



LOC2019-0100
MCDONALD'S RESTAURANT PROPOSED LAND USE REDESIGNATION
PROPOSED LAND USE AMENDMENT, AND BELTLINE ARP POLICY AMENDMENT
1422 - 17TH AVENUE SW (PLAN A1, BLOCK 116, PORTION OF LOT 3, AND LOT 4 - 8)

PRESENTATION TO COUNCIL MAY 31, 2021

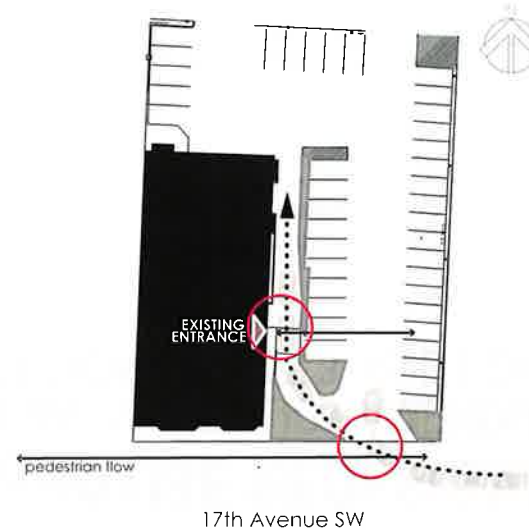


EXISTING SITE-PROPOSED DEVELOPMENT SUMMARY

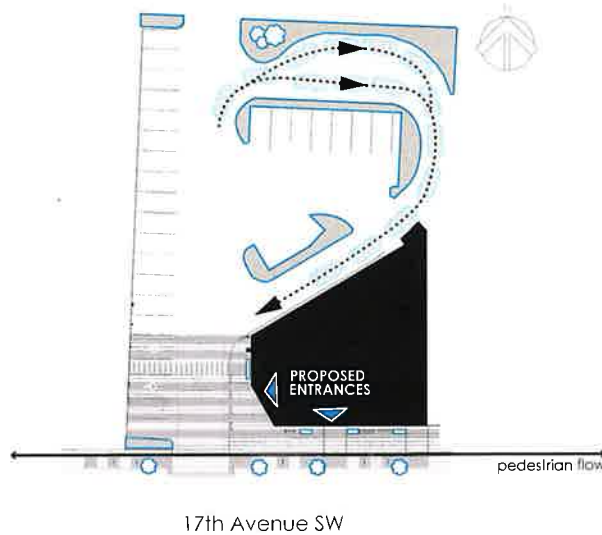
EXISTING SITE:

- includes a legal non-conforming right in right
- out Drive through
- there are transportation issues
- building is old
- no longer functional in its current configuration with old technology

Existing Site Layout



Proposed Site Layout



PROPOSED DEVELOPMENT:

- maintain drive through access
- provide convenience
- we recognize this is a special location
- McDonalds will build flagship restaurant
- which will benefit the streetscape and
- helps reduce crime and safety

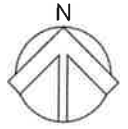
VISION PUBLIC REALM



These Artist renderings illustrate what the new restaurant could look like with the enhanced public realm



LOCATION PROMINENT INTERSECTION

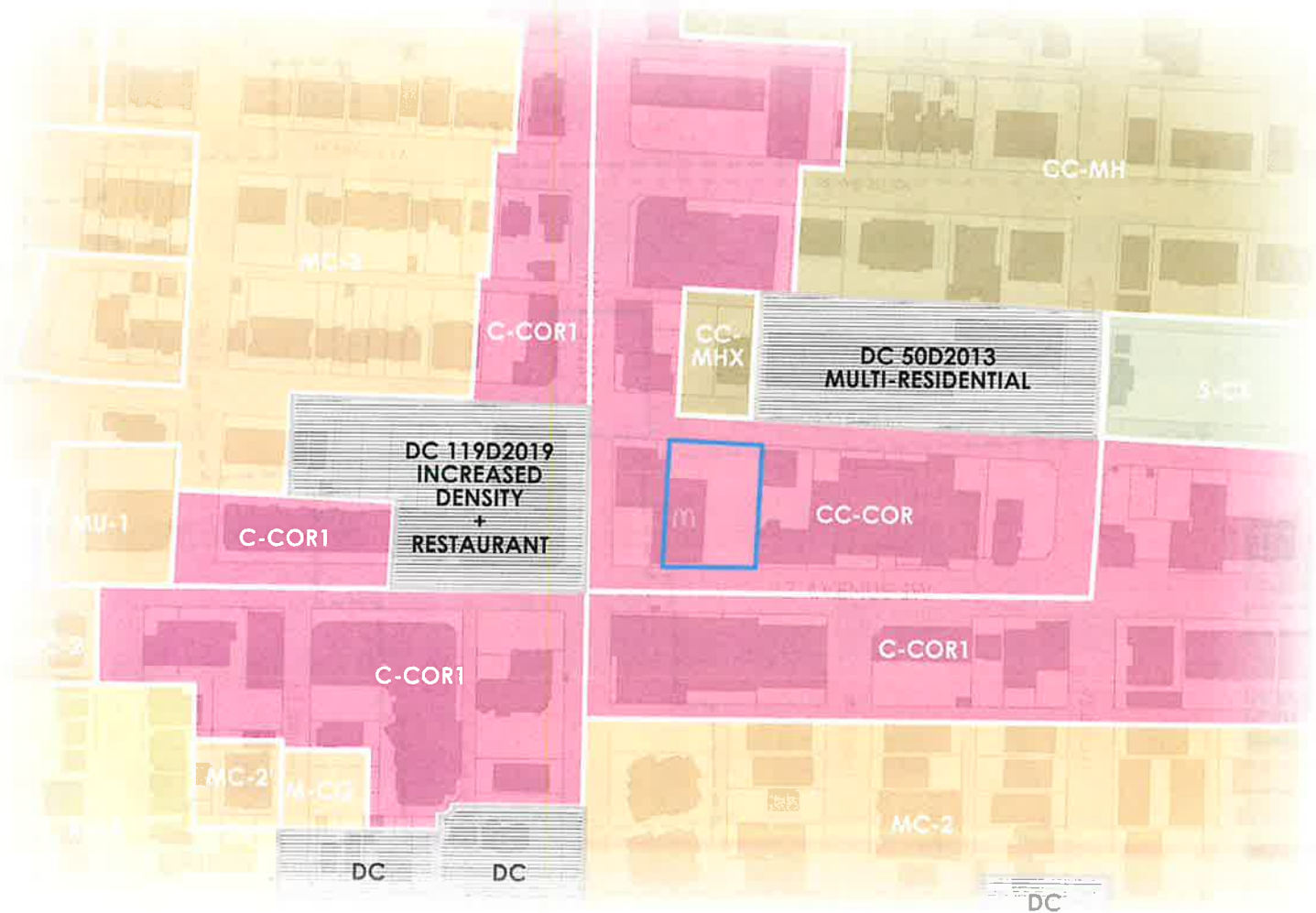
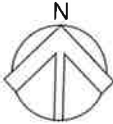


The site is located the Beltline within close proximity to the intersection of 14th Street and 17th Avenue SW.

3



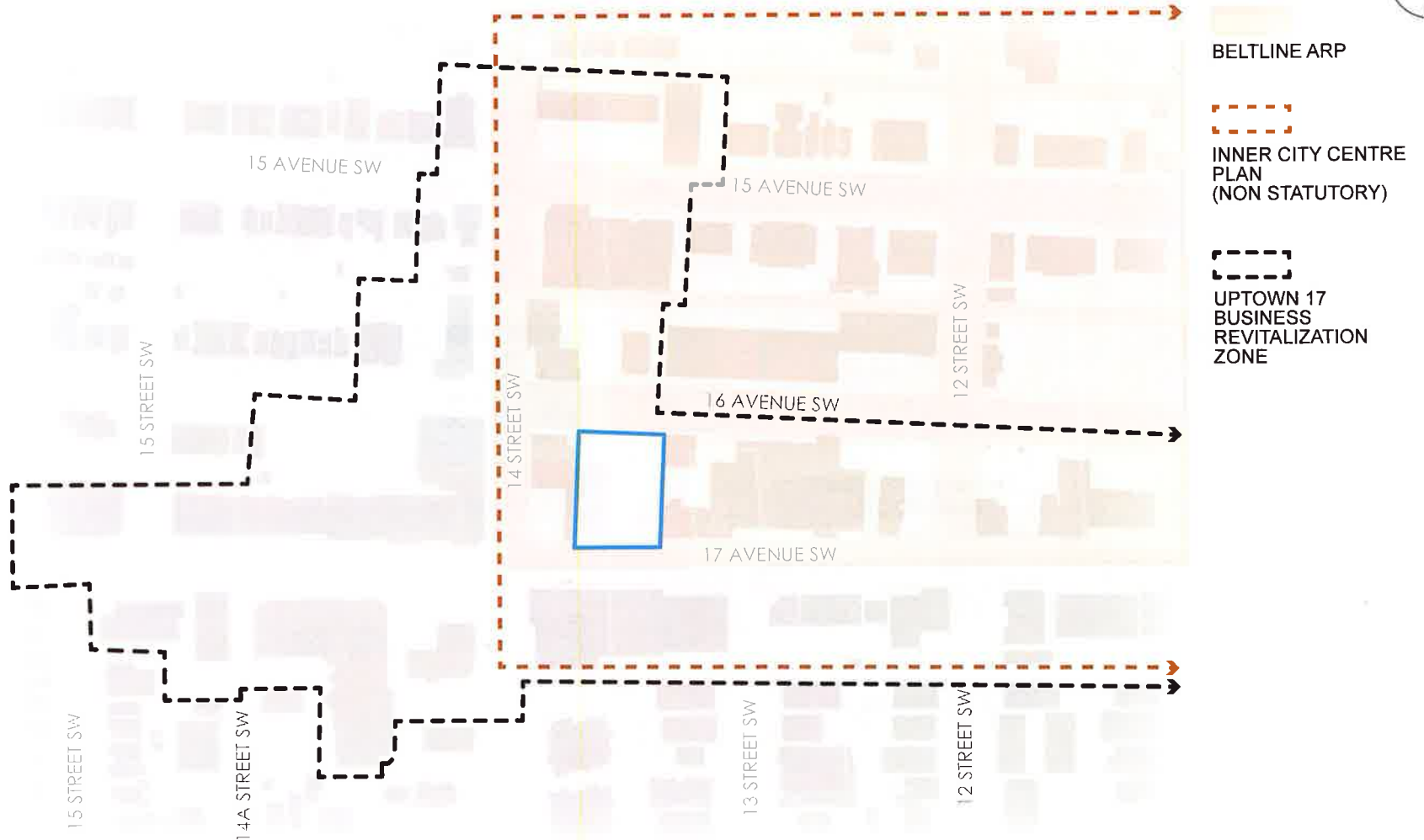
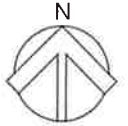
CONTEXT EXISTING LAND USE



The site is currently zoned CC-COR Land Use District and surrounded by DC, COMMERCIAL and MULTI RESIDENTIAL HIGH DENSITY Land Uses.



CONTEXT POLICY



The site is located within the BELTLINE AREA REDEVELOPMENT PLAN, INNER CITY CENTRE POLICY PLAN, and the UPTOWN 17 BUSINESS REVITALIZATION ZONE.



PUBLIC ENGAGEMENT SUMMARY

INITIAL ENGAGEMENT (2019-2020)

- correspondence and meetings with existing businesses adjacent to the property
- City of Calgary Police
- City of Calgary Staff
- 17th Avenue Retail and Entertainment District BIA
- Beltline Community Association

ADDITIONAL ENGAGEMENT (2021)

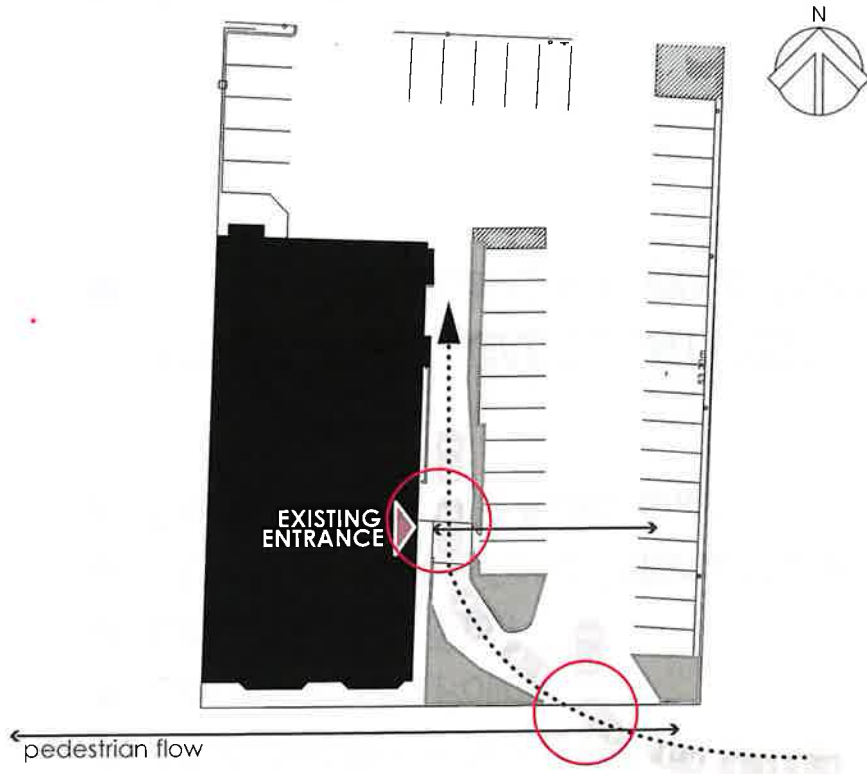
- Stakeholder Virtual Open House (March 11, 2021) - Beltline Community Association, Mount Royal Community Association, 17th Avenue Retail and Entertainment District BIA, Sunalta Community Association, City of Calgary Planning Department, City of Calgary Urban Design, McDonald's Staff, IBI Group Staff
- Public Engagement Web Site (April 2021) - ibiengage.com/mcdonalds accessed via The City of Calgary Development Map

Public Engagement was on-going through 2019-2020 and an additional engagement strategy was requested in March of 2021 as a requirement for Calgary Planning Commission.



EXISTING SITE PLAN

Existing Site Layout



17th Avenue SW

In the EXISTING SCENARIO

Queuing for the Drive Through off of 17th Avenue SW often spills on to 17th Avenue, pedestrians are forced to cross the Drive Through to access the entrance, there is dubious activities on site.

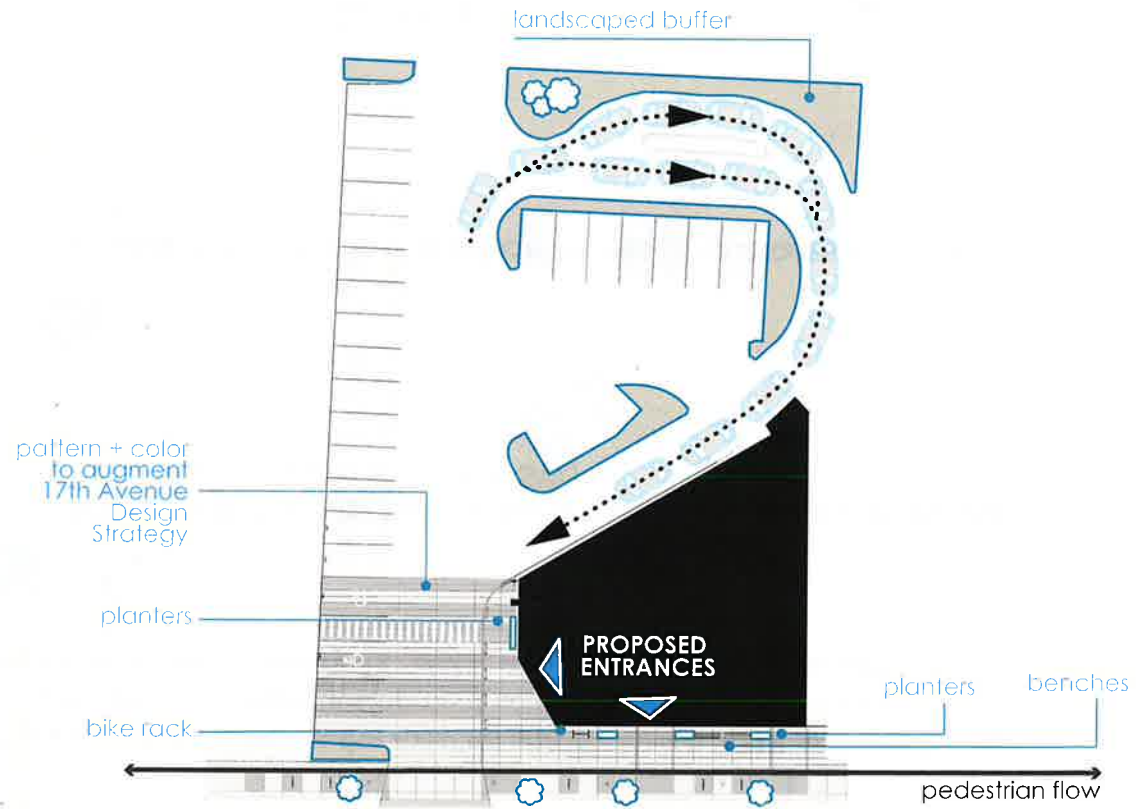


PROPOSED DEVELOPMENT SITE PLAN

Existing Site Layout



Proposed Site Layout



17th Avenue SW

PROPOSED SCENARIO would see

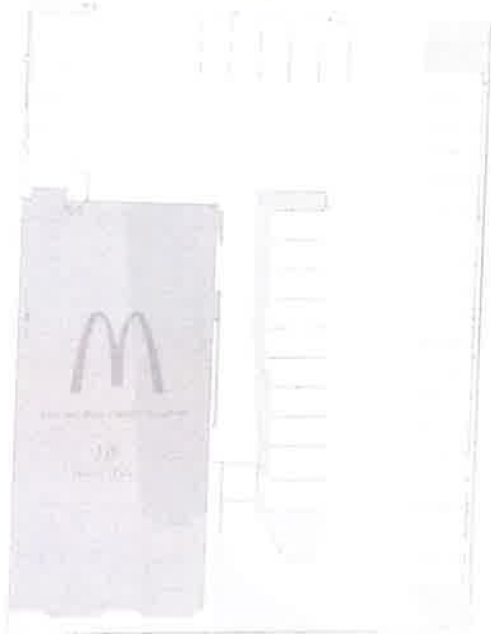
All queuing for the Drive Through located on-site, pedestrians along 17th Ave will be less impacted by the new Drive Through, access to the entrance is optimally located for pedestrian flow, new Drive Through is hidden from 17th Ave corridor, new hardscaping will augment 17th Avenue and enhance the pedestrian realm



TRANSPORTATION IMPACT ASSESSMENT STUDY

16th Avenue SW

A



B

17th Avenue SW

A TIA Study was conducted on the existing site on March 2019 and was further amended with two additional development scenarios as per the City's comments received on February 12, 2021, which included two scenarios:

A + B

Scenario 2: Site with two vehicle accesses (1st access on 16 Ave SW and 2nd access on 17 Ave SW)

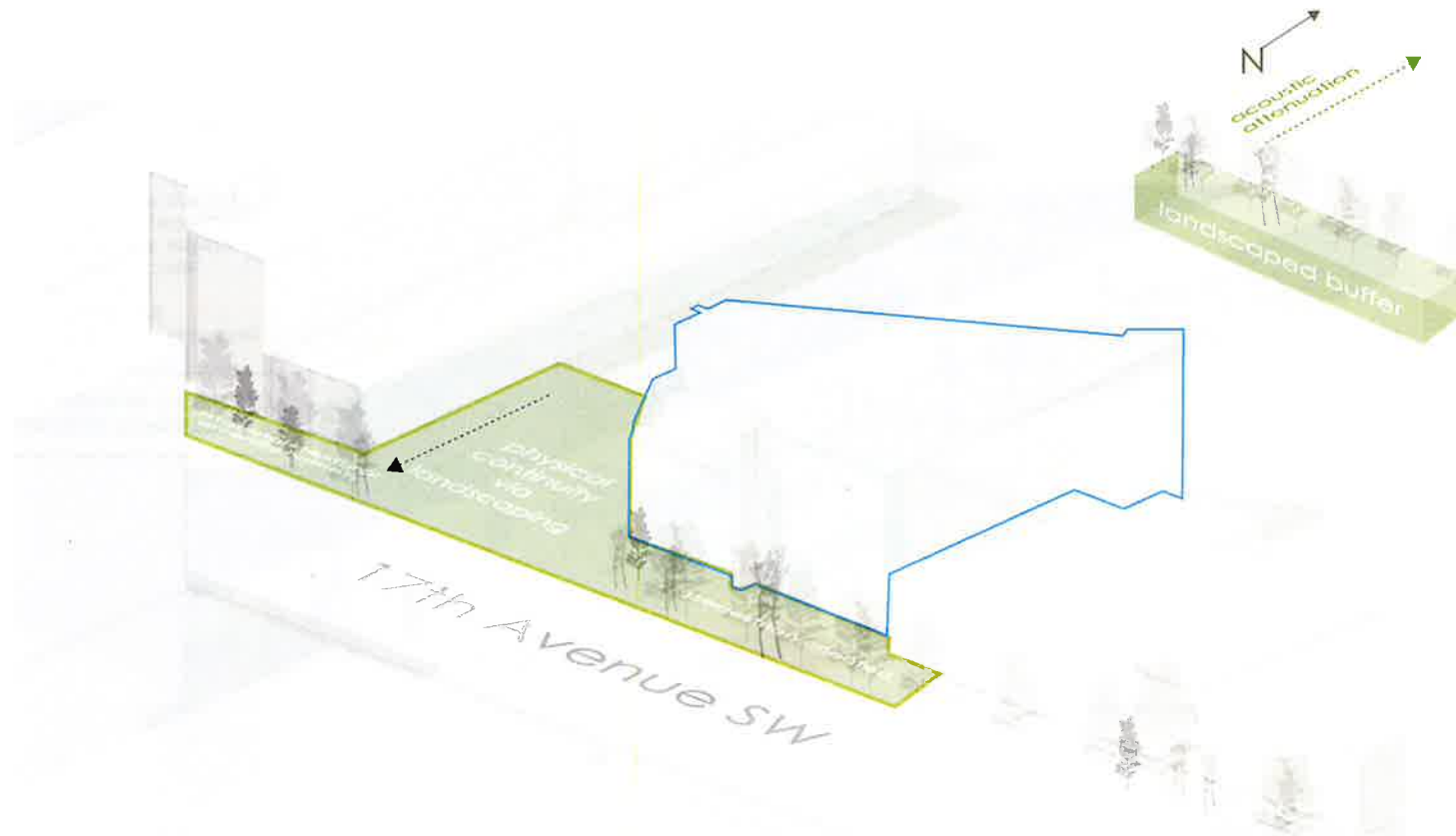
A

Scenario 3: Site with one vehicle access (one access on 16 Ave SW)

Scenario 2 A + B **TIA CONCLUSION** performs better compared to **Scenario 3** A

The TIA Reviewed two scenarios access from 16th avenue only and access from 16th and 17th avenue, the conclusion was that the site performed better utilizing both access points.

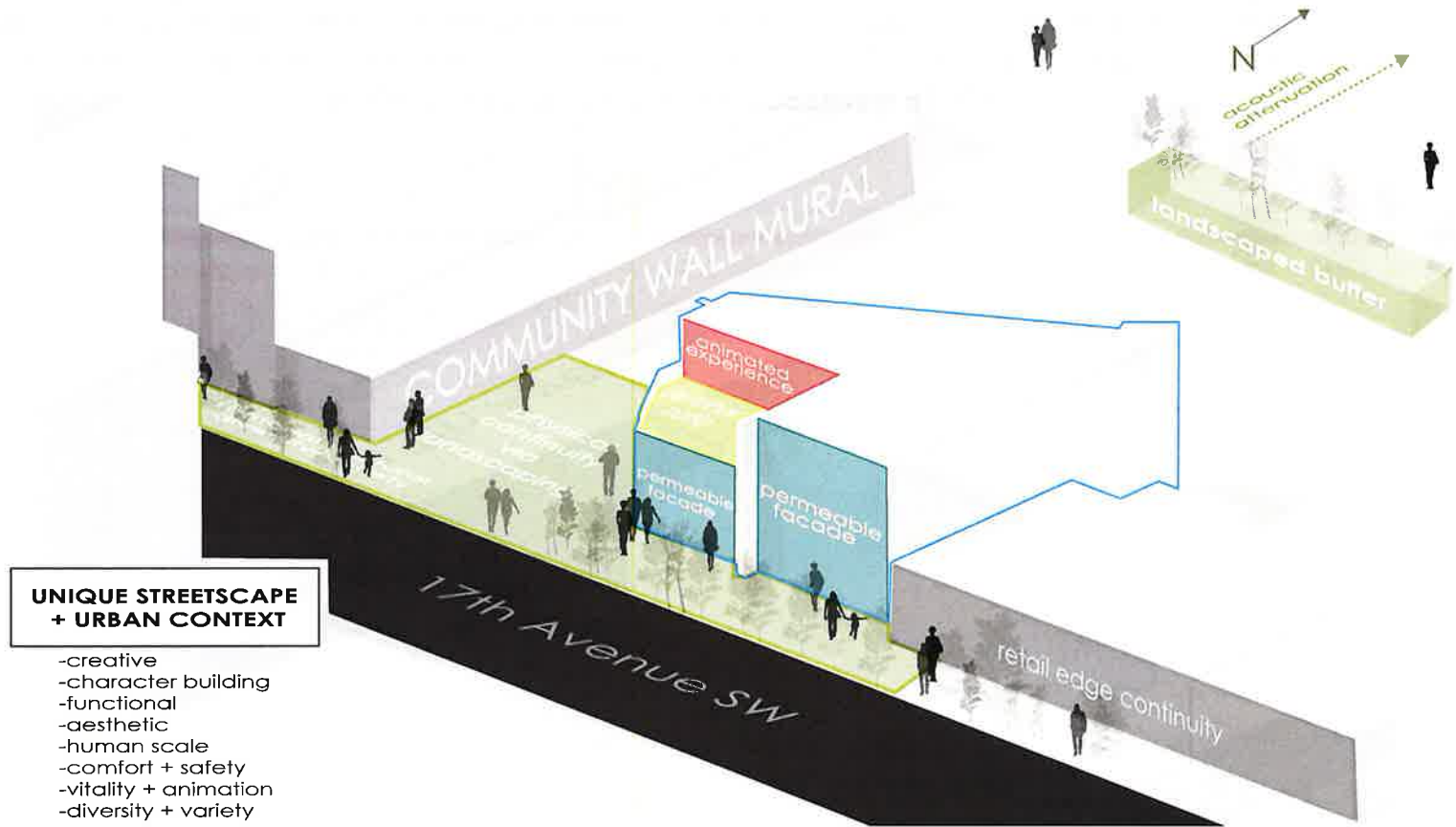
URBAN STRATEGY PROPOSED DEVELOPMENT



AUGMENTATION OF THE PEDESTRIAN REALM

by expanded landscape paving treatment allows for interest + physical continuity with pedestrian foot traffic, and the augmentation of boulevard extending into the site proper encourages connectivity and allows for flexibility for future use. Audible and Visual notification would be considered for pedestrian traffic. An integrated landscaped buffer along 16th Avenue softens the northern edge and is intended as an aesthetic sound attenuation barrier along 16th Avenue.

URBAN STRATEGY PROPOSED DEVELOPMENT



UNIQUE STREETScape + URBAN CONTEXT

- creative
- character building
- functional
- aesthetic
- human scale
- comfort + safety
- vitality + animation
- diversity + variety

UNIQUE STREETScape and URBAN CONTEXT

The site proposes to augment the City's vision to build character, clearly define a prominent urban edge, promote an activated building interface, enhance the pedestrian experience, and utilize proper building massing and scale to uniformly escalate the quality of the public realm



VISION PUBLIC REALM

FLAGSHIP CHICAGO



PROPOSED CALGARY DEVELOPMENT



ENHANCED LANDSCAPING

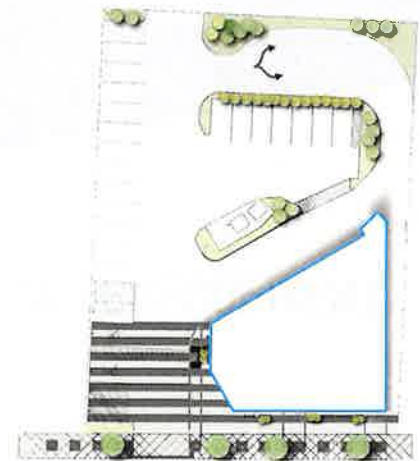
Landscaped area has been increased as the new design re-balances car-pedestrian traffic similar to the Flagship McDonald's located in Chicago. Similarly, it functions as an expansive pedestrian-centric space



PROPOSED LAND USE REDESIGNATION CONCLUSION

PROPOSED DEVELOPMENT:

- maintaining access drive through
- convenience
- special location
- build flagship restaurant
- benefits streetscape
- helps reduce crime and safety



In closing we respectfully request your support for the Policy Amendments and the proposed DC Bylaw we would be please to answer any questions that you may have.

