

Applicant Submission


Sunridge Spectrum Proposal

Planning Rationale Brief

Municipally known as 2555 32 St. NE, Calgary, AB



Aerial of Subject Property and Other Commercial Properties in the Area

Carswell Planning 

September 2021

PLANNING RATIONALE BRIEF

September, 2021

Project: Sunridge Spectrum Proposal

Location: 2555 32 St. NE, Calgary, AB

Amendment: Redesignation from Direct Control 122d2017 to Commercial Region 2 (C-R2)

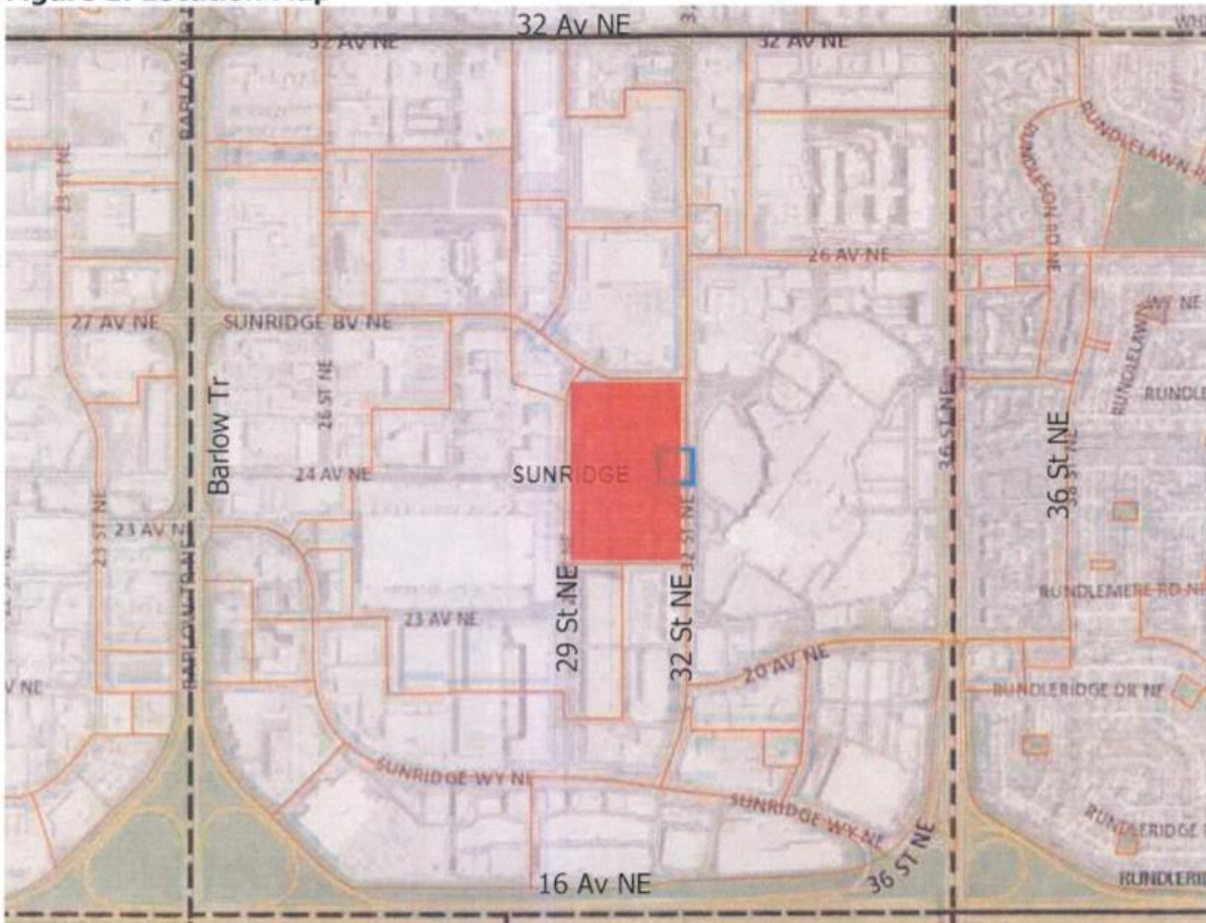
Proposal

The proposal intends to recognize the Sunridge Spectrum Shopping Centre as Commercial Region 2 (C-R2).

Location

Figure 1: Location Map, shows lands at 2555 32 St NE, Calgary, AB, south of Sunridge Bv. NE, east of 29 St. NE, and west of 32 St. NE. The subject lands are the Spectrum Shopping Centre located west of 32 St. NE across from Sunridge Mall east of 32 St. NE in Ward 10.

Figure 1: Location Map



Legal Description

The parcel is 6.217 ha (15.36 ac.). Legal Description is NE-28-24-29-W4M; Block 7, Plan 9811729.

Caveats refer to leases within the property.

Ownership

Westfield Sunridge Spectrum Ltd of 201 Portage Avenue, Suite 2200, Winnipeg, MB R3B3L3 are the owners of the property.

Agent

Carswell Planning Inc. has been retained to act as agent on behalf of the owner.

Calgary Land Use Bylaw

The purpose of this application is to find a land use bylaw district that fits the existing retail uses and encourages economic development of new uses, such as retail or small medical/labs/dental offices, etc. It is hoped that this will encourage new businesses to locate at this site in Calgary without having to go through a delay in approvals that would have them go elsewhere.

The site has a Direct Control (DC) Bylaw customized for the land use designation. It has a list of allowable uses and a set of rules specific to the property. It includes a cross-reference to the rules of one of the standard designations of the Land Use Bylaw. The down-side is that the DC Bylaw needs revision whenever a new use is proposed that may not been envisioned. It may also limit marketability of the units within it.

The current zoning for this parcel is DC 122d2017 with references to relevant sections of the Land Use Bylaw in brackets (). This DC Bylaw allows for the following discretionary uses: cinema (166), drinking establishments – large (182), medium (183), and small (184), financial institution (193), liquor store (255), outdoor café (247), restaurant: food services only (278), restaurant: licenced (281), and retail and customer service (286.1).

The intention is to change the land use to Commercial Regional 2 District (C-R2). C-R2 is chosen over C-R3 because C-R2 is for a single parcel of land, whereas C-R3 is for multiple parcels. We are looking to have Sunridge Spectrum Mall as C-R2, whereas Sunridge Mall to the east is C-R3 on multiple parcels. Their uses are very similar.

C-R2 supports both existing and proposed stores. The purpose of C-R2 is to recognize enclosed malls. On this parcel, there is an existing mall with multiple buildings, parking, and access already in place.

Figure 2: Inset map, shows surrounding land uses, along with the buildings on the parcel. Surrounding uses are C-R3 to the north, east, and southeast, a DC Bylaw to the south, and Industrial – General to the west. Access is provided with one entrance from the north, one from the south, one from the east, and two from the west. Parking lanes connect entrances and parking. Figure 3: Street Views showing landscaping, reveals more mature trees delineating the parking areas and plantings next to the roadways. Buildings are located on the periphery of the parcel with parking on the interior. This allows for access for pedestrian traffic from surrounding roads as well as from parking.

Figure 2: Inset Map

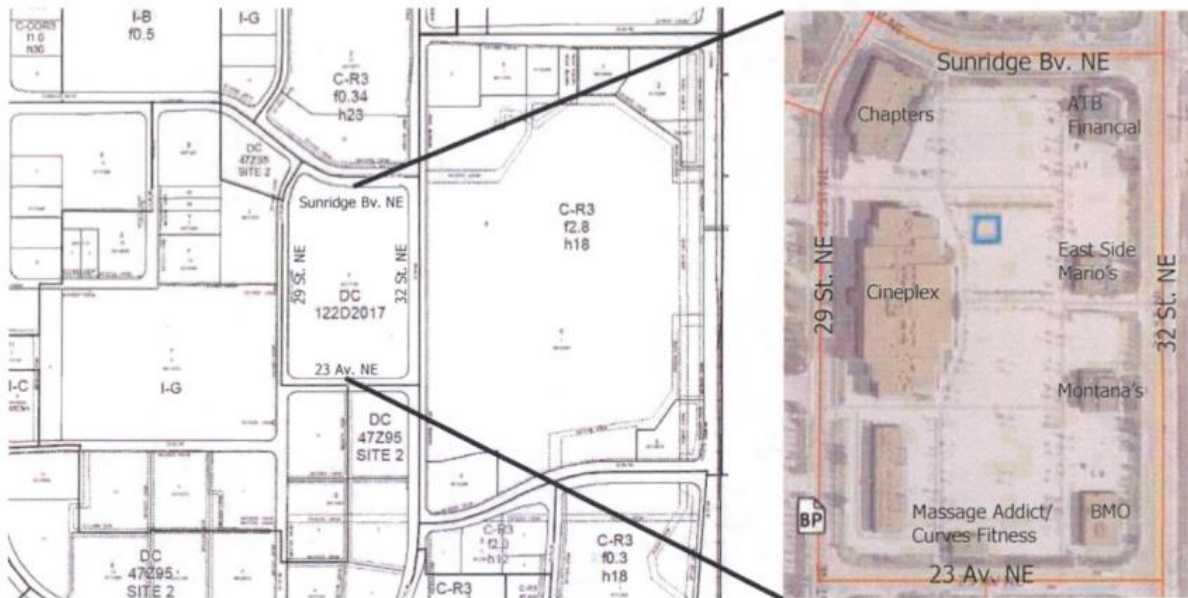


Figure 3: Street Views showing landscaping



View from 23 Av NE



View from 32 St NE

The current stores at the Sunridge Spectrum Mall fit into the following categories:

- Banks
- Electronics
- Massage Treatment
- Retail
- Beauty
- Fitness
- Movie Theater
- Tattoo Studio
- Dry Cleaning
- Liquor Store
- Restaurants

Refer to Appendix A for a full list of businesses.

The intent of changing from a DC Bylaw to C-R2 is to increase economic development and diversify the mall; the current DC Bylaw has been limiting for growth and development. This will be done by allowing a spectrum of uses to exist within the parcel under C-R2. C-R2 supports both existing and proposed stores.

The relevant permitted uses for C-R2 include the following:

- *Cinema*, as defined by 166, means a use where motion pictures are viewed by the public but excludes Adult Mini-Theatre.
- *Fitness Centre*, as defined by 195, means a use where equipment or where there is instruction for people to pursue personal fitness or skills relating to physical activities, as well as products related to the services provided.
- *Financial Institution*, as defined by 193, means a use where "banks, credit unions, trust companies, and treasury branches," or where there are three or more Automated Banking Machines (ABM) adjacent from each other, but does not include Pawn Shops or other businesses where products are sold.
- *Health Care Services*, as defined by 204, means a use where there are services that provide physical or mental health services for out-patients. Such services include "preventative, diagnostic, treatment, therapeutic, rehabilitative, or counselling."
- *Restaurant: Food Services Only*, as defined by 278, means a use where food is made and sold for consumption on the premise, or where the sale of prepared food can be consumed off the premise. This land use does not permit the sale of liquor.
- *Restaurant: Licensed*, as defined by 281, means a use where food is made and sold for consumption on the premise – this may include the sale of prepared food for consumption off premise. Restaurants are able to apply for a Liquor license granted by Alberta Gaming and Liquor Commission. Minors are allowed on the premise.
- *Retail and Customer Service*, as defined by 286.1, means a use where the retail sale of goods/products, services that aid human appearance (including hair care), relaxation services (i.e. massage, aromatherapy), care and cleaning of clothing, jewelry and shoes, photography services, repair of furniture, electronics, and appliances used in the home, and/or food products, but not including live animals. The following uses are permitted on the premise: Financial Institutions, Fitness Centres, Health Care Services, Pet Care Services, Restaurants (takeout and food services only), and Veterinary Clinics.

- *Takeout Food Service*, as defined by 315, means a use where prepared food can be sold for consumption off the premise. This is also where customers can order and receive their food, but may have a delivery option as well.
- *Veterinary Clinic*, as defined by 330, means a use where small animals and pets receive medical treatment, and where the incidental sale of products related to the Veterinary Clinic are sold. Pet includes small animals that are bred to be raised and live with humans, and are reliant on them for care, food, and shelter. This use can not have outside enclosures or equipment that is to be used outdoors. Animals are not to stay overnight, except when medically necessary.

The relevant discretionary uses of C-R2 include the following:

- *Cannabis Store*, as defined by 160.3, means a use where cannabis is sold for consumption, but where the consumption of cannabis on the premise is prohibited.
- Drinking Establishment – Large, as defined by 182, means a use where liquor and food can be sold for consumption on the premise. It also means a use where the public area is 300 square meters or larger.
- Drinking Establishment – Medium, as defined by 183, means a use where liquor and food may be sold for consumption on the premise. It also means a use where the public area is greater than 75 square meters, and less than 300 square meters.
- Drinking Establishment – Small, as defined by 184, means a use where liquor and food may be sold for consumption on the premise. It also means a use where the public area is less than 75 square meters.
- *Outdoor Café*, as defined by 247, means a use where food and drinks can be sold for consumption on a part of the premise that is not within an enclosed building.
- *Liquor Store*, as defined by 255, means a use where alcoholic beverages are sold for consumption off the premise.

There are no changes proposed for the buildings, access, parking, or landscaping at this time. This is only to recognize the existing Sunridge Spectrum Mall and its existing uses and allow for future uses.

The proposal was looked at in terms of being aligned with the future policy direction for the city. A new approach to the Land Use Bylaw framework is to, "Enable more flexibility to respond to market drivers and site context with fewer defined uses that include a wider variety of activities" (<https://www.calgary.ca/content/dam/www/pda/pd/documents/calgary-land-use-bylaw-1p2007/new-land-use-bylaw-framework-and-outline-new-districts.pdf>). This is designed to promote better outcomes and work with business.

Conclusion

After careful consideration, Carswell Planning Inc. recommends support for this proposal of rezoning Sunridge Spectrum Mall from a DC Bylaw to C-R2. This redesignation would allow for a wider range of uses within the mall. It would support retention of existing businesses and encourage new businesses to locate there. The current DC Bylaw is restricting to the growth and development of Sunridge Spectrum Mall. The new zoning of C-R2 provides more flexibility to respond to the market and the viability of Sunridge Spectrum Mall to continue to contribute to Calgary's economy.

Respectfully submitted,



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Appendix A (Sources: Google Street View, Aug. 2019; Address matching Sept. 2021)

Banks

- ATB Financial
- Bank of Montreal (BMO)

Beauty

- Tao Nail Salon
- First Choice Haircutters

Dry Cleaning

- Sunridge Alterations and Dry Cleaning

Electronics

- Openbox

Liquor Store

- POLO Liquor

Massage Treatment

- Massage Addict

Movie Theater

- Cineplex Odeon

Restaurants

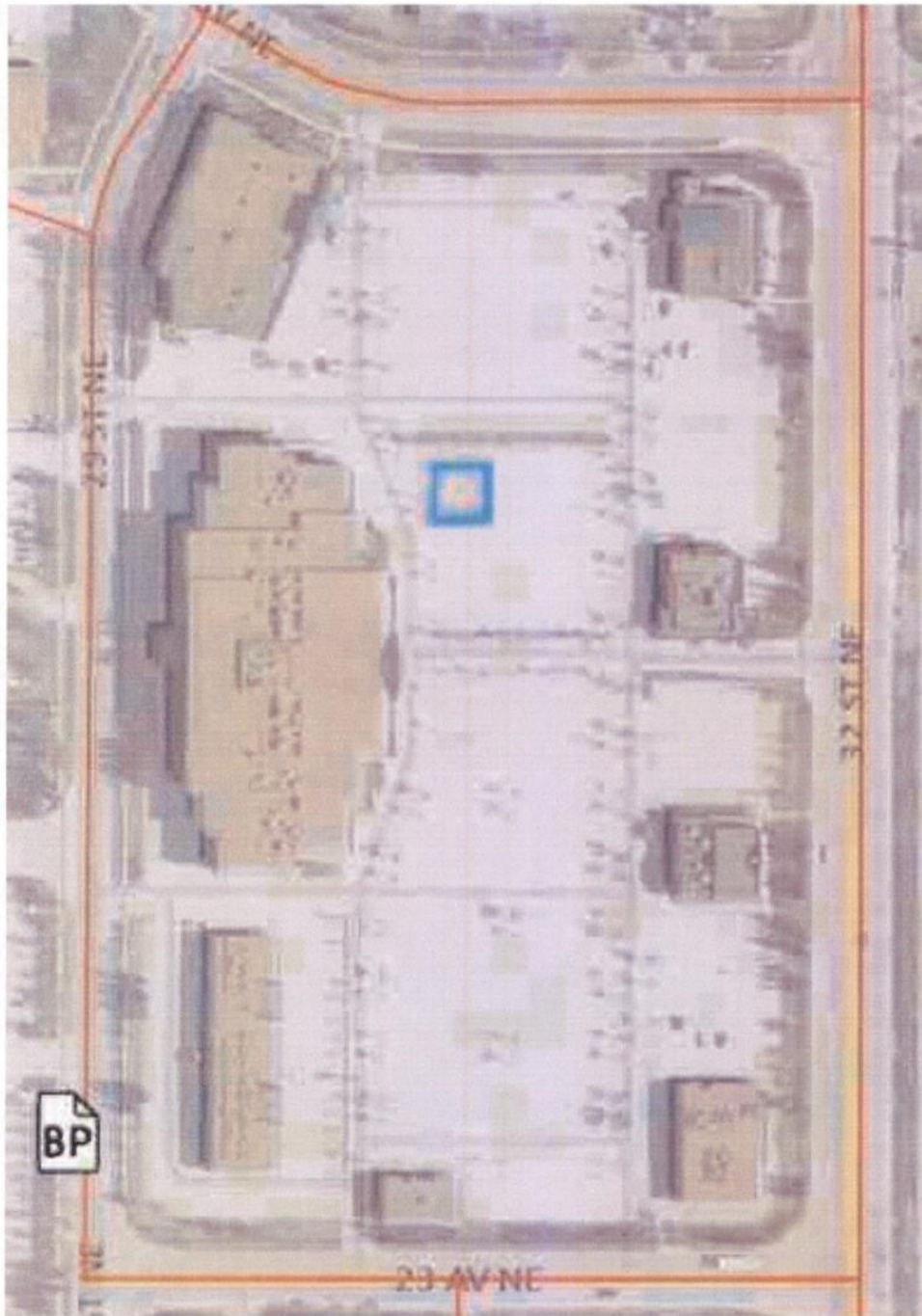
- Quynh Vietnamese Cuisine
- East Side Mario's
- Montana's

Retail

- Chapters

Tattoo

- Human Kanvas



Site Plan

2555 32 St. NE,
Calgary, AB

NE-28-24-29-W4M

Plan 9811729,
Block 7



North

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