

CHOCOLATE
CONDOS

N

CHARACTER AREA
1 STREET SW
LEGEND

- DEVELOPMENT SITES OF INTEREST
- CHARACTER BUILDINGS



1 STREET SW AREA

(Opposite Page)

Top (L-R) Haultain School, Findlay Apartments, Mescalero
Bottom (L-R) Hop in Brew, YWCA, Edmonds Block

2006

The Hotel Arts Group purchased the Holiday Inn building and redeveloped the entire block as a boutique hotel with a two-storey retail and commercial space.

2008

Haultain Park underwent significant redevelopment with the construction of the Union Square condo development.

2013

The first phase of the 13 Avenue Heritage Greenway nears completion, connecting 1 Street SE to Central Memorial Park.

CHARACTER BUILDINGS

Haultain School (1894)

Located on 225 13 Avenue SW, Haultain School was constructed as Calgary's first sandstone school, and is now the oldest school standing in Calgary. Haultain School was also the first Calgary school with running water and electricity. The school was closed in 1962. The building was restored as part of the Haultain Park restoration completed in 2008 and is now home to the Calgary Parks Foundation's offices.

Findlay Apartments (1909)

Located on 1316 1 Street SW, the Findlay Apartments Block is a three-storey brick apartment complex. It was the first large apartment block in the area and currently serves as affordable rental housing.

YWCA (1910)

Located on 223 12 Avenue SW, the YWCA is a provincially designated heritage building.

The three-storey red brick building once served as a hostel for single women new to the city. Other uses have included hosting various cultural and social functions. The building today serves as the Y Centre for Community Organizations. Currently, the building is undergoing a considerable revitalization funded by a grant from the Alberta Historical Resources Foundation's Heritage Preservation Partnership Program.

Mescalero (1911)

Located on 1315 1 Street SW, the Mescalero building, known historically as the Underwood Block Annex, is a vacant three-storey red brick building fronting along 1 Street SW and connected to the Union Square condo development. The building has been used by a range of notable retail, restaurant and drinking establishments. The south-facing wall overlooking the Victoria Park Parklet still bares the trademark of Mescalero, its most recent tenant.

Hop in Brew (1911)

Located on 213 12 Avenue SW, the Hop in Brew Pub is the only original single detached dwelling in the 1 Street SW character area. It has undergone a myriad of changes over the years, but the current pub reflects its original character and is a unique and eclectic social destination.

Edmonds Block (1913)

Along with many of the original buildings in the 1 Street SW character area, the Edmonds Block played an important role in shaping the area as a major commercial corridor. Located on 211 12 Avenue SW, the Edmonds Block housed a number of medical and dental professionals. The building currently houses a small restaurant at-grade with the second floor dedicated to affordable housing units.

Canadian Bank of Commerce Building (1912)

Located on 1201 1 Street SW, the building was the original home of the Canadian Bank of Commerce South Calgary branch. The three-storey red brick structure has been well preserved and is a very visible element and notable contributor to the streetscape of 1 Street SW. It is now home to the high-end retailer Formans Clothing.

Radio Block (1922)

Located on 1215 1 Street SW, Radio Block was named to recognize the first radio broadcast by CFCN in 1922. The Radio Block contributed to the status of 1 Street SW as an early commercial corridor. Radio Block now houses a mix of pubs, sandwich shops and retailers.

Chocolate, Union Square and Colours (2006, 2008, 2009)

Beginning with the Chocolate condos in 2006, 1 Street SW has seen the construction of several high-rise condominium complexes that have had a significant impact on the dynamics of the area. These complexes were carefully designed and built to respond to the street with small commercial spaces at grade. These condo developments have provided a significant residential population to the area.

AREA FEATURES

Unique North/South Corridor View

First Street SW has one of the only north/south corridor views in the Centre City. Anchored in the south by Rouleauville Square and the prominent massing and architecture of St. Mary's Cathedral and to the north by the 1 Street SW underpass, this type of visual corridor is not replicated in the Centre City.

Streetscape Improvements

First Street SW underwent significant redevelopment in the 2000s when a local area improvement project was initiated by the Victoria Park BRZ to redevelop the streetscape along 1 Street SW. Infrastructure and public realm improvements have also helped contribute to a pedestrian-oriented area with an active public realm. These major improvements include redevelopment of the streetscape to include traffic calming measures, public art, widened sidewalks and high-quality surface materials.

1 Street SW Retail, Restaurants and Licensed Establishments

The area features a number of specialty retailers which helps promote 1 Street SW as a retail and restaurant strip within Calgary. Prominent high-end clothiers are the largest of these specialty retailers and their distinctive facades help anchor the street. Other retailers include independent wine shops and jewelers.

Reputable business owners have introduced an ecology of sympathetic and complementary businesses and uses into 1 Street SW in recent years. This has helped bring pedestrian traffic into the area at different times of day while aiding in the placemaking of the street. Several large-format pubs and small-format nightclubs contribute to the area's nighttime economy.

Significant Community Amenities

Recent residential population growth and redevelopment of 1 Street SW has provided a context to foster a variety of community amenities. The Hotel Arts building includes personal care and fitness clubs, retailers, restaurants and a daycare.

The redevelopment of Haultain Park serves as an important outdoor recreation site with tennis, soccer and playground facilities. The City of Calgary Beltline Recreation Centre and other fitness clubs provide additional indoor recreation opportunities.

Arts and Event Spaces

The redevelopment of 1 Street SW has attracted several unique art-centred event and gallery spaces, often used for special functions and entertainment programs. These add character and help promote the area as an arts and entertainment destination. The incorporation of public art into the streetscape redevelopment of 1 Street SW adds to the public and cultural realm.

Hotel Arts

In 2006, The Hotel Arts Group purchased the Holiday Inn building and redeveloped the entire block as a boutique hotel with a two-storey commercial strip accommodating at-grade retailers along 1 Street SW. The renovation included a 220-car underground parking garage and a large three-storey office/retail complex that fronts along 1 Street SW. The hotel is an anchor in the evolving 1 Street SW area and provides a prominent amenity in Victoria Park for tourists and business travellers.

13 Avenue Heritage Greenway

The 13 Avenue Heritage Greenway is intended to create a comfortable experience for pedestrians, cyclists and other users while paying homage to the heritage resources located along the corridor.

Haultain Park

Haultain Park underwent a significant redevelopment with the construction of the Union Square condo development in 2008. The new park provides important recreation amenities to the urban setting.

(Opposite Page)

Top (L-R) Canadian Bank of Commerce Building, Radio Block, Chocolate

Bottom (L-R) Union Square Podium, Union Square Tower, Colours

It is home to the original Haultain School and offers space for tennis, soccer and playground activities. The park features a unique public-private portion of 1 Street SW with an underground parking garage below to the park's surface, supporting the adjacent Union Square complex. With the construction of the Victoria Park Parklet, Haultain Park is connected to the vibrant 1 Street SW streetscape.

DEVELOPMENT SITES OF INTEREST

13 Avenue Residential Tower

The site located on 13 Avenue SW between 1 Street SW and Centre Street South is slated for redevelopment into a 25 floor, 218 unit residential rental tower. At this time of writing, permits have recently been approved.

Seville (Fairfield Inn)

The building known as Park Seville is an 11-storey structure located along 12 Avenue SW just east of Central Memorial Park. The property has been vacant since 2008 and is scheduled to become a 124-room hotel with two large commercial spaces on the ground floor expected to be completed by early 2014. This is an important development because it will bring a variety of tourists and business travellers into the area while also repurposing an underutilized street corner adjacent to one of Calgary's busiest parks.



1 STREET SW AREA

View south to St. Mary's Cathedral



Victoria Park Parklet



1 Street SW arts and events space



Beltline Aquatic and Fitness Centre (Redevelopment)

The Beltline Aquatic and Fitness Centre is a public recreation facility that offers an indoor gymnasium, fitness equipment, fitness classes and one of 12 public swimming pools operated by the City of Calgary. Located along 12 Avenue SW, the Beltline Aquatic and Fitness Centre was built in 1950. The Centre City Plan acknowledges the importance of a public recreation facility in Victoria Park.

Victoria Park Parklet

The Victoria Park Parklet Project is a unique pop-up park designed and coordinated by the Victoria Park BRZ. The project helped transform the derelict Union Square II construction site into a functioning public space along 1 Street SW, adjacent to Haultain Park. This is a temporary space intended to have a lifespan of between two to five years. The project aims to spur future development on the site while promoting public safety and natural surveillance of a previously unsafe space.

CHALLENGES AND OPPORTUNITIES

Lack of Connectivity and Consistency

The 1 Street SW underpass accommodates some of the highest pedestrian flows in Victoria Park, at up to 20,000 people per day. The large pedestrian flows are representative of the employee population moving from the downtown transit line to the major employment centres in West Victoria Park, and residents from surrounding communities moving north to the major employment centres downtown.

There is a lack of a consistent well-maintained pedestrian streetscape from the underpass facilitating and directing pedestrian traffic to the retail and restaurant portion of 1 Street SW.

This link is a prime location for public realm and streetscape improvements to facilitate pedestrian traffic and increase connectivity to the retail and restaurant strip of 1 Street SW. This could include an extension of the 1 Street SW placemaking strategies to the underpass.

Ongoing Construction and Maintenance

A combination of streetscape improvement projects along 1 Street SW, the construction of the 13 Avenue Heritage Greenway and the frequent need for underground utility upgrades and conversions has meant that there is persistent construction in the 1 Street SW area. The ongoing construction projects have resulted in long-term street closures, interim removal of on-street parking and interruption in the pedestrian connectivity to the area. This environment has negative impacts on at-grade businesses that depend on at-grade exposure and access to on-street short-stay parking.

Gentrification

As Victoria Park and 1 Street SW continue to redevelop, the resultant urban living standard is rising, pricing low-income earners out of the area. This gentrification creates a divergent dynamic between a new cohort of higher-income earners and the existing low-income earners who have been living in Victoria Park for decades.

High Pedestrian Volumes and Low Vehicular Traffic

The main commercial corridor along 1 Street SW accommodates up to 5,000 vehicles per day. In comparison, other designated commercial corridors such as 17 Avenue South and 4 Street SW have traffic volumes between 15,000 and 20,000 daily. First Street SW is not a major link for vehicular traffic, although it maintains an active pedestrian, retail and restaurant realm.

1 STREET SW AREA

The high prevalence of restaurants, retailers, and arts and event spaces coupled with low vehicular traffic volumes creates a unique condition where street closures for events and patio extensions would benefit the business community with little impact on mobility. This could include potential day or night markets, temporary street closures for events and festivals, and the encouragement of other temporary extensions of restaurants, retailers, and businesses into the public realm.

Opportunities to capitalize on the dynamic of high pedestrian volumes, low vehicular volumes and the clustering of at-grade retail and restaurants should be explored by the Victoria Park BRZ, the City of Calgary and 1 Street SW businesses.

Significant Residential Growth

New residential growth along 1 Street SW specifically has had many positive impacts on the area. Residents use existing infrastructure, increase local property tax revenues and create demand for neighbourhood amenities that overall benefit the lifestyles of new and long-time residents. Continued residential growth in the area can translate into economic development and neighbourhood stability. A growing population base can help sustain a diverse range of local business, which is a Victoria Park BRZ goal. Building on existing business along 1 Street SW, the area can continue to grow its reputation as one of Calgary's premier mixed-use districts.

VICTORIA PARK PUBLIC REALM OBJECTIVES

First Street SW has undergone major redevelopment of its streetscape to include medians, extended curbs, public art, widening of sidewalks and complete material resurfacing. Although the 1 Street SW streetscape redevelopments have improved the public realm significantly, other improvements for the area are necessary to support the area as a high-quality, pedestrian-oriented environment. Public realm objectives for this area include:

Relocation of existing above-ground utilities underground. Several sidewalks in the 1 Street SW area have above-ground power poles that are outdated, aesthetically unpleasant and impede fluid pedestrian movement.

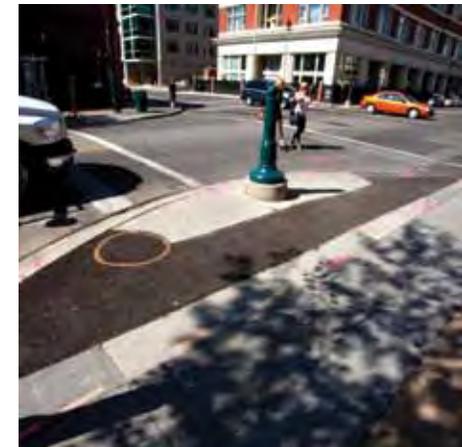
Significant sidewalk upgrades. Several sidewalks in the 1 Street SW area are in generally poor condition, with several lengths of sidewalk paved in asphalt.

High-quality maintenance. The redevelopment of 1 Street SW incorporated high-quality materials and lighting. The upgrades need to be maintained to their original standards, to avoid degradation over time.

Other major infrastructure improvements. Upgrades include the construction of 13 Avenue Heritage Greenway.



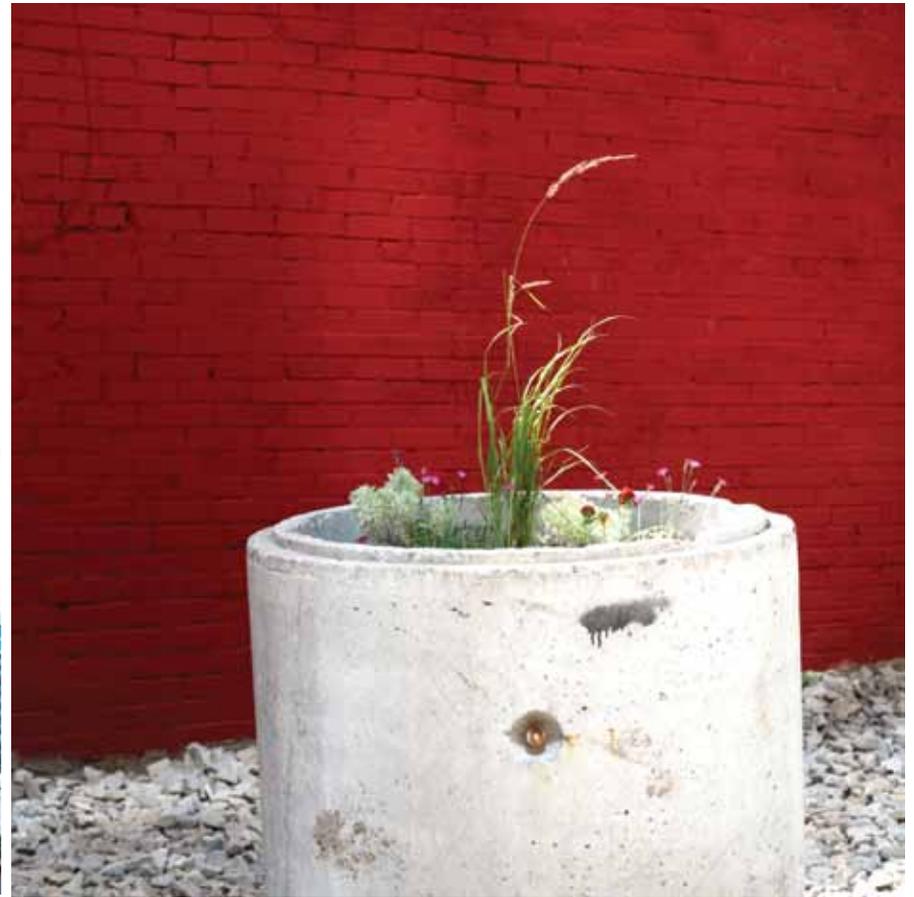
1 Street SW underpass



Asphalt paving along 1 Street SW



Asphalt sidewalk along 1 Street SW



1 STREET SW AREA

(Opposite Page) 1 Street SW streetscape

VICTORIA PARK BRZ COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BRZ encourages the development of small, medium and large-format retail, restaurants and licensed drinking establishments to continue to develop 1 Street SW as an active retail and restaurant strip.

First Street SW has fostered an environment of popular retailers, restaurants and drinking establishments, each with a unique business concept. There is an opportunity to continue to build on 1 Street SW as a retail and restaurant strip. Continued growth in the area will also help support existing businesses and diverse restaurants, retailers and community amenities such as grocers and specialty food shops.

The permissible threshold percentage (50%) of drinking establishments in the Beltline ARP (2006) is restrictive and licensed establishments would benefit from continued growth and clustering. The Victoria Park BRZ encourages licensed restaurants and bars in this area to be evaluated and approved based on strong covenant. There are other opportunities for growth and clustering of specialty clothing stores, other retail types, restaurants and drinking establishments. These businesses can work together to attract traffic to the area, especially by combining their marketing efforts with such activities as joint advertising and sidewalk sales.

For a more detailed Victoria Park BRZ recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

LAND USE STRATEGY

The Victoria Park BRZ promotes opportunities to continue to develop the 1 Street SW area as a commercial zone along 1 Street SW and between 12 and 15 Avenues SW.

First Street SW, and the blocks between 12 and 15 Avenues SW are currently commercial in nature. The area would continue to benefit from the clustering of these commercial activities, specifically restaurant, retail, arts and entertainment venues that are pedestrian-oriented, providing continued commercial diversity and specialized community amenities.

The Victoria Park BRZ promotes opportunities to continue to develop the 1 Street SW area as a mid-rise residential zone.

A number of mid-rise residential structures in the 1 Street SW area provide natural surveillance to Haultain Park and provide residential densities to support the commercial zone. It is recommended that this area continue to develop as a mid-rise residential zone.

Analysis

The 1 Street SW character area along 1 Street SW and between 12 and 13 Avenues SW is designated predominantly as a CC-COR (Centre City Commercial Corridor) and DC (Direct Control). The CC-COR designation is present throughout the Centre City in areas considered to be of commercial and retail significance while encouraging permeable storefronts, a mix of uses that relate to a vibrant streetscape, and contextual built forms that are sensitive to small shops, restaurants, cafes and dining at street level.

This is consistent with the Victoria Park BRZ recommendation for the continued development of a commercial zone in this area.

The remainder of the 1 Street SW area is designated as CC-MH (Centre City Multi-Residential High-Rise). The designation accommodates higher intensity forms of multi-residential development scales, which is consistent with the Victoria Park BRZ recommendation for the continued development of a residential zone in this area.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BRZ recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

The Density Bonusing Strategy outlined in the Beltline ARP identifies the 1 Street SW area from 12 Avenue to 13 Avenue South and along 1 Street SW as “Area B.” This classification for permitted Floor Area Ratio (FAR) is typical for areas that have primarily higher residential density with commercial uses along major streets, which is consistent with the BRZ vision for the area.

The Density Bonusing Strategy identifies the remainder of the 1 Street SW area as “Area A,” which is typical for areas that are primarily residential or are expected to be developed as predominantly residential, and this is consistent with the BRZ vision for the area.

8 - DIRECTIONS AND STRATEGIES



Remington Lands

The Remington lands currently sit vacant, slated for a large-scale redevelopment including the Southeast LRT line and station, along with a proposed dense mixed-use neighbourhood centre outlined in the Centre City Plan (2007).

DIRECTIONS AND STRATEGIES

DIRECTIONS AND STRATEGIES

There are a range of directions and strategies to achieve the growth and development of Victoria Park, from large-scale public improvement projects to small-scale interventions.

Many larger scale opportunities to achieve growth and development lie outside the scope and influence of the Victoria Park BRZ. Large-scale strategies will require collaboration with the City of Calgary, developers, property owners and businesses, external stakeholders and other interest groups.

The following directions and strategies are categorized into Public Investment Strategies (Community Revitalization Levies, Large-Scale Catalyst Projects, Public Realm Improvements and Small-Scale Strategic Investments) and Victoria Park BRZ Investment Strategies. These are all collaborative strategies that require involvement among stakeholders.

PUBLIC INVESTMENT STRATEGIES

Experiences from numerous revitalization zones, improvement districts and downtown renewal efforts in North America have shown that public investment is critical for Centre City revitalization and renewal to occur. Successful public investment strategies include Community Revitalization Levies (CRL), investment in large-scale catalyst projects and incentive programs for private development.

COMMUNITY REVITALIZATION LEVY (CRL)

Alberta's Community Revitalization Levy (CRL) is a public financing strategy that was legislated in May 2005 with changes to Alberta's Municipal Government Act (MGA). To date, the CRL is Alberta's strongest tool available to municipalities for the large-scale subsidizing of district-based revitalization efforts. Alberta's CRL is similar to Tax Increment Financing (TIF), a popular public financing strategy used for revitalization in the United States.

Financing for revitalization occurs when an established CRL borrows funds based on the tax increases resulting from public infrastructure and development projects. The increased tax revenues are used to create a fund for reinvestment into other public improvements and for incenting development projects within the CRL boundary.

The Rivers District CRL

The Rivers District CRL was proposed in 2006 to facilitate reclamation, redevelopment and revitalization in East Village, Victoria Park and Stampede Park. The boundary of the Rivers District CRL is north by the Bow River, on the east and south by the Elbow River and on the west by 1 Street SE. The levy is collected from the property tax of all properties located within this area, known as the "Rivers District." A large proportion of Victoria Park property is located within the Rivers District CRL area and private development in the area has contributed significantly to the financing strategy.

The Rivers District levy is estimated to generate between \$725 million (low estimate) and \$1.2 billion over the CRL's 20 year span. It is estimated that the CRL investments in public infrastructure will add \$12 billion to \$18.5 billion in assessment value over the same 20-year period.

A special purpose development corporation, the Calgary Municipal Land Corporation (CMLC), was established to implement and execute this Rivers District CRL Plan (2007).

The initial phase of the Rivers District CRL Plan (2007) was based on public infrastructure projects with the initial cost estimation at \$135 million planned to last between 2007 and 2012. These projects included the East Village Riverwalk and the East Village infrastructure improvements. These initial projects have now been completed and the Rivers District CRL is entering its second phase of infrastructure improvements. In the initial Rivers District CRL Plan (2007), the second phase of infrastructure improvements was not scoped out in detail, with limited costing analysis. To date, there has been inequitable investment of finances into the CRL area as a whole. The tax increments for the entire CRL boundary thus far have been used to fund projects in a smaller geographic area (East Village) of the CRL area (Phase I, 2007 - 2012).

The Victoria Park BRZ has had no direct consultation or input in the decision-making processes and allocation of CRL resources thus far. As Victoria Park is a significant contributing area in the Rivers District CRL it is a Victoria Park BRZ priority to engage in direct consultation in the decision-making processes for the allocation of CRL resources with the CMLC.

Additionally, it is a Victoria Park BRZ priority to ensure collaboration between the CMLC and the Victoria Park BRZ on the allocation and expenditure of the budget for community relations and marketing.

DIRECTIONS AND STRATEGIES

Victoria Park site awaiting CRL investment for Phase II of Riverwalk



Victoria Park site awaiting CRL investment for Phase II of Riverwalk



Victoria Park site awaiting CRL investment for the proposed Elbow Riverfront Park



RIVERS DISTRICT CRL PUBLIC INFRASTRUCTURE INVESTMENTS 2007 - 2012

East Village Infrastructure Investment	Cost
East Village Infrastructure Improvements	\$ 113 million
Riverwalk Stage I	\$ 22 million
Heritage Buildings	\$ 5.5 million
Environmental Remediation	\$ 10 million
St. Patrick's Island Bridge	\$ 45 million
Strategic Acquisitions and Improvements	\$ 18 million
Community Relations & Marketing	\$ 4 million
TOTAL	\$ 217.5 million
Shared Infrastructure Investment	Cost
4 Street SE Underpass	\$ 70 million
Victoria Park & Stampede Park Infrastructure Investment	Cost
Enoch Park	TBD - up to \$ 700,000

For the second phase of CRL infrastructure improvements, it is a Victoria Park BRZ priority to ensure that the proposed improvements outlined in the Rivers District CRL Plan (2007) be undertaken in Victoria Park:

- Riverwalk improvements from 9 Avenue SE along the Elbow River Pathway through Stampede Park
- Victoria Park priority streetscape improvements on 1 Street SE, Macleod Trail SE, 4 Street SE and 10, 11 and 12 Avenues SE
- Victoria Park Transit Centre (VPTC) Relocation
- Development of the Elbow Riverfront Park
- Protection of significant buildings including the Enoch Sales House

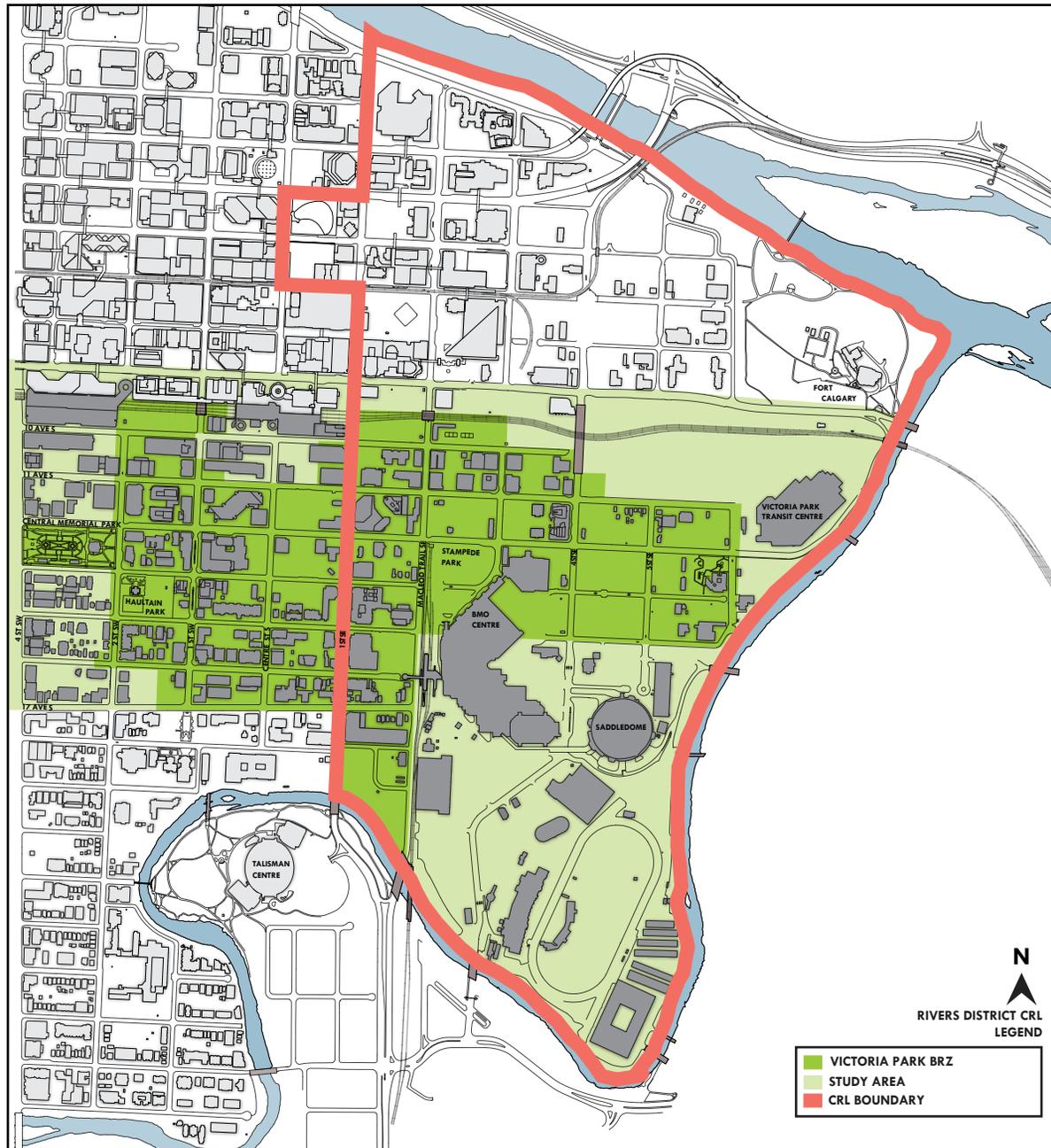
POTENTIAL CRL CHALLENGES

While CRLs are an effective public financing strategy for large-scale infrastructure improvements and catalyst projects, potential risks and challenges arise, such as when:

- There is inequitable investment of finances into the area as a whole, when tax increments for the entire CRL boundary area are used to fund projects in a smaller geographic area within the CRL boundary
- Appropriate checks and balances are not clearly established within the city administration/city appointed Board of Directors (BOD) of the CRL
- Proposed catalyst projects do not lead to an increase in property values
- Proposed catalyst projects do not result in private investment or development

Projects for Phase II Rivers District CRL investment are listed in the "Large-Scale Catalyst Projects" section.

DIRECTIONS AND STRATEGIES



LARGE-SCALE CATALYST PROJECTS

District-based revitalization and CRLs rely on public investments in large-scale catalyst projects that foster private development.

The Victoria Park BRZ's recommended large-scale catalyst projects are based on the Beltline ARP (2006), the Centre City Plan (2007) and character area analysis. Catalyst projects east of 1 Street SE should get priority for receiving funding through the established Rivers District CRL. Other non-publicly funded catalyst projects are listed below.

Victoria Park BRZ Recommendations for Publicly Funded Catalyst Projects within the Rivers District CRL Area:

- Development of the proposed Elbow Riverfront Park in East Victoria Park
- Continuation of the Riverwalk improvements from 9 Avenue South through Stampede Park
- Facilitation of “the neighbourhood planning exercise” outlined in the Centre City Plan (2007), between the Elbow River and 4 Street SE and the CPR Tracks and 12 Avenue SE (including plans for the Southeast LRT line and station in East Victoria Park)

Other Publicly Funded Catalyst Projects:

- Development of a new public recreational facility and community centre to replace the Beltline Aquatic and Fitness Centre
- Construction of the SE LRT line and station in East Victoria Park

DIRECTIONS AND STRATEGIES

Other Potential-Public Private Partnerships (PPP) and Privately Funded Catalyst Projects:

- Development of a new sports and entertainment venue replacing the Saddledome in East Victoria Park or Stampede Park
- Stampede Expansion including redevelopment of the 17 Avenue SE connection into Stampede Park and the redevelopment of the north entrance of Stampede Park into a mixed-use entertainment area along 12 Avenue SE and Olympic Way SE

PUBLIC REALM IMPROVEMENTS

It is a Victoria Park BRZ priority to explore and facilitate public realm improvements through local area improvement projects and other partnerships with the City of Calgary, developers, property owners and businesses.

The following public realm improvements are Victoria Park BRZ priorities to help foster revitalization and encourage positive private redevelopment:

- Relocation of existing above-ground utilities underground throughout Victoria Park
- Sidewalk improvements throughout Victoria Park to address problems of materiality and width
- Elimination of existing third-party advertising signs through a timely and fair process
- Development and implementation of streetscape improvement strategies along 10, 11 and 12 Avenues South, with two-way conversions of 11 and 12 Avenues South

- Development and implementation of streetscape improvement strategies along 1 Street SE and Macleod Trail SE including rehabilitation of underpasses
- Development and implementation of a streetscape improvement strategy along 17 Avenue South from 4 Street SW to the Macleod Trail SE/Stampede interface
- Continued development and implementation of the 1 Street SW streetscape improvement strategy including rehabilitation of the underpass
- Continued development of the Volunteer Way streetscape improvement strategy (Volunteer Way Master Plan)
- Implementation of the 13 Avenue Heritage Greenway streetscape improvement strategy from 4 Street SW to the Elbow River Pathway
- Facilitation of a review and repurposing of Humpty Hollow Park
- Completion of Enoch Park incorporating the restoration and relocation of the Enoch Sales House

SMALL-SCALE STRATEGIC INVESTMENTS

It is a Victoria Park BRZ priority to explore and facilitate redevelopment incentive programs through partnerships with the City of Calgary, developers, property owners and business, and other stakeholders and interest groups.

Small-scale strategic investments have successfully promoted district-based revitalization, where minimal public investment yields greater private investments.

Some existing incentive programs include:

Local Area Improvements

Local improvement projects with the City of Calgary are a streetscape improvement program based on a cost-sharing structure between the City of Calgary and property owners. Local improvement projects can include street or lane paving; driveway crossing construction; and new or replacement sidewalks, curbs and gutters, as well as street lighting.

Sidewalk Improvement Incentives

The City of Calgary shares the cost of replacing sidewalks, curbs and gutters. In residential areas, the City pays 50% and the property owners pay 50%. In commercial areas, the City pays 25% and the property owners pay 75%.

Other Potential Incentives:

Facade Improvement Incentive Program

Downtown revitalization efforts in Canadian cities have utilized facade improvement incentives programs based on a cost-sharing structure between the City and property owners. This has led to the enhancement and revitalization of many inner-city and downtown areas. A facade improvement incentive program should be explored through partnerships with the BRZ, the City of Calgary, developers, property owners and businesses.

Affordable Housing, Sustainability and Conservation

Other incentives that could be explored include Financial Incentives for Affordable Housing (FIPP), Planting Incentives (PIP) and Heritage Conservation Incentives.

DIRECTIONS AND STRATEGIES

VICTORIA PARK BRZ INVESTMENT STRATEGIES

The Victoria Park BRZ has been active in the area's revitalization since its formation in 1996. The Victoria Park BRZ's investment and implementation strategies fall into the categories of planning and policy, research and design studies, temporary interventions and beautification projects, events and marketing, business recruitment, and clean and safe initiatives.

The Victoria Park BRZ's ongoing and future investment strategies are based on the Beltline ARP (2006), the Centre City Plan (2007) and character area analysis.

PLANNING AND POLICY

It is a Victoria Park BRZ priority to improve the public realm, help foster revitalization and encourage positive private redevelopment through amendments to the Beltline ARP and the Land Use Bylaw, including these:

- Review policies to allow for a more sensitive, contextually based evaluation of applications for all size formats of licensed restaurants and drinking establishments throughout the Centre City land use districts. The review should incorporate potential changes in the approval processes, with development permits and land use amendments tied to covenant and business concept.
- Establish new policies enforcing high-quality maintenance and protection of sidewalks, streets, and the public realm during and after construction processes. The City of Calgary, utility companies and developers should all be held accountable.

- Establish new policies to ensure preservation of the area's historic resources and character. Several buildings in the area listed on the City of Calgary Inventory of Evaluated Historic Resources have been unnecessarily demolished. Conditions should be applied to development permits that require developers and the City of Calgary to explore all options for rehabilitation and integration of such sites with new developments.
- Review policies to reinforce high permeability and transparency into at-grade retail and restaurant spaces. Policies should encourage the occupant and property owner to maintain permeability at doorway entrances and storefront windows during the occupancy stage. At any point in vacancy, animation of storefront windows should be encouraged.
- Review policies to encourage a variety of materiality and forms of building bases. Policies have resulted in uniformity of building base/podium design in Victoria Park. The encouragement of masonry as a choice for a building base material should be amended to ensure quality and variety of building base materials.

It is a Victoria Park BRZ priority to initiate a review of the density bonusing strategy developed by the Beltline ARP.

RESEARCH AND DESIGN STUDIES

Density Bonusing Research Study

The base densities and maximum densities should be reviewed to determine their impacts on development and potential density suppression. This review should include a re-analysis of the density bonus items and their value to Victoria Park.



1 Street SW Local Area Improvement
Small-Scale Strategic Investment



Preservation of historic resources
Planning and Policy



Visually impermeable storefronts
Planning and Policy



DIRECTIONS AND STRATEGIES

The review should result in recommendations for amendments to the density bonus strategy and improvements to the Beltline Community Investment Fund (BCIF).

TEMPORARY INTERVENTIONS AND BEAUTIFICATION PROJECTS

It is a Victoria Park BRZ priority to explore and facilitate temporary improvement projects in vacant private spaces, and beautification projects on publicly owned streetscapes.

The following temporary interventions and beautification projects are Victoria Park BRZ priorities to help enable revitalization and encourage positive private redevelopment and occupancy:

Small-Scale Temporary Use Strategy

- Work with the City of Calgary and property owners to enable a number of temporary activations utilizing vacant, privately owned outdoor space
- Work with commercial property owners to enable temporary art installations and retail activities utilizing privately owned vacant storefront space

See Appendix C for an in-depth description of the Victoria Park Pop-Up Strategy.

Streetscape Beautification

Continue to fund and implement an ongoing banner and branding strategy on 1 Street SW

- Remain active in ensuring proper provision and maintenance of street lighting, street furniture and bike racks
- Develop and implement strategies for animating lane and alley ways in Victoria Park through outdoor art initiatives, lighting, street furniture, events and bylaw relaxations

Lighting Projects

- Work with the City of Calgary and property owners to create lighting projects that can activate building facades, vacant lots and other poorly animated streetscapes and built forms

Outdoor Art Projects:

- Continue to explore potential locations for outdoor art, graffiti murals and artistic photographic panels

EVENTS AND MARKETING

The following marketing and events strategies are Victoria Park BRZ priorities:

Development of a Broader Marketing and Events Strategy

For Phase II of the Rivers District CRL, it is a Victoria Park BRZ priority to ensure collaboration between the Calgary Municipal Land Corporation (CMLC) and the Victoria Park BRZ on the allocation and expenditure of the budget for community relations and marketing.

With this investment, it is a BRZ priority to develop a broader marketing and events strategy involving larger scale events and marketing campaigns.

DIRECTIONS AND STRATEGIES

It is a Victoria Park BRZ priority to market the area and facilitate events as placemaking strategies while promoting BRZ member businesses.

Placemaking and Branding

It is an ongoing priority for the Victoria Park BRZ to reinforce the use of Victoria Park as the referent name in wayfinding, placemaking strategies and statutory and non-statutory planning documents. It is a priority to work with the City of Calgary to amend statutory planning documents using Victoria Park as the area identifier. Given the large population growth of the Beltline and its physical size, there has been an increasing need to reinforce and redefine the west and east areas separately, known as Connaught and Victoria Park.

***See Appendix D for background information and rationales supporting the use of Victoria Park as the referent name.**

Arts Community Involvement

The Victoria Park BRZ recognizes that the arts community's connection with an area helps to promote the area, increase its profile, and spur revitalization and redevelopment. The Victoria Park BRZ will continue to develop and promote the arts community in the area through event sponsorships and partnerships.

Small-Scale Events, Festivals and Markets

It is an ongoing priority for the Victoria Park BRZ to fund and support a range of events and activations of public space including but not limited to "pop-up's", markets, festivals and the facilitation of the active and appropriate use of the public realm by restaurants and retailers.

BUSINESS RECRUITMENT

It is a Victoria Park BRZ priority to continue to recruit and support reputable diverse and independent businesses to locate in Victoria Park.

Support strategies have included compiling community information of interest to retail and restaurant businesses, identifying high-potential vacant commercial spaces, and facilitating the development permit application process for business owners.

CLEAN AND SAFE INITIATIVES

The following are Victoria Park BRZ priorities:

- Advocate for Cash Corner management and location alternatives, including the consideration of an off-street location, a remote on-street location or its overall suppression
- Continue to work with social service agencies including the Mustard Seed and the Alpha House to address issues arising from the aggregation of social housing facilities and services in the area
- Create structured engagement with the Public Safety Task Force (PSTF) to increase safety in bars, nightclubs and special events in Victoria Park
- Support high-quality street maintenance through programs such as Clean to the Core and Off the Wall partnerships which include graffiti, litter and debris removal



Fashion show at the 1 Street Festival
Arts Community Involvement



Crowd at the 1 Street Festival
Events, Festivals and Markets



Clean to the Core Initiative
Small Litter Bin

SUMMARY - KEY VICTORIA PARK BRZ PRIORITIES

Current 1 Street SW banners



Former 1 Street SW banners



Artistic photographic panels



SUMMARY: KEY VICTORIA PARK BRZ PRIORITIES

This plan has developed a hierarchy of priorities for the Victoria Park BRZ for the purposes of encouraging development, stimulating interest and investment, and improving the area's overall environment. The following list summarizes the primary Victoria Park BRZ priorities developed in the plan.

As the Victoria Park area continues to develop, densify and diversify, there will be a need to reevaluate and amend key priorities for the Victoria Park BRZ to relate to the changing needs and issues of the area.

PUBLIC INVESTMENT PRIORITIES

THE RIVERS DISTRICT CRL & THE CMLC

Because Victoria Park is a significant contributing area in the Rivers District Community Revitalization Levy (CRL), it is a Victoria Park BRZ priority to engage in direct consultation in the decision-making processes for the allocation of CRL resources with the Calgary Municipal Land Corporation (CMLC). For the second phase of CRL infrastructure improvements, it is a Victoria Park BRZ priority to ensure the proposed improvements outlined in the Rivers District CRL Plan (2007) be undertaken in Victoria Park:

- Riverwalk Improvements from 9 Avenue SE along the Elbow River Pathway through Stampede Park
- Victoria Park priority streetscape improvements on 1 Street SE, Macleod Trail SE, 4 Street SE and 10, 11 and 12 Avenues SE
- Victoria Park Transit Centre (VPTC) Relocation
- Development of the Elbow Riverfront Park

- Protection of significant buildings including the Enoch Sales House

Additionally, it is a Victoria Park BRZ priority to ensure collaboration between the CMLC and the Victoria Park BRZ on the allocation and expenditure of the budget for community relations and marketing.

LARGE-SCALE CATALYST PROJECTS

- The Stampede expansion, including the redevelopment of the 17 Avenue SE connection into Stampede Park.
- Facilitation of a neighbourhood planning exercise for the area between the Elbow River and 4 Street SE and the CPR Tracks and 12 Avenue SE, (including plans for the Southeast LRT line and station in East Victoria Park)

PUBLIC REALM IMPROVEMENTS

- Relocation of existing above-ground utilities underground throughout Victoria Park
- Sidewalk improvements to address problems of materiality and width
- Elimination of existing third-party advertising signs through a timely and fair process
- Development and implementation of streetscape improvement strategies along 10, 11 and 12 Avenues South, with two-way conversions of 11 and 12 Avenues South
- Rehabilitation of the 1 Street SW, 1 Street SE and Macleod Trail SE underpasses
- Development and implementation of a streetscape improvement strategy along 17 Avenue South from 4 Street SW to the Macleod Trail SE/ Stampede interface

SUMMARY - KEY VICTORIA PARK BRZ PRIORITIES

VICTORIA PARK BRZ INVESTMENT PRIORITIES

PLANNING AND POLICY

It is a Victoria Park BRZ priority to improve the public realm, help promote revitalization and encourage positive private redevelopment through amendments to the Beltline ARP and the Land Use Bylaw, including:

- Review policies to allow for a more sensitive, contextually based evaluation of applications for licensed establishments
- Establish new policies enforcing high-quality maintenance of sidewalks, streets and the public realm during and after construction processes
- Review policies to reinforce high permeability and transparency into at-grade retail and restaurant spaces, policies should encourage the occupant to maintain permeability at doorway entrances and storefront windows during the occupancy stage, and at any point in vacancy; animation of storefront windows should be encouraged
- Review policies to encourage a variety of materiality and forms of building bases to ensure quality and diversity of design in Victoria Park

RESEARCH AND DESIGN STUDIES

It is a Victoria Park BRZ priority to initiate a review of the density bonusing strategy developed by the Beltline ARP. The base densities and maximum densities should be reviewed to determine their impacts on development and potential density suppression. This review should include a review of the Beltline Community Investment Fund (BCIF), the density bonus items and their value to Victoria Park.

TEMPORARY INTERVENTIONS AND BEAUTIFICATION PROJECTS

It is a Victoria Park BRZ priority to work with the City of Calgary and property owners to enable a number of temporary activities utilizing vacant, privately owned, indoor and outdoor space.

EVENTS AND MARKETING

It is an ongoing priority for the Victoria Park BRZ to reinforce the use of Victoria Park as the referent name in way-finding, placemaking strategies and statutory and non-statutory planning documents.

It is an ongoing priority for the Victoria Park BRZ to fund and support a range of events and activations of public space including but not limited to “pop-up’s”, markets, festivals and the facilitation of the active and appropriate use of the public realm by restaurants and retailers.

BUSINESS RECRUITING

It is a Victoria Park BRZ priority to continue to recruit and support reputable and diverse businesses in Victoria Park. Support strategies include compiling community information of interest to businesses, identifying high-potential vacant commercial spaces, and facilitating of the development permit application process for business owners.

CLEAN & SAFE INITIATIVES

It is an ongoing Victoria Park BRZ priority to advocate for Cash Corner management and location alternatives. It is an ongoing priority to work with social service agencies including the Mustard Seed and the Alpha House to address issues arising from the aggregation of social housing facilities and services in the area.



Food truck “Feed the Seed” event



Victoria Park wayfinding kiosk



Streetscape beautification

GLOSSARY

Adaptive Reuse

The conversion of a building into a use other than that for which it was designed or long used previously.

Animation

A quality of the public realm achieved through activity and high-quality design of the streetscape.

Beautification

The process of making visual improvements to the public realm, including to the streetscape, public open spaces and building facades.

Connections

The linkages that bring together and move pedestrians, bicycles, vehicles, public transit and other modes of transport from one area to another.

Covenant

A restriction on the use of property for a specific use or unwanted activity.

Density

Number of residential units per acre or hectare.

Density Bonusing

A strategy that allows for an increase in density of development in exchange for the provision of a public benefit. The intent is to set appropriate density levels to create livable neighbourhoods. The City of Calgary allows for an increase in density of development in the Centre City in return for the provision of a public amenity or a contribution to the Beltline Community Investment Fund (BCIF). The Density Bonusing Strategy for Victoria Park is established in the Beltline ARP (2006).

Eyes on the Street

Jane Jacobs coined this term to describe having a critical mass of observant residents on the street, helping to ensure public safety. This community benefit is promoted by street-oriented building design, dense urban development and narrow streets.

Floor Area Ratio

The quotient of the gross floor area of a building divided by the gross site area. Density is measured by Floor Area Ratio (FAR) as opposed to height maximums.

Gentrification

A process of residential shifts that involves population migration as low-income residents of an area are displaced due to increased rents and the increased cost of living in the area.

Greenway

A long, narrow site where landscaping is encouraged, and which is managed for public recreation and multi-modal transportation.

Mixed-Use Development

The development of a building, site or area incorporating two or more different uses. Typically, a mixed-use development is a mix of residential and commercial uses, but is not limited to this combination.

New Urbanism

An urban design movement that promotes walkable neighborhoods, mixed-use development, a range of housing typologies and diversity of uses in a concentrated area.

NIMBY

An acronym for the phrase “Not In My Back Yard” characterizing the opposition of residents to a proposal for a new development that they would support in a different neighbourhood but not their own.

Open Space

Urban open space areas including parks, green spaces, plazas, squares and other open areas. The landscape of open spaces can range from playing fields to natural environments. They are publicly accessible but may be privately owned.

Public Realm

The area in the urban environment between the built form. It consists of publicly owned accessible spaces, private outdoor spaces accessible to the public, and private spaces that are adjacent to public spaces.

Pedestrian-Oriented

An environment that is attractive and comfortable for walking. Design elements that promote this include sidewalk widths, street furniture, wayfinding, signage, lighting, materiality, crosswalks and landscaping.

Pedestrian Flow

The movement characteristics and number of pedestrians that go past a certain point throughout a specific period of time (day/week/month/year).

Permeability

Permeability is generally considered a positive attribute of an urban design, and a central principle of New Urbanism. There are two types of permeability: physical and visual.

- **Physical Permeability**

Physical permeability describes the extent to which urban forms permit (or restrict) movement of people or vehicles in different directions.

GLOSSARY

- **Visual Permeability**

Visual permeability describes the extent to which urban forms permit (or restrict) views in/out.

Parklet

A small space serving as an extension of the sidewalk to provide a community amenity and green open space for people using the street.

Placemaking

A process of improving, activating and capitalizing on the public realm, significant community amenities and important community characteristics. Placemaking is a multi faceted approach and can range from the production of community-based events to streetscape improvements to the design and construction of public community spaces.

Podium

A base to a building or structure.

SPark

A concept developed by the City of Calgary in the Centre City Plan (2007) where a portion of a street is used as a temporary extension of a sidewalk or park.

Statutory

Condition required by law.

Street Furniture

Equipment placed along streets including light fixtures, fire hydrants, telephones, trash receptacles, signs, benches, bus shelters, mailboxes, newspaper boxes, utility boxes and kiosks.

Streetscape

The elements that together make up the environment of a street and defines its character. These elements includes paving materials, widths, landscaping, lighting, building form, building edges, entrances and street furniture.

Sustainability

Sustainability is an economic, social and environmental concept that involves meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Transit-Oriented Development

An urban development form and design that makes transit more accessible and efficient. This includes high-density mixed-used development with good access to public transit and walkable streets.

Urban Sprawl

The expansion and outward spreading of a city with auto-oriented, low-density development. Urban sprawl generally has negative consequences for a city due its health, environmental and cultural impacts.

Utilities

Gas, electricity, telephone, cable, water, storm and sanitary sewer infrastructure.

Walkability

A measure of how comfortable an area is for walking. Good walkability has many health, environmental, and economic benefits. Factors influencing walkability include the presence or absence and quality of footpaths and sidewalks, traffic and road conditions, land use patterns, building accessibility, lighting and safety.

Wayfinding

Information available to help people find their way around the city which can be verbal, graphic, architectural and spatial including maps and kiosks.

APPENDICES



*1 Street SW
Colours building.*

APPENDIX A - PAST ACCOMPLISHMENTS AND INFLUENCE

PAST ACCOMPLISHMENTS AND INFLUENCE OF THE VICTORIA PARK BRZ

As the neighbourhood has experienced growth and development, the Victoria Park BRZ has responded to its changing needs. In the 1990s, the BRZ's focused on responding to important community issues, including street maintenance, graffiti removal, persistent social disorder and public safety issues.

The Victoria Park BRZ has now shifted its strategy to actively promote development, while continuing to improve the Victoria Park urban environment. This has been achieved through planning and policy amendments, small-scale interventions and beautification projects.

Since its formation in 1997, the Victoria Park BRZ has fostered the area's revitalization in the following ways:

CLEAN AND SAFE INITIATIVES

Graffiti, Litter and Debris Removal (Ongoing)

The Victoria Park BRZ, in partnership with the Clean to the Core program, funds the services of a professional street maintenance contractor for graffiti, litter and debris removal throughout the Centre City. The Victoria Park BRZ supplements the street maintenance team through the Off the Wall Graffiti Abatement Team to assist with graffiti removal on buildings as necessary.

Public Safety and Social Issues (Ongoing)

The Victoria Park BRZ maintains close relationships with City of Calgary Bylaw Services and the Calgary Police Service to address public safety and social issues in the area.

The Victoria Park BRZ has undertaken various programs, agreements and research to address safety and social issues in the area. These include the Good Neighbour Agreement with the Mustard Seed to eliminate intake lineups—one of the first agreements of its kind in Calgary and now used as a template for other organizations—the Outreach Program to collect data on the area's homeless population, and the Nighttime Economy Research program to investigate proper planning, management and policing of the area's entertainment strips.

RESEARCH INITIATIVES

Affordable Housing Strategies - Mustard Seed Tower Design Development (2007 - Present)

The Victoria Park BRZ funded and undertook comprehensive research to develop high-level understanding of successful affordable housing strategies and built forms. Through discussions and negotiations, a smaller, more efficient built form than had been proposed was realized, reducing potential stresses on the Victoria Park community.

Nighttime Economy Research (2008 - Present)

Since 2008, the Victoria Park BRZ has been involved in supporting and piloting a number of projects geared towards mitigating social disorder and supporting "the other 9-5." One of the most successful pilot projects was the Late Night Ride Home Stands, which are designated areas where taxis can line-up and wait for customers.

Urban Planning, Design, Development and Management Research (1997 - Present)

The Victoria Park BRZ has been continually involved in research to develop high-level understanding of contemporary urban planning, design, development and management issues affecting Canadian urban centres.

PLANNING AND POLICY

The Beltline Initiative: Rediscovering the Centre (2003)

The Victoria Park BRZ was a key stakeholder and participant in drafting the Beltline Initiative, the precursor to the Beltline ARP and what has enabled much of the development that has occurred since.

The Beltline Initiative grew from the Connaught/West Victoria Special Study as a collaborative initiative between the community associations of Victoria Park and Connaught, along with the 4th Street BRZ, the 17 Avenue SW BRZ and the then-named Victoria Crossing BRZ. The initiative began to develop broader planning policies for the Beltline, advocating for increased density, mixed-use development and transit-oriented design.

The Beltline Area Redevelopment Plan (ARP) (2006)

The Victoria Park BRZ was a key stakeholder and participant in drafting the Beltline ARP, the statutory planning document regulating development in the Beltline Communities of Victoria and Connaught. The Beltline ARP advocates for a diverse high-density urban community, high-quality neighbourhoods, a wide variety of land uses and building types, high-quality development, public spaces and amenities.

Amendments to Parking Requirements (2008)

The Victoria Park BRZ successfully initiated amendments to remove minimum parking requirements affecting uses that promote pedestrian and at-grade activity. There was a long-standing period in the Beltline when minimum parking requirements of a suburban nature were being imposed. These requirements were not aligned with existing policies advocating for high-density and transit-oriented development in the area.

APPENDIX A - PAST ACCOMPLISHMENTS AND INFLUENCE

The minimum parking requirements were a critical barrier for many prospective businesses looking to locate in the area. Complaints from business owners resulted in the re-examination of the parking requirements for at-grade uses in a Centre City context. The large proportion of heritage buildings lacking parking areas, accompanied by the parking requirements, deterred many business owners from locating in the area. This had left many at-grade retail spaces in Victoria Park vacant for extended periods of time.

The Victoria Park BRZ initiated amendments to the non-operational parking requirements aligning them with the standards for the downtown area and with existing planning policies. This process enabled a number of businesses to become viable in Victoria Park. To date, this amendment has allowed more than 12 businesses to open in the Victoria Park area.

Amendments to Surface Parking Land Uses (2007)

The Victoria Park BRZ supported the City of Calgary initiative to eliminate surface parking lots as a permitted use throughout the Beltline, to encourage 24-hour active, dense, mixed-use redevelopments in the area.

Third-Party Advertising Guidelines (2012)

The Victoria Park BRZ participated in a collaborative initiative with community stakeholders and City of Calgary Planning, Development and Assessment to establish third-party advertising guidelines. The Victoria Park BRZ successfully advocated for the prohibition of large-format third-party advertising within BRZ boundaries.

Centre City Urban Design Guidelines (2012 – Ongoing)

The Victoria Park BRZ is actively participating in stakeholder workshops that are helping to clarify and consolidate existing planning policies through the development of the comprehensive Centre City Urban Design Guidelines.

Development Permit Application Process (Ongoing)

The Victoria Park BRZ is actively reviewing and providing feedback on development permit applications, providing a contextually based understanding and interpretation of the proposed developments and planning guidelines and policies.

PUBLIC IMPROVEMENT PROJECTS

Local Improvement of 1 Street SW (2002)

A local improvement project was initiated by the Victoria Park BRZ to redevelop the streetscape along 1 Street SW. The BRZ was a key stakeholder in the design of the street, while funding was provided via a local improvement bylaw. Additionally, the Victoria Park BRZ funded a complementary dual naming and rebranding of the street to Scarth Street/1 Street SW incorporating banners and signage into the streetscape.

Haultain Park (2010)

A fundamental component of the Beltline Initiative (2003) for the Victoria Park BRZ was the long-sought-after rehabilitation of Haultain Park, the Haultain School and the Underwood Block. The Victoria Park BRZ advocated for the park's rehabilitation and held stakeholder workshops to help craft a successful integrative design. The BRZ was also heavily involved in advocating for the necessary rezoning and land use approvals to allow for the Union Square/Haultain Park project to move forward.

Central Memorial Park (2010)

Another fundamental component of the Beltline Initiative (2003) for the Victoria Park BRZ was the long-sought-after rehabilitation of Central Memorial Park and the Memorial Park Library. The Victoria Park BRZ was the key proponent and enabler of the Central Memorial Park Land Use & Programming Feasibility Study to determine contextually sensitive uses for the park.

Enoch Park (ongoing)

The Victoria Park BRZ is working to ensure a successful integrative design and appropriate land uses for Enoch Park, gathering input from stakeholder workshops during all phases from conceptual design to design development to construction. The Victoria Park BRZ encourages continued communication between developers of adjacent sites; City of Calgary Planning, Development and Assessment; and the Calgary Parks Foundation for a successful integrative design.

1 Street SW Underpass Enhancement (Ongoing)

The Victoria Park BRZ has been a long-time advocate for improvements to the 1 Street SW underpass as the major point of connection between Victoria Park and downtown Calgary. The Victoria Park BRZ played a key role in the Request for Proposals (RFP) process for the 1 Street SW underpass enhancements.

As part of the selection committee, the Victoria Park BRZ advocated for a conceptual design proposal that incorporates the baseline infrastructure improvements with a broad understanding of contextual issues.

PILOT PROJECTS, SMALL-SCALE INTERVENTIONS AND BEAUTIFICATION PROJECTS

Food Truck Pilot Project (2011)

The Victoria Park BRZ participated in the development of the food truck pilot program in collaboration with the City of Calgary, vendors and other Calgary BRZs. The pilot program enabled food trucks to operate on city streets, having formerly been permitted only on private land.

APPENDIX A - PAST ACCOMPLISHMENTS AND INFLUENCE

Pop-Up Patios Pilot Project (2012)

The Victoria Park BRZ participated in the development of the pop-up patio pilot program in collaboration with the City of Calgary and other Calgary BRZs. Recognizing that outdoor cafes add vibrancy to the public realm, the pilot program's purpose was to encourage business owners in BRZ areas to expand their restaurant's area with outdoor cafes during summer 2012. The pilot program defined the different types of outdoor cafes, clarified the associated outdoor cafe permit applications for business owners, and expedited the permit application process for simpler types of outdoor cafes in BRZ areas.

Centre City Wayfinding Program (2012)

The Victoria Park BRZ participated in the development of the Centre City Wayfinding Program along with the City of Calgary and other key stakeholders. The project resulted in the design and installation of more than 135 wayfinding signs with a common look that highlight the Victoria Park area and key attractions in the Centre City including 1 Street SW.

Utility Box Program (2012)

The Victoria Park BRZ is active in the selection of utility box locations and relevant images for the Utility Box Program within the Victoria Park BRZ area. The Utility Box Program is a pilot project aimed at discouraging graffiti and by wrapping utility boxes in the Centre City with local artwork and historic photographs.

Artistic Photographic Panels (2011)

The Victoria Park BRZ funded the construction and installation of artistic photographic panels to replace hoarding on a vacant 1 Street SW site. The panels were designed as a test to determine how well they could deter graffiti and illegal postering, and to demonstrate that high-quality images could be used on construction hoarding. The panels have now been used with great success on two sites.

Victoria Park Parklet (2012)

The Victoria Park BRZ enabled the construction of two urban pocket parks that have temporarily reclaimed vacant space awaiting development. The project utilized a privately owned site on 1 Street SW that had sat vacant since the completion of Union Square in 2008. The site's enhancement was a priority for the Victoria Park BRZ due to the public safety and social disorder that afflicted the site. The project resulted in the construction of two successful, active urban parks.

Streetscape Beautification (Ongoing)

The Victoria Park BRZ funds and implements an ongoing banner and branding strategy on 1 Street SW and a seasonal planter program adding to the public realm throughout Victoria Park. The Victoria Park BRZ is active in ensuring proper provision and maintenance of street lighting, street furniture and bike racks.

COMMITTEE PARTICIPATION

4 Street SE Underpass Design Charette

13 Avenue Greenway Stakeholder Group (ongoing)

17 Avenue Urban Design Strategy Stakeholder Group
Beltline ARP Stakeholder Group

Beltline Land Use Districts Committee (ongoing)

Beltline Open Space Community Advisory Committee

The Calgary Urban Campus Precinct Design Charette

CBIZ – Calgary Business Revitalization Zones

Centre City Bicycle Committee (ongoing)

Centre City Urban Design Committee (ongoing)

Centre City Wayfinding Committee (ongoing)

Central Memorial Park Design Stakeholder Group

Cut Red Tape/Transforming Government (ongoing)

Downtown Underpass Design

Imagine Art Here Design Charette

ImagineCALGARY Roundtable

**Principles for Special Care Facilities, Shelters
and Non Market Housing (ongoing)**

Volunteer Way Urban Design Committee (ongoing)



Pop-up patio pilot at Village Ice Cream



Food truck hub in the Victoria Park Parklet



Design/build event in the Victoria Park Parklet

APPENDIX B - LAND USE BYLAW 1P2007 - CENTRE CITY LAND USE DESIGNATIONS



APPENDIX B - LAND USE BYLAW 1P2007

LAND USE BYLAW 1P2007 - CENTRE CITY LAND USE DESIGNATIONS

(Opposite Page)

Top (L-R) Centre City Mixed-Use District (CC-X), (CC-X), Centre City Commercial Corridor District (CC-COR),

Middle (L-R) Centre City Commercial Corridor District (CC-COR), Centre City Multi-Residential High-Rise District (CC-MH)

Bottom (L-R) Centre City Multi-Residential High-Rise Support Commercial District (CC-MHX), Special Purpose Recreation District (S-R), Special Purpose Community Service District (S-CS), Direct Control District (DC)

CC-X – CENTRE CITY MIXED-USE DISTRICT

TOTAL LAND USE	30.68%
PURPOSE	<p>To provide a universal Centre City development standard that incorporates a mix of commercial, residential and limited light industrial uses in a built form that is street-oriented at grade and intended to be sensitive to adjacent residential uses.</p> <p>To acknowledge a wide range of flexibility in an existing approved structure, while providing a wide discretionary context for proposed uses generally deemed to be common in an urban environment.</p>
PERMITTED USES	Uses considered to be positive contributions to Calgary’s urban fabric. This may include a multi-residential development, corporate office or financial institution, community-based uses such as a supermarket, medical clinic or place of worship are also permitted.
EXAMPLES	<p>Major Streets: 10 Avenue SW, 11 Avenue SW</p> <p>Local Buildings: TransAlta Place, Hotel Arts</p>
OTHER NOTES	<p>The CC-X district is the largest of the Centre City Land Use Districts in Victoria Park and provides a range of allowed development intensities (Floor Area Ratio) on a locational basis throughout the neighbourhood. Permitted densities are generally increased with the provision of residential units.</p> <ul style="list-style-type: none"> • Residential floor plates above 36 m are mandated to be a maximum of 650 sqm - 950 sqm. • Floor area for a ground floor use is to be a maximum of 1200 sqm. • Some commercial uses are prohibited from ground floor locations but are permitted above grade.

CC-COR - CENTRE CITY COMMERCIAL CORRIDOR DISTRICT

TOTAL LAND USE	4.08%
PURPOSE	<p>To provide a development standard that promotes a vibrant, pedestrian-oriented streetscape consisting of low-impact commercial uses with the provision for higher density residential uses above-grade.</p> <p>To encourage uniform development of storefronts to be arranged in a configuration that effectively frames the public realm on both sides of the street.</p> <p>To foster the development of a non-intrusive commercial corridor or “high street” which suggests a safe and lively urban environment.</p> <p>To promote a diverse mix of contextual built forms and active commercial land uses creating a rich social experience.</p>

APPENDIX B - LAND USE BYLAW IP2007

CC-COR - CENTRE CITY COMMERCIAL CORRIDOR DISTRICT (CONTINUED)

PERMITTED USES	<p>To acknowledge a variety of small- to medium-sized retail, dining and entertainment opportunities that help identify these areas as important contributors to Calgary's urban fabric.</p> <p>To provide a range of services and activities that collectively help promote Victoria Park as a cultural hub and significant destination in Calgary.</p>
EXAMPLES	<p>Major Streets: 4 Street SW, 1 Street SW Local Buildings: Radio Block, Hotel Arts Retail Gallery, Colours</p>
OTHER NOTES	<ul style="list-style-type: none"> • Maximum area for a ground floor use is 465 sqm. • There are a number of permitted uses that must not be located on the ground floor of buildings. • Live-work units are permitted. • Buildings should be oriented to be close to the street with rear-lane vehicle access encouraged. • In this district, the City of Calgary Land Use Bylaw 1P2007 will identify individual height restrictions on a locational basis, but unless explicitly noted, there is no maximum building height and the assigned Floor Area Ratios will dictate built form.

CC-MH – CENTRE CITY MULTI-RESIDENTIAL HIGH-RISE DISTRICT

TOTAL LAND USE	4.78%
PURPOSE	<p>To provide a land use district that accommodates higher intensity forms of multi-residential development in Calgary's Centre City.</p> <p>To encourage multi-residential development in a variety of scales along lower volume "residential streets".</p> <p>To promote and facilitate the objective of encouraging 65% of residential population growth in Calgary's established communities.</p> <p>To encourage a built form that is street-oriented and contextual with a variety of on-site landscaping at and above-grade.</p> <p>To allow for a limited range of non-intrusive uses that are compatible with a primarily residential district.</p>
PERMITTED USES	<p>Primarily higher-intensity and street oriented residential uses along dedicated lower-volume interior residential streets.</p> <p>Provision for a limited range of uses deemed to be compatible including assisted living and live-work units.</p>
EXAMPLES	<p>Major Streets: 2 Street SW between 12 and 15 Avenues South, north side of 15 Avenue SW Local Buildings: The Mackenzie, The Solarium, Coronation Place</p>
OTHER NOTES	<ul style="list-style-type: none"> • Density maximum of 5.0 Floor Area Ratio, with opportunities for density bonusing up to 7.0. • Maximum floor plate area of 650 sqm above a height of 25 m. • Allows for the provision of a secondary suite and accessory building if currently or previously used as a single, semi-detached, or duplex dwelling.

APPENDIX B - LAND USE BYLAW 1P2007

CC-MHX – CENTRE CITY MULTI-RESIDENTIAL HIGH RISE SUPPORT COMMERCIAL DISTRICT

TOTAL LAND USE	0.22%
PURPOSE	<p>To provide a land use district that accommodates multi-residential forms of development in concert with a limited mix of commercial uses and community-based amenities.</p> <p>To provide a development standard that promotes mixed-use urban development in the Centre City with emphasis on high-density residential uses.</p> <p>To accommodate a street-oriented, high-density built form with residential units at or above grade while allowing the provision of a limited range of 1st and 2nd storey commercial uses.</p>
PERMITTED USES	<p>Similar suite of uses to the CC-MH land use district with the allowance of a limited range of commercial uses.</p> <p>Primary dedication of floor area to a minimum of 80% residential use.</p> <p>Some support commercial services such as medical clinics, restaurants, cafes, and drinking establishments.</p>
EXAMPLES	<p>Major Streets: N/A Local Buildings: N/A</p>
OTHER NOTES	<ul style="list-style-type: none"> • Will generally be located along higher volume streets as opposed to those defined as primarily residential by the Centre City Plan. • Very limited use in Victoria Park. • Not a great demand for the CC-MHX land use district in Victoria Park as it does not provide flexibility similar to the CC-X land use district. • The commercial component is not appropriate for dedicated low-volume residential corridors found along 14 and 15 Avenues South at this time.

S-R – SPECIAL PURPOSE RECREATION DISTRICT

TOTAL LAND USE	1.37%
PURPOSE	<p>To accommodate a range of indoor and outdoor recreation uses that promote an active urban lifestyle.</p> <p>To allow conventional recreation and leisure facilities to provide a diverse mix of on-site complementary uses such as meeting space, child care and food services for patrons.</p> <p>To provide a land use district that recognizes the diversity and range of land uses that can be applied to traditional recreation lands.</p> <p>To encourage a multitude of uses and flexible space that support the needs of growing residential populations in Victoria Park.</p> <p>To eliminate a strict definition of recreation space that may result in underutilization and a narrow range of uses.</p>

APPENDIX B - LAND USE BYLAW IP2007

S-R – SPECIAL PURPOSE RECREATION DISTRICT (CONTINUED)

PERMITTED USES	A diverse collection of recreation and leisure facilities with the provision for complementary activities based on primary land use. An example is the allowance of a medical clinic within an indoor recreation facility.
EXAMPLES	Local Use: Central Memorial Park Local Buildings: N/A
OTHER NOTES	<ul style="list-style-type: none"> All areas of a parcel must be soft-surfaced landscape unless dedicated to buildings, vehicle access, sidewalks or other purpose as designated by the development authority. Retail and consumer services must only operate and sell products in conjunction with or related to a primary use such as park, museum, recreation facility, etc.

S-CS – SPECIAL PURPOSE COMMUNITY SERVICE DISTRICT

TOTAL LAND USE	0.65%
PURPOSE	<p>To accommodate a limited range of small-scale indoor and outdoor recreation uses that promote an active urban lifestyle and complement urban populations in Victoria Park and surrounding area.</p> <p>To allow for the location of education and community facilities within buildings as required.</p> <p>To provide Victoria Park with strategically located outdoor recreation facilities and related uses that cater to the demands of families and children in the community.</p>
PERMITTED USES	<p>Small-scale recreational uses such as tennis courts, parkettes, open space.</p> <p>Built forms that support the needs of the communities in which they are located. These could include facilities for community associations, emergency services or child care.</p>
EXAMPLES	Local Uses: Haultain Park, Humpty Hollow Park Local Buildings: Beltline Recreation and Leisure Centre
OTHER NOTES	All areas of a parcel must be soft-surfaced landscape unless dedicated to buildings, vehicle access, sidewalks or other purposes as designated by the development authority.

APPENDIX B - LAND USE BYLAW 1P2007

DC – DIRECT CONTROL DISTRICT

TOTAL LAND USE	58.22% (39.25% of 58.22% Stampede Park DC District)
PURPOSE	To recognize developments that, due to their unique characteristics, innovative ideas or unusual site constraints, require specific regulation unavailable in one of the above-listed land use districts.
PERMITTED USES	Uses deemed to be compatible and recognized as being positive contributions to the urban context of Victoria Park, but do not conform to the prescribed rules of an existing land use district.
EXAMPLES	Local Uses: Stampede grounds, CPR lands north of 10 Avenue SW Local Buildings: Sasso and Vetro
OTHER NOTES	<ul style="list-style-type: none">All areas of a parcel must be soft-surfaced landscape unless dedicated to buildings, vehicle access, sidewalks or other purposes as designated by the development authority.

APPENDIX C - VICTORIA PARK POP-UP STRATEGY

VICTORIA PARK POP-UP STRATEGY

PURPOSE

The overarching purpose of enabling small-scale temporary improvement projects (pop-ups) in Victoria Park is to reclaim vacant spaces and turn them into assets, enhance public safety, increase the vitality of street life, promote creativity and innovation, and encourage future occupancy and development.

The Centre City Plan outlines how to support opportunities that promote open space and public realm vitality in the Centre City. Recently, there has been increased interest by local advocates and property owners in encouraging street animation by transforming underutilized space with temporary, active public uses. The Victoria Park BRZ is advocating for a shared responsibility approach whereby the City of Calgary provides the necessary legislative means and Victoria Park will provide the operational and logistical support.

POP-UPS AND VICTORIA PARK

Despite recent redevelopment, Victoria Park still has a very high proportion of surface parking lots, vacant lots, halted construction sites and vacant leasable space. How we turn these into assets that will enhance the area and potentiality spur future development is a key concern.

Recent policy changes around surface parking lots, for example, have created an “all or nothing” situation. While disallowing surface parking is seen as positive from a wide range of perspectives, the absence of viable alternative uses for these sites has become problematic.

Surface parking lots are now vacant sites, with few available alternatives to allow for their active use. The Victoria Park BRZ hopes to help change that.

Finding creative ways to actively use these spaces will bring vitality and animation to the streets of Victoria Park and the Centre City. Small-scale and temporary improvements have been “popping up” in major cities in North America and Europe. Community groups are using this strategy as a way to test innovative and creative concepts with minimal risk. This temporary activation of small spaces has been shown to foster positive change in communities by bringing in people, investment and development. The Victoria Park BRZ is willing to provide all guarantees and insurance, and to curate these small-scale temporary uses of private and public space.

TYOLOGIES

There are many different types of pop-ups that could fit into the Victoria Park setting. Pop-ups can occur in indoor and outdoor spaces, public and private spaces, can be very temporary or semi-permanent, and can accommodate a wide range of uses from the very simple to the very complex. Each pop-up has its own set and varying degrees of challenges and opportunities.

Different varieties of pop-ups include:

- Food trucks and mobile vendors
- Patios and parklets
- Pop-up retail and micro-mixing, where several different retailers and businesses utilize vacant spaces at different time of day
- “Previtalization”, where a temporary use is put in place while land awaits construction phase, to help promote the new development

VICTORIA PARK POP-UPS

The development of pop-ups in Victoria Park will be a three-part process under the guidance of the BRZ. The goal is to enable a wide range of permissible uses, in a variety of vacant spaces, of varying scales and complexity. This process will be facilitated by collaborations between the Victoria Park BRZ, the City of Calgary, the associated City business units, and property owners.

PHASE 1 (COMPLETED) SUMMER 2012

The Victoria Park BRZ worked with the City of Calgary and landowners to enable pop-ups utilizing vacant, privately owned outdoor space.

PHASE 2 (COMPLETED) SUMMER 2013

Using experience gained from the initial summer 2012 pop-ups, Victoria Park BRZ worked with the City of Calgary and associated City business units to develop a template that facilitates a wider range of permissible uses. The Victoria Park BRZ worked with property owners to enable pop-ups utilizing privately owned, vacant space. The time and scale of pop-ups were minimal, and the range of uses depended on the BRZ’s capacities, and civic interest and support.

PHASE 3 (PROPOSED) - SUMMER 2014 - 2017

The City-BRZ collaboration will enable pop-ups in a wide range of vacant privately owned spaces in the BRZ for “previtalization”, micro-mixing, pop-up retail and other potential uses. The Victoria Park BRZ will work with the City of Calgary and associated City business units to develop a template for identifying potential underutilized public spaces for pop-up use. The uses will range from the very complex (temporary restaurant/bar) to the very simple.

APPENDIX C - VICTORIA PARK POP-UP STRATEGY

Pop-Up Uses

- pop-up restaurant
- pop-up cafe
- mixed-use market
- food market
- pop-up retail
- arts market
- temporary structures
- patio
- boardwalk
- shipping containers
- landscaping
- multi-use plaza
- art display
- fashion show
- sports and games
- lighting display
- street furniture
- planters

Complex

VICTORIA PARK BRZ POP-UPS

The development of pop-ups in Victoria Park will be a three-part process under the guidance of the BRZ. It will enable a wide range of permissible uses, in a variety of vacant spaces, over varying times and scales. The process will be facilitated by collaborations between the Victoria Park BRZ, the City of Calgary, the associated City business units and property owners.

PHASE III - SUMMER 2014 - 2017

The collaboration will enable pop-ups in a wide range of vacant privately owned spaces in the BRZ for “previtalization”, micro-mixing, pop-up retail and other potential uses. The Victoria Park BRZ will work with the City of Calgary and City business units to develop a template for identifying potential underutilized spaces for pop-up use. The uses will range from the very complex to the very simple.

PHASE II - SUMMER 2013

Utilizing experience gained from the summer 2012 pop-ups, the Victoria Park BRZ will work with the City of Calgary and associated City business units to develop a template that facilitates a wider range of permissible uses. The Victoria Park BRZ will work with property owners to enable pop-ups utilizing privately owned, vacant space. The time and scale of pop-ups will be minimal, and the range of uses will depend on the BRZ’s capacities, and civic interest and support.

PHASE I - SUMMER 2012

The Victoria Park BRZ will work with the City of Calgary and land owners to enable a number of pop-ups using vacant, privately owned outdoor space and vacant storefront space. The time and scale of pop-ups will be minimal, and uses will range from the placement of outdoor furniture to art and lighting displays, fashion shows, multi-use plazas and landscaping to sports and games.

simple

Location

Private Outdoor Space

Indoor Storefront Space

Indoor Leasable Space

Outdoor Public Space

Complex

APPENDIX C - VICTORIA PARK POP-UP STRATEGY

PHASE I CASE STUDY: VICTORIA PARK POP-UP PARKLET 2012

SITE: 208 14 AVENUE SW

Victoria Park's first pop-up project, the Victoria Park "Parklet" is located on the active retail and restaurant strip of 1 Street SW. The location for the parklet was chosen to link the dynamic street to the adjacent Haultain Park. The privately owned site was intended to be used for the development of a high-rise condominium tower (Union Square Tower II), but has sat vacant since the completion of the Union Square Tower I in 2008.

Fencing around the vacant construction site was erected which enclosed high voltage electrical panels and electrical cables left over from the construction. The fencing proved to be problematic; it was regularly blown over by wind storms, and it reduced visibility into the site which led to a wide range of incivilities and misconduct there. Along with raising public safety and social concerns, the site was attracting unsightly graffiti. For all these reasons, the site's enhancement became an increasing priority for the Victoria Park BRZ. Permissions were given by the property owner to Victoria Park BRZ to address these problems and to allow the site to be used for Calgary's first parklet on privately owned land in the Centre City.

PROJECT DEVELOPMENT

An opportunity for funding the Victoria Park Parklet was offered through Molson Canadian's Red Leaf Project, which sponsors volunteer community-improvement events such as tree plantings. The Victoria Park BRZ reinterpreted the Red Leaf Project concept and integrated it into an urban setting.

Drought-tolerant grasses, native plants and reclaimed materials were used instead of trees and sod, which are not suitable or cost effective for a temporary urban park. Materials and design were carefully considered to meet a number of concerns including building costs, aesthetics, functionality and construction parameters.

INITIAL PROJECT CHALLENGES

An initial design challenge was to identify areas that encouraged undesirable activities which would lead to negative community feedback. The pre-existing Union Square Tower and Sales Centre provided several areas of low visibility lacking natural surveillance. It was a key design consideration to maximize visibility into these areas, while using ground cover and fencing elements that discourage direct access to the perimeter of these buildings.

Another significant challenge was planning projects that could be carried out by 30 skilled workers or by 300 volunteers. A compromise was found by creating many smaller projects with independent steps to reduce the likelihood of bottlenecks occurring in the construction process. It was also necessary to organize the order in which projects were to be completed by the volunteers.

CONCEPTUAL DESIGN

The conceptual design of the project identified two urban pocket park spaces and a back lot with vehicular access. The initial conceptual design for Park A was to link 1 Street SW to Haultain Park, with two plaza spaces fronting both edges and a path connecting the two. The initial conceptual design for Park B was to provide a path linking 14 Avenue SW to 1 Street SW diagonally through the site, forming a seating space and plaza facing the street.

Plazas were incorporated to promote interaction between residents, local businesses and people working in the area. The plazas were designed to provide passive seating spaces that could be activated by food trucks, community markets and other small-scale temporary activities.

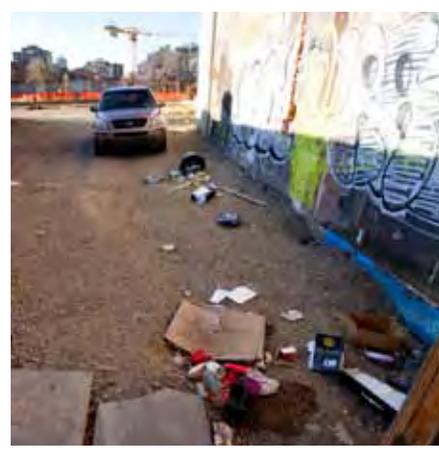
COMPONENT MATERIALS AND CONSTRUCTION

Materials and design choices reflected the need for ease of construction, especially in consideration of the mixed skill levels of the volunteers, and a desire to use varied textures and physical qualities. A planter-fence design was conceptualized as a way to integrate the beautification of the site with the delineation of the two parks from the private back lot. Careful consideration was also given to choosing materials that would deter movement in certain areas, protecting adjacent private property. Native perennials requiring minimal watering, fertilization, pest control and weed management were selected for the planters. The perennials were also chosen for attractiveness during all seasons.

FINAL PROJECT OUTCOMES AND FUTURE CONSIDERATIONS

Volunteers rejuvenated the vacant lot in the Victoria Park area of Calgary on July 2, 2012, transforming it into the parklet. Volunteer engagement was much higher than anticipated, with many individuals invested in improving the area in which they live. The parklet is a prime example of how the Victoria Park business community and property owners can experiment with activating vacant lots and retail spaces. The Victoria Park BRZ will continue to document and acquire information on the impact of the Victoria Park Parklet. Going forward, the BRZ will implement other small-scale, temporary activations of vacant space based on these results, community feedback and interest.

Below : 208 14 Avenue SW, before enhancement



Below: The Victoria Park Parklet - 208 14 Avenue SW, after enhancement



APPENDIX C - VICTORIA PARK POP-UP STRATEGY

PHASE II CASE STUDY: ADAPTIVE REUSE OF VACANT RETAIL SPACE (FORMERLY “EXES HAIR SALON”)

SITE: 1412 1 STREET SW

Victoria Park’s second pop-up project involved the adaptive reuse of a vacant retail space throughout the summer of 2013. An opportunity was identified to activate a vacant retail space along 1 Street SW, a popular retail and restaurant strip. The retail space was vacant for approximately two years and several upgrades and enhancements were necessary before use. Permissions were given to the Victoria Park BRZ by the property owner to enhance the space and activate it with pop-up places. The Victoria Park BRZ enhanced the space through trash removal and interior renovations.

Throughout the summer of 2013 the space was used for a contemporary art gallery, an art installation experimenting with light and as a temporary home to two retailers displaced by the June 2013 Calgary floods.

SLED ISLAND ART SALON

The first adaptive reuse of the vacant retail space on 1 Street SW was coordinated through a partnership between the Victoria Park BRZ and the Sled Island Music Festival. Sled Island is high profile annual music and arts festival established in 2007. The festival occurs over 5 days in June and utilizes various venues throughout the Centre City for arts, music, comedy and film centered events. For the June 2013 festival, Sled Island activated the vacant retail space with the “Sled Island Contemporary Art Salon”. The “Art Salon” brought together an art installation of works with humorous and self reflective themes. The gallery opening drew several hundred festival attendees.

“QUANTUM ENTANGLEMENT” ART INSTALLATION

The second adaptive reuse of the vacant retail space on 1 Street SW was developed through a partnership between the Victoria Park BRZ and PARK (Promoting Artists Redefining Kulture). PARK is an organization that supports emerging artists and designers in Calgary through events including arts markets, fashion shows and art walks. PARK helped coordinate the second activation of the space by a local artist, Kirk Dunkley.

Kirk Dunkley is a Master of Fine Arts student at the University of Calgary. Kirk Dunkley activated the space with “Quantum Entanglement”, a temporary art installment experimenting with the perception of light, movement, space and time, sculpture and the phenomenal nature of light.

POP-UP LOCATION FOR RETAILERS DISPLACED BY THE JUNE 2013 FLOODING

June 2013 was an immensely difficult time for Victoria Park. Centre City businesses and residents were largely impacted by considerable flooding of the Elbow and Bow rivers, with some having lost everything. The community reaction was strong as Calgarians banded together for clean-up efforts. Pop-up places became an important temporary solution for several displaced Victoria Park businesses to reestablish and maintain viability.

On June 20, 2013, Calgary’s Centre City and many river adjacent communities were evacuated in anticipation of the severe flooding due to the rising Elbow and Bow Rivers. Power and utilities were shut down in these areas. The peak of the flooding occurred on June 2013 putting many Victoria Park buildings and streets underwater. Some of the hardest hit communities were Chinatown, Mission, Sunnyside and Victoria Park.

Many businesses were forced to close their doors for good. Other business were left without a place to go back to, seeking new rental opportunities to maintain viability. The Victoria Park BRZ’s recently enhanced vacant retail space at 1412 1 Street SW provided an opportunity for two pop-up shops to act as a temporary home for two displaced businesses, Frocks and Rewind Consignment. The location acted as a temporary pop-up shop location.

Frocks Modern Bridesmaids

Frocks Modern Bridesmaids is a small, independent retailer offering a selection of modern dresses to bridesmaids. The store was formerly located in the 1909 building, the Bell Block, on Macleod Trail SE. The building suffered flood damage, with at least a three month time frame for repair.

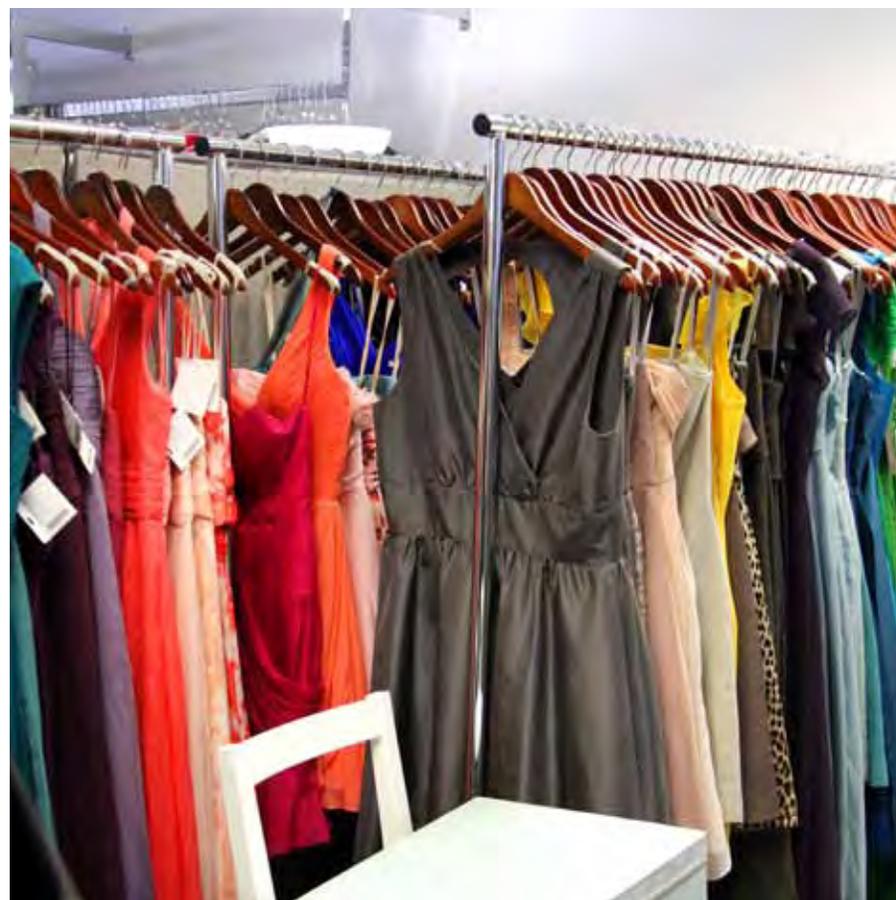
Rewind Consignment

Rewind Consignment is a small, independent consignment store. The store was also formerly located in the Bell Block. Rewind Consignment partnered with Frocks Modern Bridesmaids to share the retail space at 1412 1 Street SW, producing two pop-up shops within the space for three months.

Below: 1412 1 Street SW, before enhancement



Below: Enhancement and pop-up uses in the vacant retail space at 1412 1 Street SW



APPENDIX C - VICTORIA PARK POP-UP STRATEGY

PHASE II CASE STUDY: COLLABORATION WITH THE CITY OF CALGARY TO FACILITATE POP-UPS

PHASE II - SUMMER 2013

Utilizing experience gained from the summer 2012 pop-ups (Phase I), the Victoria Park BRZ completed a major goal for Phase II (2013) of the Victoria Park pop-up strategy. The goal was to work with the City of Calgary and associated City business units to develop clear processes and communication tools to facilitate pop-up places and to allow for a wider range of permissible uses.

This included:

- Obtaining a formal letter of support from the City of Calgary and the Mayor of Calgary to facilitate pop-up places in Victoria Park and Calgary. This letter was written by the City of Calgary Land Use Planning and Policy department and coordinated by the Centre City Implementation Team.
- The development of procedures that define and standardize the permit application process for pop-up places while facilitating a wide range of permissible uses for pop-up places. This document, titled "Pop Up Places: Temporary Activation of Small Spaces", was written by the City of Calgary Land Use Planning and Policy department and coordinated by the Centre City Implementation Team.
- The creation of an online communication piece supporting pop-up places, providing relevant information and background regarding pop-ups and further facilitating pop-up places in Victoria Park and Calgary. This was coordinated by the Victoria Park BRZ and the Centre City Implementation Team.



May 27, 2013

Dear Victoria Park Business/Land Owner:

RE: Pop Up Places

The City of Calgary supports community initiatives that enliven empty or abandoned spaces in the urban environment. Spaces that are vacant can become an eye sore and detract from the vitality of a block or neighbourhood. As part of Transforming Government, our City business units have been working with community organizations to support applications for temporary uses in these spaces that provide a benefit to the community.

There will always be gaps in the urban fabric through changes in business and site redevelopment. Temporary installations that enliven these spaces benefit the landowner, nearby businesses and the community by bringing vitality to an empty space and showing that the space is cared for. We know these initiatives have the potential to:

- Improve the pedestrian experience,
- Increase perceptions of safety,
- Enhance the image of the community, and
- Replace spaces that feel abandoned with positive public spaces.

"Pop-up places are a great way for businesses to connect with their customers, and I'm very happy that my City of Calgary colleagues have made it easier for pop up places to happen," says Mayor Nenshi. "Whether it's a temporary patio or park or market, pop up places make our communities even more vibrant and amazing."

You are receiving this letter because the Victoria Park Business Revitalization Zone (BRZ) has approached you with a proposal for a temporary installation. Victoria Park BRZ has been a leader in these initiatives. They are knowledgeable about our approval processes and work closely with City business units to ensure successful installations. If you have any questions, please contact David Low at the Victoria Park BRZ office (403) 265-2888 or email him at david.low@victoriapark.org.

Sincerely,

Ben Barrington, Architect, AAA LEED AP
Program Manager, Centre City Implementation
Land Use Planning & Policy

www.calgary.ca call 3-1-1

P.O. Box 2100, Str. M, Calgary, AB, Canada T2P 2M5

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APPENDIX C - VICTORIA PARK POP-UP STRATEGY

Opposite Page: Formal letter of support from the City of Calgary Land Use Planning and Policy department and Mayor Nenshi for pop-up places in Victoria Park and Calgary.

Below: Brochure developed by the City of Calgary Land Use Planning and Policy Department to facilitate pop-up places in Victoria Park and Calgary.

Pop Up Places: Temporary activation of small spaces

The intent of this document is to support the temporary public use of underutilized outdoor private spaces for a community benefit. The following guidelines are specific to activities and events taking place on private land. Culture (Recreation) manages the formal process for activities and events on public land (including streets and parks). They have a policy and a formal process to approve and support events. Check the [website](#) or contact 3-1-1 if you are interested in holding an activity or event on public land.

For outdoor installations or activities and events on private land, these are the things you need to consider.

Do we have the capacity?
The land owner is ultimately responsible for anything that happens on their site. If the event or installation is being done by a third party, responsibility for all costs, installation, maintenance, removal of structures and clean up should be documented. Who will be responsible for maintenance while the structure is in place and/or the event is happening? Who will remove everything from the site and what are the expectations regarding any permanent changes made to the site as a result of the installation and/or event? Who will respond to community concerns?

Do we need insurance?
Either the land owner or the organizer must have "care and control" of the installation or event. The organizer and land owner are responsible for understanding their own insurance coverage. Ensure you have coverage for all components of the project: construction and tear down, physical site during the installation/event, people making use of the installation or participating in the event.

Do we need a Development and/or Building Permit?
To find out if you need a development, building or electrical permit, you need to be able to answer the following questions:

- What is the nature of the site:
 - Is it public or private?
 - What is the existing use and the proposed activity?
 - Is it within the flood fringe/plain (City staff can tell you this)?
- How long will the site be in use?
- Will any structures be added to the site including tents or platforms and what are their dimensions?
- Is the activity commercial or non-commercial? If the activity is commercial, is there a "community benefit" as a result of the commercial activity?
- Will there be increased impacts on residents and businesses in terms of noise, traffic, garbage, parking, driver distraction (e.g. projections, animated art) or increased competition for existing businesses?
- What signage is proposed, what are the dimensions and how will it be secured?

www.calgary.ca/c3111 PO, Box 2100, 3rd Fl. Calgary, AB, Canada T2P 2M5

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Below: Website content on the City of Calgary website (www.calgary.ca) to support and facilitate pop-up places in Victoria Park and Calgary.

Permits/Pop-Up-Places.aspx

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Pop up places

Vacant or underutilized spaces in Calgary have the potential to be transformed into vibrant places that add to community vitality.

One of Calgary's first "pop up place" was a vacant lot in the community of Victoria Park that was turned into a temporary park. (See [site plan](#) and [BRZ project page](#).)

The applicant - the Victoria Park Business Revitalization Zone - obtained the required approval for the project within one week of applying for the permit. The quick approval was facilitated by first having a pre-application meeting and then submitting a complete application, which included a letter of authorization from the property owner. The circulation timeline was further expedited as the Victoria Park BRZ had already contacted the local Community Association to explain the Park proposal, who were able to provide a letter of comment/support which pre-empted the usual 21-day circulation period to the Community Association.

Utilizing vacant privately owned land, vacant stores, or even underutilized sidewalks, pop up places have the potential to take many different forms, including:

- Pop-up parks
- Pop-up plazas
- Pop-up markets
- Pop-up art exhibits
- [Pop-up garages](#)

Financing to create these pop up places is up to the applicant/developer.

Council | Calendar | Interactive map | eServices | Careers | Get involved | Department

APPENDIX D - THE CASE FOR “VICTORIA PARK”

THE CASE FOR “VICTORIA PARK”

This appendix provides background information and rationales supporting the use of “Victoria Park” as the referent name for what is now technically referred to by planning documents as “Victoria Centre,” “East Victoria” and “Stampede Park.”

TIMELINE

HISTORICAL DEVELOPMENT OF VICTORIA PARK NAME AND IDENTITY

1880s

Victoria Park was one of the earliest residential communities in Calgary, known then as the East Ward.

1889

The Agricultural Society of Calgary purchased 94 acres of land on the north bank of the Elbow River from the federal government, naming the land Victoria Park after Queen Victoria.

1900s

The East Ward adopted the name Victoria Park, associating the community identity with the adjacent fairgrounds.

1901

The City of Calgary purchased Victoria Park while paying off the debt of the Agriculture Society of Calgary in order to facilitate the municipality’s growth. In 1901, the area became an official community named Victoria Park.

1908

The grounds hosted the Dominion Exhibition, and the name Victoria Park was then recognized nationally.

1910s to 1960s

The community identity of Victoria Park became well established and the community name was used like any other in Calgary.

1960s

The Calgary Exhibition and Stampede began looking to expand the fairgrounds into Victoria Park.

1968

The City approved Stampede expansion northward to 14 Avenue SE.

1970s

Declining home ownership, an increasing rental and transient population and uncertainties about the Stampede expansion all served to erode Victoria Park’s sense of place and community identity. The approval of the Stampede expansion created an environment of uncertainty about the future of the area. This deterred investment in Victoria Park and did not provide property owners with incentive to maintain or invest in their properties.

1980s

The Stampede expansion plans became more of a reality that generated population decline and housing demolitions in Victoria Park.

1998

Final sell-off of housing in Victoria Park to the Stampede began.

2000

A growing interest in the area inspired several planning initiatives that attempted to reform the community’s identity through revitalization.

2003

Victoria Park and Connaught were officially amalgamated into the Beltline community district.

2003

The community associations of Victoria Park and Connaught were amalgamated into the Beltline Communities of Victoria and Connaught Association.

The Blueprint for the Beltline advocated that Victoria Park and Connaught be amalgamated into the Beltline community, but supported the continued use of the historic names in each area.

The Beltline ARP divides the Victoria Park area into three separate neighbourhoods—Victoria Centre, Victoria East, and Stampede Park—but advocates for the creation of seamless interfaces between the areas.

2007

The Centre City Plan divides the Victoria Park area into neighbourhoods similar to the Beltline ARP, and like the ARP, advocates for the creation of seamless interfaces between the areas.

2010

Given the fair amount of social capital in a name and brand, the Victoria Crossing BRZ changed its name to the Victoria Park BRZ to align itself with common vernacular usage.

APPENDIX D - THE CASE FOR “VICTORIA PARK”

THE CASE FOR “VICTORIA PARK”

Victoria Park was an established community that developed a strong identity until the mid-1950s. By the mid-1950s, the name Victoria Park was common in the vernacular of residents in Calgary, commonly used in publications and wayfinding, and officially used in City documents to describe the community.

Victoria Park’s decline from the 1960s to the 1980s was partially triggered by the Stampede’s expansion plans and the uncertainties they generated.

As a result, Victoria Park’s sense of place and community identity began to erode. This loss of a strong community identity and sense of place led to diminished interest in maintaining Victoria Park as an active community association and of retaining the Victoria Park name.

Faced with uncertainties about future development, the true implications of the Stampede expansion, and a dwindling population, the amalgamation of Victoria Park into the Beltline seemed to make sense at the time.

In 2003, the communities of Victoria Park and Connaught were amalgamated into the Beltline community district. At the same time, the community associations of Victoria Park and Connaught were amalgamated into the Beltline Communities of Victoria and Connaught Association. Since the creation of the Beltline community district, Victoria Park’s name and physical boundaries have been defined in numerous ways in City planning documents.

Most recently, the Beltline ARP and the Centre City Plan divide the former community of Victoria Park into two separate neighbourhoods: East Victoria and Victoria Centre, and demarcates Stampede Park as a separate area.

The creation of the Beltline community district has generated many contradictions in planning documents. Since 2003, the Victoria Park area has been referred to in numerous ways, including an attempt by the BRZ to label the area “Victoria Crossing,” which was only marginally successful. The attempts to label the area “East Victoria,” “Victoria Centre,” or “East Beltline” have also met with only limited success.

The last decade has included pockets of extreme population growth in Victoria Park, as a result of the development of many new residential towers in the area. The Beltline as a whole has emerged as the fastest-growing second-most populous community in Calgary. With recent population growth, there is a re-emergence of interest in developing a community identity linked with the Victoria Park community name and historically established identity.

Given the significant population growth of the Beltline and its physical size, there has been an increasing need to redefine the West and East areas of the Beltline, formerly known as Connaught and Victoria Park. Both the Beltline ARP and the Centre City Plan recognize the need to consider the Beltline area on a smaller, neighbourhood scale.

This dichotomy was made particularly evident in the City of Calgary’s recent wayfinding project. For wayfinding purposes it was decided that “the Beltline” was too large an area to use as a descriptor of location. It was determined that the names “Beltline Connaught” and “Beltline Victoria Park” made the most sense for describing the areas.

THE IMPORTANCE IN MAINTAINING HISTORICAL COMMUNITY NAMES AND IDENTITY

It is beneficial to the health of any community to have a strong sense of historical identity. In the case of Victoria Park, maintaining its historical connection will be beneficial to its economic and social development. It is well demonstrated that maintaining historical names and identity has many benefits for a community:

- There is an increased value and perception of historical assets when linked with a historical community name and identity.
- The history of an area is more relevant when tied to the use of historical names.
- Maintaining a community’s historical continuity attracts tourists and business to the area, while promoting investment and development.

The BRZ feels there is a compelling case for the continued use of the Victoria Park name as an identifier for the former Victoria Park City of Calgary community, and as an identifier for the areas which are currently identified in the Beltline ARP and the Centre City Plan as Victoria Centre, East Victoria and Stampede Park.

APPENDIX E - PARKING MANAGEMENT STRATEGY

PARKING MANAGEMENT STRATEGY IN VICTORIA PARK

In Victoria Park, the ongoing reduction of parking spaces along with increasing parking prices and the reduction of daily commuters will contribute to the Municipal Development Plan's (MDP) 60-year target of decreasing the "Auto Mode-Split" from 77% to between 55% to 65% (percentage of commuters using vehicles as a mode of transportation). The following parking management strategies in Victoria Park are contributing to achieving the MDP's 60-year target.

SHORT-STAY PARKING

Short-stay parking is defined by the City of Calgary as vehicle parking provided for stays of less than four hours.

Short-stay parking plays an important role in facilitating the vibrancy of Victoria Park, with special emphasis on supporting local commercial activities and promoting Victoria Park as a unique destination within Calgary.

Short-stay parking in Victoria Park is accommodated in two ways:

1. On-street public parking stalls
2. Off-street private surface parking lots

ON-STREET PARKING STALLS

On-street parking stalls provide a convenient option for customers, visitors and business clientele throughout Victoria Park. Short-stay on-street parking allows casual traffic to have an intuitive option adjacent to a diverse selection of goods and services, specifically dining, entertainment, recreation and retail.

The City of Calgary uses several common tools to govern on-street parking to achieve necessary turnover and availability. These include:

- Time limits
- Parking charges
- Loading zones with parking restrictions
- Specific user zones for taxis, public transit, etc.

These tools help facilitate operational efficiency and movement in peak periods while allowing flexible options to promote Victoria Park as an exciting retail and entertainment destination.

The Victoria Park BRZ encourages on-street short-stay parking along commercial streets, and supports traffic calming measures including extended curbs and diverse materiality at pedestrian crossings where appropriate. First Street SW provides an example of the effectiveness of these treatments. Along dedicated pedestrian-oriented streets, emphasis should be placed on creating a vibrant and welcoming pedestrian realm, connectivity, and a seamless relationship between the street and sidewalk.

Through a variety of the above-mentioned parking management tools, the City of Calgary applies an on-street parking strategy that attempts to offer an overall on-street parking occupancy in an area of around 85%. Achieving an 85% level of on-street parking availability at any given time allows for intuitive, high turnover and convenient parking adjacent to the goods, services and amenities being offered in Victoria Park.

Therefore, the key objectives of using area-specific parking management tools to govern on-street parking in Victoria Park are to:

- Achieve an 85% occupancy target in a given area at any given time
- Reduce parking congestion and the time it takes motorists to "cruise around" looking for a desirable short-stay parking space
- Promote turnover and discourage long-term users such as residents and employees from using on-street space
- Generate additional revenue for the City of Calgary and Calgary Parking Authority.
- Provide convenient short-term parking for customers, clients and visitors
- Promote Victoria Park as a commercial destination that accommodates all users
- Explore creative ways to improve integration of all types of users in the pedestrian realm

OFF-STREET PRIVATE SURFACE PARKING LOTS

Off-street short-stay parking is available throughout all areas of Victoria Park, and is augmented by private surface parking lots. Currently, the market dictates parking rates in these private lots and the City of Calgary has no plans for instituting a cap in the near future. As Victoria Park continues to develop, the number of these surface parking lots will eventually decline, effectively driving up parking prices and scarcity while on the other hand discouraging daily private vehicle commuters. Currently in Victoria Park, there are no short-term municipal off-street surface parking lots. There are two large municipal parking structures, one on the north side of 10 Avenue South at 2 Street SW and one located on the Stampede grounds.

APPENDIX E - PARKING MANAGEMENT STRATEGY

OFF-STREET PARKING STRATEGY

As Victoria Park continues to develop towards higher densities and full build-out, the Victoria Park BRZ supports introducing a higher percentage of strategically located, short-term municipal off-street parking options characteristic of higher density mixed-use/commercial neighbourhoods in Canada's urban centres.

These structures will help to maintain the viability of the existing built forms with lack on underground parking facilities, including heritage buildings, after the redevelopment of the surface parking lots in the area.

Ideally these new structures could develop in the form of mixed-use parking structures or well-designed conventional above- and below-grade structures. Design should consist of locating municipal parking structures underground municipal buildings or through partnerships with commercial or residential developers.

These structures could be additionally funded through existing parking revenues or cash-in-lieu programs (a policy that allows developers to pay cash rather than provide the required amount of parking spaces on their property), similar to those existing in Downtown and Chinatown.

PARKING RELAXATIONS AND ZERO PARKING REQUIREMENTS

Much of Victoria Park is located in what is considered a Transit-Oriented Development (TOD) Zone, 600 metres from the existing Stampede/Victoria Park LRT and LRT facilities along 7 Avenue South.

With a recent influx of new high-density residential development occurring in Victoria Park, the BRZ has been successful in collaborating with the city to explore and administer more appropriate urban parking requirements and relaxations for qualifying land uses.

At the time of publication, The 1P2007 Centre City Land-Use Districts (Appendix A) and parking requirements in place for Victoria Park allow the following uses or scenarios exemption from providing on-site parking:

- A computer games facility
- Convenience food store
- Drinking establishment (small & medium)
- Food kiosk
- Liquor store
- Outdoor cafe
- Licensed or non-licensed restaurant
- Retail & consumer service

The exemption is applicable when the use is at-grade and is less than 465 square metres, or with the existence of either a hotel, dwelling unit, multi-residential development or office above the ground floor and the gross usable floor area is less than 460 sq. metres.

The rationale of encouraging zero parking requirements and relaxations throughout all of Victoria Park for the above scenarios and uses is based on several assumptions:

- During lunch hours, nearly all customers will come from downtown offices as pedestrian traffic.
- During evening and weekend hours, sufficient on- and off-street parking is convenient.
- New business is facilitated by reducing start-up costs of providing parking stalls.

- Older buildings are often unable to provide new stalls to meet their parking requirements.
- New structures can effectively maximize their leasable gross floor area while having a street-oriented frontage that responds positively to the pedestrian realm.
- The vision for Victoria Park is a high-density, mixed-use, TOD neighbourhood, therefore walk-in traffic from commercial and residential development will sustain business.
- Road capacities in Victoria Park are relatively finite, with no planned new routes or expansions of existing routes.
- The proposed Southeast LRT and West LRT lines will decrease motor vehicle usage as a total percentage of traffic into Victoria Park.

Other recent initiatives relevant to Victoria Park include:

- Late night ride home stands and cab pick-up at existing fire hydrant locations. This has helped create a safer scenario for restaurant and bar patrons along streets with significant nightlife traffic such as 10 Avenue SW.

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