

Applicant Submission

January 25, 2021



IBI GROUP
3rd Floor, 227 – 11th Avenue SW
Calgary AB T2R 1R9 Canada
tel 403 270 5600 fax 403 270 5610

Kaitlin Bahl, Centre West, Community Planning

January 2021

Kaitlin Bahl
Centre West, Community Planning
Planning and Development, The City of Calgary
5th Floor, 800 Macleod Trail SE
P.O. Box 2100, Station M,
Calgary, AB T2P 2M5

Dear Mrs. Bahl:

**PROPOSED LAND USE AMENDMENT, AND BELTLINE ARP POLICY
AMENDMENT FOR MCDONALD'S RESTAURANT
LOCATED AT 1422 - 17TH AVENUE SW (PLAN A1, BLOCK 116, PORTION OF
LOT 3, AND LOT 4 - 8)**

APPLICANT:

IBI GROUP
3rd Floor, 227 11 Avenue SW
Calgary, Ab, T2R1R9
P: 403.270.5600
E: ekarpovich@ibigroup.com, rob.cioffi@ibigroup.com

COMPANY REPRESENTED:

MCDONALD'S RESTAURANTS OF CANADA LTD.

SITE:

The site is located within the Beltline Community at 1422 17th Avenue SW (Plan A1, Block 116, Portion of Lot 3, Lots 4 TO 8), located along 17th Avenue SW. The parcel is +/- 0.22 ha in total area and is currently zoned CC-COR – Centre City Commercial Corridor District and situated within a band of CC-COR along the north side of 17th Avenue SW.

The site is owned by McDonald's Restaurants of Canada Ltd. and currently operates as a Single Lane Drive Through restaurant with an existing right in and right out off of 17th Avenue SW. The building and restaurant have been in operation for approximately 35 years and displays obvious signs of wear and use. McDonald's Canada has indicated an interest in updating this location to their latest design standards and would like to introduce a contemporary new build on site with a dual lane drive through to replace the dated restaurant and site configuration which currently exists on site.

IBI Group Professional Services (Canada) Inc. is a member of the IBI Group of companies

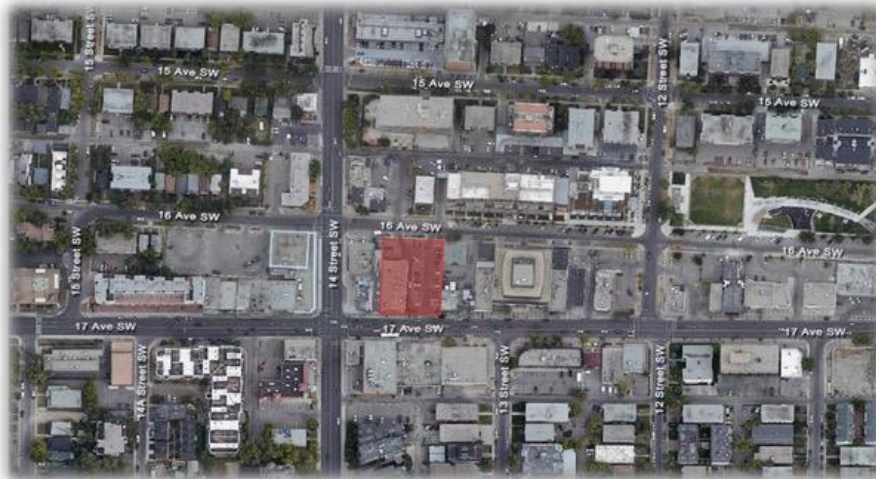


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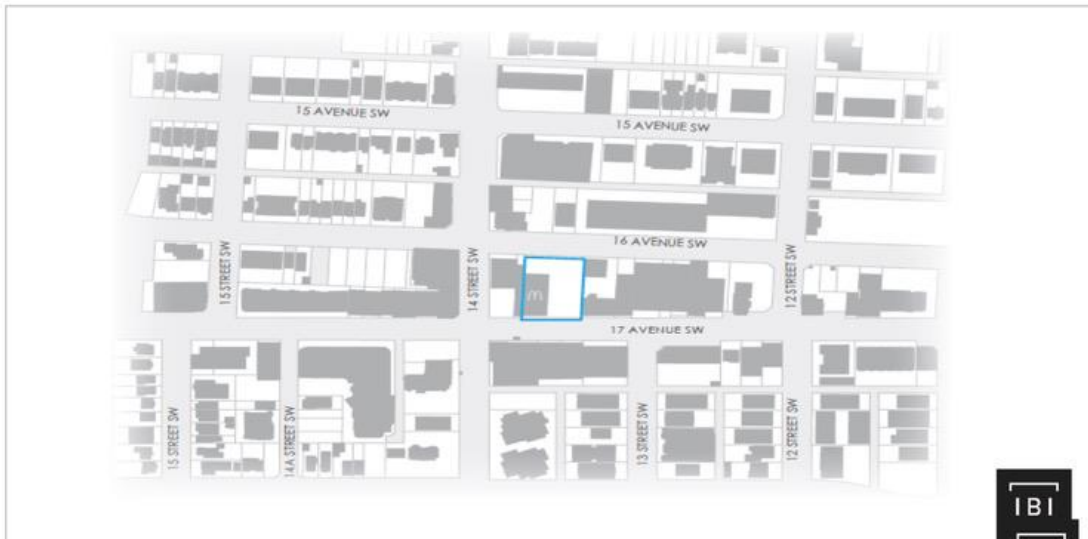
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The proposal for the amendments to the LUB, and Beltline ARP are to ensure that McDonalds can continue operating out of this location with a project that will be greatly improved from a service and security standpoint, from a pedestrian, vehicular and adjacent property standpoint.



SITE LOCATION



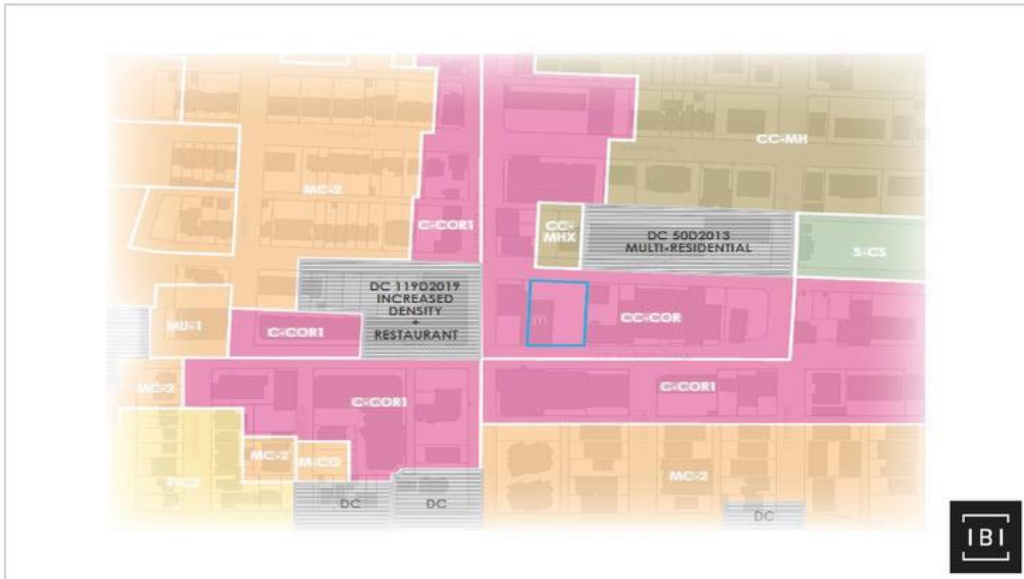


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EXISTING LAND USE CONTEXT



EXISTING POLICY CONTEXT





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LAND USE AMENDMENT FROM CC-COR TO DIRECT CONTROL DISTRICT (CC-COR AS BASE)

For a new build with a drive through to be included, both a Land Use Amendment as well as a Policy Amendment would be required. The existing Land Use District (CC-COR Centre City Commercial Corridor District) would be required to be re-zoned to a Direct Control Land Use District using a base CC-COR and including two specific changes; one would include the addition for a "Drive-Through" listed as a Discretionary Use, the second would be to remove the policy requiring "length of the building façade that faces the commercial street to be a minimum of 80.0 per cent of the length of the property line it faces".

SITE SPECIFIC AMENDMENT TO THE BELTLINE AREA REDEVELOPMENT PLAN

A site-specific amendment to the Beltline Area Redevelopment Plan would also be required and would allow for the site to include a "Drive-Through Facility" as a Discretionary Use as well as removing the provision for "Business Fronts must be Greater than 30m in Width".

CONCLUSION

The proposed Land Use Re-designation and Beltline ARP Site Specific Policy Amendment will allow for the development of a new McDonald's restaurant with a dual lane drive through which will augment and heighten a vital and prominent corridor within the City and allow it to be modernized and reinvigorated, to replace the existing drive through restaurant that has operated in this location for over 35 years.

The site design encourages livability and vitality and maintains the continuity and the vision for 17th Avenue as an urban and activated public realm and modern corridor within the City as set out by the City of Calgary, City of Calgary Complete Streets Policy Design guidelines as well as the 17 Avenue SW Urban Design Strategy and 17th Avenue SW Streetscape Masterplan.

McDonald's has engaged with the City of Calgary, Beltline and Lower Mount Royal Community Associations, City of Calgary Main Street project team, and City of Calgary Transportation in order to facilitate a comprehensive flagship McDonald's restaurant that will undoubtedly enhance, augment, and facilitate the City's future vision for a dynamic and activated 17th Avenue corridor and create a more visually dynamic, modern, and amplified 14 Street intersection.

LAND USE AMENDMENT/ SITE SPECIFIC BELTLINE AREA REDEVELOPMENT AMENDMENT RATIONALE

McDonald's has adopted many of the guiding policies included in the Municipal Development Plan and the Beltline Area Redevelopment Plan to offer a new and contextually appropriate proposal for the site. We believe that through the integration of these policies, the site now allows for a more local and broader population base, creates a streetscape which responds to the existing context and the City's future vision, ensures compatibility of uses, and promotes safety and building forms appropriate to the local context and is driven by the City's vision for a dynamic 17th Avenue corridor and animated 17th Avenue/14 Street intersection.



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The existing McDonald's is located on a prominent intersection along the 17th Avenue boulevard yet remains largely in its original state and does not currently conform to current McDonald's design standards as no physical improvements have been initiated to date. One option is for the old building to remain in its existing condition as is, however, given the status and present improvements the City has introduced for this proposed intersection, boulevard, and future upgrades along 17th Avenue SW, McDonald's has chosen to support the City's intended vision and decided to invest in a new 2-storey structure on the site which would not only substantially enhance both the streetscape and the safety within the area, but also allow for the old deteriorating structure to be replaced by a new contemporary flagship restaurant unlike any in the City and enhance the permeability and illumination of this historically troublesome corridor.

Following the Beltline ARP guidelines, the proposed new site layout would include new landscaping enhancements which would augment the intended vision along 17th Avenue SW and would supplement this vision by offering a more stimulating pedestrian experience. The proposed new 2-storey building structure also increases the safety of the area by including a 2 Storey glass permeable and transparent urban edge as well as helps to define a more animated boulevard with the addition of a more contemporary structure along the street. Additionally, the inclusion of a second floor patio along the exposed west side of the site would allow for more continuity and physical connection to pedestrians along the street in addition to keeping both the site and avenue activated and animated. A proposed dual lane drive through would eliminate queuing and congestion along 17th Avenue and allows for more intuitive and natural vehicular/pedestrian traffic flow movement on the site and creates a more distinct separation between all modes of travel. Additionally, the dual lane drive through has been strategically located behind the building structure and screened from the pedestrian flow along 17th Avenue to allow for continuity of building façade and offer a more cohesive experience for pedestrians. Signage would be further scaled down to more appropriate pedestrian proportions and scale, and the community could be engaged via the Beltline Urban Mural Project team to include a wall mural along the adjacent wall which would not only create visual continuity for the site, but also enhances the overall pedestrian experience, can be viewed off the second level patio, and introduces a public art interface which enhances the character of this location along 17th Avenue SW.

McDonald's has also responded directly to the MDP's Crime Prevention through Environmental Design (CPTED) component through its revised site design and site layout which includes a two-tiered permeable façade facing 17th Avenue as well as the addition of an outdoor patio which faces both 17th Avenue and which opens up towards 14 Street SW . Many innovative lighting elements have also been included to augment the safety within the site, as well as the inclusion of effective illumination levels, integrated design elements (such as the patio placement) which allow for direct sightlines, as well as the introduction of private CCTV surveillance of streets and parking areas, in order to increase the sense of safety and security of this often problematic intersection and location.

17th AVENUE POLICY AND GUIDELINES

The proposed site plan design follows the City of Calgary Complete Streets Policy Design guidelines as well as the 17 Avenue SW Urban Design Strategy and 17th Avenue SW Streetscape Masterplan which provide the guidelines for the interaction and relationship between buildings, landscape, and public spaces in order to encourage livability and vitality. The proposed site design has followed these guidelines by providing a site which will augment the



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City's vision for building character, clearly defining urban edges, including an activated building interface, utilizing proper building massing and scale, as well as increasing the quality of the public realm.

PRE-APPLICATION MEETING - PE2018-02004

A Pre-Application meeting was held on October 23, 2018 (PE2018-02004), where the proposed building design was presented to members of the CPAG team, in addition to an updated landscape concept/site plan which coincides with the approved 17th Avenue SW Urban Design Strategy Guidelines and more closely aligns with the 17th Avenue SW Streetscape Masterplan.

COMMUNITY ENGAGEMENT

Both Beltline Community Association and Councillor Evan Woolley were contacted, and design updates have been presented and included. Additionally, a series of meetings were held with City Planning, Beltline Community Association, and City of Calgary Main Streets Project Team in order to discuss design features for the site which have now been incorporated into this proposed new design layout.

Specifically, outreach included the following:

1. Adjacent Businesses – Personal meetings with adjacent business owners and McDonald's representative to discuss the new commercial development which was intended to replace the old existing commercial development. The strategy was to consult adjacent businesses in person to discuss existing issues as they pertained to local business units and discuss specific issues as the site exists currently and how a new design could improve logistics, modernize aesthetics, reorganize flow, and enhance safety.
2. City of Calgary Police - Personal meeting with Calgary Police and McDonald's representative to discuss the inherent safety concerns as well as historical concerns reported on the existing site and detail how CPTED initiatives could be incorporated into the proposed design to enhance safety measures on site.
3. City of Calgary Staff - Personal meetings with City of Calgary staff and McDonald's representative to discuss existing traffic concerns on site and how new drive through location and new access design could mitigate existing traffic concerns
4. 17th Avenue Business Improvement Association (BIA) – Personal Meetings were conducted with BIA and McDonald's representative to discuss the new flagship commercial McDonald's proposed on site and the intended economic benefits this could bring to both the corridor in terms of commercial feasibility, walking traffic, as well as advantages of a rehabilitated site to include a modernized flagship location within the City.
5. Beltline Community Association March 26, 2019 – Personal Meeting with two members of the Beltline Community Association, Peter Oliver and Tyson Bolduc, one McDonald's representative, and two employees from IBI Group to present and discuss site plan/renderings.
6. City of Calgary Urban Development Review Panel Meeting (Fall 2020) - A formal meeting was held with members of the UDRP panel (six participants and distribution to eight additional members), one McDonald's representative, and two employees from IBI Group to present the proposed design as well as the revised urban strategy for the development



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The main issues raised by participants during the outreach process included the following:

- Consensus of existing pedestrian safety concerns on site (loitering, lack of lighting, nefarious activities in and around the site)
- Consensus of existing traffic safety concerns on site (queuing of traffic for drive through would interrupt 17th Ave boulevard and often cause backlog of vehicles onto 17th Ave SW and blocking north lane)
- Consensus that the existing site was old, worn-out and damaged and in need of an upgrade
- Consensus that the site required remodel to help improve existing conditions and new proposed development could be a very positive initiative within the community (in terms of commerce, increasing pedestrian volume, and overall enhanced safety measures provided to community)
- Positive feedback about proposed enhanced CPTED and safety features to be implemented on site to promote pedestrian safety
- Consensus that the inclusion of a Drive Through would require an amendment to the Beltline Area Redevelopment Plan

Subsequently, these concerns were resolved by McDonald's by including the following operational/design adaptations:

Consensus of existing pedestrian safety concerns on site (loitering, lack of lighting, nefarious activities in and around the site)

- McDonald's has also responded directly to the Crime Prevention through Environmental Design (CPTED) component through its revised site design and site layout which includes a two-tiered permeable facade facing 17th Avenue as well as the addition of an outdoor patio which faces both 17th Avenue and which opens towards 14 Street SW. Many innovative lighting elements have also been included to augment the safety within the site, as well as the inclusion of effective illumination levels, integrated design elements (such as the patio placement) which allow for direct sight-lines, as well as the introduction of private CCTV surveillance of streets and parking areas, to increase the sense of safety and security of this often-problematic intersection and location.

Recently, McDonald's has agreed to allow for specific operational changes to be adopted only within this location to help with future safety concerns:

- Limiting accessibility and operations on the second-floor level during off-hours to reduce loitering
- Amending operational guidelines including limiting off-hours drink re-fills to limit loitering
- Limited Wi-Fi accessibility during off-hours and measures in both the construction of the building and installation of the Wi-Fi routers to prevent non-occupants from using the free Wi-Fi (inclusive of standard password protection)
- Door less washrooms to prevent nefarious activities

Additionally, McDonald's had made changes to the patio (which was originally to be located along the eastern edge) and has now been moved to the west edge of the building to allow for maximum exposure to pedestrians below and to allow for maximum visibility into and through the 14th Street intersection.

Consensus of existing traffic safety concerns on site (queuing of traffic for drive through would interrupt 17th Ave boulevard and often cause backlog of vehicles onto 17th Ave SW and blocking north lane)

- A proposed dual lane drive through would eliminate queuing and congestion along 17th Avenue and allows for more intuitive and natural vehicular/pedestrian traffic flow



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movement on the site and creates a more distinct separation between all modes of travel. Additionally, the dual lane drive through has been strategically located behind the building structure and screened from the pedestrian flow along 17th Avenue to allow for continuity of building facade and offer a more cohesive experience for pedestrians

Consensus that the existing site was old, worn-out, damaged and in need of an upgrade

- The proposed building structure includes a 2-storey glass permeable and transparent urban edge as well as helps to define a more animated boulevard with the addition of a more contemporary structure (a flagship McDonald's location within the City) along this 17th Avenue corridor. Additionally, upgrades would be made to landscaping (benches, planters, integrated paving stones and additional vegetation) as well as allow the site to be more accessible, flexible, resilient, and sustainable.

Consensus that the inclusion of a Drive Through would require an amendment to the Beltline Area Redevelopment Plan

- The existing site plan has incorporated a flexible and resilient design solution which accommodates all forms of traffic flow into and out from the site. An amendment to the Beltline ARP has been submitted along with the Land Use Amendment submission to continue to allow for the restaurant to operate as exists today.

DESCRIPTION OF PROPOSED REDEVELOPMENT OF THE MCDONALDS RESTAURANT

The proposal calls for the redevelopment and reconstruction of the current Restaurant: Food Service Only - Medium and Drive Through use. The proposed development will remove the existing McDonald's building and reconfigure the site so that the building is reconstructed on the East side of the site, a right-in right out access from 17th Avenue would be constructed and the drive through, drive aisles and parking would be reconfigured to allow for access from both 17th Avenue and 16th Avenue SW. The reconfiguration would see all the queuing and the parking located towards the rear of the new building and the installation of a dual lane drive through. The new McDonald's Restaurant building will be two storeys in height and contain an outdoor patio on the second level facing 17th Avenue. The proposal adheres to both the City of Calgary Municipal Development Plan guidelines as a neighbourhood Main Street (in terms of scale, form, and character), as well as the Beltline Area Redevelopment Plan (in terms of street presence, offering a high degree of permeability through the use of transparent windows and doors, pedestrian scale, façade treatment and street front elevations). McDonald's is proposing a large scale community-driven art exhibit mural including an outdoor patio fronting 17th Avenue SW with generous landscaped frontage which will accentuate the 14 Street/17 Avenue intersection which aligns with the city's future vision for 17th Ave SW.

We understand that the development permit will require working closely with the various departments within the City of Calgary to ensure the project is completed with all considerations, the following exhibits are not final but an illustration of what could be achieved both from a architectural, functional and safety perspective.



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PROPOSED SITE RENDERINGS





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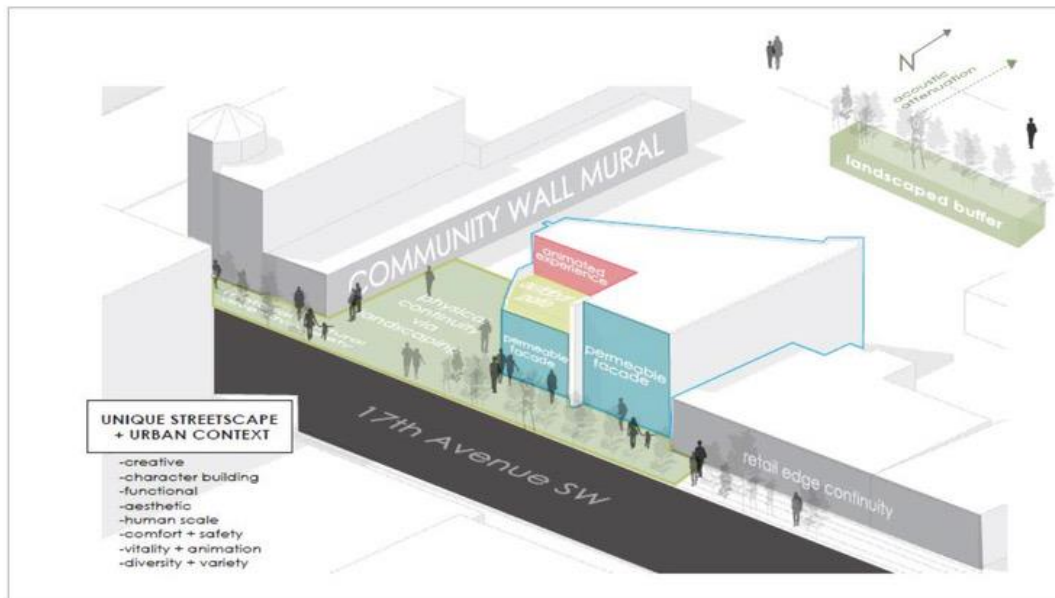
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PROPOSED DESIGN CONTEXT DIAGRAM

The site has included future improvements along 17th Avenue which allow for a wider pedestrian boulevard along 17th Avenue and a more integrated and accessible public realm which includes trees and banners and is more clearly defined through the use of materials and color as indicated in the 17th Avenue SW Urban Design Strategy. Additionally, planters and trees have been included to supplement the boulevard and add natural elements to the overall pedestrian experience which add depth and interest to the restaurant edge making the overall experience more inviting.



SITE PLAN

The proposed site has integrated similar patterning and coloring conforming to the 17 Avenue SW Urban Design Strategy policy in order to harmoniously integrate both the private and public space along this section of 17th Avenue. An assortment of paving stones/colors have been introduced which help to identify both the drive aisle and the sidewalk for pedestrians and automobiles and this design has been extended well into the middle of the site so as to allow for a continuity of materials, space, and an integration between the building and existing landscaping.



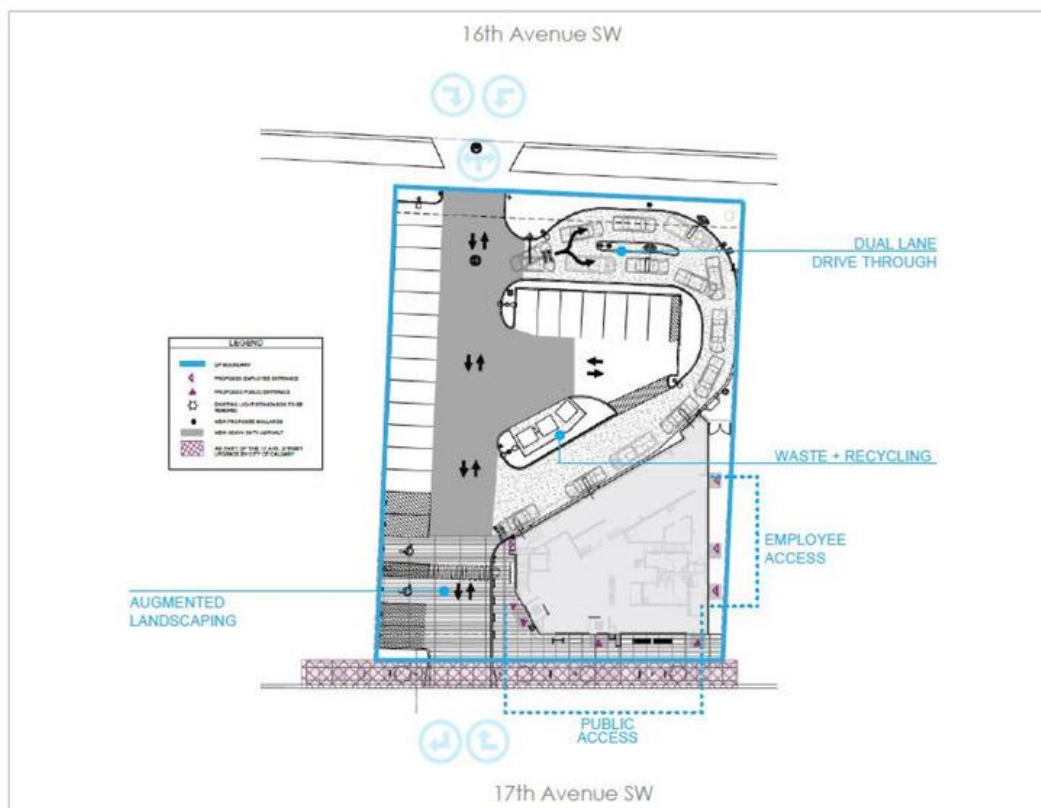
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The assortment of paving materials/colors has reinforced both the location of the main entrances to the restaurant as well as allowed for a delineation of the access for vehicles off 17th Avenue as well as created visual cues for pedestrians walking along the boulevard. Planters and benches have also been included along the restaurant front as per the 17th Avenue Urban Design Strategy policy to enhance this component of the public realm corridor.

An additional small landscaped area has been included along the SW edge of the site to provide a semi-transparent screen from the parking in behind, reinforce the wall mural, and visually tie the building form from the east side to the west side of the site enhancing the connectivity and cohesion of the overall site design.





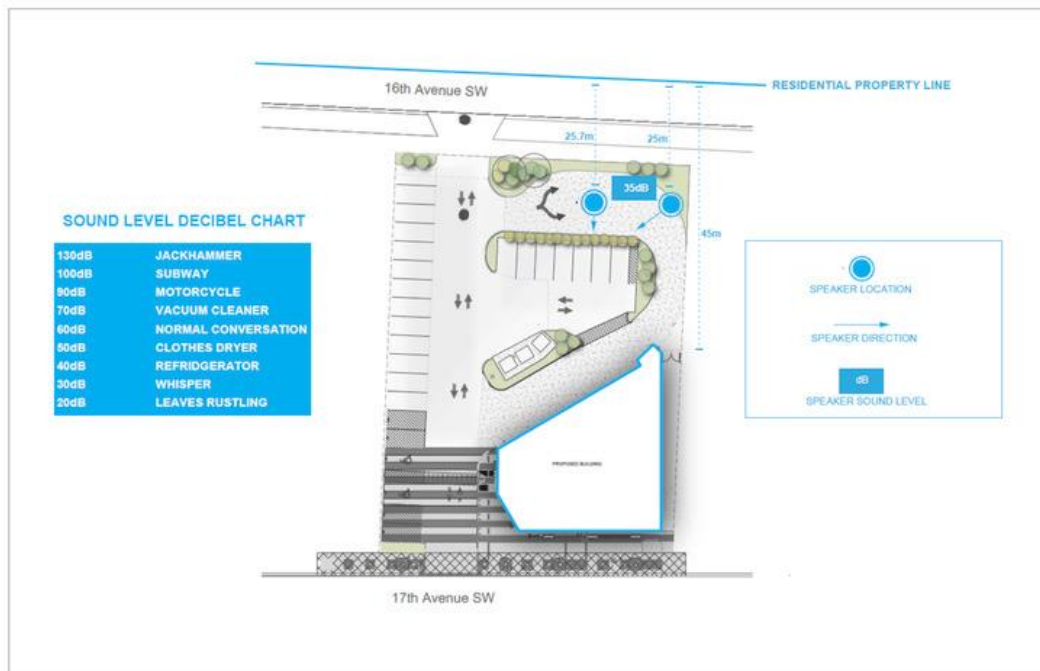
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SOUND ATTENUATION

McDonald's has also incorporated new technology which includes automatic volume control (AVC) into many of their recent speaker systems. AVC will adjust the outbound volume based on the outdoor, ambient noise level. When ambient noise levels naturally decrease at night, AVC will reduce the outbound volume on the systems. At 16 feet from the speaker system (approximately 5 meters away), noise output with AVC report sound levels at 35dB (comparable to the sound output of a whisper). This, along with a landscaped northern edge will help to alleviate any noise concerns for near-by residents.



LANDSCAPING CONCEPT

An outdoor patio has been included into the new building design located on the second level fronting 17th Ave and exposed to 14 Street SW. The patio is also positioned so as to open up to the community-driven art mural which is proposed along the adjacent wall. Shadow studies concluded that this location allowed for maximum sun exposure as well as aided in connectivity between pedestrians and patrons and encouraged a more vibrant and animated public realm space. Given the patio location and with the amount of sun exposure currently proposed for the



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patio location, it has the potential to also be utilized in the winter months and help with the ability for 17th Avenue to remain active and stimulated during the winter season.

The existing Landscaping Plan has been envisioned to allow for an integration of paving materials/colors to reinforce the 17th Avenue Urban Design Strategy policy, as well as created visual cues for pedestrians walking along the boulevard which mimics the Flagship McDonald's located in Chicago. An additional small landscaped area has been included along the SW edge of the site to provide a semi-transparent screen from the parking in behind, reinforce the wall mural, and visually tie the building form from the east side to the west side of the site enhancing the connectivity and cohesion of the overall site design. All vegetation introduced within the landscaping will be native species and drought-tolerant given the high degree of sun exposure along 17th Avenue south.



SHADOW STUDIES

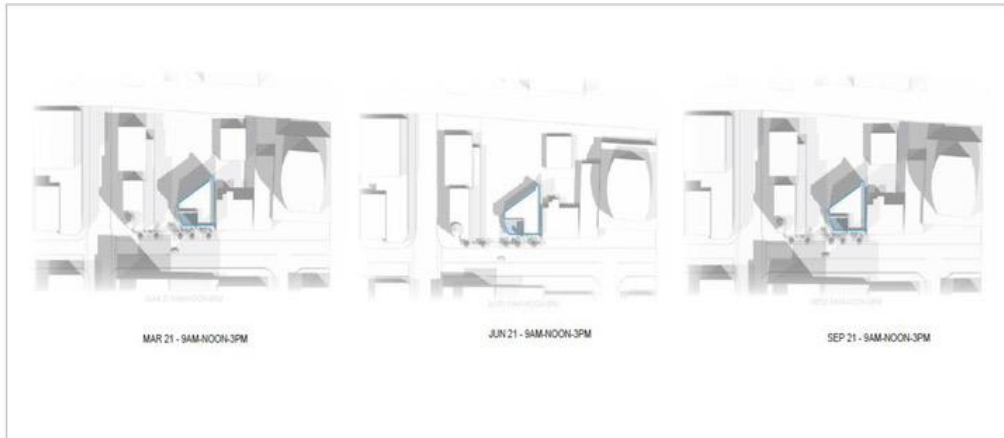
The site proposes to include an upper-story patio that is unimpeded, fronts 17th Avenue SW, and adds to the overall 17th Avenue patio experience. Shadow studies confirm that this location/design allows for maximum sun exposure as well as aid in connectivity between



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pedestrians and patrons and encourages a more vibrant and animated public realm space and creates for more inviting and attractive landscaped public spaces.

ACCESS + PARKING

The proposed McDonald's restaurant will replace the existing access off 17th Avenue located on the east side of the site and re-align a new access along the west side. The new access continues to allow the City block between 12th St SW and 14 St SW to have the lowest percentage of accesses off 17th Avenue within a three block span.

The proposed development, while only required to include a total of 6 parking spaces according to the CC-COR Land Use Bylaw, has included a total of 24 parking spaces on the site. Similarly, while the Land Use Bylaw identifies a maximum of 1 bicycle parking space, the site has provided a total of 8 bicycle parking spaces on the site. The inclusion of adding greater numbers of site parking is advantageous to the site location as it has the potential to allow for any temporary overflow from 16th/17th Avenue traffic and aide in the ability to manage intermittent congestion from either side of the site.

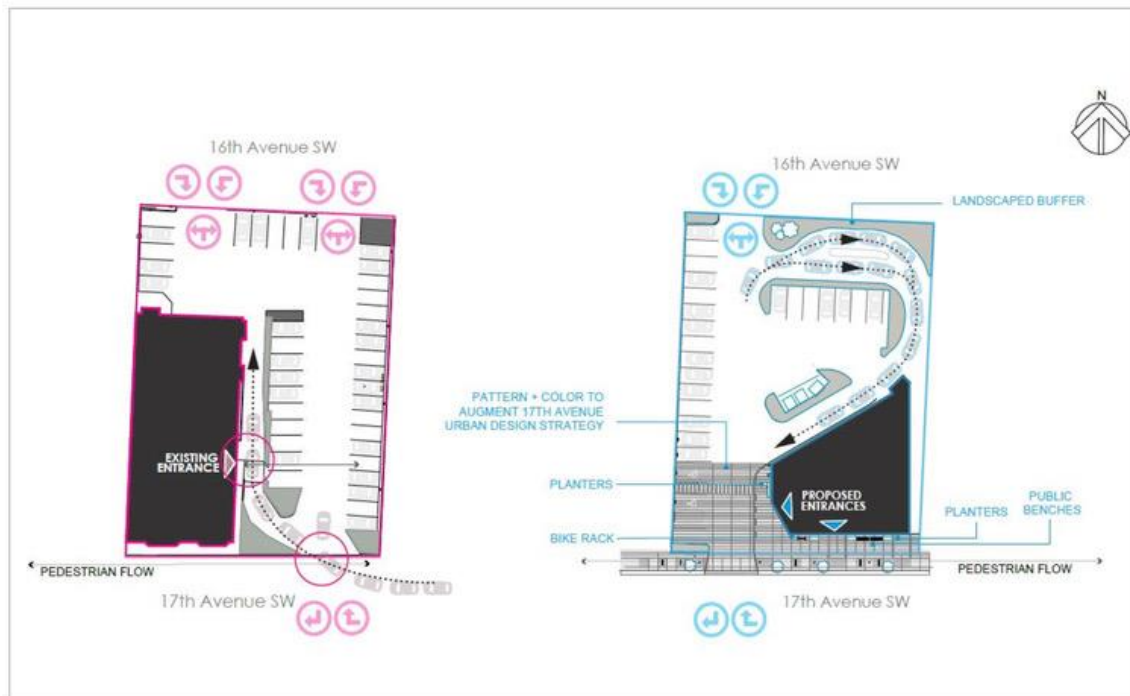
A TIA (Traffic Impact Assessment) was completed on the site by IBI Group Inc. in the spring of 2019 which concluded that the existing site condition is troublesome and causes many disruptions with congestion in its existing configuration. One essential problem with the existing site as it operates currently has to do with the queuing of vehicles and the location of the Drive-Through window which forces drive through traffic to queue into 17th Avenue SW. This results in a congestion of vehicles which inevitably leads to having queued vehicles situated within 17th Avenue and creates a series of concerns for traffic flow, pedestrian continuity, and general safety concerns along 17th Avenue SW.



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The proposed site plan has now integrated all the queuing vehicles within the site proper and has eliminated both the safety issues, continuity of pedestrian flow along 17th Avenue, as well as allows for 17th Avenue to flow freely without any impeding interruptions. Additionally, the Drive-Through window and menu boards have been located farthest away from pedestrian flow, obscured by the proposed new building structure, and away from any interruption and screened from pedestrian and traffic flow along 17th Avenue SW which allows for an improvement in continuity and in the overall pedestrian experience. The TIA concluded that the proposed site design layout improves the existing congestion and difficulties experienced currently on the site.

EVOLUTIONARY DESIGN PRINCIPLES

The proposed site design has included a Right-In/Right-Out access off 17th Avenue SW. This access will aid in providing the necessary flow of traffic off 17th Avenue SW into the site as well as aid in the ability to exit back on to a major street and minimize travel times for customers. The site must be suitable for traffic to enter and exit as easily as possible and with minimal inconvenience as dictated by vehicles on the road today.

As prominent global brand, McDonald's priority is to continue to evolve and emerge utilizing both cultural as well as technological trends in order to enhance and foster its image within the glo





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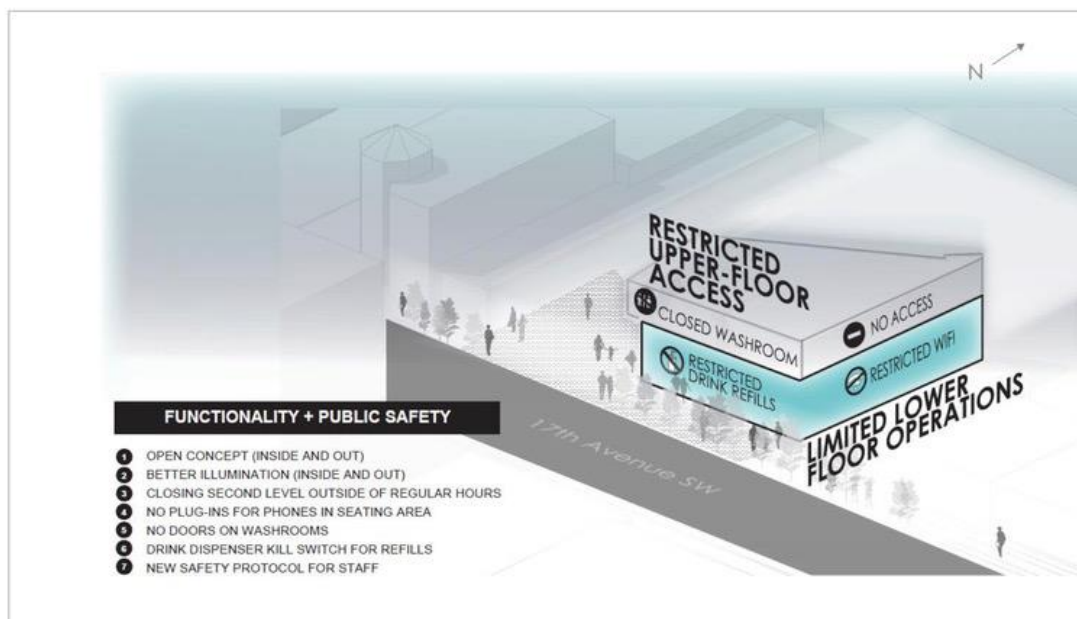
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market. As such, while the site has been designed to accommodate traffic flow into and out of the restaurant as it exists today, emerging trends have identified technologies such as autonomous vehicles, as well as 5G which could potentially change the logistics of the site in the future and thus, may alter the principles dictating how convenience food will be accessed in the future. Therefore, the proposed site design and layout has included an augmented landscaped area which not only allows for visual connectivity and continuity, but also provides the flexibility for the space to be utilized differently at a future date if and when those trends emerge as a priority for McDonald's and for its customer base. The allowance to include this landscaped flexible area into the site plan results in a resilient site plan design which has the potential to be flexible and adjusted and utilized as needed when/if the time and/or technology dictates it as such.

OPERATIONAL ADJUSTMENTS

In an effort to curb loitering on site, McDonald's has proposed a series changes to the internal operations such that there is limited accessibility and operations on the second-floor level during off-hours reducing loitering. Some of these changes have included:

1. Second floor washrooms will be access controlled during non-peak periods;
2. During off-hours drink re-fills will be limited to prevent loitering, by disabling the self-serve machine and allowing customers to obtain refills only by request at the front counter;
3. During off-hours Wi-Fi will be limited to prevent loitering and measures in both the construction of the building and installation of the W-Fi routers will be taken which prevents will prevent non-occupants from using the free Wi-Fi, and password protection enabling will be available to discourage loitering during off-hours.





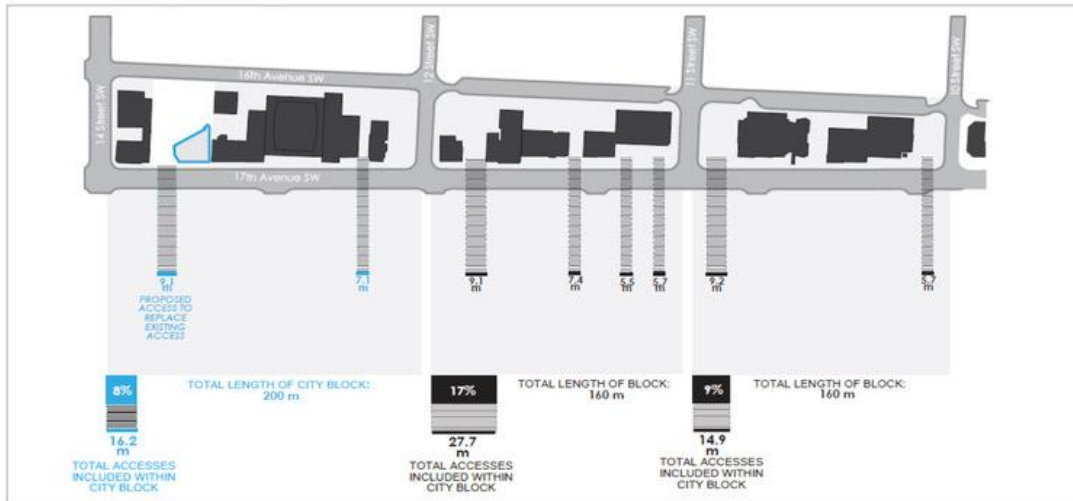
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COMMERCIAL EDGE

The proposed new site plan layout will allow for the restaurant to be located along the east side of the site situated next to the building on the site's immediate east. This will have the advantage of creating a continuous building façade along 17th Avenue of 120.8 metres in length which is not only the longest stretch of continuous building frontage along 17th Avenue from 9 Street to 14 Street, but also enhances the pedestrian experience with the addition of a public art display located at 14 Street which creates a unique and community-driven visual experience at its culmination which adds vitality, character, and an aesthetically and creative augmentation of the 14 Street intersection.



BLOCK ACCESS

McDonald's proposed new development will replace an existing access onto 17th Avenue and will introduce a new alignment on the west side of the site. The existing City block will continue to have the lowest ratio of accesses directly off 17th Avenue to City block length between 14 Street and 10 Street SW.

