

Victoria Park Density and Diversity: A Planning and Policy Guide

SECOND EDITION

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EXECUTIVE SUMMARY

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The Victoria Park Business Improvement Area (BIA) comprises approximately 39 blocks, encompassing a wide range of land uses and user groups. It is the second-most populous neighbourhood in the Centre City and one of the fastest growing areas in Calgary, with a 40-50% increase in population projected to occur in the next 10 to 12 years. Victoria Park also holds a large 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 10 units per acre. Densification and intensification efforts in Victoria Park support compact, transit-oriented, walkable, bicycle-friendly, mixed-use development, with complete streets.

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 BIA 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.

2017 Edition

This complete revision of the Planning and Policy Guide contains updated information for all sections as of October, 2017.

The Guide's purpose 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 to help realize the Victoria Park BIA's 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 economic development
- Help refine the Victoria Park BIA's operations and focus
- Act as a comprehensive tool for the Victoria Park BIA to manage and attract future development.

THIS GUIDE CONTAINS THE FOLLOWING SECTIONS:

The Victoria Park BIA

This section summarizes the ways in which the Victoria Park BIA has facilitated the area's revitalization. The BIA'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

This section addresses Victoria Park's history, and the cycles of development that have resulted in the diversity of built form and land use that exists in the area today.

Community Profile

This section outlines Victoria Park's demographics, residential development trends, commercial development trends and a breakdown of business typologies in the area.

Contextual Analysis

This section addresses the urban planning and design context through which Centre City development is shaped and influenced, as well as 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

This section consolidates statutory and non-statutory planning and policy documents that regulate transportation and development in Victoria Park, including the Beltline ARP (2006), the Centre City Plan (2007) and the Land Use Bylaw 1P2007, in a clear and efficient summary for internal and external stakeholders.

EXECUTIVE SUMMARY

Character Area Analysis

In this section, Victoria Park is divided into seven character areas: West Victoria Park, the Volunteer Way Area, the Warehouse District, East Victoria Park, the Transit-Oriented Development Area, the Stampede/17 Avenue Area, and the 1 Street SW Area. Although each character area is given distinct boundaries, shared features between adjacent character areas are also recognized.

Character area analyses 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

This section 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 BIA interventions. Large-scale strategies require collaboration with the City of Calgary, developers, property owners, businesses, and other stakeholders.

The Victoria Park BIA's recommended large-scale catalyst projects and small-scale interventions are based on the Beltline ARP (2006), the Centre City Plan (2007) and the character area analyses. All are collaborative strategies that require the involvement of many 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 BIA priority to engage in direct
 consultation on the decision-making processes for the
 allocation of CRL resources with the Calgary Municipal
 Land Corporation (CMLC).
- It is a Victoria Park BIA priority to ensure collaboration between the CMLC and the Victoria Park BIA on the allocation and expenditure of the budget for community relations and marketing.
- For the second phase of CRL infrastructure improvements, it is a Victoria Park BIA priority to ensure that the appropriate improvements be undertaken in Victoria Park.
- It is a Victoria Park BIA 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
- It is a Victoria Park BIA 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.
- It is a Victoria Park BIA 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 Avenues South and the continued rehabilitation of underpasses.

Victoria Park BIA Investment Directions and Strategies

- It is a Victoria Park BIA 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 1P2007.
- It is a Victoria Park BIA 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 an examination of
 BCIF processes, density bonus items and their value to
 Victoria Park.
- It is a Victoria Park BIA priority to explore and facilitate temporary improvement projects in vacant private spaces, and beautification projects on publicly-owned streetscapes.
- It is an ongoing priority for the Victoria Park BIA to market
 the area and facilitate events as placemaking strategies
 while promoting BIA member businesses. This includes
 reinforcing the use of "Victoria Park" as the referent name
 in wayfinding, placemaking strategies and statutory and
 non-statutory planning documents.
- It is an ongoing priority for the Victoria Park BIA to advocate for Cash Corner management and location alternatives.
- It is an ongoing priority for the Victoria Park BIA 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

INTRODUCTION

INTRODUCTION

VICTORIA PARK

The Victoria Park Business Improvement Area (BIA) is one of the most complex and diverse BIAs in Calgary. While most BIAs are based on a linear 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 consists of seven distinct character areas, and is nearly as old as Calgary itself.

A broad spectrum of businesses thrive in Victoria Park. These include multinational corporations, family-run businesses, night clubs, fine dining establishments, social service agencies, and professional service firms. This multifaceted business environment, combined with some of the oldest and newest built forms, and 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 BIA as it entails responding to a variety of uses, user groups, challenges and opportunities.

While the BIA has long had an informal understanding of the diversity of Victoria Park, prior to this guide that diversity had not been documented comprehensively for external stakeholders. One objective 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 BIA identify where and how to best direct assets and resources. For external stakeholders, it will provide a complete picture of Victoria Park and help promote 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 BIA, particularly in mixed-use districts, and generalized planning and policy which applies to the area would benefit significantly from 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.

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

Sustainability

As a member-driven business organization, the BIA endeavours to create an environment in which businesses of all types can be successful. Increasingly, businesses are being challenged by customers to establish their 'social license', a large part of which is operating in a sustainable manner. The Victoria Park BIA thus supports its members by not only by promoting the area, but also promoting the future of healthy and sustainable community design and development.

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



VICTORIA PARK BIA

THE VICTORIA PARK BUSINESS **IMPROVEMENT AREA**

Business Improvement Areas (BIAs) are a Canadian invention. The formation of BIAs began in Toronto in the 1970s as a way to tackle common issues facing businesses within a geographic area. Through the formation of a BIA, 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 organization would be later renamed the Victoria Park BIA after the area's historic name.

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

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

Accomplishments and Influence

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

Some of the BIA'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)
- Cash Corner research (2015)
- "Engaging Vulnerable People" workshop (2016-ongoing)

Planning and Policy

- The Beltline Initiative (2003)
- The Beltline Area Redevelopment Plan (2006)
- Amendments to surface parking land uses and to parking requirements (2008, 2011)
- Third-Party Advertising Guidelines (2012)
- Centre City Urban Design Guidelines (ongoing)
- Green Line (2015-ongoing)
- Planning and Policy Guide (2013-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 (2002-2017)
- 1 Street SW Underpass Enhancement (2015)
- 13 Avenue Heritage Greenway (ongoing)
- Enoch Park (2015)
- 17 Avenue SW Reconstruction (2015-2018)



urban calgary







Street 2000s street branding banners - 1

Former BRZ logo

2013 street branding banners - 1 Street SW

VICTORIA PARK BIA

Animation & Events

- Haultain/First Street Festival (2009 2011)
- Beakerhead Sponsor (2013-ongoing)
- Market Walk (2013-2015)
- Sled Island (2013-ongoing)

Pilot Projects, Small-Scale Interventions and Beautification Projects

- Food Truck Pilot Project (2011)
- Centre City Wayfinding Program (2012)
- The Victoria Park Parklet (2012)
- Facade Improvement Program Pilot (2016-ongoing)

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 Projects Committee
- Cut Red Tape/Transforming Government
- Beltline Communities Investment Fund (BCIF) committee
- Green Line Stakeholder Committee
- CMLC Rivers District Master Plan Stakeholders Committee
- 17 Ave Standing Stakeholder Committee

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

GOALS OF THE VICTORIA PARK PLANNING AND POLICY GUIDE:

- Assist in describing the complexity of the area
- Identify Victoria Park's assets, resources and strategic leverage points
- Identify policy and process opportunities to help realize the Victoria Park BIA's 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 economic development
- Help refine the Victoria Park BIA's operations and focus
- Act as a comprehensive tool for the Victoria Park BIA to manage and attract future development.

2000 – ONWARD: SHIFTING FOCUS

The Victoria Park BIA 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 BIA 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 BIA as a business or shopping area.

PURPOSE OF THIS GUIDE

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

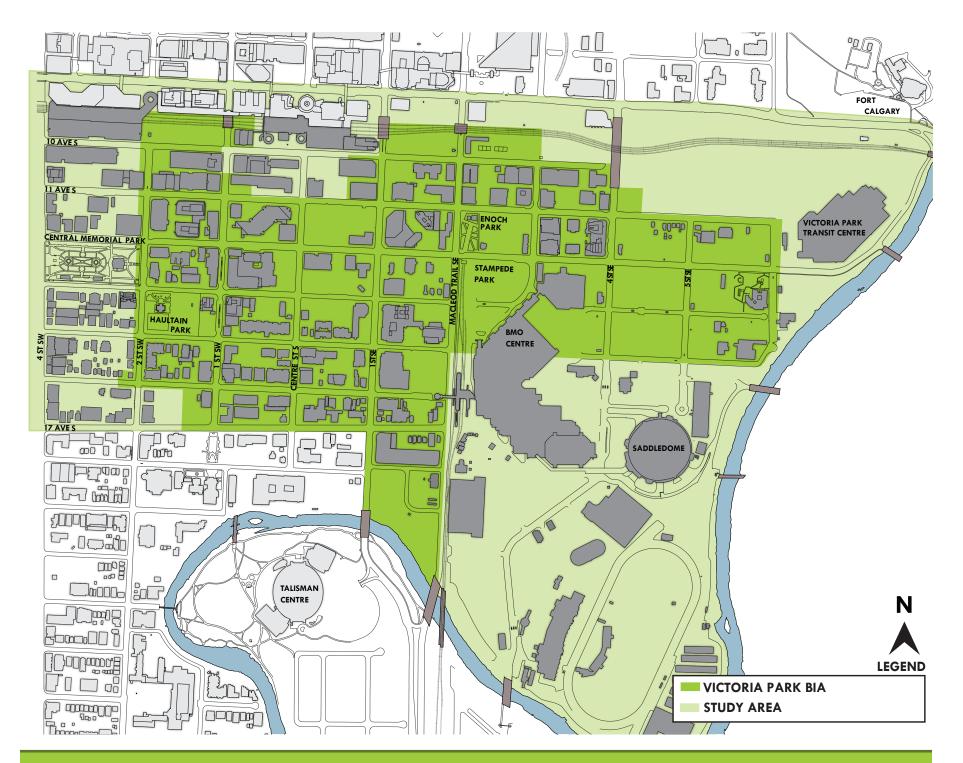
Many business improvement districts across North America have used strategic and/or master plans to guide the revitalization of an area. These plans have helped the stakeholders of revitalization zones and business improvement districts to encourage development, stimulate interest and improve the area's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

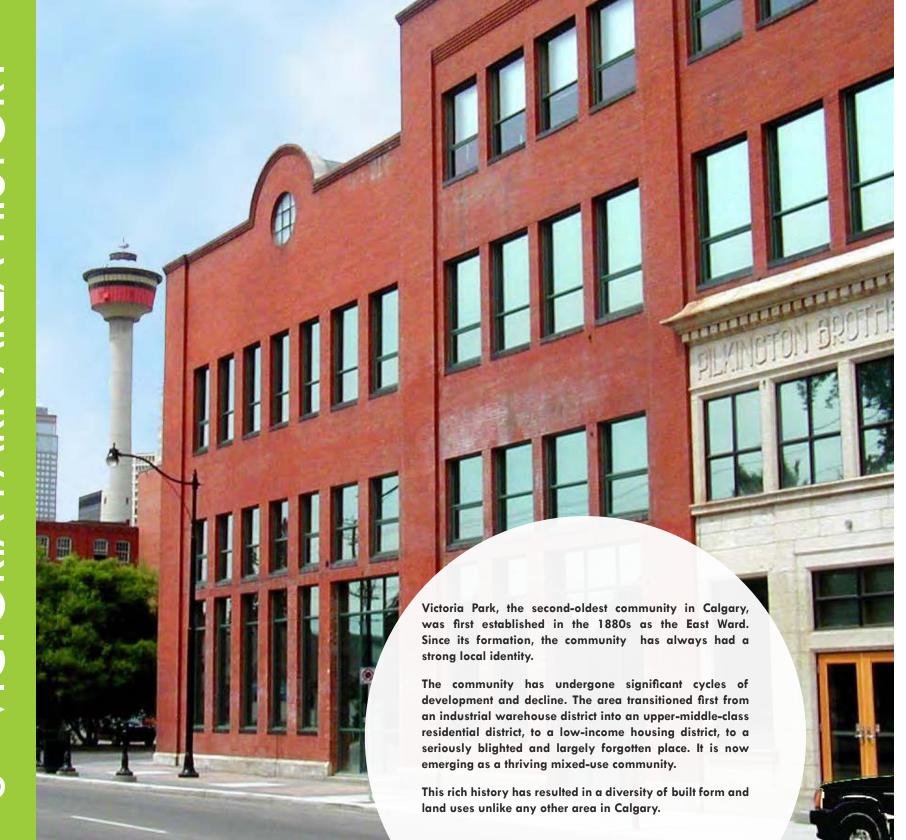
Study Area

The official boundaries of the Victoria Park BIA extend between 2 Street SW and 6 Street SE and between 10 Avenue South and 17 Avenue South. Membership in the Victoria Park BIA is automatic for businesses falling within these boundaries (385 businesses as of November 2016). Each member contributes to the BIA through a special levy placed on business tax, which is collected by the City of Calgary on the BIA's behalf.

While the Victoria Park Planning and Policy Guide is a

Victoria Park BIA initiative, the study area for the guide extends beyond the arbitrary BIA boundaries, and also considers the Victoria Park community boundaries prior to amalgamation into the Beltline. Geographically, the guide study area extends from 4 Street SW to 7 Street SE, and from 9 Avenue South to the southern edge of the Stampede grounds (see map).





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.

1901 - 1911

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

1900 - 1920

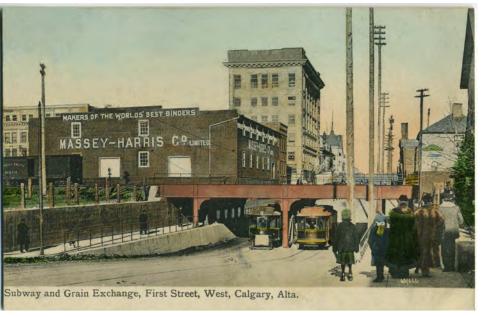
Victoria Park was a highly desirable place to live, particularly amongst the managerial and upper classes.

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

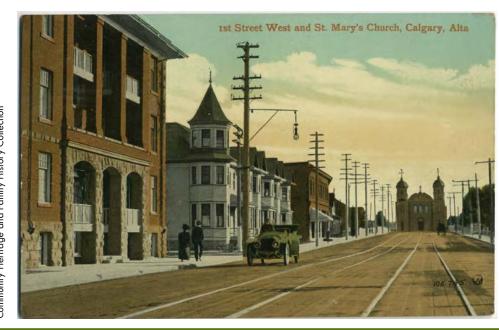


Courtesy of the Calgary Public Library,
Community Heritage and Family History Collection

AREA HISTORY

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





1920 - 1940

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. As many home and property owners made their fortunes and moved on, homes were converted into apartments to accommodate the need for short-term housing. As the need grew acute, 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.

1950s

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

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 a less desirable place for people to establish their households.

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.

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.

AREA HISTORY

1980s - 2000s

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

1990 - 2006

1 Street SW emerged as a new "Electric Avenue," becoming a popular entertainment area. The cumulative impact and intensity of drinking establishment and nightclubs brought about social disorder to the area.

1997 - 1998

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

2000s

Victoria Park experienced pockets of extreme population growth and redevelopment.

2003

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

2006

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

2010

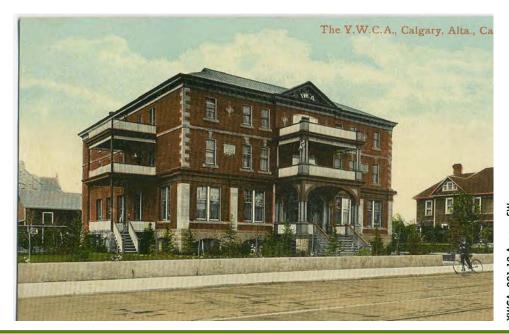
The "Victoria Crossing" BRZ re-branded to the "Victoria Park" BRZ to realign with the historical name of the area.

2016

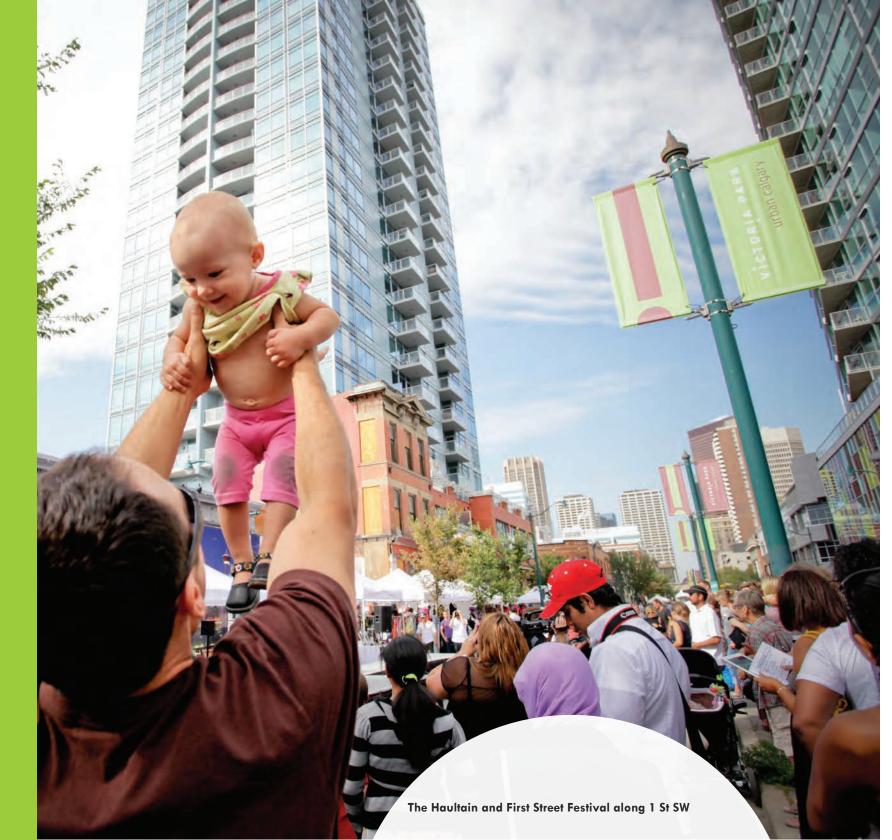
The Victoria Crossing BRZ re-branded to the Victoria Park BIA (Business Improvement Area) to better align with both Municipal Government Act terminology and the organization's own mandate.



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



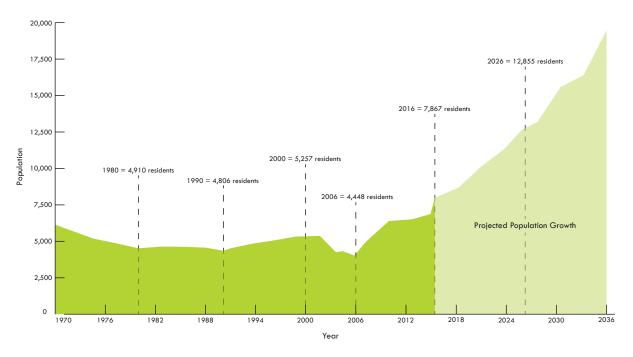
DEMOGRAPHICS

CENTRE CITY POPULATION COMPARISON



(Civic Census 2016 data provided by: Calgary Neighbourhoods, Research and Reporting, 2017; City of Calgary, Geodemographics, 2017)

VICTORIA PARK POPULATION CHANGE AND PROJECTION



(Historic Civic Census data provided by: Calgary Neighbourhoods, Research and Reporting, 2016,2017; City of Calgary, Geodemographics, 2016,2017; Victoria Park Planning and Policy Guide 2013. Population projection data provided by: Calgary Municipal Land Corporation, 2016)

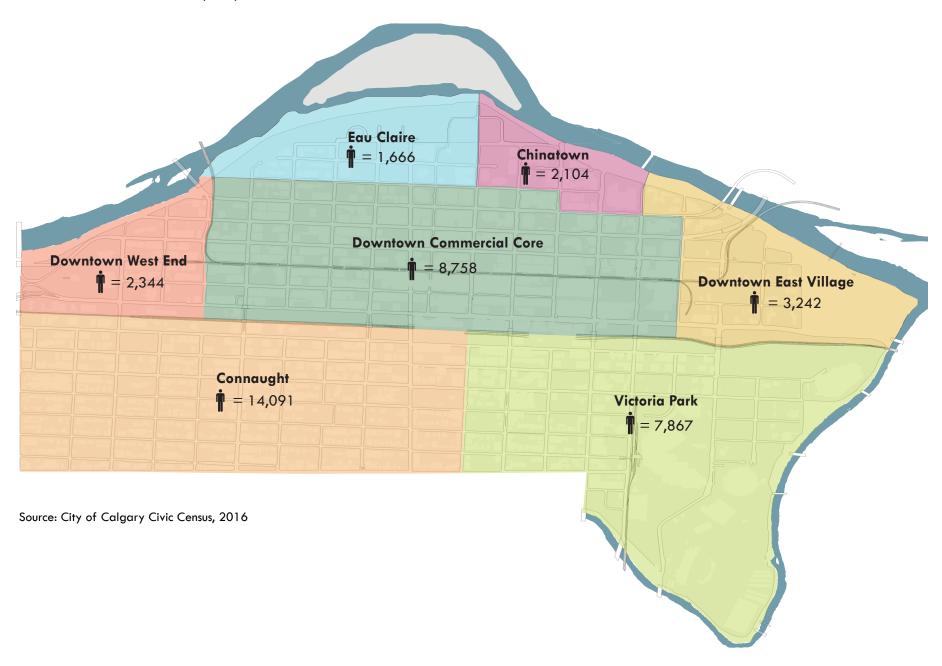
Population

Victoria Park is experiencing strong population growth and is forecast to be one of the fastest growing communities in the Centre City. Of all of the Centre City communities, Victoria Park is the third most populous. Since Victoria Park's population plateaued in the mid-2000's, the neighbourhood has experienced a steady increase in population that is projected to continue at a rapid pace for the next 20 years. The forecasted rate of population increase in Victoria Park is on par with East Village and Eau Claire, increasing at a rate of roughly 20% every five years for the next 15 years.

Victoria Park is one of the fastest growing communities in the Centre City, with a 40% - 50% increase in population projected to occur in the next 10 years.



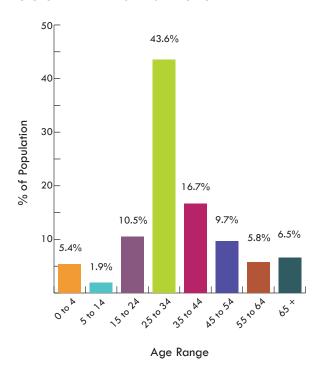
CENTRE CITY POPULATION MAP (2016)



Age Distribution

Approximately 44% of all residents in Victoria Park fall within the 25 – 34 age range. The second-largest age cohort residing in Victoria Park is the 35 – 44 age range, with roughly 17% of the population. Since 2011, individuals in the 0 – 4 age range have increased slightly, while individuals in the 15 – 24 age range have decreased slightly. Other communities in the Centre City have similar resident demographics, with the exception of Chinatown and East Village, which have a significantly larger senior population (ages 65+), and Eau Claire, which has a fairly evenly distributed population between ages 25 to 65+.

VICTORIA PARK AGE DISTRIBUTION



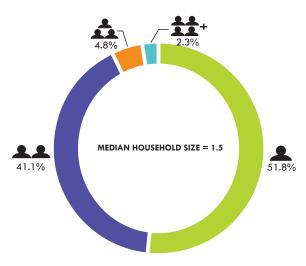
(Civic Census 2014 data provided by: Calgary Neighbourhoods, Research and Reporting, 2016)

Size of Households

Ninety-three percent of Victoria Park households contain one (51.8%) or two (41.1%) persons. This trend is expected to continue as there are strong development interests in constructing high density, one to two bedroom units in the form of apartments and condominiums, catering towards smaller household sizes. Other communities in the Centre City possess similar household sizes, with median household sizes for this larger area hovering around 1.5.

Approximately 93% of all households in Victoria Park contain one or two persons. Household sizes are expected to stay consistent as the community develops.

VICTORIA PARK SIZE OF HOUSEHOLDS



(Civic Census 2015 data provided by: Calgary Neighbourhoods, Research and Reporting, 2016)





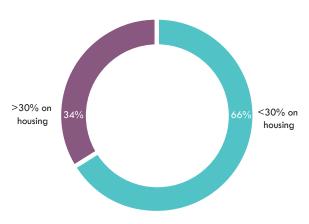


ECONOMIC

INCOME DISTRIBUTION 35 30 25 % of Population 20 15 10 5 Victoria Park Centre City * \$39,963 ***** \$36,509 Median Income * \$41,097

(Statistics Canada, National Household Survey 2011. City of Calgary, Community Profiles 2014) * Median income estimated based on best obtainable data

VICTORIA PARK INCOME SPENT ON HOUSING



(Statistics Canada, National Household Survey 2011)

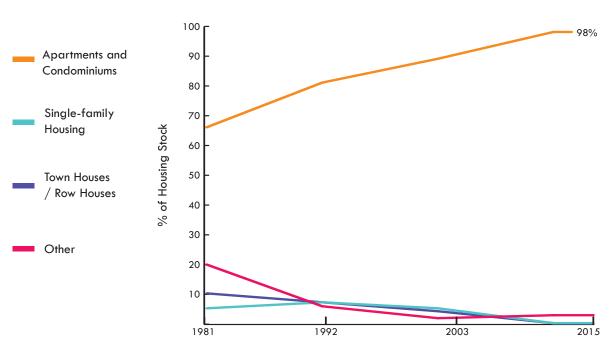
Income

A high percentage of Victoria Park residents are in the labour force, and it is one of the wealthier communities in the Centre City. Interestingly, Victoria Park also has a slightly higher percentage of people with no income compared to the entire Beltline and Centre City. The proportion of people spending more than 30% of their income on rent is similar among Victoria Park, Beltline, and Centre City. The median annual individual income in Victoria Park is \$44,000, which ranks higher than the Beltline and Centre City, but falls short of Eau Claire's median annual individual income of \$57,000.

Approximately 20,000 jobs are located in Victoria Park - this equates to a little more than 10% of all jobs located in the Centre City. The majority of jobs in Victoria Park can be categorized under personal and professional services. The most populated job categories include engineering services, law firms, computer and technology firms, oil and gas, and food services.

RESIDENTIAL

RESIDENTIAL TYPOLOGY IN VICTORIA PARK



(Victoria Park Planning and Policy Guide 2013. Civic Census 2015 data provided by: Calgary Neighbourhoods, Research and Reporting, 2016)

RESIDENTIAL TENURE



(Statistics Canada, National Household Survey 2011)

Residential Typology and Trends

1890s - 1950s

Construction of single-family homes and row housing

1960s - 1980s

Construction of 8- to 10-storey apartments

1980s - 1990s

Little to no development

2000s - Present

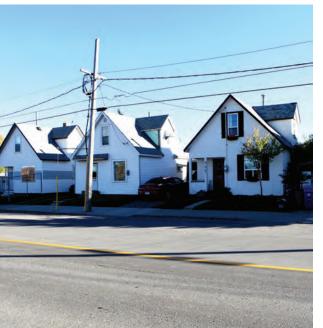
Development of high-density mixed-use buildings

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 non-existent and in the early 1990s some redevelopment occurred at a slow pace.

Present day residential typology in Victoria Park is almost exclusively characterized by high-rise apartment/ condominium towers with a mixed-use base. This new residential development type includes a retail podium at grade, typically with a brick and sandstone facade, and large outdoor patios and green spaces atop the ground-level retail spaces.





The trend for high-density mixed-use towers began in 2006 with the completion of Battistella'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 development on 1 Street SW, the construction of several high-rise condominiums around Victoria Park began. Victoria Park is currently experiencing strong developmental interests for the construction of high-density mixed-use towers.

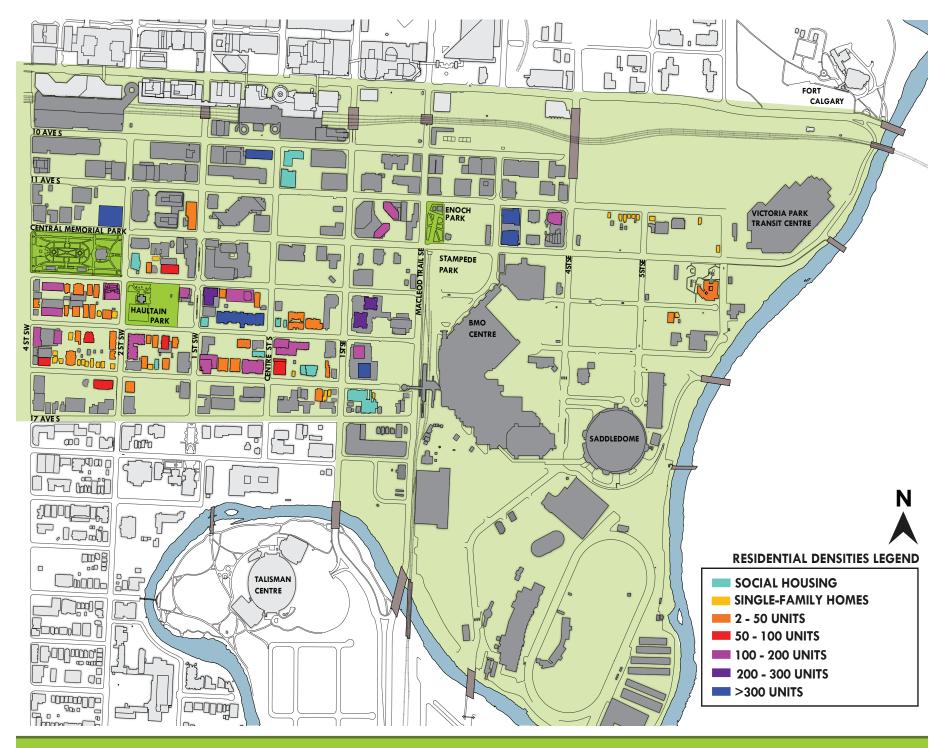
Residential Tenure

Compared with the Beltline and the Centre City, Victoria Park has a smaller renter population and a larger owner population. This is expected to change as more purpose built rental developments are constructed in Victoria Park, shifting the majority of residents to be renters.





Top (L-R) Colors development, East Victoria Park single-family homes Bottom (L-R) West Victoria Park office development, Sasso and Nuera developments



Victoria Park Residential Density

Since 2005, approximately 3100 new residential units in mixeduse towers have been built. An additional 3400 units have been proposed in submitted development permits, and just over 500 units are currently under construction. Assuming the median household size of 1.5, approximately 6000 residents can be expected from these future developments, increasing Victoria Park's population by 83%.

The City of Calgary's Transit-Oriented Development (TOD) target is 25 to 75 units per hectare. Victoria Park has reached and exceeded the 25 units per hectare benchmark since 2008. Currently, the residential density in Victoria Park sits just above 100 units per hectare. Intensification efforts support compact, transit-oriented, pedestrian friendly, mixeduse development, with complete streets. With the future development of the Green Line, in conjunction with strong developer interest highdensity mixed-use buildings, residential density is projected to increase, helping transform Victoria Park into a more complete community.



RESIDENTIAL INVENTORY

COMPLETED				Purpose Built Rental
Name	Year Completed	Units	Storeys	Туре
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
The Park	2015	157	18	Residential
Guardian I	2015	316	44	Residential
Portfolio I	2016	210	26	Residential
Guardian II	2016	312	44	Residential
Total		3122		

UNDER		

Purpose	Ruilt	Rental
ruipose	DUIII	Kemai

Name	Year Complete	Units	Storeys	Туре
Park Point	2018	288	35	Residential
Park Point II	2020	214	27	Residential
Underwood	2019 - 2021	225	31	Residential
Total		727		



PROPOSED				Purpose Built Rental
Name	Expected Completion	Units	Storeys	Туре
Gablecraft I	2021 - 2026	192	26	Residential
Gablecraft II	2021 - 2026	175	24	Residential
The Orchard	2021 - 2026	485	30	Mixed-Use
Portfolio II	2021 - 2026	218	25	Residential
Portfolio III	2021 - 2026	242	29	Residential
Portfolio IV	2021 - 2026	316	43	Mixed-Use
One	2021 - 2026	227	32	Mixed-Use
Oxford Wexford	2021 - 2026	568	36	Mixed-Use
17 Select	2021 - 2026	157	20	Mixed-Use
Renaissance Clubsport	2021 - 2026	230	9	Mixed-Use
Elbow Casino	2021 - 2026	400		
Total		3210		





BELTLINE RENTAL MARKET

	2012	2013	2014	2015
Bachelor	\$806	\$940	\$934	\$930
1 Bedroom	\$994	\$1,099	\$1,188	\$1,167
2 Bedrooms	\$1,267	\$1,352	\$1,493	\$1,454
3+ Bedrooms	\$1,647	\$1,715	\$1,873	\$1,975

(Canada Mortgage and Housing Corporation, Housing Market Information 2016)

Beltline Rental Market

The average cost of rent in the Beltline is comparable with other Centre City communities. Rent in the Beltline is slightly more affordable than the Downtown Commercial Core and Downtown West End. Rent prices, along with vacancy rates and other housing statistics can be expected to fluctuate depending on future market context.

COMMERCIAL

COMMERCIAL AND OFFICE INVENTORY

COMPLETED				
Name	Year Completed	Square Feet	Storeys	Туре
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 I	2008	162,000	10	Office
Colours	2009	47,000	1	Mixed-Use
Hotel Arts Retail	2009	80,000	1	Mixed-Use
BMO Centre	2009	50,000	3	Mixed-Use
Nuera	2010	25,000	2	Mixed-Use
Palliser South	2010	290,000	18	Office
Keynote Tower	2010	220,000	13	Mixed-Use
11th Avenue Place	2015	200,000	10	Office
The Guardian	2016	3,000	1	Mixed-Use
Total		1,406,000		

PROPOSED				
Name	Expected Completion	Square Feet	Storeys	Туре
Stampede Station II	2021 - 2026	315,000	19	Office
Oxford Wexford	2021 - 2026	15,000	1	Mixed-Use
17 Select	2021 - 2026	122,000	4	Mixed-Use
Portfolio IV	2021 - 2026	11,000	1	Mixed-Use
Renaissance Clubsport	2021 - 2026	53,000	2	Mixed-Use
Curtis Block	2021 - 2026	200,000	10	Mixed-Use
The Orchard	2021 - 2026	5,000	1	Mixed-Use
One	2021 - 2026	100,000	4	Mixed-Use
Total		821,000		

Since 2005, approximately 1.4 million square feet of commercial space (office and retail) has been built with an additional 0.8 million square feet of proposed commercial space in future development projects.

Commercial Typology 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.

1 Street SW operated 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 types of commercial space.

The first type 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. Future addition of commercial space will mostly conform to this type.

The second type represents 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 major developments such as Stampede Station, Palliser South, Keynote, and 11th Avenue Place were built from 2008 – 2015. Future large office developments in Victoria Park include Stampede Station II.

The third type also represents the continuation of a trend, in this case 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 example of a warehouse building that has been expanded and adapted for office use.

To put Victoria Park commercial development trends into context, the development that has occurred in Victoria Park since 2005 is comparable to the square footage of the Bow, a large-scale office development located nearby in downtown Calgary and completed in 2013. The internationally recognized building adds 1.9 million square feet to Calgary's commercial real estate market.

Beltline Office and Retail Market

Over the past few years, the office and retail market in Beltline have been significantly impacted by the overall downturn in Calgary's market environment due to decreasing oil prices. As of Q2 2017, the office vacancy rate in Beltline was sitting at 23.3% (CBRE). While high, this was significantly better than Calgary's Downtown office vacancy rate of 27.7%. Similarly, the retail vacancy rate in Beltline was 11.3% in H2 2016, faring better than Downtown's retail vacancy rate of 14.2% (CBRE).

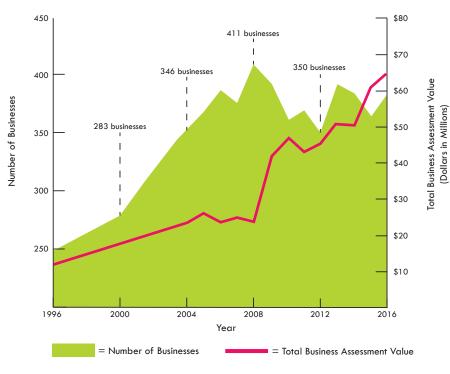
Vacancy rates for both office and retail environments are expected to stabilize over the next few years if the current trend of oil price stabilization continues. However, current vacant office inventory represents years of absorption at normal growth rates, so we are unlikely to see any large spikes in new office space construction for some time.





VICTORIA PARK BIA BUSINESS PROFILE

VICTORIA PARK BIA BUSINESS CHANGE OVER TIME



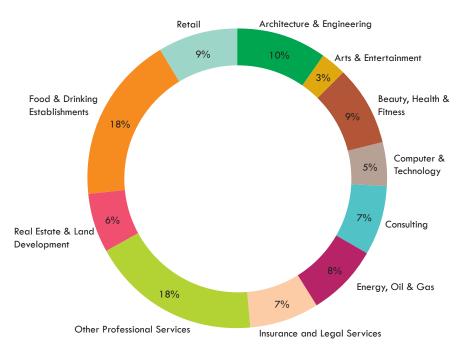
(City of Calgary, Credit and Collections 2016)

While the number of businesses in the Victoria Park BIA fluctuates significantly year over year, the total has nonetheless risen significantly since the formation of the BIA in 1997, with approximately 100 businesses added in the area over the past 15 years. The number of businesses in the Victoria Park BIA peaked in 2008 at 411. As of 2016, there are 385 businesses in the Victoria Park BIA.

In comparison, total business assessment values have steadily increased over the past 20 years, with the biggest increase occurring between 2008 to 2009 where assessment values jumped from \$23 million to \$41 million. Assessment values are the highest they have ever been in 2016, sitting at \$64 million. From 1996 to 2016, total business assessment values have increased by approximately \$51.5 million.

The Victoria Park BIA is seeing a healthy growth in terms of the number of businesses in the area, as well as total business assessment values. Since 1996, approximately 100 new businesses have been established, and business assessment values have increased over 400%.

VICTORIA PARK BIA BUSINESS BREAKDOWN



(City of Calgary, Credit and Collections 2016)

The types of businesses in the Victoria Park area fall largely into the categories of personal and professional services - major fields include architecture and engineering, oil and gas, and consulting. Other notable categories include retail, health and fitness, and restaurants and licensed establishments.



View west along 11 Avenue SE from between 3 Street SE and 4 Street SE



CONTEXTUAL ANALYSIS

CONTEXTUAL ANALYSIS

URBAN PLANNING AND DESIGN CONTEXT

The vitality of downtown / centre city areas in North America is being recognized as a primary goal of urban renewal projects. Both this guide and the work of the Victoria Park BIA is broadly informed by the approaches to urban design and development promoted by the New Urbanism, Smart Growth, and Creative City schools of thought.

These schools of thought are dedicated to critically rethinking the way we design our urban environments, with a strong recognition that vibrant urban centres are signs of a healthy city. Vibrant urban centres are important economic generators, and help to attract and retain both residents and businesses, enhancing the quality of life by creating greater social and economic opportunities and exchange. Core concepts and principles include: creating complete and walkable communities, employing pedestrian- and transitoriented design, providing natural surveillance through density ("eyes on the street"), committing to high quality urban design, promoting investment into urban centres, establishing a sense of community and safety, fostering densification, and a shared recognition that sustainable urban living is going to be critical to our future well-being.

Smart Growth

Smart Growth is an urban planning and transportation paradigm developed by urbanists in the 1990s as a way to combat the ill-effects of urban sprawl. Complimentary to the goals of New Urbanism, Smart Growth views development from an ecological and economic perspective, advocating for concentrated growth in compact, walkable urban areas,

placing a strong emphasis on the accessibility of housing to jobs, transportation, and other public amenities. 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 is a design-oriented movement that promotes 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 or well integrated into the site.
- 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 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 generating new ideas and opportunities.

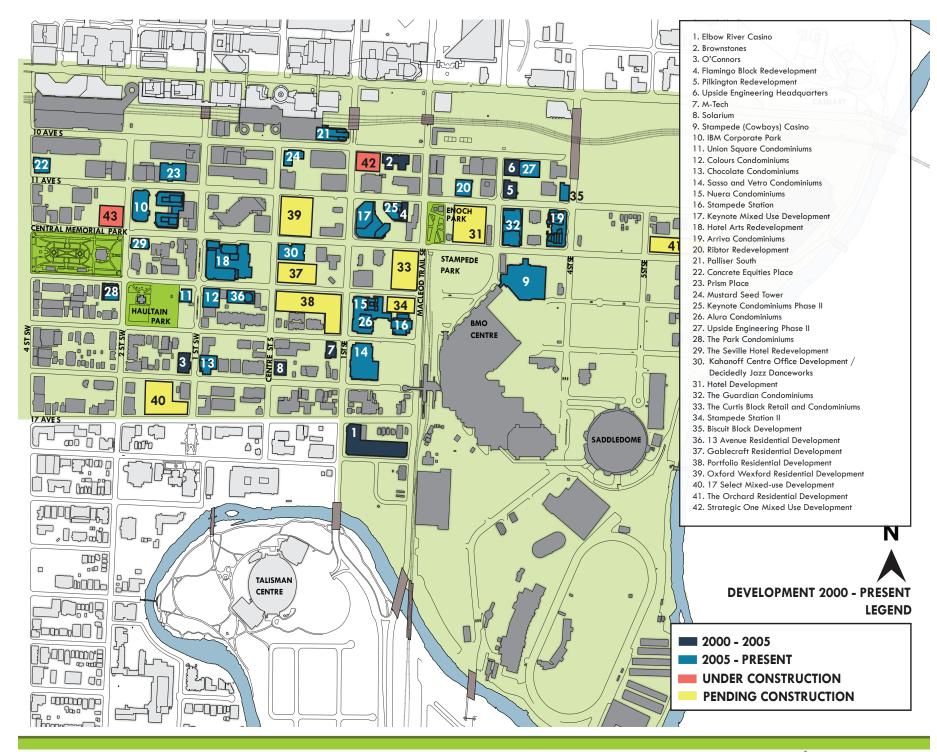
THE VICTORIA PARK CONTEXT

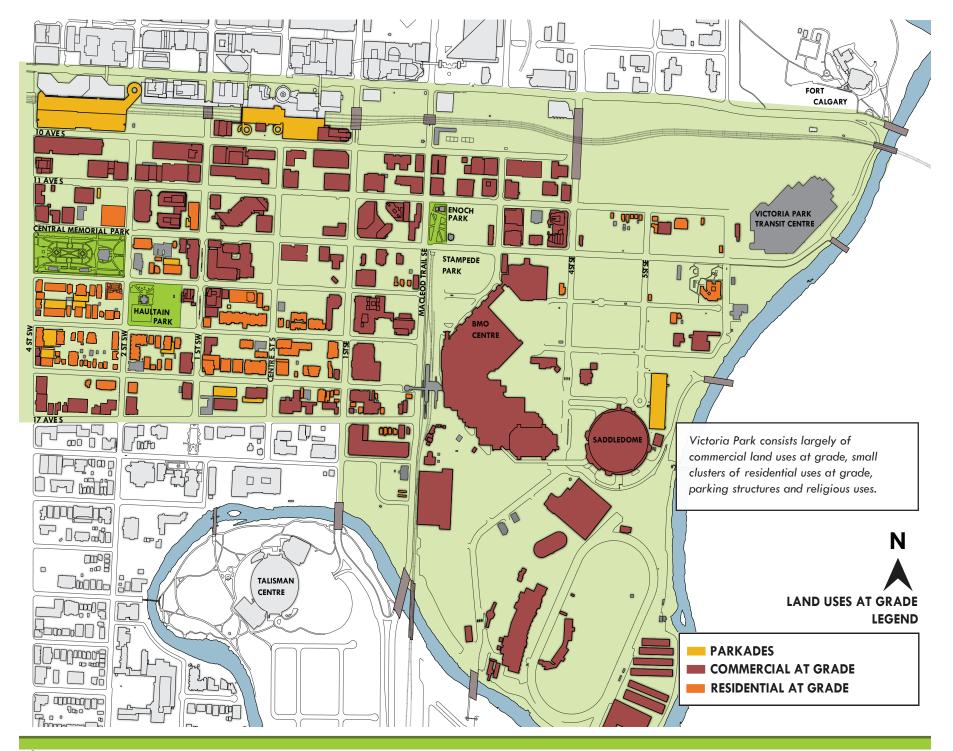
Developing a world-class city begins with developing worldclass communities. Victoria Park is one of the fastest-growing communities in the Centre City, with strong developmental interests in constructing high-density, mixed-use spaces. This presents opportunities to utilize principles of good urban development.

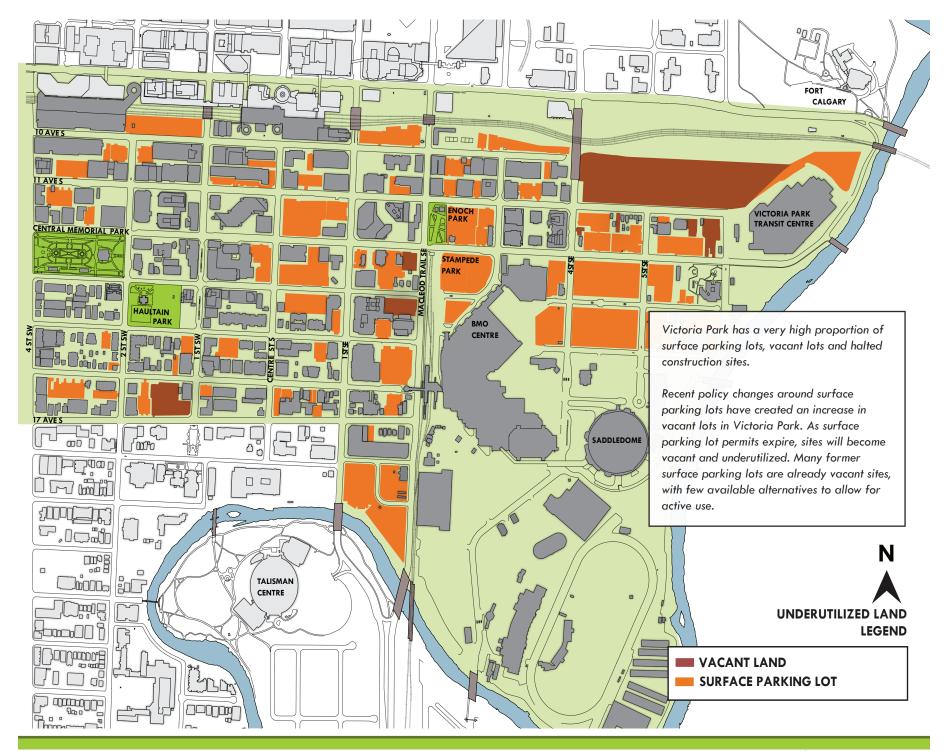
Victoria Park has a complex and rich ecology of viable historic buildings, social services, large corporate headquarters and small independent businesses. There is an active and growing night-time economy along with a range of high-quality dining options. Retail has taken many forms, from high-end destination 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 urban design standards. Where new development has occurred, the area boasts some of the most attractive and well-functioning streescapes 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.











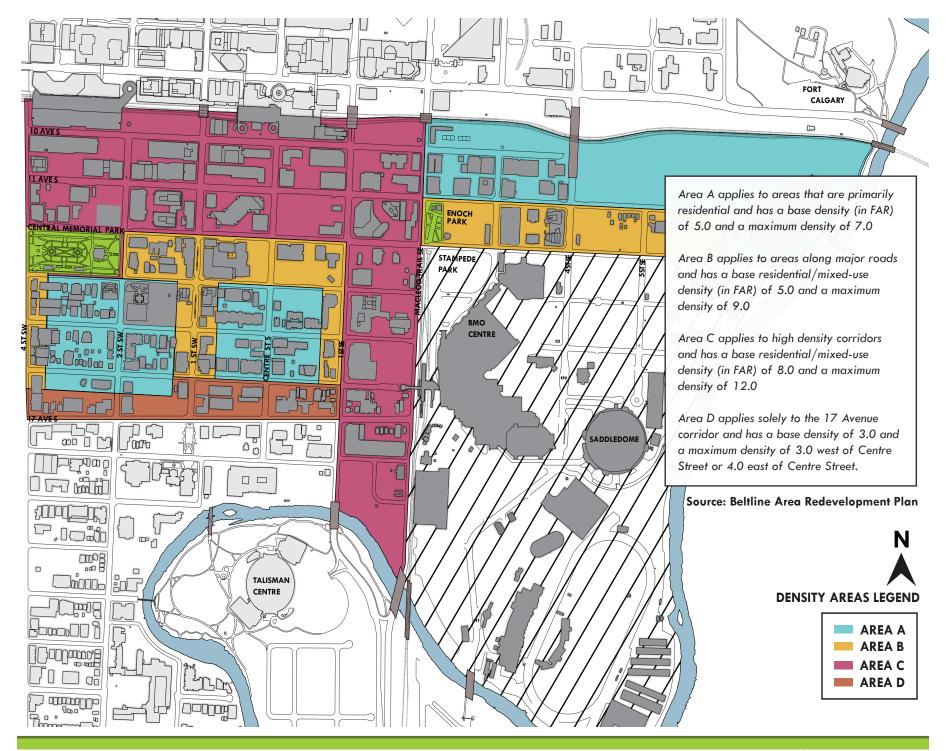


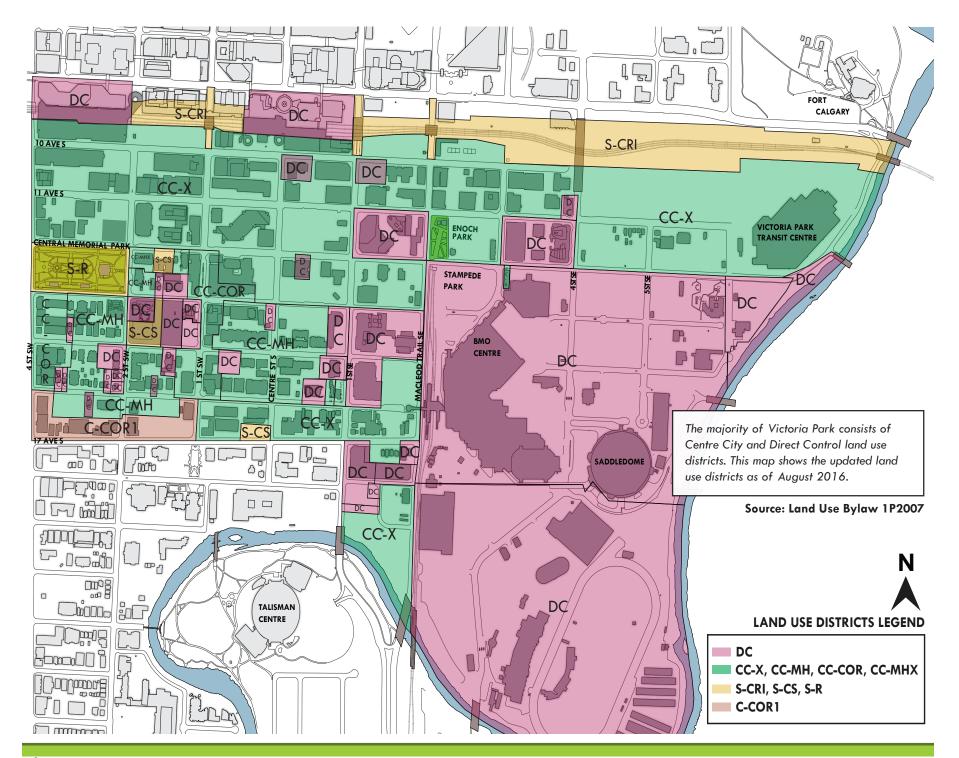


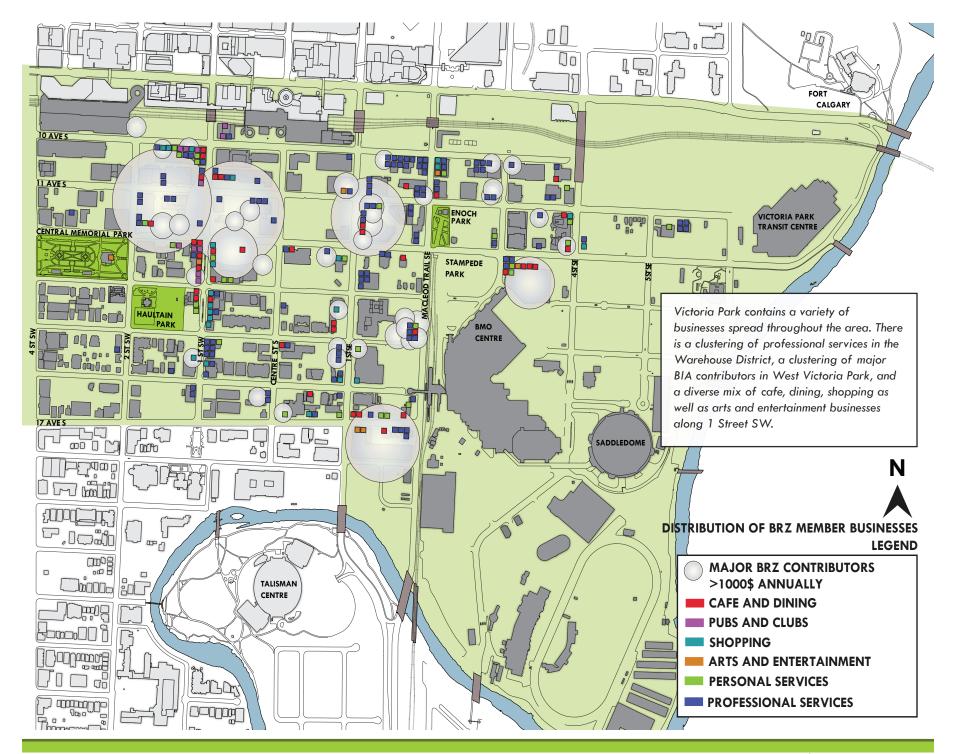


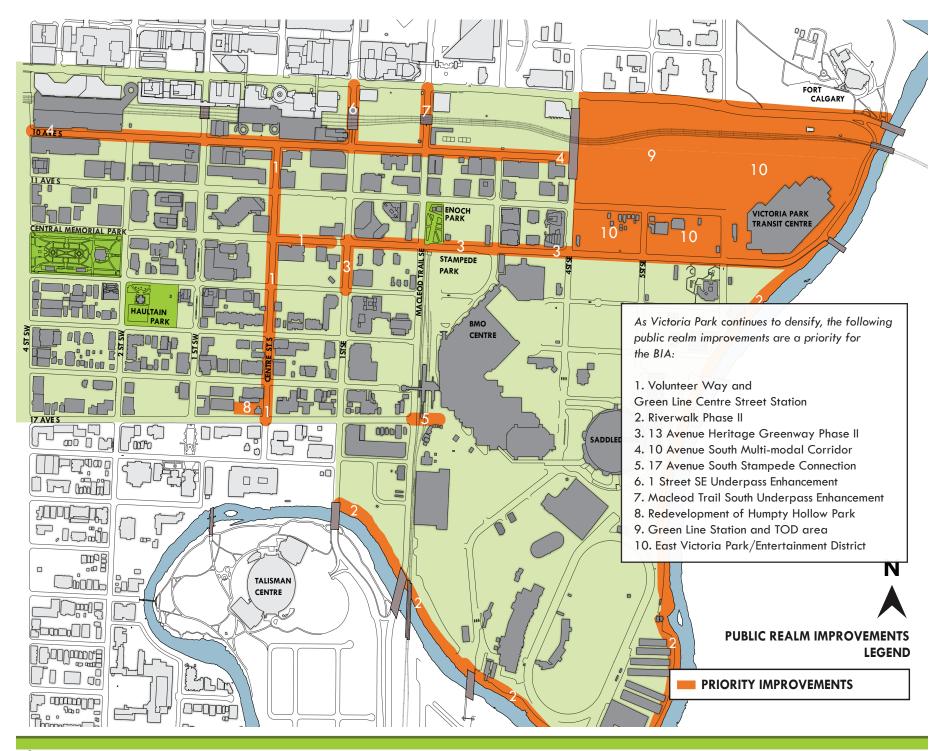


Top (L-R) Vacant East Victoria Park site, vacant site (proposed for Stampede Station II), underutilized 10 Avenue SW site (currently parking)
Bottom (L-R) Vacant 13 Avenue SE site, activation of otherwise underutilized parking lot (11 Avenue SE), vacant 17 Avenue SW site

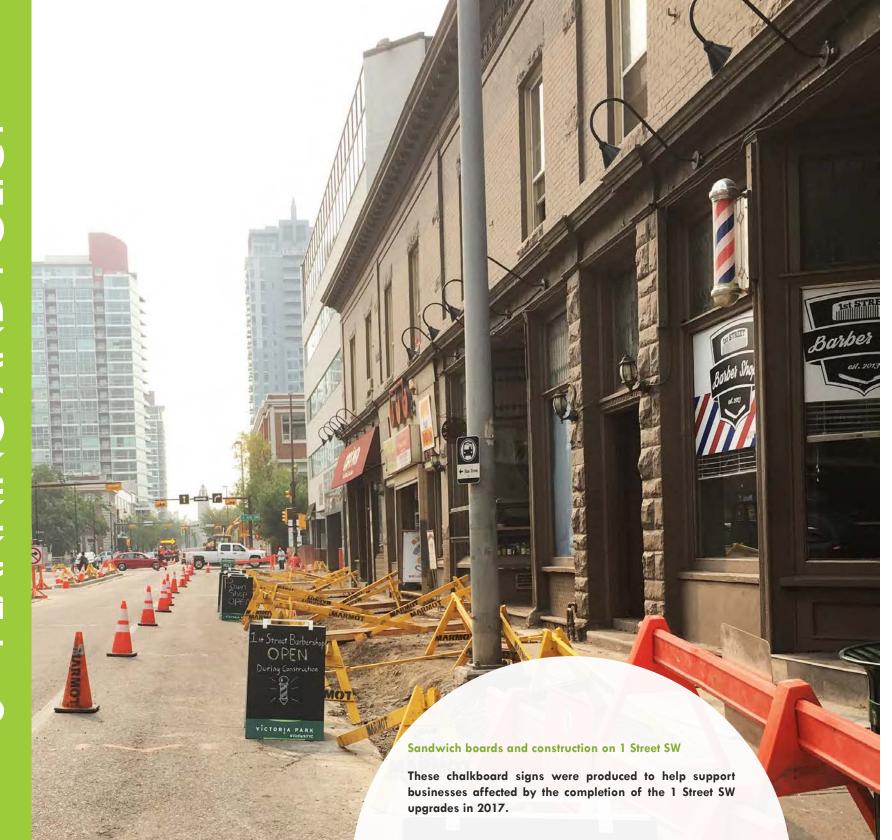








- PLANNING AND POLICY



PLANNING AND POLICY ANALYSIS

A range of bylaws, plans, and policies regulate development in Victoria Park as well as its transportation network. These include statutory and non-statutory plans, the land use bylaw, bylaws governing the use of city streets, and strategies aimed at increasing the attractiveness of active transportation. Through these documents, City Council's priorities are implemented. Given their number, complexity and significance, there is a need to provide a succinct overview of these policies and guidelines for internal and external stakeholders operating in Victoria Park.

This chapter is divided into two sections: development and land use, and transportation. In the former, the statutory and non-statutory land use policies are summarized and analyzed, while in the latter transportation policies are reviewed and the state of Victoria Park's multi-modal transportation network is discussed. Mirroring the relationship between the Municipal Development Plan and the Calgary Transportation Plan, these two sections are mutually dependent and should be read together.

DEVELOPMENT AND LAND USE

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 Study was to help guide the Beltline's future by exploring development principles for the area. The Study was limited 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 then-named 4th Street, Uptown 17th, and Victoria Crossing BRZs. The initiative began to develop 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.

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 the preservation of open space. The Blueprint for the Beltline paved the way for the formulation of the statutory planning policies of the Beltline ARP.

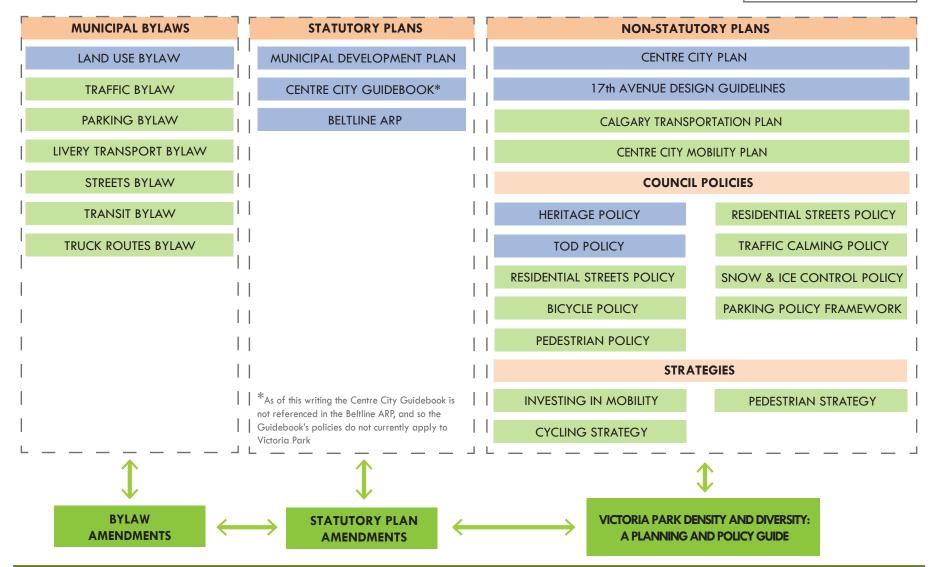




COMPREHENSIVE POLICY ANALYSIS APPROACH

Our policy approach, depicted in this diagram, comprehensively consolidates relevant municipal bylaws, statutory, and non-statutory plans. The intent is to identify and clarify relevant policies that are a priority for the Victoria Park BIA to implement or amend.

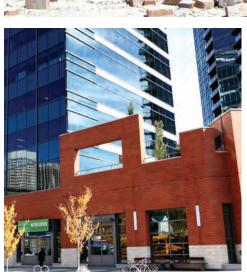
LAND USE
TRANSPORTATION















MUNICIPAL DEVELOPMENT PLAN (2007)

In January 2007, City Council passed the Sustainability Principles for Land Use and Mobility. These principles were used in the creation of the citywide Calgary Municipal Development Plan (MDP) and Calgary Transportation Plan (CTP), award-winning documents that guide high-level planning and policy at the City of Calgary.

The Victoria Park BIA is strongly aligned with the goals of the MDP and the Sustainability Principles for Land Use and Mobility. Urban planning, development, transportation, and land use policy decisions in Victoria Park are largely guided by these documents.

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.

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 GUIDEBOOK (2017)

The Centre City Guidebook (CCG) is part of the Municipal Development Plan, and provides common policies to shape all centre city neighbourhoods. These policies focus on fostering high density, mixed-use communities with a diversity of housing types and local amenities. The CCG's policies are applied through local area plans such as Area Redevelopment Plans (ARPs) and Station Area Plans.

The CCG also divides the Centre City into two distinct areas:

Mixed-Use - High Density Neighbourhoods and the Downtown
Commercial Core. Victoria Park falls entirely into the first area.

Mixed-Use - High Density Neighbourhoods are described as

"high-quality living environments, where transit, amenities, services and infrastructure capacity can support future residential and employment populations."

Centre City Guidebook policies apply only when referenced by a local area plan; since the Beltline ARP does not reference the CCG (it predates the CCG by over a decade), the Guidebook's policies do not apply to Victoria Park as of this writing.

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 direction on specific issues related to business and urban development in Victoria Park.

In the plan, Victoria Park is organized into three neighbourhood units: 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.

At the time of writing, the Centre City Plan is being reviewed to ensure its continued relevance.

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.

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 BIA 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 BIA's vision for Victoria Park; however there are many policy gaps and misalignments with the execution of its policies.

Density Bonusing Strategy

The Beltline ARP (2006) contains the current Density Bonusing Strategy for Victoria Park. 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 BIAs 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.

BIA 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

The City of Calgary's Land Use Bylaw 1P2007 introduced a revised set of land use districts for Centre City communities including Victoria Park. These revised districts were designed to promote compact built form, complete streets and high development standards. The application of these new districts 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.

Please see Appendix B for information covering the Victoria Park land use districts and their 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.

The following pages outline major projects, policy gaps, constraints and opportunities that the BIA has identified within the Beltline ARP and the Centre City Plan in the Victoria Park context. The tables identify the BIA's priorities when advocating for amendments to the Beltline ARP policies. The tables also define and describe the BIA's priorities for the implementation of ongoing and unaddressed items.

PLANNI CENTRE CITY PLAN						BUSINESSES	COMPLETED	ONGOING	1 - 2 YEARS	2 - 5 YEARS	5 - 10 YEARS
Туре	Policy Objective	Sto	ake	holo	ders		Pr	riority	/		
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 BIA 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 BIA will encourage pedestrian-scaled retail activity in currently vacant retail spaces through the development permit process and business recruitment.	•		•							
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 BIA 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.										
Business Recruitment Maintenance & Beautification	Reinforce 1 Street SW and 17 Avenue SW as neighbourhood centres. It is an ongoing BIA priority to promote a diverse mix of businesses, retailers and development along 1 Street SW and 17 Avenue SW. It is a BIA priority to enhance and beautify the streetscape and public realm along these corridors through banners, branding, planters and small-scale beautification projects.	•									
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 BIA priority to ensure that the completion of this project occurs in a timely and cohesive manner. It is a BIA priority to mitigate the impacts of the construction process on member businesses.										
Study/ Design	Review the feasibility of using two-way conversions to improve pedestrian and vehicular mobility. Where technically feasible, it is a BIA priority to encourage the conversion of one-way streets to two-way to stimulate commercial and pedestrian activity, as well as promoting greater pedestrian safety.										

CENTRE CITY PLAN		/ICTOR		Į Į	DEVELC	PROPER	SUSINES	ONGO	- 2 YE	2 - 5 YE 5 - 10 Y	> 10YE,
Туре	Policy Objective	St	takı	eho	lder			riori			
Study/ Design	Redesign Humpy Hollow Park to better integrate it with the vision for Volunteer Way and 17 Avenue. It is a BIA priority to facilitate a review and repurposing of Humpy 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.										
Study/ Design Public Infrastructure	Provide a pedestrian/bicycle overpass at Macleod Trail SE and 13 Avenue SE. It is a BIA 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 BIA priority to ensure that the project reviews the best possible route past Macleod Trail SE, often seen as a cyclist and pedestrian barrier.										
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 BIA 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.									•	
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 BIA. The BIA 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.									•	
Public Infrastructure	Ensure that the Southeast LRT line is appropriately integrated to meet the physical and functional needs of the neighbourhood. It is a BIA priority to oversee the implementation of plans for the future Southeast LRT line. It is a BIA 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.										

CENTRE CITY	PLAN		VICTORIA	CITY OF C	DEVELOP		DOSINESSES COMPLETE	ONO	1 - 2 YEARS	5 - 10 YE
Type Public Infrastructure	Ø	Support the design and implementation of improvements to the 4 Street SE underpass to enhance pedestrian, bicycle and vehicular connectivity. COMPLETED 2011	Sto	akeh	olde	rs	P	riority		
Business Recruitment	Ø	Explore and support opportunities to attract a grocery/food market. COMPLETED 2011					Ī		Ī	ı
Public Infrastructure	0	Support the implementation of the redevelopment of Central Memorial Park and Haultain Park. COMPLETED 2011					ŀ			
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 BIA 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. COMPLETED 2015		-		-	•	-	-	
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 BIA 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.	•							

CENTRE CITY PLA	AN .	/ICTOR	VT/		DEVELC	BUSINES	COMPLI	OSNC	I - 2 YE	2 - 5 YE 5 - 10 Y	> 10YE,
Туре	Policy Objective	Sto	ake	eholo	ders			iority	,		
Policy Gap	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 approaches. It is a BIA 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.				•						
BELTLINE ARP										П	
Туре	Policy Objective		T		П		Т				
Public Infrastructure	Provide high-quality and readily apparent non-vehicular linkages between public amenities. It is an ongoing BIA priority to identify and advocate for new locations for sidewalk linkages and bicycle lanes, to encourage retail and consumer activities. It is a BIA priority to advocate for improvement and high-quality maintenance of existing sidewalks and streets.	•						•			
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 BIA is active in increasing the amount and quality of open space through small-scale temporary beautification projects.							-			

PLANN BELTLINE ARP	IING AND POLICY ANALYSIS	VICTORIA PARK BIA	CITY OF CALGARY	DEVELOPERS	PROPERTY OWNERS	BUSINESSES	COMPLETED	ONGOING	1 - 2 YEARS	2 - 5 YEARS	> 10YEARS
Type 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 BIA 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 BIA 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.	Stal	keh	old	ers		Prio	ority			
Study/ Design	Undertake a review of the purpose and function of Humpy Hollow Park. It is a BIA priority to facilitate a review and repurposing of Humpy 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 commercial corridor 17 Avenue SW.	•	•						•	Ī	
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 BIA 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.		•								
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 BIA 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.		•								
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 BIA. The Victoria Park BIA 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.	•									

BELTLINE ARP			VICTORI	CITY OF	DEVELO	PROPER'	BUSINES	COMPLE	ONGOIL	2 - 5 YE	5 - 10 Y > 10YEA
Туре		Policy Objective	Sto	ake	hold	lers		Pri	ority		
Public Infrastructure		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 BIA priority to oversee the implementation of plans for the future Southeast LRT line. It is a BIA 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.	•								•
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 BIA and the Centre City Implementation Team to oversee the Centre City Wayfinding Initiative through to its completion. It is a BIA 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	⊘	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 BIA priority to ensure that the completion of this project occurs in a timely and cohesive manner. It is a BIA priority to mitigate the impacts of the construction process on BIA member businesses. (COMPLETED 2014)						-			
Public Infrastructure	Ø	Prepare and implement a detailed Design Development Plan for the restoration and enhancement of Central Memorial Park. (COMPLETED 2010)	-					-			
Public Infrastructure	Ø	Substantially improve and upgrade Haultain Park and, where possible, integrate with the eventual redevelopment of the private lands to the east. (COMPLETED 2010)	-								
Planning Process	⊘	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)	•					-			

BELTLINE ARP	IING AND POLICY ANALYSIS	VICTORIA PARK BIA	CITY OF CALGARY	DEVE	ш.	BUSINESSES	COMPLETED		2 - 5 YEARS 5 - 10 YEARS	> 10YEARS
Policy Gap	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).	Sto	akel	nold	ers		Priori	ty		
Policy Gap	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.	•			•		,			
Policy Gap	Building bases are encouraged to use masonry or other durable materials and other architectural details that establish a strong visual rhythm with human-scaled elements. This policy has resulted in uniformity of building base/podium design in Victoria Park. Encouraging the use of masonry as a choice for a building base material has created sameness in the design of the building bases for the Arriva, Union Square, Sasso/Vetro, Nuera/Alura and Keynote developments. The policy should be amended to ensure quality and variety of building base materials.	•								

BELTLINE ARP		VICTORI	CITY OF CALGARY	DEVELOPERS	PROPERTY OWNERS	BUSINESSES	COMPLE	ONGOING	1 - 2 YEARS	5 - 10 Y
Type	In considering development permit applications for drinking establishments, with or	Sto	akel	hold	lers		Pric	ority	i	
Policy Gap	without dancing or performance space, applications should be strongly discouraged that would result, either individually or cumulatively with other existing or proposed operations, in more than 50% of the linear frontage of any one block, at grade, being taken up by such uses. This policy restricts and discourages potentially well-managed and well-designed uses that could help animate a street by utilizing an empty vacant space. There are several examples of high-end restaurant/lounge concepts looking to activate long-standing vacant spaces that have been discouraged through the development permit (DP) application process. DP applications for licensed drinking establishments should be reviewed taking into consideration the context, the establishment's concept and the business covenant.	•	•					•		
Policy Gap Study/ Design	Development sites can be developed up to the base density without providing any bonus items. In order to develop above the base density and up to the maximum density, developments may provide one or more bonus items in exchange for a defined amount of additional density. This policy provides no minimum FAR for the area. The base densities and maximum densities should be reviewed to determine their impacts on development and potential density suppression. The density bonus items should be re-assessed and result in recommendations for amendments to the policy and the Beltline Community Investment Fund (BCIF).	-			•			•		
Policy Gap	There is a lack of existing policy to enforce high-quality maintenance of vacant construction sites. It is a Victoria Park BIA priority to establish a new policy around enforcing high-quality maintenance of these sites that contribute to the overall vibrancy and animation of the public realm. For example the former Skytower site sat vacant for many years before being purchased, and during this time the site's hoarding deteriorated markedly.									







LAND USE BYLAW 1P2007 COMMERCIAL LAND USE REGULATIONS

The regulation of the following land uses are of concern to the Victoria Park BIA as they are commercial uses that contribute to the BIA'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 BIA 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 BIA 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 BIA 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 BIA 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 BIA 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 BIA 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. When problems do occur, they are typically centered around traffic flow, parking and competition.

The Land Use Bylaw IP2007 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 CG-MH.

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

Current Land Use Regulations

Land Use	S-CS	S-R	СС-МН	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
$\text{Medium - Restaurant 75} \ \text{m}^2 - 300 \ \text{m}^2$	X	DU	X	DU	DU	X
Large - Restaurant >300 m²	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 m²	X	DU	X	DU	DU	DU
Medium – Drinking Establishment 75 m² – 300 m²	X	DU	X	DU	DU	X
Large – Drinking Establishment >300 m ²	X	DU	X	X	Х	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 Corridfor (CC-COR)
- Centre City Multi-Residential High Rise-Support Commercial (CC-MHX)
- Direct Control (DC)

Permitted Use (PU): 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: liquor licence; restricts minors on premises

Size Formats:

Small: <75 m²

Medium: $75 \text{ m}^2 - 300 \text{ m}^2$

Large: >300 m²

Restaurants and Licenced Establishments

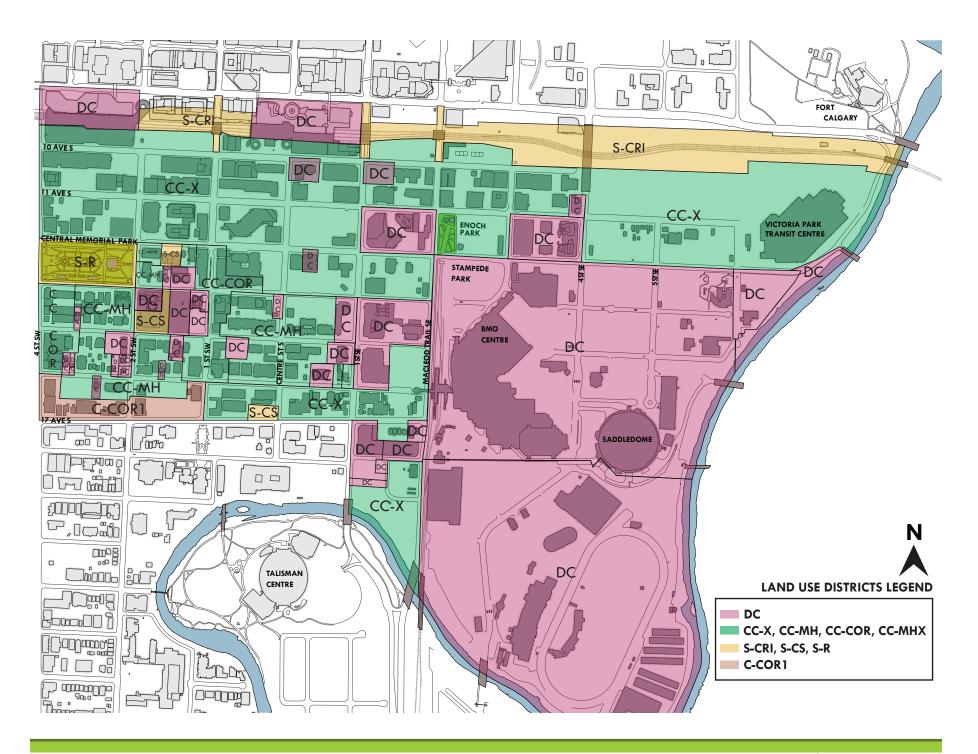
The Land Use Bylaw IP2007 regulates restaurants, licensed restaurants and drinking establishments based on land use designation and size. The above table outlines the regulation of restaurants, licensed restaurants and drinking establishments based on land use designation and size in Victoria Park. Small-and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



- 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 overconcentration 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 in Victoria Park was denied approval under the Land Use Bylaw retriction of a 300 metre radius from other liquor stores. Victoria Park BIA 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.

BIA PRIORITY:

 To recommend 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.

Medium- and Large-Format Establishments

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

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

Precedents:

The Victoria Park BIA 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 BIA 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 BIA encouraged the approval of a permit for a project that incorporated a market at grade with a secondfloor 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 BIA 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 Kensignton, Eau Claire and Mission.

TRANSPORTATION

Victoria Park's businesses rely on Calgary's transportation system to access goods and services, employees, and ultimately customers. For a business to thrive, it must be supported by a high-quality, multimodal transportation network.

Research has shown that customer behaviour in business districts varies by their transportation choices. For example, though motorists tend to spend more money per trip than public transit users, cyclists, and pedestrians, motorists make far fewer trips. Public transit users, cyclists, and pedestrians however make trips more frequently, spending more in the long term (Taillon et al 2014, McCormick 2012, O'Connor 2011, Lee 2008, and Sustrans 2006).

Furthermore, transportation is a major force in shaping cities' urban forms. Individual travel choices both reflect and impact the built environment, and vice versa. Neighbourhoods with a high-quality pedestrian realm and activated streetscapes will attract pedestrians. On the other hand, neighbourhoods designed for vehicular movement with wide roads and narrow sidewalks will attract motorists. This high-level perspective on the interrelationship between the built environment and transportation forms the basis for this section.

The Calgary Transportation Plan (CTP) is the foundation for mobility policy in Calgary and sets a number of goals for Calgary's transportation system. The CTP also sets the following 60-year targets for Calgary's modal split, or in other words the percentages of all trips taken by particular transportation modes.

Victoria Park has met or exceeded Calgary's city-wide modal split targets for active and private vehicle transportation. The transit modal split target however has not been met, almost certainly due to the high proportion of residents walking to work.

A number of high-level trends towards reduced automobile reliance have also been observed. These include shifting lifestyle preferences, changing demographics including an aging population, and changes in transportation planning practices.

As Victoria Park continues to evolve, the area will see a heightened influx of new residents, employees, and visitors. The local roadway capacity is almost certain to remain the same however, and thus use of the existing street network must be optimized for public transit, walking, and cycling as these modes have the potential to carry greater numbers of travellers through the area.

The external costs and benefits of each transportation mode must be considered. Walking and cycling, as they involve physical activity and do not emit pollutants, can provide societal benefits in the form of increased air quality and lower system-wide health costs. Additionally, providing dedicated infrastructure (e.g. sidewalks and cycle tracks) can be far more cost effective than providing infrastructure for public transit and private vehicles. Public transit and private vehicles however are convenient and fast transportation modes given the typical distances between Calgarians' homes and places of work.

Calgary 60-year Mode Split Targets and Victoria Park 2011¹ Modal Split

Mode(s)	60 Year Target	Victoria Park, 2011
Walk, Cycle	20-25%	42.9%
Transit	15-20%	13.7%
Vehicle (HOV, SOV)	55-65%	41.4%

Source: Calgary Transportation Plan, National Household Survey 2011

Travel to Work by Mode (Percentage), Victoria Park and Calgary (2011)

Mode(s)	Victoria Park	Calgary
Drive (alone)	36.6%	70%
Drive (passenger)	4.8%	5%
Transit	13.7%	17%
Walk	41.9%	5%
Cycle	1.0%	1%
Other	0.5%	1%

Source: National Household Survey 2011, Statistics Canada

¹Though every effort was made to locate more up to date data, for example through the Civic Census, the 2011 National Household Survey represents the newest transportation choice data for Victoria Park.

BIA PRIORITY:

• To ensure that Victoria Park's local transportation network prioritizes walking, cycling, and transit use, making these travel choices convenient, enjoyable, and safe to the area's residents, visitors, and employees. Private vehicles and trucks will continue to play an important role in goods and people movement in Victoria Park, and these modes should be catered to appropriately.



A northbound bus on 1 Street SW





TRANSPORTATION POLICY

Overview

Though recent efforts seek to improve multi-modal transportation networks such as walking and cycling infrastructure, Calgary's transportation system remains oriented towards vehicular modes of transportation. The City of Calgary utilizes a series of bylaws, plans, policies, and strategies to govern the use, maintenance, and expansion of transportation infrastructure.

In general, bylaws regulate individual(s) behaviour so Calgary's transportation system operates efficiently; plans provide highlevel strategic direction for infrastructure investments; policies guide operational decision-making and/or provide guidance on specific issues; and strategies combine time-bound actions, monitoring and evaluating, alongside dedicated resources.

Bylaws

Bylaws set minimum standards of behaviour for individuals and vehicles, to ensure the efficient functioning of the city's transportation system. For example, the Parking Bylaw defines legal parking, and the Livery Transport Bylaw regulates taxicabs and ride-sharing companies.

Plans

Calgary's transportation-related plans include policies and directions for improving the overall network. Plans relevant to Victoria Park include the Calgary Transportation Plan (CTP), RouteAhead, and the Centre City Mobility Plan.

The Calgary Transportation Plan complements the Municipal Development Plan (MDP), providing high-level guiding policies for Calgary's transportation system. In general, the CTP prioritizes walking, cycling, and transit while recognizing the continued importance of vehicular mobility, particularly for goods movement and emergency purposes. The plan also integrates equitable access to transportation, environmental concerns, and transportation's linkage with land use.

In addition to policy, the CTP includes maps laying out Calgary's future Primary Transit Network (PTN), and networks for cycling, regional transit, and goods movement.

RouteAhead is Calgary Transit's 30-year strategic plan. It seeks to establish transit as a preferred mode of transportation by improving connectivity and customer service. The main goal of RouteAhead is to establish consistent and reliable public transit, and its foundation is the CTP's Primary Transit Network (PTN). The PTN is a high-frequency network of buses and trains where service will be offered every 10 minutes or less, 15 hours a day, seven days a week. Most of Victoria Park is within walking distance of a PTN segment.

CTP Objectives:

- Align transportation planning and infrastructure investment with city and regional land use directions and implementation strategies
- 2. Promote safety for all transportation system users
- 3. Provide affordable mobility and universal access for all
- 4. Enable public transit, walking, and cycling as the preferred mobility choices for more people
- 5. Promote economic development by ensuring the efficient movement of workers and goods
- 6. Advance environmental sustainability.
- 7. Ensure transportation infrastructure is well-managed.

Finally, the Centre City Mobility Plan works to complement the Centre City Plan by updating street typologies in the Centre City and providing higher-level guidance on transportation issues in the area. Street typologies define the function of roadways in relation to Calgary's overall street network (for example, local versus arterial roads), and provide planners with direction when designing streetscapes. Like the CTP, this plan seeks to accommodate all travel modes. Some transportation-related strategies and action relevant to Victoria Park are also included in the Centre City Plan.

Policies

Calgary's City Council has approved a variety of policies to guide the overall operations of Calgary's transportation network and decision making for day-to-day operations and capital projects. These include the Snow & Ice Control Policy, the Pedestrian and Cycling Policies, the Complete Streets Policy, the Traffic Calming Policy, the Parking Policy Framework and others. These policies are mainly implemented through the day-to-day work of city administration, but may also include targeted and project based activities.

Strategies

Council-approved strategies typically combine a series of concrete, time-bound actions with appropriate funding to achieve said actions. Examples of transportation strategies include the Pedestrian and Cycling Strategies and Investing in Mobility.

The Pedestrian and Cycling Strategies were created in 2016 and 2011 respectively, in response to their corresponding policies and needs assessments. Both include actions aimed at making walking and cycling more attractive travel choices through changes in legislation/policy, infrastructure investment, and public engagement efforts. The Centre City Cycle Track pilot project was originally proposed by the Cycling Strategy.

Investing in Mobility guides capital investments in Calgary's transportation system, and is implemented through The City of Calgary's 3-year business plan. Example projects include LRT extensions, service enhancements, and Bus Rapid Transit (BRT) routes.







TRANSPORTATION TRENDS

In Calgary and across the developed world individual travel choices are increasingly shaped and constrained by a handful of social, economic, and technological trends. These trends include changing demographics; a heighted concern for sustainability; increasing commute times; shifts in transportation planning thinking; and rapid advances in technology.

Social Trends

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In terms of its median age, Calgary is one of Canada's youngest Census Metropolitan Areas (CMAs) (Statistics Canada 2014). Further, younger Canadians have become less likely to obtain drivers' licenses (Sivak and Schoettle 2012), though most still choose to do so. It has been suggested that high levels of digital engagement among these age groups is in part responsible for this trend (ibid). Younger people are thus displaying a broader array of transportation preferences than previous generations. Though this is presently the case, Calgary's population is projected to age in line with national trends, resulting in an increased proportion of senior citizens with diverse mobility needs.

Public awareness and concern for sustainability, as well as the impacts of climate change has been heightened in recent years. For example, a 2015 national opinion poll found that 72% of Canadians believed "climate change represents a significant threat to Canada's economic future" (Nanos Research Group). Overall, Canada's broadly defined transportation sector is responsible for 23% of national greenhouse gas emissions, a significant amount of which is due to passenger car and trucks (Environment Canada 2016).

Transportation Planning Trends

Over the past several decades city planners have tended to shift away from 'supply management' and towards 'demand management' based solutions to transportation problems such as congestion and increasing infrastructure costs (CUTA 2015, 23). For example, the typical 'supply management' response to congestion is to build additional roadway capacity, while a 'demand management' response would be to introduce (dis) incentives aimed at changing individuals' travel behaviours to optimize infrastructure use. Longer term, demand-based solutions include strategic investments in public transit and building mixed-used communities which incent sustainable mobility choices.

One of the driving forces behind this trend is increased awareness among planners of induced demand, a concept borrowed from economics (Noland 2001). Induced demand suggests that additional supply (e.g. wider roads) attracts additional demand (e.g. more traffic) and thus simply building additional infrastructure will not adequately address transportation issues such as increasing commute times. The phrase 'build it and they will come' roughly describes induced demand and its impacts.

Municipalities have also begun to better understand the relationship between land use and transportation. For example, many American and Canadian cities have reduced or eliminated parking requirements in certain areas of their cities because these regulations discourage sustainable travel modes and the development of compact communities (Shoup 1997).

The spread of Vision Zero campaigns is another trend in transportation planning (Government of British Columbia 2016, 17). The essence of Vision Zero is that a transportation system as a whole must be designed to be safe for all users and that any fatality – even one – is not acceptable. Governments ascribing to Vision Zero "strive to create road system designs that anticipate human error, and which are more forgiving when errors are made." (ibid).

Technological Trends

In the past few years alone, rapid technological advances have resulted in many new mobility options. Examples include the proliferation of electronic fare payment options for public transit, ride- and car-sharing services such as Uber and Car2Go, and bikeshare networks. One emerging technology is autonomous vehicles, both for personal use and/or goods movement. These technologies' impacts remain uncertain.



STREET PATTERN

Victoria Park's grid street network, including its sidewalks and roadways, forms the basis of its transportation network. The road network was laid at the community's inception over one hundred years ago and is the most durable aspect of the area's built heritage. The grid street layout provides connectivity, flexibility, and can be leveraged to promote active transportation choices. In addition to its transportation function, Victoria Park's street network also provides the community with a framework of public spaces.

Though more contextually appropriate street patterns have been developed over the past century or so, given that the costs of extensively retrofitting roadways are prohibitive the grid pattern is likely to remain in Victoria Park.

The Centre City Mobility Plan classifies streets in the centre city according to their function within the city-wide roadway network. These high-level categories are:

- Arterial: high-volume, lower-speed roads which while
 providing a high-quality environment for all modes are
 responsible for moving large amounts of transit, private
 vehicles, and goods movement traffic through the Centre
 City;
- Urban Boulevard: streets which give priority to walking, cycling, and transit while providing for a reasonable amount of vehicular traffic;
- Residential: pedestrian-focused streets, often with relatively narrow rights-of-way that allow for some access by vehicular traffic.

The overwhelming majority of streets in Victoria Park are classified as either 'boulevards' or 'residential streets', reflecting the priority placed on pedestrians and cyclists in the area. Boulevards however must provide for reasonably high degree of connectivity for vehicles.

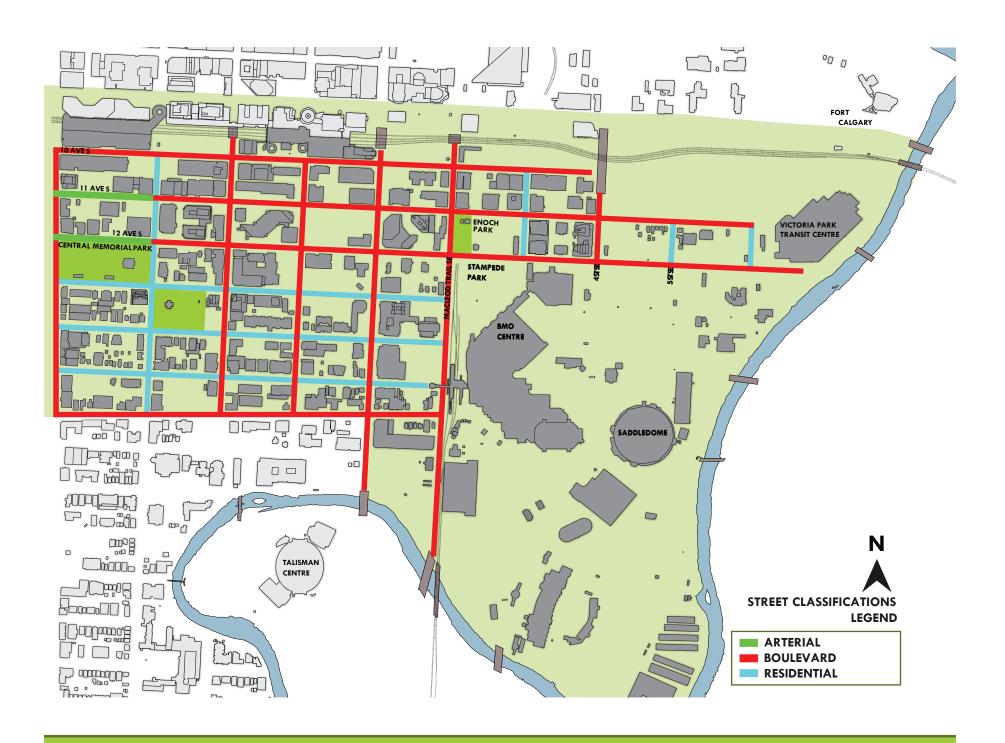
In addition to the functional classifications provided in the Centre City Mobility Plan, the Centre City Plan categorizes thoroughfares in terms of their intended streetscape. These categories are:

- Boulevards: major corridors for vehicular and transit traffic, with higher densities and high-quality public realm features;
- Commercial Streets: pedestrians given a high priority, with a wide variety of land uses at grade (e.g. hospitality, retail, restaurants);
- High Streets: historic and/or dense retail streets with an active and safe pedestrian realm, offering flexible transportation options such as on-street parking;
- Green Streets: streets with high-quality landscaping and which prioritize active transportation modes (e.g. walking, cycling);
- Residential Street: provides local access to residential uses and neighbourhood-scale amenities.









WALKING

Most people begin and end their trips as pedestrians. Further, as walking is also the most sustainable mode of transportation, it should be prioritized as a transportation mode. Additional consideration must also be given to those with reduced mobility, for example seniors and those who rely on mobility aids. These individuals are not be able to walk as far or as long as is typically expected.

In support of the CTP's goal of increasing walking and cycling among Calgarians, The City has adopted a Pedestrian Strategy. Accordingly, City of Calgary administration will be soon undertaking a variety of short, medium, and long term actions aimed at increasing the attractiveness of walking city-wide, but prioritizing area with high pedestrian volumes such as Victoria Park.

Sidewalk Improvements

Sidewalks on several block faces in Victoria Park are in varying states of disrepair. Poor quality sidewalks contribute to poor quality public realms which can create safety hazards to pedestrians, and pose additional challenges to those with limited mobility. Recent upgrade projects such as those on 1 Street SW and 17 Avenue S have substantially improved the pedestrian realm in those areas, and serve as examples of how other parts of the community may be similarly enhanced.

Safety

Though Victoria Park's grid street layout is a considerable asset, research suggests that grid streets provide less safety for pedestrians than other layouts, such as suburban curvilinear and 'loops-and-lollipops' street patterns (Rifaat and Tay 2008). Calgary Police Service data on city-wide and local vehicle-pedestrian collisions from the past decade appears to confirm this, however it is unclear to what extent this is simply proportional to Victoria Park's intense pedestrian activity.

To reduce the number and severity of traffic fatalities, additional pedestrian safety enhancements and strategies should be provided. These may include pedestrian scrambles, mid-block crossings, and raised crossings. A greater number and range of pedestrian crossings, (including but not limited to pedestrian scrambles, mid-block crossings, and raised crossings) should be introduced into Victoria Park.

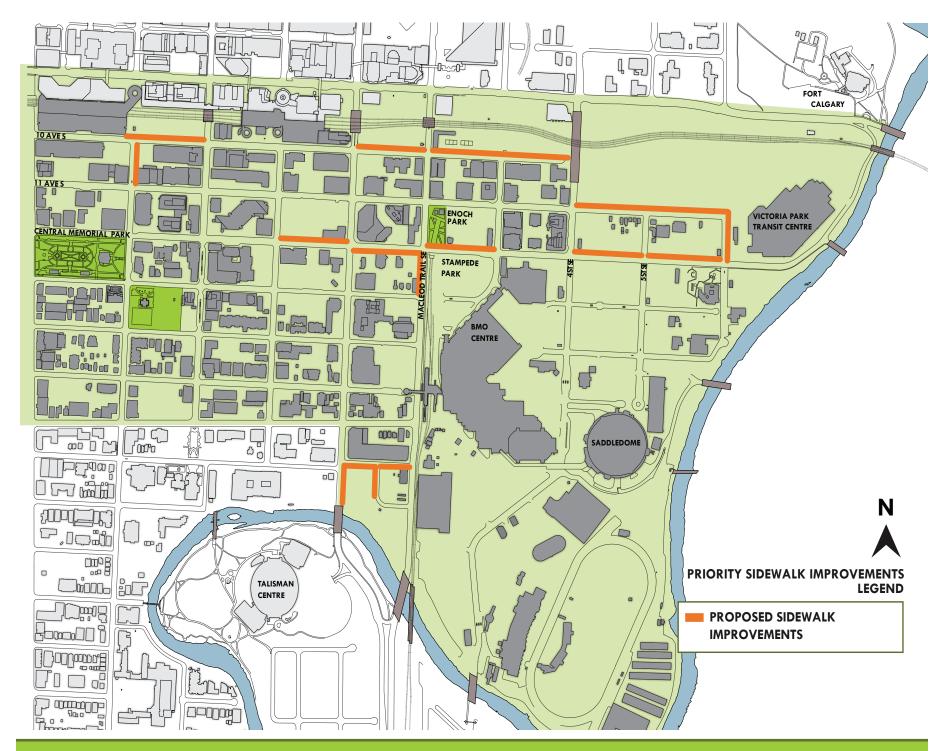
BIA PRIORITIES:

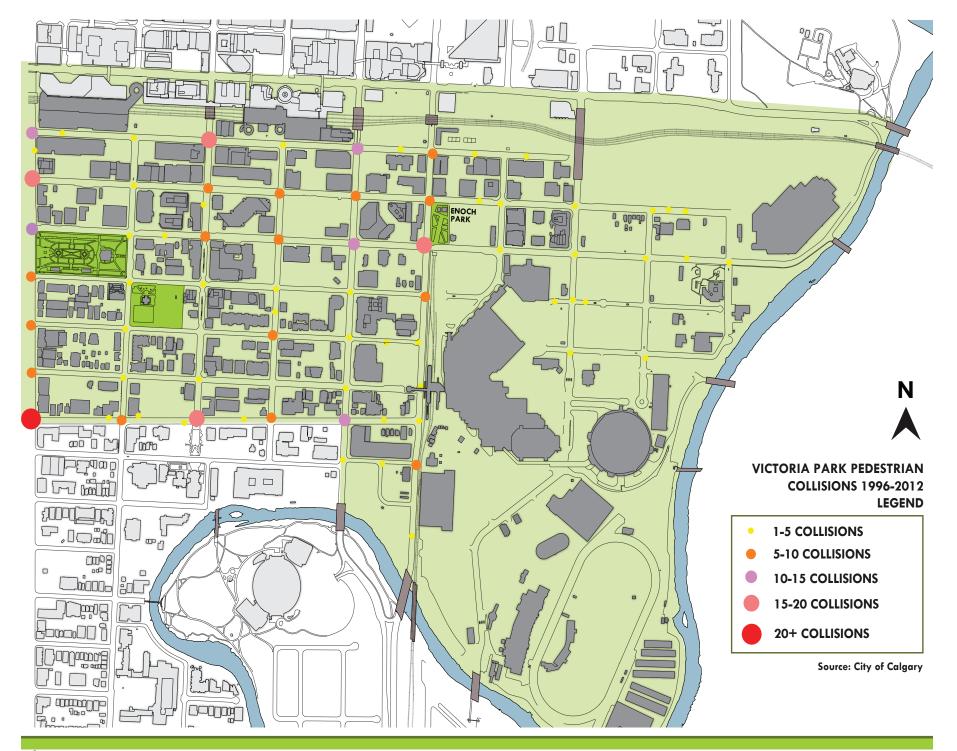
- To support the principles and intent of Calgary's Pedestrian Strategy. Cars and trucks will continue to play an important role in goods and people movement in Victoria Park, and these modes should be catered to appropriately
- To support targeted sidewalk improvements through private and public developments
- To support a variety of additional pedestrian crossings and improved walking infrastructure where appropriate in order to improve safety for all road users, as well as to generally discourage additional crosswalk closures.











Snow Removal

During the winter, snow and ice buildup can pose a significant barrier to walking and general accessibility. To increase the year-round attractiveness of walking in Victoria Park, additional sidewalk cleaning should be undertaken by city snow clearance crews.

BIA PRIORITY:

 To support the allocation of additional resources to The City of Calgary's snow and ice control programs for areas with high levels of pedestrian activity, such as Victoria Park, as recommended by the Pedestrian Strategy.

Construction Detours

In general, the BIA discourages full sidewalk closures alongside construction sites as they negatively impact the public realm and the area's overall level of connectivity. The BIA supports the policies of the City of Calgary's Temporary Traffic Control Manual, which emphasize pedestrian connectivity during construction. Sidewalk closures which do not include adjacent detours should be a last resort. However, experience suggests there is an opportunity to review administrative practices in this regard.

BIA PRIORITY:

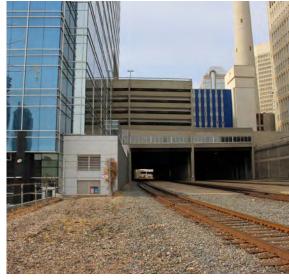
 To support existing policy on sidewalk closures and detours related to construction, as well as a review of City administrative practices on the approval of the same, as recommended by the Pedestrian Strategy.

+15 System

The vitality of Victoria Park's streets is a key component of its success as an urban neighbourhood and business district. Downtown Calgary's +15 Skywalk System extends across the CPR tracks in a few isolated instances but does not currently cross 10th Avenue. If expanded further south, the +15 system would likely detract from Victoria Park's critical mass of atgrade pedestrian activity, jeopardizing local businesses and The City of Calgary's own objective of creating a quality public realm.

BIA PRIORITY:

• To discourage the extension of the +15 Skywalk System south of 10th Avenue.





CYCLING

Though only a small proportion of Calgarians currently utilize cycling as mode of travel (~1.3%), this number has been growing steadily. Pursuing the CTP's goal of increasing the proportion of Calgarians walking and cycling, The City of Calgary created the Cycling Strategy in 2011. The strategy includes actions one encouraging cycling among Calgarians, providing additional infrastructure, and maintaining that infrastructure for optimal use.

Victoria Park's location in the Centre City and its relatively high amenity and residential densities provides a foundation for higher proportions of cycling.

A key barrier to increased cycling in Calgary is a perceived lack of safety, which is partly due to a lack of dedicated infrastructure. Examples of dedicated infrastructure include bike racks and protected on-street cycle tracks.

BIA PRIORITIES:

- To support, in general, additional infrastructure and optimization of current infrastructure to further encourage cycling in and through Victoria Park;
- To support The City of Calgary's bike rack referral program, whereby The City receives requests to install bike racks on publicly owned land (e.g. sidewalks);
- To support the exploration of improved cycling facilities on high-volume routes that provide additional connections to amenities and member businesses.

Centre City City Track Network

The Centre City Cycle Track Network pilot project was originally proposed in the Cycling Strategy. By providing separate on-street cycling infrastructure, it is hoped that cycling will be further incentivized in the Centre City and in Victoria Park.

When the network was installed, on-street parking and loading zones were reconfigured and in some cases reduced. Many businesses were concerned this would result in reduced accessibility to customers. The BIA recognizes these impacts, and it is a priority to further optimize the network's design to mitigate these issues.

However, as noted previously, customer behaviour has been shown to vary by mode of transportation. According to studies conducted in Toronto, Los Angeles, Dublin, Melbourne, and Bristol (Taillon et al 2014, McCormick 2012, O'Connor 2011, Lee 2008, and Sustrans 2006, respectively), non-motorists such as cyclists contribute sizably to local economies. Another finding of several of these studies is that businesses tend to overestimate the number of their customers who arrive by car.

On December 19, 2016, City Councile voted to make the cycle tracks in the Centre City permanent, and to use the \$1.65M savings from the pilot to make improvements to the network. The BIA is committed to monitoring and supporting this process.

BIA PRIORITY:

 To support the improvement and further development of the Centre City Cycle Track Network, with emphasis on addressing access and parking concerns.

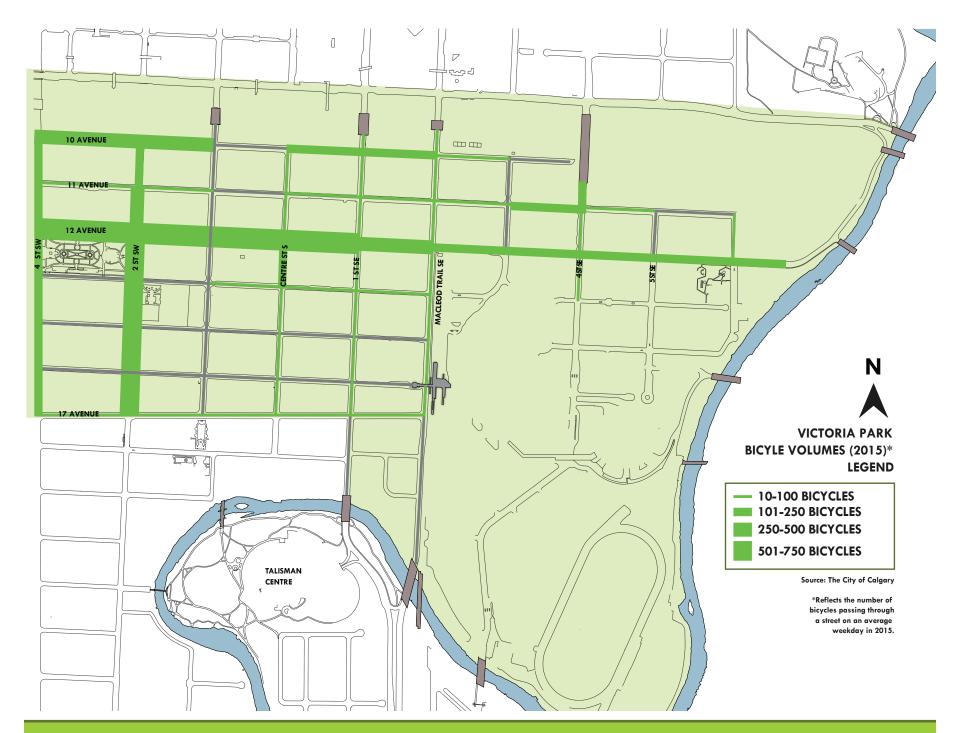
Victoria Park Bicycle Traffic

According to the City of Calgary's 2015 Centre City Bicycle Volume map, 10th Avenue, 12th Avenue, and 2nd Street are by far Victoria Park's most used cycling corridors. This represents a consolidation of bicycle volumes, as prior to 2015 traffic was spread out through the area. This is likely a result of the Centre City Cycle Track Network's implementation, as is the slight increase in Victoria Park's overall bicycle volumes after the network opened.









TRANSIT

Victoria Park is currently well served by public transit, both through bus service and Calgary's light rail transit (LRT) system. All areas of Victoria Park are conveniently located close to Calgary's future Primary Transit Network (PTN) lines, as set out in the Calgary Transportation Plan. Transit service improvements can and should be made to increase Victoria Park and the wider Centre City's accessibility to Calgarians.

Transit Oriented Development

Transit Oriented Development (TOD) refers to an approach in urban planning where new development is centered around high intensity transit nodes such as rail stations or rapid bus lines. Automobile ownership in TOD areas tend to be lower than average, as TOD areas facilitate access to transit and active transportation options. Related to this, TOD areas are able to support higher residential and amenity densities.

Intermodal Integration

Another aspect of increasing transit usage is the interface with other modes such as walking. It is important that pedestrians feel comfortable and safe as they wait for buses.

BIA PRIORITIES:

- To support the integration of transit stops with building facades. Transit stops should further be durable, vandalism-resistant, and located in well-lit and safe areas.
- To support expanded public transit service in and around Victoria Park.

VEHICULAR TRAFFIC

Vehicular traffic, whether focused on moving people or goods, play a vital role in Calgary's (as well as Victoria Park's) economy.

Goods Movement

Victoria Park contains several important truck routes for the movement of goods to and from the Centre City, as well as a portion of the Centre City Unrestricted Truck Zone. The functionality of these routes is necessary for both businesses and residences throughout the Centre City.

Traffic Calming

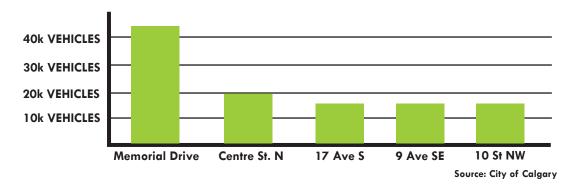
Victoria Park's high traffic volumes and number of pedestrian collisions relative to the rest of Calgary, makes the area a deserving candidate for traffic calming projects.

The current speed limit in most of Victoria Park is 50 kilometres per hour. This includes higher volume roads such as 11th Avenue, 10th Avenue, and the MacLeod Trail couplet. Lowering traffic speeds would reduce both the number and severity of pedestrian collisions, and it may actually increase traffic flow and ease congestion according to recent research (Small and Ng 2012).

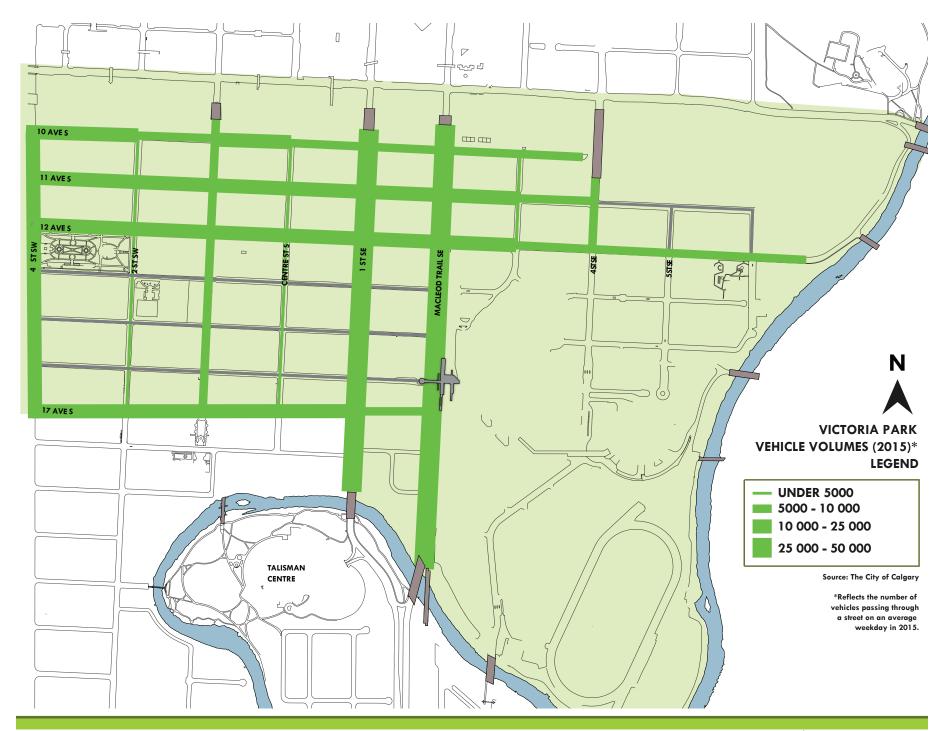
BIA PRIORITIES:

- To maintain the integrity of the goods movement network in Victoria Park and in the Centre City as a whole, including the downtown unrestricted truck zone.
- To support traffic calming measures wherever appropriate, including curb bulbs, speed reductions, and other interventions and to support street retrofits which consider 'designed speed'.

TRAFFIC VOLUME COMPARISON







PLANNING AND POLICY ANALYSIS

PARKING

As 72% of Calgarians drive to work either as drivers or passengers (The City of Calgary 2014), the availability of parking is an important factor in a business district's success. However, the supply of parking in an area also contributes to the level of stress placed on local transportation infrastructure. Parking requirements imposed by the Land Use Bylaw can also create barriers to establishing certain types of businesses.

As Calgary's mode split balances in favour of transit use, walking, and cycling, the demand for parking will be reduced. In the short term, however, as surface parking lots redevelop and Victoria Park's supply of stalls becomes smaller, interim solutions must be deployed.

Policy Context

The City of Calgary is responsible for setting parking policy in Calgary. On-street parking is regulated by the Calgary Parking Bylaw, and operated by the Calgary Parking Authority. Offstreet parking (temporary or permanent) is typically regulated through the Land Use Bylaw and local area plans.

BIA PRIORITIES:

- To support a local parking inventory and related policy appropriate for a dense, vibrant inner-city community.
- To review or support a review of the relationship between commercial and residential on-street parking.
- To manage on-street parking inventory to support local businesses and residents.

Calgary Transportation Plan

The CTP characterizes parking as a key policy tool for influencing transportation choices, and thus for managing congestion and resulting stress on infrastructure. Strategic parking management can support the City's objectives of increasing the number and proportion of trips made in Calgary by transit, walking, and cycling, and contributing to the development of complete streets.

The CTP notes Calgary's downtown parking strategy, stating that it "... has been highly successful at managing traffic flow into the core, increasing transit use, managing the total number of long-stay stalls and creating a dynamic downtown." (CTP, 3-40). Further, the CTP notes that studies have shown residents of Transit-oriented Development (TOD) districts typically drive less, which provides a basis for reduced parking requirements in these areas.

Land Use Bylaw

The land use bylaw impacts parking in two major ways. First, stand-alone off street parking facilities (such as surface lots and above- or below-ground parkades) are a defined use and thus are only allowed in certain land use districts. Second, minimum on-site parking requirements are attached to most land uses.

Centre City Plan

The Centre City Plan discourages new long stay temporary or permanent commercial parking facilities, and proposes the expansion of the downtown restricted parking area (see Downtown Parking Strategy, below) to the north edge of 12th Avenue. The plan also supports reduced parking requirements for developments within 600 metres of a proposed or existing LRT station.

Beltline Area Redevelopment Plan

The Beltline ARP expressly disallows new temporary surface parking lots, and limits permit terms to three years. The ARP further requires that parking structures be located underground. In exceptional circumstances parking structures may be located above ground, but must be appropriately screened with active uses. Regarding on-street parking, the Beltline ARP encourages adding additional capacity wherever possible.

Calgary Parking Policy Framework

Calgary's Parking Policy Framework guides the city's management of on-street parking, and to a lesser extent, land-use policy regarding off-street parking.

The City's objective in managing on-street parking in "commercial" areas (including mixed-use areas such as Victoria Park) is to ensure sufficient turnover through pricing and time restrictions. Through these mechanisms, the on-street parking needs of short stay commercial customers, residential visitors, local employees, and businesses receiving deliveries, can be balanced. The Framework also provides guidance on proposed developments with zero or reduced parking and sets car sharing parking policies.

On-Street Parking

On-street parking provides convenient access to local businesses and amenities. On-street parking can also have traffic calming effects, contributing positively to an area's liveability.







PLANNING AND POLICY ANALYSIS

Off-Street Parking

Off-street parking in Victoria Park takes the form of above- or below-grade parkades and temporary surface lots. Surface parking lots are typically 'placeholders' for future redevelopment, while the lifespan of parkades is much longer.

As temporary surface parking lots are redeveloped over time, the total parking supply in Victoria Park will decrease. Despite the fact that transportation trends are pointing to reduced automobile reliance, vehicular travel will remain a significant component of our transportation system for decades to come. Recognizing this, new permanent parking facilities may be needed in the future.

Most of Victoria Park's historic buildings pre-date modern land use regulation and thus lack dedicated parking. For example, many historic warehouses have been adapted into office spaces for engineering and technical service companies. These employers are often hard-pressed to provide parking for their employees.

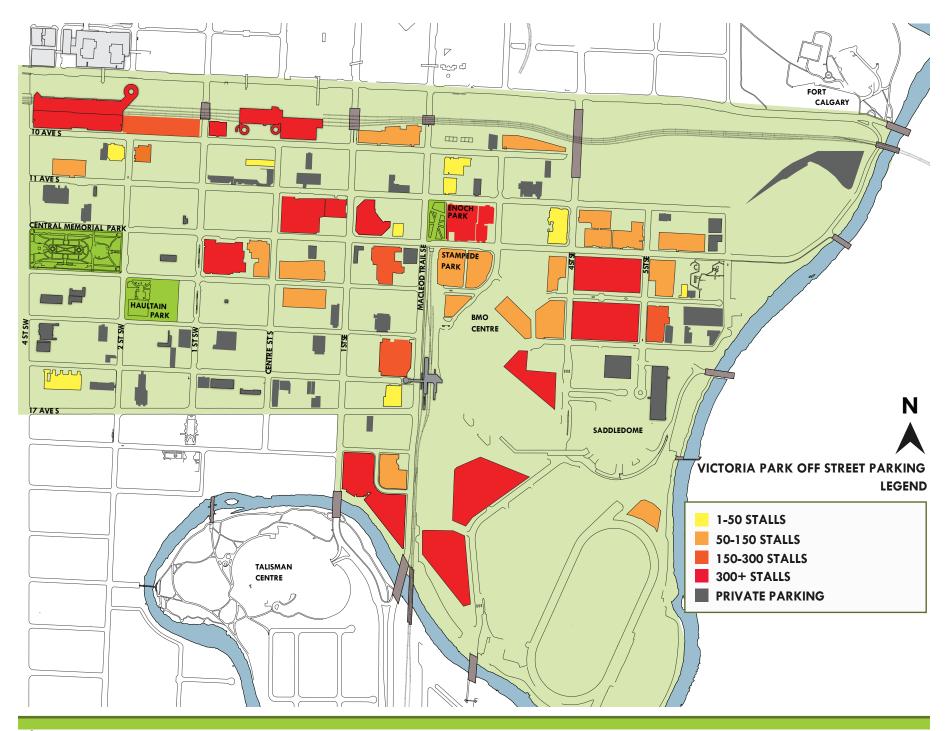
Reduced/Zero Parking Development

Relaxations of parking requirements are being sought for many new developments in Calgary's inner city as constructing parking spaces represent significant costs. Supporters of reduced or zero parking developments point to current transportation trends and the close proximity of these developments to amenities; others are concerned these projects could exacerbate or create new parking challenges.

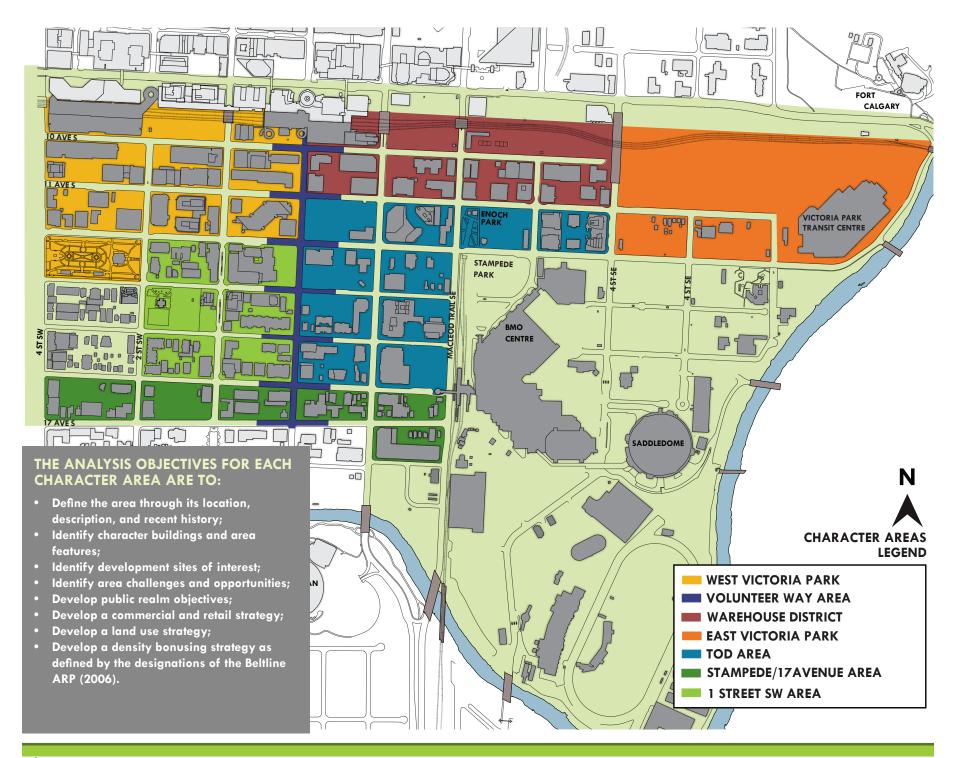
In response to these applications, The City of Calgary has developed criteria for evaluating major reductions in residential parking requirements. Ideally, these developments should be located in the Centre City or Major Activity Centres as identified in the MDP, located in a Transit Oriented Development (TOD) area, and provide transportation alternatives for residents.

BIA PRIORITIES:

- To discourage new surface parking lots in Victoria Park, as well as to encourage the use of existing lots in non-traditional ways for example as temporary event spaces;
- To support additional, permanent off-street parking facilities. Such facilities should integrate highquality design and considerations for future adaptive re-use;
- To support innovative parking arrangements for companies in buildings which, for various reasons, are without on-site parking;
- To support reduced and/or zero parking residential developments where appropriate, and which
 meet the Calgary Parking Policy Framework criteria for the same.







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 4 Street SW and Centre Street South, and from the CPR tracks and 12 Avenue SW, with the addition of Central Memorial Park. The area is known for the park, large commercial office buildings, 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, and a high amount of pedestrian traffic travels through the area to major employment centres in the rest of Victoria Park.

Recent History

1990s

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

2000s

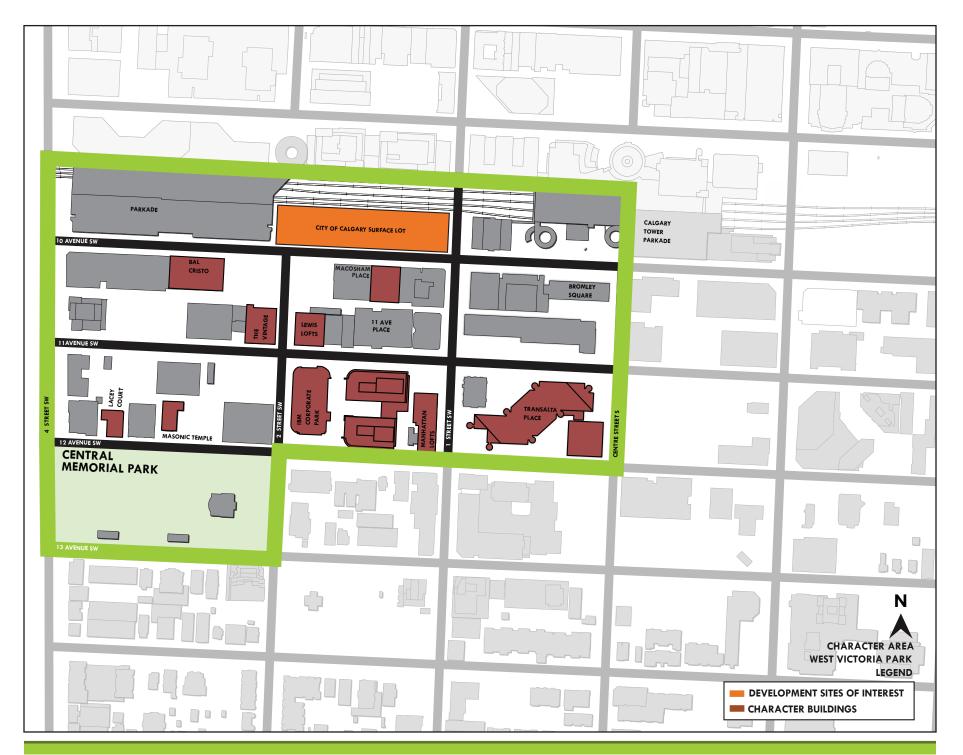
As downtown office occupancy rates increased, West Victoria Park experienced redevelopment projects aimed at providing an alternative location for large commercial office spaces.

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.

2010s

Several large commercial office developments were completed before the economic downturn led to a pause in new commercial projects in the area.







CHARACTER BUILDINGS

Manhattan Lofts (1906) (Left)

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) (Above-Right)

Located at 325 10 Avenue SW, the Bal Cristo is a large fivestorey 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) (Left)

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) (Left)

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) (Above)

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) (Above)

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 lodge (or local chapter) by the Freemasons, a fraternal organization.

Lacey Court (1956) (Left)

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) (Right)

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) (Right)

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.

11 Avenue Place (2010s) (Right)

Located at 214 11 Avenue SW and facing the IBM Corporate Park, 11 Avenue Place (formerly known as Prism Place) is a retail and office tower that opened in 2015. The building incorporates 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 redevelopment as a location for large commercial office spaces.











AREA FEATURES

1 Street SW Underpass

In 2013, the 1 Street SW underpass was selected for a City-funded enhancement project to improve the connectivity between the downtown core and the West Victoria Park commercial area. Public safety and mobility issues were addressed in the redesign along with visual appeal, resulting in a greater contribution to the public realm. Construction began in spring 2014 and was completed in 2016.

10 Avenue SW Retailers, Restaurants and Nightlife

An entertainment area composed of a diverse and eclectic mix of at-grade retailers, restaurants and nightclubs runs along 10 Avenue SW from 1 Street SW to 4 Street SW. Establishments include design-based retailers and furnishing stores, small sheesha bars, live music venues, nightclubs, and craft beer markets. Located mainly in the area's repurposed 1920s warehouse buildings, this blend of businesses creates an active public realm. The high concentration of licensed establishments has created a significant night-time economy, with high volumes of pedestrian and vehicular street activity at night.

Central Memorial Park

Central Memorial Park is Calgary's oldest park, dating back to 1894. Before 2009, the park had an unsavoury reputation exacerbated by poor lighting and sightlines. The Victoria Park BIA and residents pushed for improvements, and in 2009, the park underwent an extensive rehabilitation and restoration effort. 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 increased park safety.

Significant Employment Area

West Victoria Park has grown as a commercial office area since the 2000s, and is now home to many corporate headquarters. 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.

DEVELOPMENT SITES OF INTEREST

Park Point

Located at 301 11 Avenue SW, Park Point is a mixed-use residential tower which is under construction and on schedule to open in 2018 as of this writing. The building will face onto Central Memorial Park and main-floor retail and cafe spaces as well as 30 floors of residences including penthouse suites. The building is an example of the area's continued mixed-use and high-density residential development.

224 10 Avenue SW (Surface Lot)

The surface parking lot located on 224 10 Avenue SW is a city-owned site, located 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, and 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 longterm goal. 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.

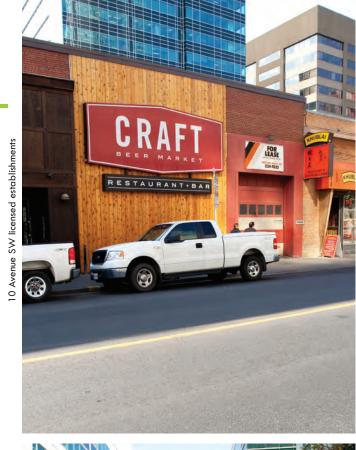
The retention of 11 and 12 Avenues South as one-way roads continues to be a constraint for the West Victoria Park area. Further, 12 Avenue South creates a vehicular-oriented interface with the popular Central Memorial Park, deterring pedestrian and retail activity. Though 11 and 12 Avenues' current state pose significant challenges, a bi-directional conversion is unlikely in the short or medium term.

Lack of At-Grade Permeability

There is a lack of at-grade visual and pedestrian permeability in the design of large commercial office buildings and re-purposed heritage structures in the area. These inwardlyfocused buildings detract from the area's public realm, street animation and at-grade retail vitality. The Manhattan Building was until recently an example of the type of at-grade treatment that is discouraged in this area, shielded by a full-scale fence covered with opaque plastic sheets (happily, this fence was removed in September 2017). Large commercial office buildings in this area are also generally inwardly focused. IBM Corporate Park is designed with an interior private courtyard that undermines the potential street animation that could 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 interaction with the buildings.

Pedestrian Flows

The West Victoria Park area maintains the largest pedestrian flows in Victoria Park, with several streets comparable to those in the downtown core. The largest 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 already in the area make West Victoria Park a prime location for investment in streetscape improvements and placemaking strategies.





At-grade fencing of the IBM Courtyard





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 was 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. A bike lane was incorporated into 10 Avenue South in 2011, but was removed following the installation of the Centre City Cycle Track Network in 2015. Implementation of other aspects of the 10 Avenue South pedestrian and cyclist interface remain on hold due to their large scope, high capital costs, and shifting public realm priorities in the Centre City.

Parking Structures

A notable feature of the West Victoria Park area is its large, above-grade parking structures, which help to accommodate the large corporate headquarters located in both the immediate area and the commercial core. These are an advantage for attracting further investment and the development of large commercial office spaces, however their at-grade pedestrian interfaces leave much room for improvement.

VICTORIA PARK BIA 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:

Burying of existing above-ground utilities.

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.

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 BIA COMMERCIAL AND RETAIL STRATEGY

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 BIA recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

While new commercial office developments are unlikely in the short term, the continued development of large residential spaces in the area will add to the critical mass of people supporting a growing number of complementary uses that add depth and diversity to the area. The Victoria Park BIA recommends that these large developments 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.

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

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

LAND USE STRATEGY

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 new 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 BIA 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 BIA 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 BIA vision for the area.







Street SW underpass

Street SW streetscape

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

VOLUNTEER WAY AREA

Location Description

The Volunteer Way Area is defined as Centre Street South between 10 Avenue and 18 Avenue. The area is heavily influenced by the presence of numerous not-for-profit organizations and social housing. The area is further 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 building 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 to provide affordable office space for local not-for-profit organizations.

1993

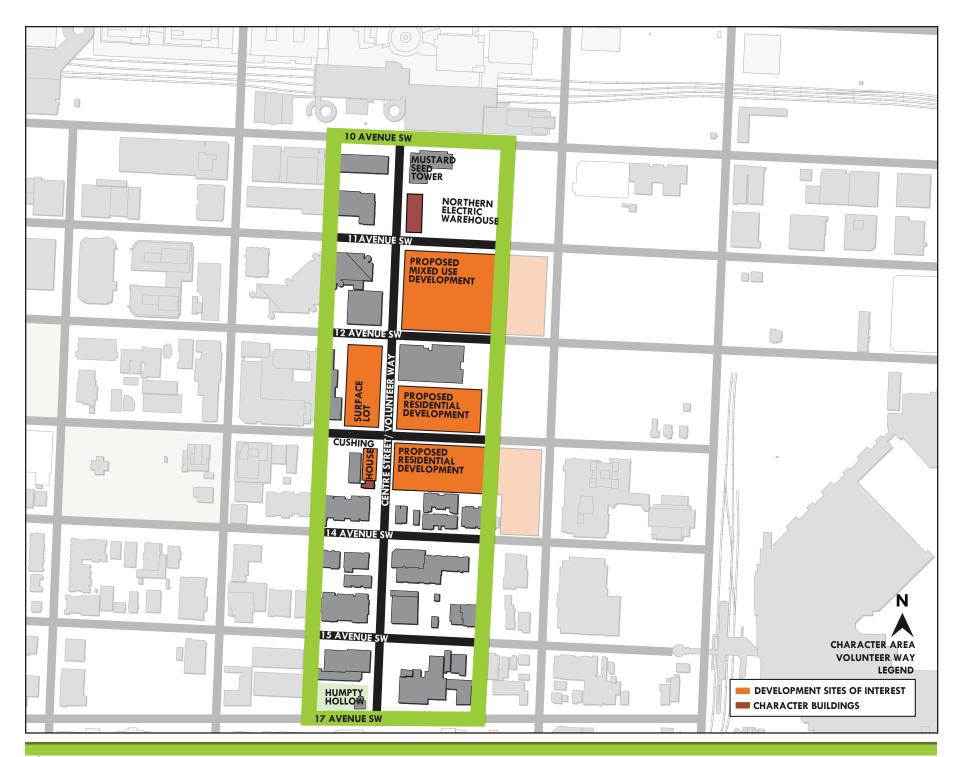
The Mustard Seed Mission moved into its current location in the Northern Electric Co. Warehouse.

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.





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 Humpy Hollow Park, and public art features.

2008

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

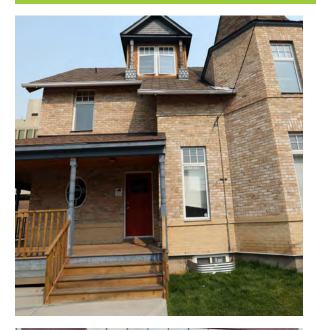
2012

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) (Left)

Located on 1313 Centre Street South, the Cushing House is a currently-vacant two-storey wood-framed structure. Previously a residence, 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. In 2016, the City of Calgary approved a 'heritage density transfer' which shifted the Cushing House site's excess allowed density to another nearby site. This effectively removes the possibility of additional development on the parcel. The owner is exploring futures uses for the house and adjacent site at the time of writing.





Northern Electric Co. Warehouse (1913) (Right)

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.

McHugh House (1896) (Left)

McHugh House is one of the oldest buildings in Calgary, and is a rare example of the Queen Anne Revival style. Constructed in 1896 (and expanded in 1901), the house was originally home to John Joseph McHugh, a prominent rancher and figure in Calgary's early history. After being donated to the City of Calgary in 2014, the house was relocated to Humpy Hollow Park for restoration. Future uses are presently being explored.

The 1010 Centre (2015) (Right)

Completed in 2015, the 1010 Centre is an initiative of the Mustard Seed and is located on the Southeast corner of 10 Avenue South and Centre Street South. The Centre provides the area with 224 affordable housing units, an underground parkade, and at grade commercial uses in addition to the 10 residential floors.

Kahanoff Centre (2016) (Left)

Located at 105 12 Ave SE, the Kahanoff Centre is home to dozens of not-for-profit organizations and a state-of-the-art conference centre. In 2016, a 12-storey tower expansion was completed, featuring additional office space as well as the new Decidedly Jazz Danceworks Dance Centre.









<u>VOLUNTEER WAY AREA</u>

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 provides office and conference space to Calgary non-profits 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. 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.

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 should better emphasize 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 density transfer to accommodate a nearby mixeduse development. The house's combined historic appeal and 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.

Intersection of 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. The intersection of the streetscape improvements at these corner sites provide opportunities for the development of at grade features, retail and restaurants to animate the public and pedestrian realm in the area. The Northwest, Northeast, and Southwest corner sites are currently surface parking lots adjacent to Hotel Arts, the Kahanoff Centre, and the Cushing House. The Southeast corner has a commercial building awaiting demolition, with an adjacent surface parking lot.

An excess of 800 new residential units have been proposed between the Northeast and Southeast corner sites. The sheer number of new residents in the vicinity will alter the character of Volunteer Way significantly, generating pedestrian and vehicular activity and thus 'eyes on the street'. No new commercial space has been proposed abutting either Volunteer Way or 13 Avenue.

CHALLENGES AND OPPORTUNITIES

Cash Corner

Located on the sidewalk 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.

Left over from a government employment centre in the 1940s, Cash Corner attracts a large number of transient individuals. People begin to gather at approximately 6:00 a.m., with total numbers typically peaking around 8:30 a.m. and slowly declining into the afternoon. While the practice of hiring day labour has been determined not to be illegal by the City of Calgary, Cash Corner has developed a reputation for public intoxication and social disorder, as well as an uncomfortable pedestrian environment.

In a 2015 observational study, the Victoria Park BIA found that less than one in five individuals were picked up for work on a typical day. Drug and alcohol use was noted throughout the day, though not as much as anticipated and typically not by those who were picked up for work. Instead, the dominant demographic at Cash Corner was neither consuming drugs and alcohol, nor being picked up for day labour. The study also found that passersby from the general public moved quickly down the sidewalk and were sometimes harassed.

Cash Corner will pose a larger dilemma as the residential population and number of businesses in the area continue to increase. Cash Corner also poses a problem for developing Volunteer Way into a "green urban street." Providing urban open spaces and street furniture may encourage more loitering and gathering. There is concern over potential 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. No specific decisions have been made and no actions have been taken to address Cash Corner at this time.

Social Housing, Programs & Services

There is a significant concentration 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 land use or demographic, overconcentration in one area can be problematic.

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. Centre 1010 added more than 200 additional affordable housing units to the Mustard Seed's inventory in 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 BIA, 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.







thaway Place

community



Centre Street/Volunteer Way streetscape





VOLUNTEER WAY AREA

Inn from the Cold, an emergency shelter for families 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 east of Cash Corner. Integrating urban furniture in the Volunteer Way Area in pursuit of a high-quality street has had unintended consequences. The use and misuse of public assets is a challenge for urban 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 lessfortunate, 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 BIA.

BIA PRIORITY:

 To continue to work with social service agencies to address issues arising from the aggregation of social housing facilities in the area.

Humpy Hollow Park

Humpy Hollow is a small fenced public park on the northwest corner of Centre Street South and 17 Avenue. The park includes a playground, benches, a grassy area and a picnic table, and the McHugh House. 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 Humpy 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.

Volunteer Way Master Plan

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

The Volunteer Way Master Plan envisions a 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. 1 Street SW is already achieving this streetscape animation with at grade uses that enhance the pedestrian and public realm, one block away. The Volunteer Way Master Plan requires the integration of at grade features, retail and restaurants to become a successful pedestrian alternative to 1 Street SW. Proposed developments however are not providing additional retail space, though they will add possibly thousands of new residents to the vicinity. The feasibility of at grade commercial development along Volunteer Way needs to be re-assessed, while looking at other options for streetscape upgrades in Victoria Park.

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

Currently, the Master Plan incorporates Elm trees, extended curbs, crosswalks delineated through materiality, long linear benches and opportunities for public plazas. The conceptual design proposes a SPark (a temporary street closure with activations such as street furniture) on Centre Street between 11 Avenue and 12 Avenue South. The Victoria Park BIA recommends a reassessment of the proposed SPark as there is no permeability into the adjacent buildings and sites and little activity in the area.

Future Growth

The Victoria Park BIA 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.

At the time of writing, over 1 400 additional residential units have been proposed along Volunteer Way. This huge amount of development will alter the area significantly. The new residential developments will surely generate additional pedestrian and vehicular activity, but unless catalyzed through quality public spaces, additional retail businesses or restaurants the street will not fulfil its true potential.

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:

Burying of existing above-ground utilities.

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

Significant sidewalk upgrades.

The sidewalk system in the Centre Street/Volunteer Way Area is complete, but of variable quality with some sidewalks paved in asphalt. The conditions do not promote an active pedestrian 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.







Hathaway Place

Inn from the Cold Building Wrap

Surface parking next to Cushing Hous

VICTORIA PARK BIA COMMERCIAL AND RETAIL STRATEGIES

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 Humpy Hollow, the Cushing House, 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 building.

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

The Victoria Park BIA 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.

LAND USE STRATEGY

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.

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 midrise 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 BIA 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).

The CC-MH district is inconsistent with the Victoria Park BIA 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 BIA 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 BIA 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 BIA 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 BIA vision for the area.

The Victoria Park BIA promotes opportunities to continue to develop the Volunteer Way Area as a commercial zone from 10 Avenue South to 13 Avenue South and a mid-rise residential zone from 13 Avenue South to 15 Avenue South.



Volunteer Way sign by the 1010 Centre



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 built form from Calgary's early years. 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.







CHARACTER BUILDINGS

Bell and Louise Blocks (1909, 1910) (Left)

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

Calgary Wine & Spirit Co. (1911) (Right)

At 206 11 Avenue SE, this four-storey red brick warehouse was constructed for the Calgary Wine and Spirit Co., once one of the largest liquor suppliers in the province. Now commercial office space, the building remains an important landmark.

Great West Liquor Co. Warehouse (1912) (Left)

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 it serves as commercial office space.

Massey-Harris Co. Warehouse (1912) (Right)

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

Biscuit Block (1912) (Left)

Originally used by Neilson's Furniture, in 1926 an additional floor was added to the three-storey warehouse at 438 11 Avenue SE for the Independent Biscuit Co., which occupied the site until 1957. A restoration and two-storey addition in 2014 provided office space and a range of premium commercial and retail opportunities.









Pilkington Paint and Glass (1913) (Left)

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. Operated by Pilkington until 1967, the building still showcases original branding on the west-facing facade. The four-storey building is currently used as commercial office space.

Customs House (1916) (Right)

Located at 134 11 Avenue SE, the Customs House is a large four-storey red brick building featuring a rusticated sandstone base, and primarily composed of Canadian-made materials and fittings. Operated by the federal government until 1979, it served as a sorting and examination centre for incoming goods and mail to the area. A former home of the National Music Centre, it now serves as commercial office space for two large design firms.

Imperial Tobacco Warehouse (1929) (Left)

The Imperial Tobacco Warehouse was a prime example of the area's importance as a major commercial shipping and distribution hub in Western Canada. Located at 220 11 Avenue SE, the four-storey building has been adaptively reused, now serving as the residential Imperial Lofts.

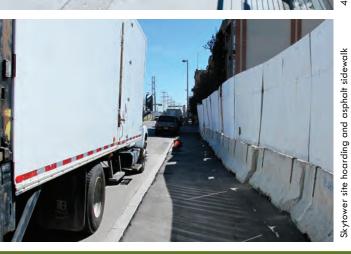
Palliser South (2010) (Right)

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 three- and four-storey red brick and sandstone warehouse and heritage buildings that have been adaptively reused and preserved. New development has been sensitive to heritage materiality, massing, and building 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 mid-sized professional service offices ranging from 10 to 100 employees. The affordability, convenience, and character of the area have attracted a cluster of integrated design, engineering, and environmental consulting firms. Potential competitive advantages to this sort of business clustering include increased productivity, innovation, and the creation of new businesses in the specific fields. Continuing to promote such clustering will also help draw and anchor 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 East Village and Victoria Park. The underpass also provides a unique condition in the Warehouse District, limiting vehicular flow by ending 10 Avenue SE at a cul-de-sac, but promoting pedestrian traffic through a staircase feature with integrated landscaping and lighting elements. This condition increases pedestrian flow into 10 Avenue SE, promoting business and retail vitality in the area.

DEVELOPMENT SITES OF INTEREST

Strategic ONE Site

The Strategic ONE site was initially planned as a condo development, but currently sits as a vacant construction site on the corner of 1 Street SE and 10 Avenue SE. This is a significant site in the Warehouse District, with close proximity to downtown and the 1 Street SE underpass. 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. The site was then purchased by Strategic Group following the settlement, who at the time of writing intends to develop a 32-storey mixed use building.

Surface Parking Lots and Vacant Lands North of 10 Avenue South

The sites adjacent to the CP Rail pose an interesting challenge for development due to planning regulations, existing land ownership, and the lack of development pressure. Currently the sites sit as temporary parking lots and await investment and development. Development for these sites could complement the Warehouse District through contextual building form and uses, or support the complement the commercial office developments around the area with a larger commercial development.

BIA PRIORITIES:

- To redevelop the Strategic ONE site so that it acts as an anchor point into, and contributes to, the Warehouse District's unique character;
- To redevelop the lands adjacent to the CP Rail in support of the Warehouse District.

CHALLENGES AND OPPORTUNITIES

Poor Connectivity and Mobility

There is a significant lack of pedestrian and vehicular connectivity and mobility in the Warehouse District. With the creation of the 4 Street SE underpass, 10 Avenue South terminates in 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.

Safety and mobility in the 1 Street SE and the Macleod Trail SE underpasses are currently poor, which deters pedestrian and cyclist traffic from the Downtown. These underpasses are plagued by poor lighting, water leakage and pooling, and a lack of visual appeal. The 1 Street SE and the Macleod Trail SE underpasses require significant enhancement to better facilitate pedestrian and cyclist flows.

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.

Enmax Substation

Enmax Power Corporation is a major landowner in the Warehouse District, holding 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 North and South

Macleod Trail is a high-volume artery which transports an average of over 50,000 motorists daily through Victoria Park. The resulting vehicle-oriented atmosphere is characterized by high speeds, a lack of on-street parking, and large road right-of-ways. This deters pedestrians, particularly at the 1 Street SE and Macleod Trail SE underpasses, and poses a significant challenge for retailers and higher-volume commercial activities, which rely on casual pedestrian traffic and high exposure.

10 Avenue South Interface

The Centre City Plan's (2007) vision of 10 Avenue South as a major bicycle corridor with a proposed pedestrian and bicycle bridge over the CPR tracks is currently in question. With the allocation of 10 Avenue South as an emergency corridor, improvements have been limited in order to maintain high vehicular mobility. The proposed public improvements constitute an opportunity to better connect the Warehouse District to West Victoria Park while promoting at grade retail, restaurants and improving street animation in the area.







Large-format restaurant

Macleod Trail SE

Lack of Public Realm Activity

The historic warehouse-style buildings predominant in the area offer little permeability at grade, with a low number of windows and more private than public entrances. The commercial nature of the occupants - design, engineering and consulting firms - has produced an environment of inwardly-focused businesses with little-to-no activity at grade. This combination of impermeable built form, inwardly focused businesses and low pedestrian and vehicular connectivity has produced an inactive public realm. In addition, poor sidewalks, above grade utilities, limited landscaping and lack of public art or street furniture further deters pedestrian flows into the area and contributes to inactivity in the public realm. The Victoria Park BIA encourages public infrastructure improvement, private development and businesses that will enhance the streetscape, augment the pedestrian realm, increase permeability and provide at grade retail, restaurants and drinking establishments.

As the surrounding Transit Oriented Development and East Victoria Park areas continue to mature and develop, there will be increasing opportunities to locate a wider breadth of retail, restaurant and entertainment venues to support the increase in residential and office populations. As at grade businesses develop and permeability increases, there will be increased opportunities for promotion of the Warehouse District through place making 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 BIA encourages collaboration in expanding this idea and helping to promote the Warehouse District as a unique area.

CMLC Rivers District Master Plan

In 2017, the Calgary Municipal Land Corporation (CMLC) initiated a master planning process for the area of Victoria Park East of 1 Street SE, which includes the East Victoria Park character area as well as portions of the Warehouse District, TOD area, and Stampede/17 Ave area. This plan seeks to create a vibrant, high-density mixed-use/entertainment district, and intends to honour and integrate all extant plans for the area. As of this writing, the plan is expected to be available to the public in draft form in late 2017.

VICTORIA PARK BIA 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:

Burying existing above-ground utilities.

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

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 pedestrians to move into the area from the downtown core and promote more street-oriented restaurants and retailers in the area, while reducing at-grade vacancies along 1 St SE and Macleod Tr SE.

Developing a streetscape improvement strategy for 10 Ave from Centre St to the 4 St SE underpass.

Improvements along 10 Avenue SE need to be made to promote street-oriented commercial activity and encourage pedestrian flows. Improvements could include sidewalk upgrades, extended curbs and upgraded pedestrian crossings, a consistent landscaping strategy, a consistent lighting strategy, and a placemaking strategy. The strategy should 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.

The Victoria Park BIA 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 BIA COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BIA 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 non-profits 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.

The Victoria Park BIA encourages small-, mediumand 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-, mediumand large-format, at-grade commercial uses located in the re-purposed 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 BIA promotes opportunities to continue to develop the Warehouse District as a commercial and light industrial zone.

For a more detailed Victoria Park BIA 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 BIA promotes continued opportunities for a clustering of interconnected industries and businesses in the area. The Victoria Park BIA 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 use mixes including residential, commercial, light industrial and community services. This is consistent with the Victoria Park BIA 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 BIA 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 BIA 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 BIA recommends that the density bonusing for these lands be changed to "Area C," to align with the BIA vision for the area.









Vacant Lands north of 10 Avenue South



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 the 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

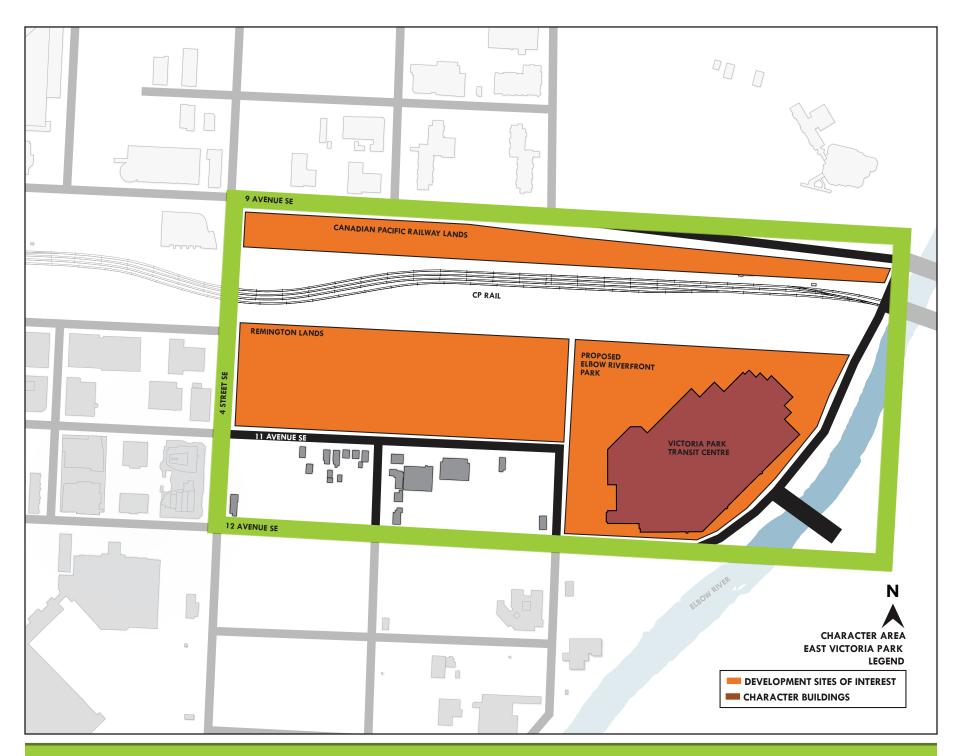
Calgary Transit erected a large garage facility housing logistical and mechanical support services for city buses.

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.











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 4 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.

2014

The Orchard, a new condominium project, was approved in East Victoria Park.

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 Transit-Oriented Design (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.

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

AREA FEATURES

Victoria Park Transit Centre (VPTC) (1983)

Located on 1075 7 Street SE, the Calgary Transit "bus barns" facility is the most prominent structure and largest employment site in East Victoria Park. As it sits on the Elbow River and the existing pathway system, the City of Calgary is considering relocating the Transit Centre and redeveloping the site as an urban riverfront park. The site's low permeability and large footprint pose significant challenges to area redevelopment, as acknowledged by the City in planning and policy documents.

Elbow River Pathway System

The Elbow River Pathway system is an important cycling and pedestrian link between Victoria Park, the neighbouring communities of Inglewood and Ramsay, and the larger regional pathway system. Several upgrades to the riverfront are planned by the City of Calgary, including an extension of the existing Riverwalk from the East Village along the west bank of the Elbow River through East Victoria Park and Stampede Park.

Canadian Pacific Rail

The Canadian Pacific Railway (CPR) occupies the entire north border of East Victoria Park.

4 Street SE Underpass

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







Remington lands

STAMPEDE PARK EXPANSION & DEVELOPMENT



EAST VICTORIA PARK

DEVELOPMENT SITES OF INTEREST

Remington Lands

MacDonald Bridge

development area

Most of East Victoria Park consists of vacant or underutilized lands. A key site, the Remington lands stretch from 4 St SE to 6 St SE, and from the CP Rail to 11 Ave 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 framed these two blocks as a potential mixed-use neighbourhood centre, extending the Centre City grid system and interfacing with the proposed Elbow Riverfront Park. Previous proposals for the site include a potential high-speed rail station with large mixed-use developments to complement the potential transit-oriented development area.

Elbow Riverfront Park

The Elbow Riverfront has the potential to be an important public attraction, adding benefit and character to an otherwise underdeveloped area of Victoria Park. The City of Calgary has placed emphasis on making the Elbow Riverfront in East Victoria Park 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 would require the relocation of the Victoria Park Transit Centre, and potential closure of 7 St SE between 9 Ave SE and 12 Ave 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 Ave 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 stakeholder collaboration, planning, and a significant commitment of resources. The Centre City Plan (2007) and Calgary Transit Plans include a number of redevelopment initiatives in East Victoria Park. Proposed infrastructure improvements include the 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. Current owners of these parcels may potentially sell due to the significant commitment of resources and collaboration needed for development to be realized.

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 mixeduse 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 East Village, the Warehouse District, East Victoria Park, and the current and proposed Stampede uses. This new connection represents 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 between 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

Plans for Stampede Park include dramatic redevelopment of the north entrance 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 Ave 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.

CMLC Rivers District Master Plan

In 2017, the Calgary Municipal Land Corporation (CMLC) initiated a master planning process for the area of Victoria Park East of 1 Street SE, which includes the East Victoria Park character area as well as portions of the Warehouse District, TOD area, and Stampede/17 Ave area. This plan seeks to create a vibrant, high-density mixed-use/entertainment district, and intends to honour and integrate all extant plans for the area. As of this writing, the plan is expected to be available to the public in draft form in late 2017.

VICTORIA PARK BIA 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:

Burying existing above-ground utilities.

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 lacks a sidewalk, forcing pedestrians onto a very narrow strip next to traffic. These conditions deter foot traffic into the area and reduce the potential success of street-oriented commercial activity.







Above-grade utilities along 11 Avenue SE

Missing sidewalk link along



Continuation of the downtown's grid system eastward into East Victoria Park.

Stated in the Centre City Plan (2007), this is a key priority for developing the underutilized sites in East Victoria Park, extending the street grid pattern into the area.

Other major infrastructure improvements.

AND RETAIL STRATEGY

These include the development of the proposed Elbow Riverfront Park (closing 7 Street SE), and completion of the Heritage Greenway and the Riverwalk.

VICTORIA PARK BIA COMMERCIAL

The Victoria Park BIA 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 BIA 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 BIA 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 BIA 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 BIA 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.





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The Victoria Park BIA 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 BIA promotes opportunities to develop East Victoria Park as a Transit-Oriented Development (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 BIA promotes opportunities to develop East Victoria Park as a mid-rise residential zone.

A mid-rise residential zone with retail, restaurant and drinking establishments would 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 BIA identifies as necessary for the development of this character area.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BIA 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 BIA recommends that the density bonusing for the lands adjacent to the CPR be adjusted to "Area B," to become consistent with the BIA 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 BIA vision for the area.

The Density Bonusing Strategy identifies the area directly South of the then-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 BIA recommends the density bonusing for these lands be adjusted to "Area C," to become consistent with the BIA vision for the area.

TRANSIT-ORIENTED DEVELOPMENT AREA



View north on 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

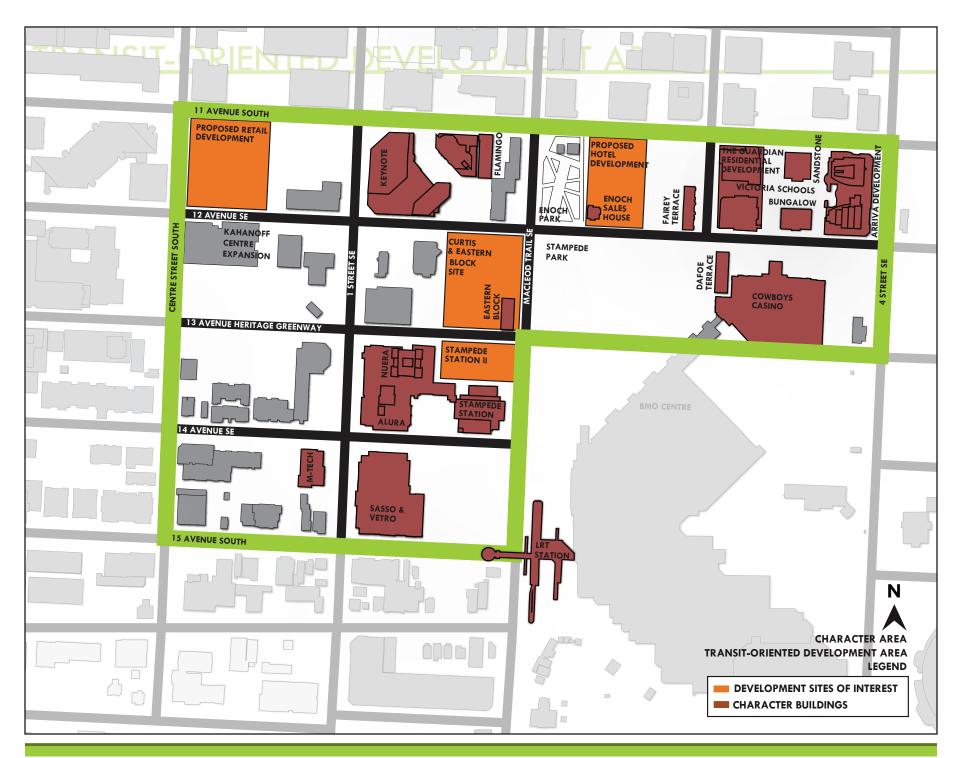
The Victoria Park/Stampede Station LRT opened. The surrounding area would later be defined as a TOD zone.

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.





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.

2010s

Several high-rise mixed-use and residential tower developments have been completed so far this decade, including Keynote, Nuera and Alura, and the twin Guardian towers which are the tallest residential structures in Calgary as of this writing.

TOD AREA

CHARACTER BUILDINGS

Enoch Sales House (1904) (Left)

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) (Above-right)

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 personal and professional services.

Dafoe Terrace (1910) (Right)

Located at 1204 3 Street SE, the Dafoe Terrace is similar to the Fairey Terrace as an early example of brick multiunit 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 – Eastern Block (1910) (Right)

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 currently vacant awaiting redevelopment of the entire block.







TOD AREA





Flamingo Block (1912) (Right)

Located at 229 11 Avenue SE, the Flamingo Block was originally built as a meeting place for trade labour unions. 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) (Left)

Located at 411 11 Avenue SE, the Victoria School is a 2-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) (Right)

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

Stampede Station (2008) (Left)

Located at 232 15 Avenue SE, adjacent to the Victoria Park LRT Station, 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.

M-Tech Headquarters (2004) (Right)

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









SUSTERIA, NOW OF

TOD AREA

Arriva (2008) (Left)

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.

Sasso and Vetro (2006, 2009) (Right)

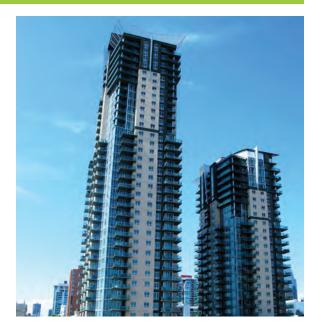
Located at 1410 1 Street SE, Sasso is a 24-storey, 192-unit tower and the first mixed-use tower in Victoria Park. It began a trend of developing mixed-use towers in Victoria Park that include a brick and sandstone retail podium at-grade and a large outdoor shared space atop the podium. Vetro, a 34-storey,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

Keynote Development (2010, 2014) (Left)

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 completed in 2014.

Nuera and Alura (2010, 2014) (Right)

Located at 211 13 Avenue SE, Nuera is a 33-storey, 220-unit, mixed-use tower atop a one-storey retail podium at grade. That same podium supports Alura, a 29-storey, 281-unit tower completed in 2014.





TOD AREA

Guardian I and II (2015, 2016) (Above-right)

Located at 1122 3 Street SE, These twin 44-storey luxury condo towers sit on a mixed-use podium and are, as of this writing, the tallest residential towers in the city.

Stampede/Cowboys Casino (Below-right)

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.

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.

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.

Enoch Park

Located at the southeast corner of Macleod Trail and 11 Avenue SE, the city-owned lot was redeveloped in 2015 as a new park. The park is intended to integrate with the adjacent proposed commercial complex to the east, the Heritage Greenway, the Enoch Sales House, and Macleod Trail.

BIA PRIORITY:

 To create an appropriate interface to promote pedestrian and cyclist connections and flow across Victoria Park (Centre City Plan, 2007).









DEVELOPMENT SITES OF INTEREST

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.

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.

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

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.

TOD AREA

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 one of Calgary's major traffic arteries 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 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.

TRANSIT-ORIENTED DEVELOPMENT AREA

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 an example of how pedestrianoriented design on a major vehicular artery can be achieved.

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.

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 BIA 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.

The Victoria Park BIA 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.

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.

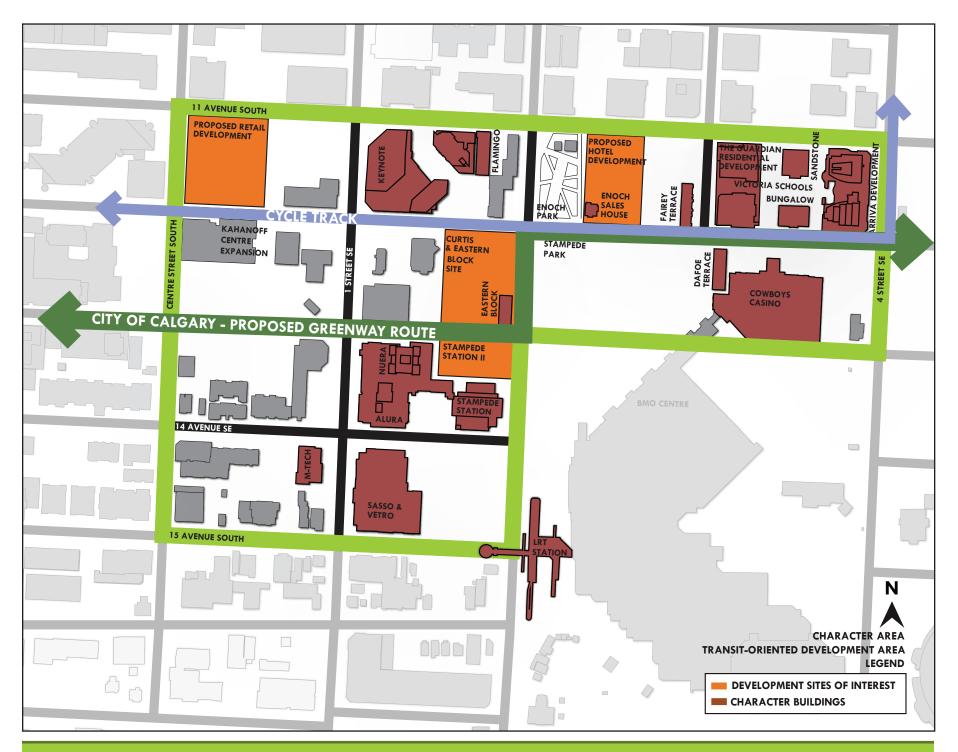
As the entertainment district continues to develop, and with the opening of the National Music Centre in adjacent East Village, it will be essential for the success of the area to manage noise disputes and other issues. As has been illustrated in the Eau Claire Market area, allowing the combination of 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.

CMLC Rivers District Master Plan

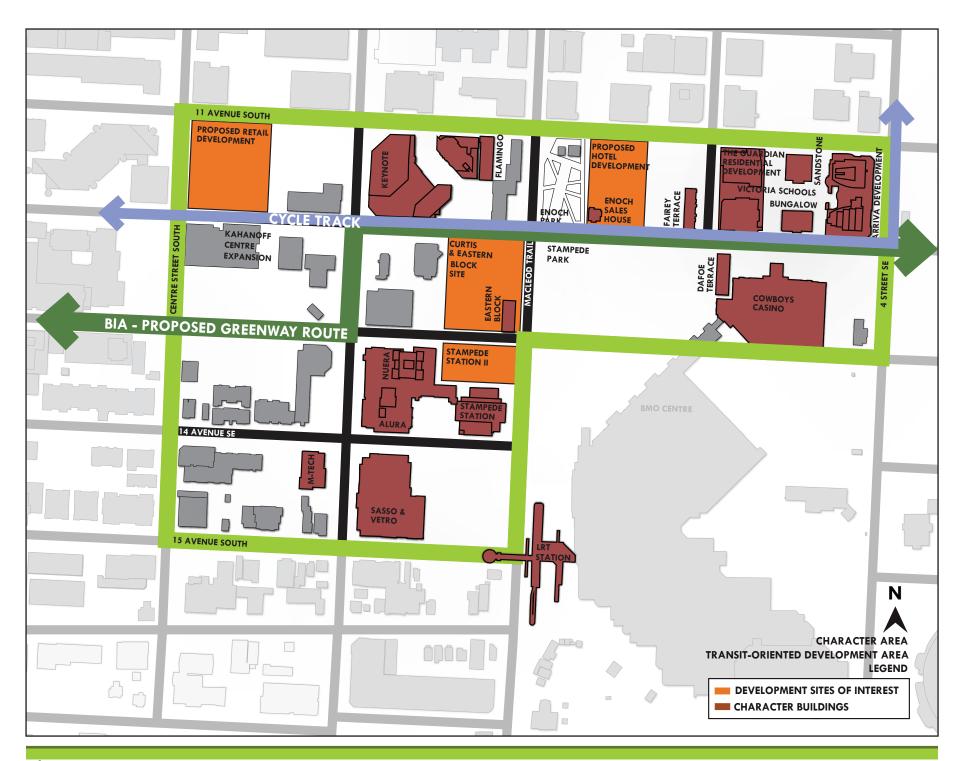
In 2017, the Calgary Municipal Land Corporation (CMLC) initiated a master planning process for the area of Victoria Park East of 1 Street SE, which includes the East Victoria Park character area as well as portions of the Warehouse District, TOD area, and Stampede/17 Ave area. This plan seeks to create a vibrant, high-density mixed-use/entertainment district, and intends to honour and integrate all extant plans for the area. As of this writing, the plan is expected to be available to the public in draft form in late 2017.







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TOD AREA

VICTORIA PARK BIA 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:

Burying existing above-ground utilities.

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 and very good conditions. Where new development has occurred, sidewalks are designed and executed to a very high standard. Trees have been incorporated, and sidewalk width is generous enough to accommodate patios, adding to the street vitality of the area. Examples include the Arriva development accommodating a popular licensed cafe and brew pub. Undeveloped sites maintain poor sidewalk conditions similar to those of East Victoria Park. Many 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 southound) 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 BIA COMMERCIAL AND RETAIL STRATEGY

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 BIA recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

The Victoria Park BIA 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.

LAND USE STRATEGY

The Victoria Park/Stampede Station LRT Station provides opportunities for mixed-use TOD developments. High-rise residential towers with 1- to 8-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

TRANSIT-ORIENTED DEVELOPMENT AREA

cultural facilities. Alternatively, podiums in this TOD/mixeduse residential zone could provide well-designed parking structures supporting the LRT.

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.

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

Analysis

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

This is consistent with the Victoria Park BIA 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 BIA recommendation for these blocks to continue to develop as a mid-rise residential area.

The Victoria Park BIA promotes continued opportunities to develop the TOD area as a midrise residential zone.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BIA 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 and Guardian developments already completed.

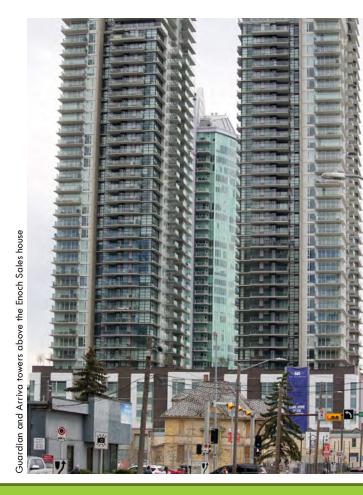
The Victoria Park BIA recommends that the density of these lands be adjusted as "Area C," to become consistent with the BIA vision for the area.

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 BIA 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 BIA recommends that the density for the south block to be adjusted as "Area C," to become consistent with the BIA 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 BIA 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, including 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 BIA) to the west. The area is characterized by poor-quality sidewalk treatments and above-ground utilities.

Recent History

1982

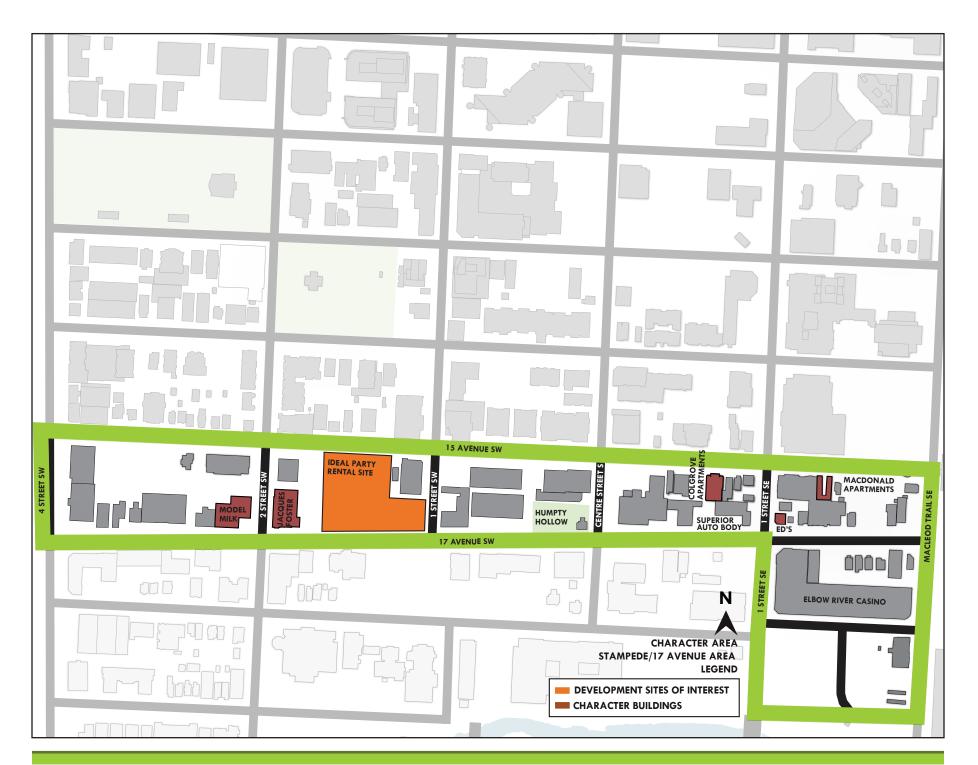
The Alpha House Shelter opened the detox and rehab facility in the Stampede/17 Avenue Area.

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.







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.

2017

The City of Calgary began an intensive reconstruction of 17 Avenue, including deep utilities, street surfacing, sidewalks, and street furniture. Construction for the segment within the Stampede/17 Avenue area is slated to conclude in 2018.

STAMPEDE / 17 AVENUE AREA

CHARACTER BUILDINGS

Model Milk Building (1933) (Left)

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

Colgrove Apartments (1912) (Right)

Located at 129 15 Avenue SW, the Colgrove Apartments are brickclad, three-storey walk-up apartments originally built for upperclass 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/Tropical Escape (1909) (Left)

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 is now operated as a restaurant.

MacDonald Apartments (1911) (Above-right)

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 (1940) (Right)

The site at 240 17 Avenue SW originally held a boarding home that was converted in the 1930s into a funeral home, itself later torn down and rebuilt in a modern style with geometric ornamentation. That exterior remains, however the interior has since been converted. The building now sits vacant.







STAMPEDE / 17 AVENUE AREA

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.

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.







Photo needed

Art installation on 17 Avenue,

CUCAN APPA HOUSE 2 203 - 12 AVENUE SE



STAMPEDE / 17 AVENUE AREA

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.

Consistent Character and Streetscape Strategy

There is a significant difference in character between the 17 Ave Retail and Entertainment District (17 Avenue BIA) and the Stampede/17 Avenue Area. The 17 Avenue BIA is characterized by consecutive small-, medium- and large-format retail, restaurant and drinking establishment uses. The 17 Avenue BIA is also characterized by a high-quality streetscape. While the 2017 upgrades have substantially improved the streetscape by installing improved sidewalks and street furniture and relocating utilities underground, the area still struggles with third-party advertising signs and less-frequent active uses. Further development of a high-quality streetscape and placemaking strategy along 17 Avenue South would help facilitate pedestrian flows, and reinforce the entire area as a high-quality retail and restaurant strip.

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.

BIA PRIORITY:

 To continue to work with the Alpha House to address issues arising from the size and nature of its social services and programs.

STAMPEDE / 17 AVENUE AREA

Humpy Hollow Park

Humpy 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.

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. 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.

CMLC Rivers District Master Plan

In 2017, the Calgary Municipal Land Corporation (CMLC) initiated a master planning process for the area of Victoria Park East of 1 Street SE, which includes the East Victoria Park character area as well as portions of the Warehouse District, TOD area, and Stampede/17 Ave area. This plan seeks to create a vibrant, high-density mixed-use/entertainment district, and intends to honour and integrate all extant plans for the area. As of this writing, the plan is expected to be available to the public in draft form in late 2017.

VICTORIA PARK BIA 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.

in 2017, a major reconstruction of 17 Avenue S was undertaken. This was mandated by deep utility work, but featured a complete redesign of the streetscape including upgrades to sidewalks, street furniture, and carriageway. As of this writing, the Stampede/17 Avenue Area portion of 17 Avenue S is substantially complete, and the public realm in this area has been significantly improved.

Nevertheless, some improvements remain to be made which would substantially improve the functionality of this area from both business and pedestrian perspectives.

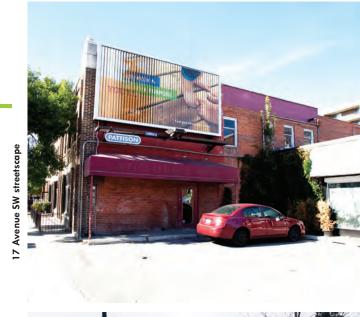
Elimination of third-party advertising signs.

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.







17 Avenue SE streetscape

Avenue SW streetscape











STAMPEDE / 17 AVENUE AREA

VICTORIA PARK BIA COMMERCIAL AND RETAIL STRATEGY

The Victoria Park BIA 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.

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 BIA recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.

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

LAND USE STRATEGY

The Victoria Park BIA 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 light industrial uses can continue to provide commercial diversity and specialized community amenities.

The Victoria Park BIA promotes opportunities to develop the Stampede/17 Avenue Area as a midrise residential zone along 15 Avenue South.

The Victoria Park BIA promotes opportunities for a midrise 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 BIA 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 BIA recommendation to encourage residential developments along with a variety of small retail and commercial uses incorporated at grade.

DENSITY BONUSING ANALYSIS

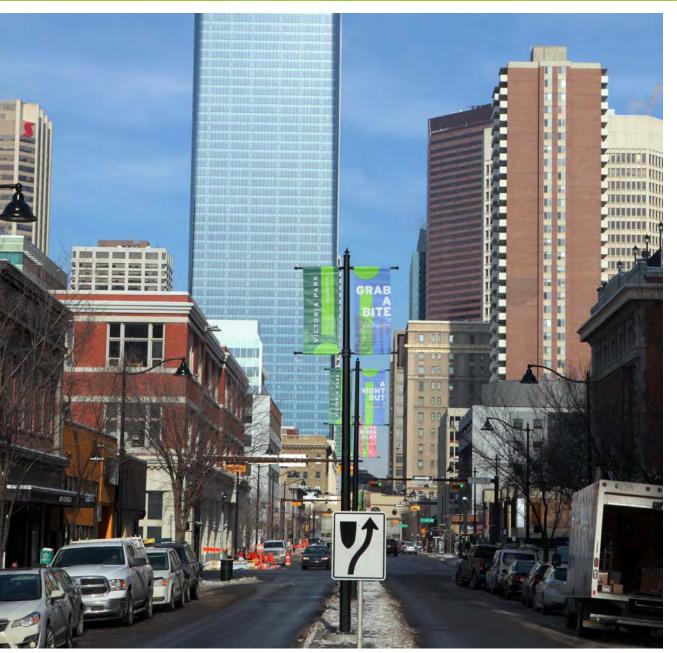
For a more detailed Victoria Park BIA recommendation on the Density Bonusing Strategy, the Density Bonusing Items and the Beltline Community Investment Fund (BCIF), please refer to the Planning and Policy Analysis section.

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 BIA 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 BIA 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 BIA recommends the density bonusing for this land be adjusted as "Area D," to become consistent with the BIA vision for the 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 BIA to redevelop the streetscape along 1 Street SW.

2006 - 2017

Several high-rise condominium complexes were constructed along 1 Street SW, including Chocolate in 2006, Union Square in 2008, Colours in 2009, and Underwood, which is under construction as of 2017. These developments have established a significant residential population along the street and marked the beginning of the neighbourhood's gentrification.





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 was completed, connecting 1 Street SE to Central Memorial Park.

2017

The City of Calgary carried out a streetscape redevlopment project on 1 Street SW between 10 Avenue and 17 Avenue.

1 STREET SW AREA

CHARACTER BUILDINGS

Haultain School (1894) (Left)

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) (Right)

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) (Right)

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 has recently undergone extensive restoration funded by a grant from the Alberta Historical Resources Foundation's Heritage Preservation Partnership Program. It now serves as the CommunityWise Resource Centre, hosting dozens of non-profit and grassroots organizations.









Mescalero (1911) (Left)

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) (Right)

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) (Left)

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 (1912) (Right)

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) (Left)

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, restaurants and retailers.

Chocolate, Union Square and Colours (2006, 2008, 2009) (Below-left, right, below)

Beginning with Chocolate 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, and have brought a significant residential population to the area.









AREA FEATURES

Unique North/South Corridor View

1 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

1 Street SW underwent significant redevelopment in the 2000s when a local area improvement project was initiated by the Victoria Park BIA to redevelop the streetscape. 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 jewellers.

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 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.

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.





Street SW lighting installation, 2017



1 STREET SW AREA

DEVELOPMENT SITES OF INTEREST

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.

Underwood

Street SW street

Formerly known as Union Square phase II, this 31-storey, 192-unit mixed-use/purpose-built residential rental tower began construction in 2017 and is expected to be completed in early 2019.

CHALLENGES AND OPPORTUNITIES

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 onstreet 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 onstreet 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. 1 Street SW is not a major link for vehicular traffic, although it maintains an active pedestrian, retail and restaurant realm.

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 BIA, the City of Calgary and 1 Street SW businesses.

<u> 1 STREET SW AREA</u>

Significant Residential Growth

New residential growth along 1 Street SW has had many positive impacts on the area. Residents 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 BIA goal.

VICTORIA PARK PUBLIC REALM OBJECTIVES

1 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, ongoing work is necessary to support the area as a high-quality, pedestrian-oriented environment. Public realm objectives for this area include:

High-quality maintenance.

The redevelopment of 1 Street SW incorporates 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 continuation of 13 Avenue Heritage Greenway.

VICTORIA PARK BIA COMMERCIAL AND RETAIL STRATEGY

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

1 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 BIA 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 BIA recommendation on the regulation of large-format restaurants and drinking establishments, please refer to the Planning and Policy Analysis section.





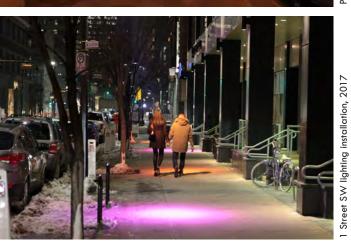


Street SW underpass

SW streetscape







1 STREET SW AREA

LAND USE STRATEGY

The Victoria Park BIA 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.

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

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

The mid-rise residential structures in the 1 Street SW area provide natural surveillance to public areas including 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. It encourages 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 BIA 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 BIA recommendation for the continued development of a residential zone in this area.

DENSITY BONUSING ANALYSIS

For a more detailed Victoria Park BIA 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 BIA 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 BIA vision for the area.

(Opposite Page) 1 Street SW streetscape





DIRECTIONS AND STRATEGIES

There are many 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 BIA. Large-scale strategies will require collaboration with the City of Calgary, developers, property owners and businesses, external stakeholders, and other interest groups.

Directions and strategies in this section are therefore categorized into larger-scale Public Investment Strategies (which include Community Revitalization Levys, Large-Scale Catalyst Projects, Public Realm Improvements, and Small-Scale Strategic Investments), and Victoria Park BIA Investment Strategies. Nevertheless, all public investment strategies are inherently collaborative, and require involvement among stakeholders.

PUBLIC INVESTMENT STRATEGIES

Experiences from improvement areas and downtown renewal efforts across 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. These funds are used for reinvestment into other public improvements, and for incentivizing 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 boundaries of the Rivers District CRL are the Bow River to the north, the Elbow River to the east and south, and 1 Street SE to the west. 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 Victoria Park 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). Through the first half of the 20-year CRL period, CMLC's primary focus was on making the improvements necessary to attract significant investment and development to the Rivers District, and principally to East Village.

Over the 10 year period from 2007 to 2016, CMLC completed the majority of the planned infrastructure and public realm upgrades in East Village, including the East Village Riverwalk, the St. Patrick's Island renovation and bridge, and the 4 St SE Underpass.

The Rivers District Master Plan (RDMP)

As the Rivers District CRL enters its second decade of infrastructure improvements, CMLC is beginning work on a range of other projects within the CRL boundaries. This includes the Rivers District Master Plan (RDMP), a comprehensive plan for the area of Victoria Park which falls within the CRL boundaries (all of Victoria Park East of 1 Street SE, including the Stampede Grounds).

This plan seeks to create a vibrant, high-density mixed-use/ entertainment district, and intends to honour and integrate all extant plans for the area. CMLC has also announced a \$150 million commitment to infrastructure and placemaking initiatives for the area.

The Victoria Park BIA has enjoyed active engagement in the development of the RDMP, and is highly optimistic about the results. As of this writing, the plan is expected to be available to the public in draft form in late 2017.

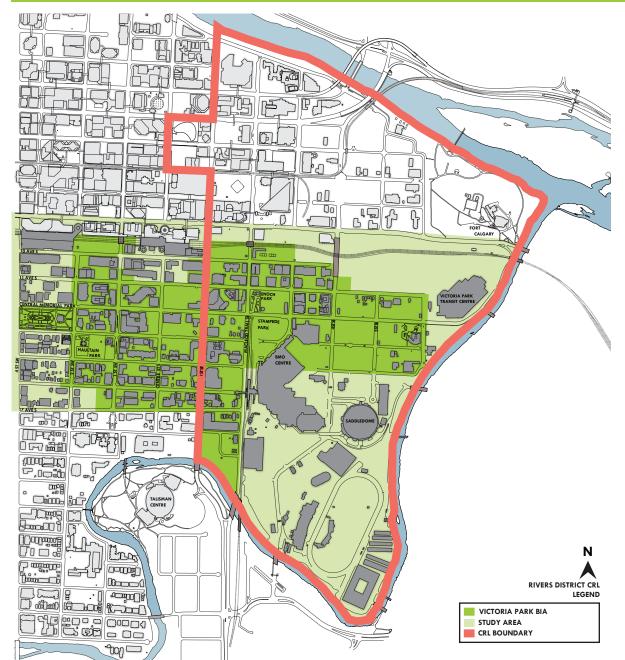
BIA PRIORITIES:

- To remain engaged with CMLC in the development and implementation of the **RDMP**
- To ensure that improvements proposed within the RDMP are pursued and undertaken in Victoria Park
- To remain engaged with the CMLC in direct consultation on the decision-making processes for the allocation of resources for the Rivers District CRL, of which Victoria Park is a significant contributing area
- To ensure continued collaboration between the CMLC and the Victoria Park BIA on allocation and expenditure of the CRL budget for community relations and marketing









Victoria Park site within the CRL area and under consideration in the RDMP process

Jane's Walk at a Victoria Park site within the CRL







VICTORIA PARK

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.

Please note that these projects may fall under or be superceded by the Rivers District Master Plan, and thus are difficult to pursue or assess until that process is complete.

BIA PRIORITIES:

- 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
- 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.

Public Realm Improvements

The following public realm improvements are Victoria Park BIA 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.
- Support of streetscape improvements along 17 Avenue
 South from 4 Street SW to the Macleod Trail SE/Stampede interface (in progress as of this writing).
- Support of the 1 Street SW streetscape improvements (in progress as of this writing).
- Continued development of the Volunteer Way streetscape improvement strategy (Volunteer Way Master Plan).
- Completion of the 13 Avenue Heritage Greenway streetscape improvement strategy from 4 Street SW to the Elbow River Pathway (partially implemented as of this writing).
- Facilitation of a review and repurposing of Humpy Hollow Park.

Small-Scale Strategic Investments

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

Some existing incentive programs include:

Local Improvements

The City of Calgary runs a Local Improvement program based on a cost-sharing structure between the City and property owners. Local Improvement projects can include street or lane paving; driveway crossing construction; and new or replacement sidewalks, curbs and gutters, and 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%.

Facade Improvement Program

The Victoria Park BIA's Facade Improvement Program (FIP) is based on facade improvement incentives programs in other Canadian cities which use a cost-sharing structure between the City and property owners, leading to the enhancement and revitalization of many inner-city and downtown areas. Victoria Park's FIP has to date resulted in two enhancement projects: a patio planter and wrap at The Beltliner, and a facade wrap at Inn From The Cold.

Other Potential Incentives:

Affordable Housing, Sustainability and Conservation

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

VICTORIA PARK BIA INVESTMENT STRATEGIES

The Victoria Park BIA has been active in the area's revitalization since its formation in 1996. The Victoria Park BIA'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 BIA'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

BIA 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 requiring 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 visual permeability of at-grade retail and restaurant spaces. Policies should encourage occupants and property owners to maintain permeability at doorway entrances and storefront windows during occupancy. Animation of storefront windows should be encouraged throughout vacancy.
- 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.

Research and Design Studies

BIA PRIORITY:

To initiate a review of the density bonusing strategy developed by the Beltline ARP.

Density Bonusing Research Study

Base and maximum densities should be reviewed to determine their impacts on development and potential density suppression. This review should include a re-analysis of density bonus items and their value to Victoria Park, and should result in recommendations for amendments to the density bonusing strategy and improvements to the Beltline Community Investment Fund (BCIF).







Visually impermeable storefronts



Temporary Interventions and Beutification Projects

BIA 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 BIA 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 lanes and alleys 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

BIA PRIORITY:

To market the area and facilitate events as placemaking strategies while promoting BIA member businesses.

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

Development of a Broader Marketing and **Events Strategy**

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

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



Street Festiva Community Involvement at the



Placemaking and Branding

It is an ongoing priority for the Victoria Park BIA 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 BIA 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 BIA 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 BIA 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 BIA 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 BIA 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

Small litter bin PARKIN

Clean to the Core Initiative Small Litter Bin

SUMMARY - VICTORIA PARK BIA PRIORITIES







SUMMARY: KEY VICTORIA PARK BIA PRIORITIES

This plan has developed a hierarchy of priorities for the Victoria Park BIA 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 BIA 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 BIA 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 BIA 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 BIA 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 BIA priority to ensure collaboration between the CMLC and the Victoria Park BIA 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 Green Line LRT and stations in 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 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 - VICTORIA PARK BIA PRIORITIES

VICTORIA PARK BIA INVESTMENT PRIORITIES

Planning and Policy

It is a Victoria Park BIA 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 BIA 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 Intervetions and Beautification Projects

It is a Victoria Park BIA 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 BIA 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 BIA 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 BIA 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 and Safe Initiatives

It is an ongoing Victoria Park BIA 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.







Streetscape beautification

wayfinding kiosk

/ictoria Park

GLOSSARY

GLOSSARY

Adaptive Reuse

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

Animation

A quality of the public realm achieved through activity, permeability, high-quality design of the streetscape, and supportive public facilities and amenities.

Beautification

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

Connections

The linkages that join pedestrians, bicycles, vehicles, public transit and other modes of transport between one area and another.

Covenant

A legal restriction on the use of property for a specific use or 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).

Eves 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 building site area. The Land Use Bylaw regulates density through Floor Area Ratio (FAR) rather than height maximums.

Gentrification

A process of population migration and neighbourhood change that can result from improved conditions and amenities. As higher-income residents are attracted to an area, rents and cost of living tend to increase, resulting in the displacement of low-income residents.

Greenway

A linear site where vegetative landscaping is promoted or exectued, 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 residential and commercial uses are mixed, but other combinations are possible.

New Urbanism

An urban design movement that promotes walkable neighborhoods, mixed-use development, a range of housing types, 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 include 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 and personal mobility. Design elements that promote this include sidewalk widths, street furniture, wayfinding, signage, lighting, materiality, crosswalks, and landscaping.

GLOSSARY

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.

· 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 define its character. These elements include paving materials and dimensions, 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 autooriented, low-density development. Urban sprawl generally has negative consequences for a city due in the form of health, environmental, and cultural impacts.

Utilities

Gas, electricity, telephone, water, storm and sanitary sewer, cable, and fibre-optic 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 and quality of footpaths and sidewalks, traffic and road conditions, land use patterns, building accessibility, lighting, and other safety considerations.

Wayfinding

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



<u>APPENDIX A - Past Accomplishments and Influence</u>

PAST ACCOMPLISHMENTS AND INFLUENCE OF THE VICTORIA PARK BIA

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

The Victoria Park BIA has now shifted its strategy to actively promote development, while continuing to improve Victoria Park's urban environment. This has been achieved through planning and policy amendments, small-scale temporary activations or "pop-ups" and beautification projects.

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

Clean and Safe Initiatives

Graffiti, Litter and Debris Removal (Ongoing)

The Victoria Park BIA, 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 BIA 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 BIA 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 BIA 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 BIA 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 BIA 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 BIA 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 Policiy

The Beltline Initiative: Rediscovering the Centre (2003)

The Victoria Park BIA 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 BIA, the 17 Avenue SW BIA and the then-named Victoria Crossing BIA. The initiative began to develop broader planning policies for the Beltline, advocating for increased density, mixed-use development and transit-oriented development.

The Beltline Area Redevelopment Plan (ARP) (2006)

The Victoria Park BIA 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.

APPENDIX A - Past Accomplishments and Influence

Amendments to Parking Requirements (2008)

The Victoria Park BIA successfully initiated amendments to remove minimum parking requirements affecting uses that promote pedestrian and at-grade activity. Previous to these amendments, minimum parking requirements appropriate to suburbs were being imposed in the Beltline. These requirements were not aligned with existing policies advocating for high-density and transit-oriented development in the area.

In combination with the large proportion of heritage buildings lacking parking areas, the minimum parking requirements were a critical barrier for many prospective businesses looking to locate in the area. This left many at-grade retail spaces in Victoria Park vacant for extended periods of time.

The Victoria Park BIA-initiated parking requirement amendments aligned with current standards for downtown planning and existing City policies. This process enabled a number of businesses to become viable in Victoria Park.

Amendments to Surface Parking Land Uses (2007)

The Victoria Park BIA supported the City of Calgary initiative to reduce the prevalence of surface parking lots throughout the Beltline, to encourage 24-hour active, dense, mixed-use redevelopments in the area.

Third-Party Advertising Guidelines (2012)

The Victoria Park BIA 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 BIA successfully advocated for the prohibition of large-format third-party advertising within BIA boundaries.

Centre City Urban Design Guidelines (2012 – Ongoing)

The Victoria Park BIA actively participates in stakeholder meetings, 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 BIA 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 BIA to redevelop the streetscape along 1 Street SW. The BIA was a key stakeholder in the design of the street, while funding was provided via a local improvement bylaw. Additionally, the Victoria Park BIA 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 BIA was the long-sought-after rehabilitation of Haultain Park, the Haultain School and the Underwood Block. The Victoria Park BIA advocated for the park's rehabilitation and held stakeholder workshops to help craft a successful integrative design. The BIA was also 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 BIA was the long-sought-after rehabilitation of Central Memorial Park and the Memorial Park Library. The Victoria Park BIA 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 (2016)

The Victoria Park BIA worked to ensure an integrated 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 BIA 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.

CPR Underpass Enhancements (ongoing)

The Victoria Park BIA has been a long-time advocate for to the CPR track underpasses underpass as major points of connection between Victoria Park and downtown Calgary.

The Victoria Park BIA played a key role in the Request for Proposals (RFP) process for the 1 Street SW and 4 Street SW underpass enhancements. As part of the selection committee, the Victoria Park BIA advocated for a conceptual design proposal that incorporates the baseline infrastructure improvements with a broad understanding of contextual issues.

APPENDIX A - Past Accomplishments and Influence

Pilot Projects, Small-Scale Interventions and Beutification Projects

Food Truck Pilot Project (2011)

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

Pop-Up Patios Pilot Project (2012)

The Victoria Park BIA participated in the development of the pop-up patio pilot program in collaboration with the City of Calgary and other Calgary BIAs. Recognizing that outdoor cafes add vibrancy to the public realm, the program's purpose was to encourage business owners in BIA 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 BIA areas.

Centre City Wayfinding Program (2012)

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

Construction Hoarding Photographic Panels (2011)

The Victoria Park BIA funded the construction and installation of 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 BIA 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 BIA 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 BIA 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 BIA 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

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)
17 Avenue Standing Stakeholder Committee (ongoing)
CMLC RDMP Stakeholder Committee (ongoing)

















<u>APPENDIX - Land Use Bylaw 1P2007</u>

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 USAGE

30.68%

PURPOSE

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.

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.

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

Major Streets: 10 Avenue SW, 11 Avenue SW Local Buildings: TransAlta Place, Hotel Arts

OTHER NOTES

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.

- 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 USAGE

4.08%

PURPOSE

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.

To encourage uniform development of storefronts to be arranged in a configuration that effectively frames the public realm on both sides of the street.

To foster the development of a non-intrusive commercial corridor or "high street" which suggests a safe and lively urban environment.

To promote a diverse mix of contextual built forms and active commercial land uses creating a rich social experience.

<u> APPENDIX B - Land Use Bylaw 1P2007</u>

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

PERMITTED USES

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.

To provide a range of services and activities that collectively help promote Victoria Park as a cultural hub and significant destination in

Calgary.

EXAMPLES

Major Streets: 4 Street SW, 1 Street SW

Local Buildings: Radio Block, Hotel Arts Retail Gallery, Colours

OTHER NOTES

- 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

To provide a land use district that accommodates higher intensity forms of multi-residential development in Calgary's Centre City.

To encourage multi-residential development in a variety of scales along lower volume "residential streets".

To promote and facilitate the objective of encouraging 65% of residential population growth in Calgary's established communities.

To encourage a built form that is street-oriented and contextual with a variety of on-site landscaping at and above-grade.

To allow for a limited range of non-intrusive uses that are compatible with a primarily residential district.

PERMITTED USES

Primarily higher-intensity and street oriented residential uses along dedicated lower-volume interior residential streets.

Provision for a limited range of uses deemed to be compatible including assisted living and live-work units.

EXAMPLES

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

OTHER NOTES

- 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 - Land Use Bylaw 1P2007

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

TOTAL LAND USE

0.22%

PURPOSE

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.

To provide a development standard that promotes mixed-use urban development in the Centre City with emphasis on high-density residential uses.

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.

PERMITTED USES

Similar suite of uses to the CC-MH land use district with the allowance of a limited range of commercial uses.

Primary dedication of floor area to a minimum of 80% residential use.

Some support commercial services such as medical clinics, restaurants, cafes, and drinking establishments.

EXAMPLES

Major Streets: N/A Local Buildings: N/A

OTHER NOTES

- 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

To accommodate a range of indoor and outdoor recreation uses that promote an active urban lifestyle.

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.

To provide a land use district that recognizes the diversity and range of land uses that can be applied to traditional recreation lands.

To encourage a multitude of uses and flexible space that support the needs of growing residential populations in Victoria Park.

To eliminate a strict definition of recreation space that may result in underutilization and a narrow range of uses.

<u>APPENDIX B - Land Use Bylaw 1P2007</u>

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

- 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

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.

To allow for the location of education and community facilities within buildings as required.

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.

PERMITTED USES

Small-scale recreational uses such as tennis courts, parkettes, open space.

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.

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 - 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.

EXAMPLESLocal Uses: Stampede grounds, CPR lands north of 10 Avenue SW

Local Buildings: Sasso and Vetro

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.

<u> APPENDIX C - Victoria Park Pop-Up Strategy</u>

VICTORIA PARK POP-UP STRATEGY

Purpose

The purpose of small-scale temporary activations ("pop-ups") in Victoria Park is to reclaim vacant spaces and convert them into assets, and thereby enhancing public safety, increasing street vitality, promoting creativity and innovation, and encouraging 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 BIA pioneered a shared responsibility model whereby the City of Calgary provided enabling policy and legislation, and a third party (the BIA) provided for operational and logistical needs.

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 BIA 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 BIA is willing to provide all guarantees and insurance, and to curate these small-scale temporary uses of private and public space.

Typologies

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 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, to help promote the new development

Victoria Park Pop-Ups

Development of pop-ups in Victoria Park was a three-part process under the guidance of the BIA. The goal was to enable a wide range of permissible uses, in a variety of vacant spaces, of varying scales and complexity. This process required collaboration between the Victoria Park BIA, the City of Calgary, the associated City business units, and property owners.

PHASE 1 (COMPLETED) SUMMER 2012

The Victoria Park BIA 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 BIA 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 BIA 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 BIA's capacities, and civic interest and support.

PHASE 3 SUMMER 2014 - ongoing

The City-BIA collaboration will enable pop-ups in a wide range of vacant privately owned spaces in the BIA for "previtalization", micro-mixing, pop-up retail and other potential uses. The Victoria Park BIA 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.

<u>APPENDIX C - Victoria Park Pop-Up Strategy</u>

Pop-Up Uses

pop-up restaurant

Complex

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

VICTORIA PARK BIA POP-UPS

The development of pop-ups in Victoria Park will be a three-part process under the guidance of the BIA. 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 BIA, the City of Calgary, the associated City business units and property owners.

PHASE III - SUMMER 2014 - ongoing

The collaboration will enable pop-ups in a wide range of vacant privately owned spaces in the BIA for "previtalization", micro-mixing, pop-up retail and other potential uses. The Victoria Park BIA 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 BIA 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 BIA 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 BIA's capacities, and civic interest and support.

PHASE I - SUMMER 2012

The Victoria Park BIA 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.

Complex



Location

Private Outdoor Space

Indoor Storefront Space

Indoor Leasable Space

Outdoor Public Space

<u> APPENDIX C - Victoria Park Pop-Up Strategy</u>

PHASE I CASE STUDY: VICTORIA PARK POP-UP PARKLET 2012

Site: 208 14 Avenue

Victoria Park's first pop-up project, the Victoria Park "Parklet" was located on the active retail and restaurant strip of 1 Street SW, linking it to the adjacent Haultain Park. The privatelyowned site was intended to be used for the development of a high-rise condominium tower (Union Square Tower II), but sat vacant after the completion of the Union Square Tower I in 2008. Fencing around the site was erected, enclosing high voltage electrical panels and electrical cables left over from the construction. The fencing proved to be problematic, reducing visibility into the site, which led to a wide range of illicit activity. It was also regularly blown over by wind storms, and attracted unsightly graffiti. For all these reasons, the site's enhancement became an increasing priority for the Victoria Park BIA. Permissions were given by the property owner to Victoria Park BIA 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-led community improvements such as tree plantings. The Victoria Park BIA 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 types of programming.

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. Going forward, the BIA will implement other small-scale, temporary activations of vacant space based on these results, community feedback and interest.

The parklet was removed in late 2015. As of this writing in Fall 2017, Union Square Tower II, now known as the Underwood, is under construction on the site and projected to be completed in 2019.

Right: 208 14 Avenue SW, before enhancement





























Above: The Victoria Park Parklet - 208 14 Avenue SW, after enhancement

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<u>APPENDIX C - Victoria Park Pop-Up Strategy</u>

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 BIA by the property owner to enhance the space and activate it with popup places. The Victoria Park BIA 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 BIA and the Sled Island Music Festival. Sled Island is a 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", bringing 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 BIA 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.

Dunkley, a Master of Fine Arts student at the University of Calgary, 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 21, 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 BIA'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.













Above: 1412 1 Street SW, before enhancement











Above: Enhancement and pop-up uses in the vacant retail space at 1412 1 Street SW $\,$

VICTORIA PARK

<u> APPENDIX C - Victoria Park Pop-Up Strategy</u>

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 BIA 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 popup 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 BIA 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, Stn. M, Calgary, AB, Canada T2P 2M5

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<u>APPENDIX C - Victoria Park Pop-Up Strategy</u>

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.

Below: Website content on the City of Calgary website (www.calgary.ca) to support and 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?

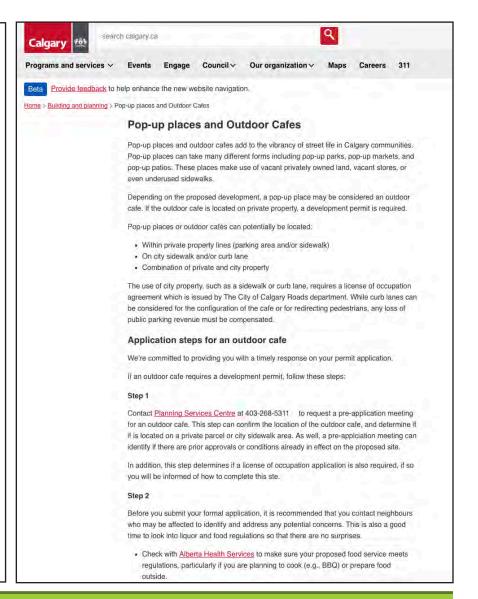
To find out if you need a development, building or electrical permit, you need to be able to answer the following questions:

- . What is the nature of the site:
 - o Is it public or private?
 - o What is the existing use and the proposed activity?
 - o 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 call 3-1-1 P.O. Box 2100, Stn. M, Calgary, AB, Canada T2P 2M5

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<u> APPENDIX D - The Case for "Victoria Park"</u>

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

Historial 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.

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 divided 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

In consideration of the amount of social capital in the name and brand, the Victoria Crossing BIA changed its name to the Victoria Park BIA 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 BIA 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 of 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 BIA feels there is a compelling case for the continued use of the Victoria Park name as an identifier for the former Victorira 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.

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* All photos courtesy of the Victoria Park BIA except where noted.