



Unit 116, 151 4 Street NE

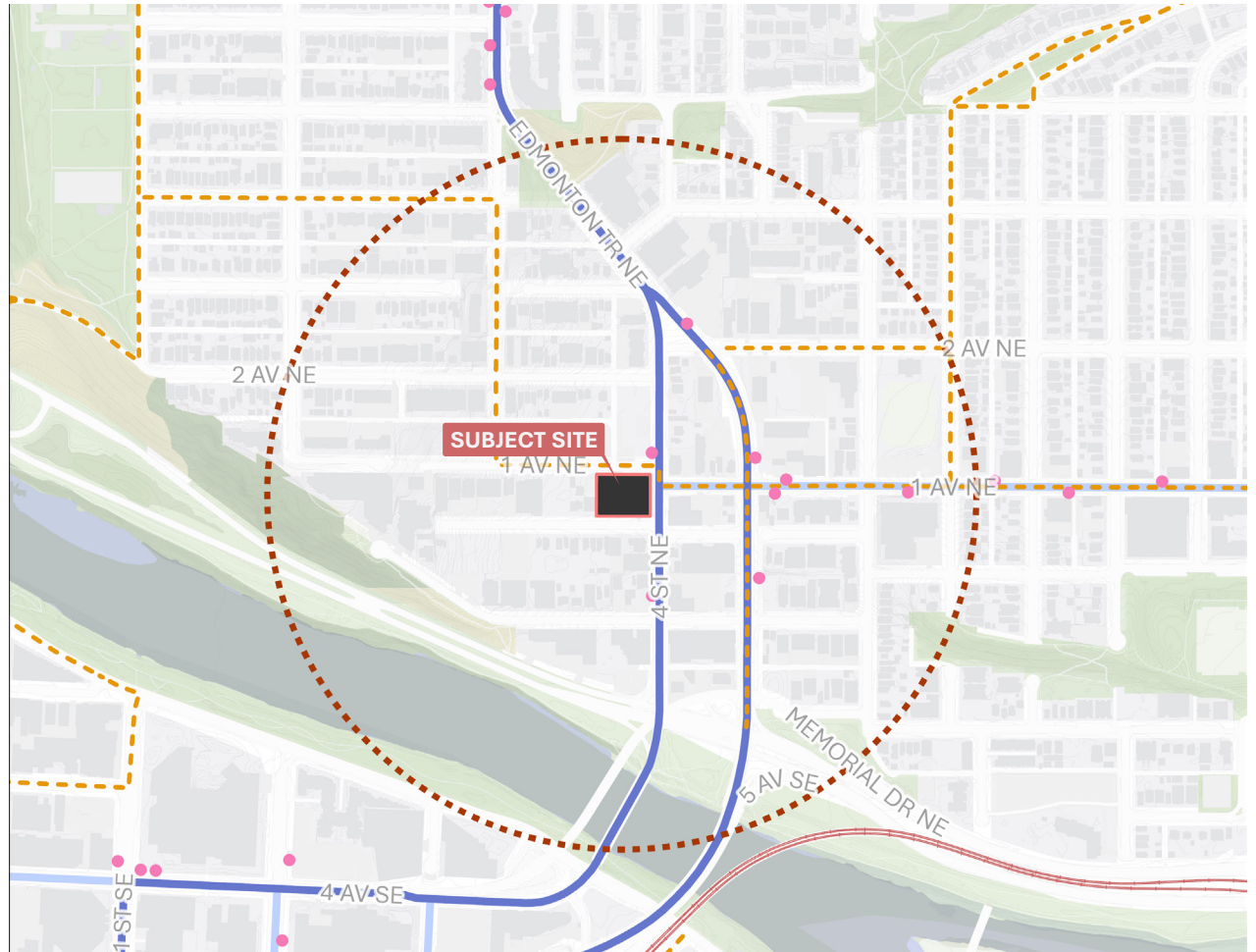
Land Use Redesignation LOC2024-0097

Public Hearing of Council Presentation - October 8, 2024

O2

Site Context

- The site is located on the western border of Bridgeland/Riverside at 4 Street NE, south of 1 Avenue NE, in the community of Crescent Heights.
- Commercial unit in the existing Minto “Era” building.
- Public transit operates less than 100 metres from the site, north on 4 Street NE and east on 1 Avenue NE.
- Walking and cycling paths are available around the site, with on-street cycling on 1 Avenue NE.
- On street parking is available on 1 Street NE and 4 Street NE, providing patrons with nearby parking to access the store throughout the day and evening.



Development Vision

The development vision for the site aims to:

- Establish a luxury wine and liquor tenant.
- Offer a range of high-end products not typically found in neighbourhood liquor stores.
- Provide a unique amenity for residents of the immediate building and surrounding area.
- Fill a vacant commercial space with a tenant to enhance the area's appeal.



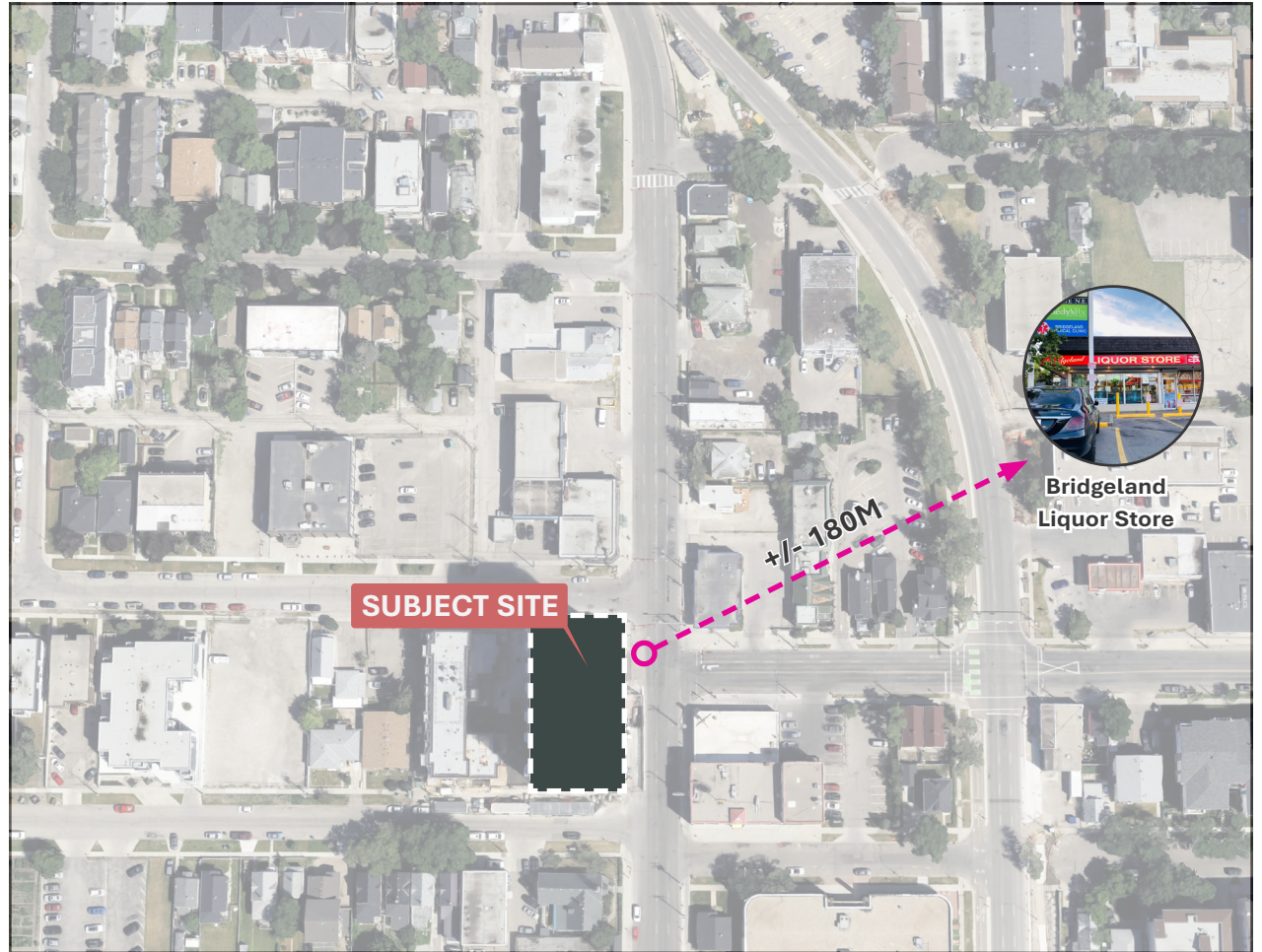
Land Use Redesignation

Section 225(e) and 40(h) of the Calgary Zoning Bylaw 1P2007 states that:

- In all districts, except for C-R2, C-R3, and CR20-C20/R20 districts, liquor stores must not be located within 300.0 metres of any other liquor store, measured from the closest point of one liquor store to the closest point of another.

To enable the change of use and establish a luxury wine store on site, O2 is proposing to:





- Modify the existing Direct Control District (9D2015).
- Remove the limiting separation distance of 300 metres between liquor stores as specified in Section 225(e) and 40(h) of the land use bylaw.



Neighbourhood Comparison

Trends

- Compared to Hillhurst and Mission, both Bridgeland and Crescent Heights have a higher number of residents per liquor store.
- The addition of one store in either Crescent Heights or Bridgeland will still result in more people-per-store compared to Hillhurst or Mission.
- Population growth in Bridgeland and Crescent Heights is projected to outpace the city's growth rate by nearly 2-to-1 through 2042, which will reduce the people per store ratio.

 Community	 Population (2021 Census)	 Number of Stores	 People per Store
Bridgeland Riverside	6350	4	1587
Crescent Heights	6240	4	1560
Mission	4505	4	1126
Hillhurst	5475	5	1095

Source: City of Calgary Community Profiles; City of Calgary Business Licensing Web Portal

Site Considerations & Mitigation Techniques



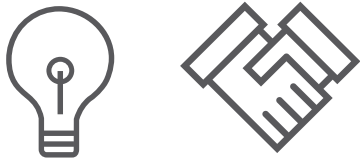
Natural Surveillance & Condominium Support

On site residents will provide natural surveillance for commercial units, including a residential and commercial condominium board to maintain building appearance and monitor and report any unwanted behavior.



Activate a vacant commercial unit

Occupying an vacant commercial unit can help activate the site creating more natural surveillance for the building than what is currently present.



Reduced Store Hours, enhanced lighting and potential for security personnel on site.

Reduced Store hours similar to other wine market retailers, enhanced lighting, and on site security to deter loitering.

Engagement Strategy

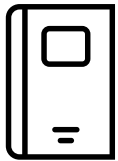


Community
Association Meeting



On-Site Signage

Application Timeline



April 2024

Land Use Application
Submission



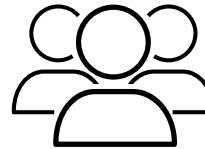
May 2024

City Circulation &
Application Review



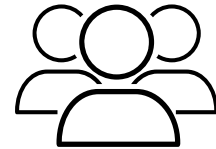
July 2024

Community Outreach



August 2024

Calgary Planning
Commission



October 2024

City Council Public
Hearing

An aerial photograph of a city, likely Toronto, showing a dense urban core with many skyscrapers and a river winding through it. A specific building in a less dense area is highlighted with a white location pin icon. The word "Questions?" is overlaid in large red text.

Questions?

Land Use Redesignation
Public Hearing of Council Presentation

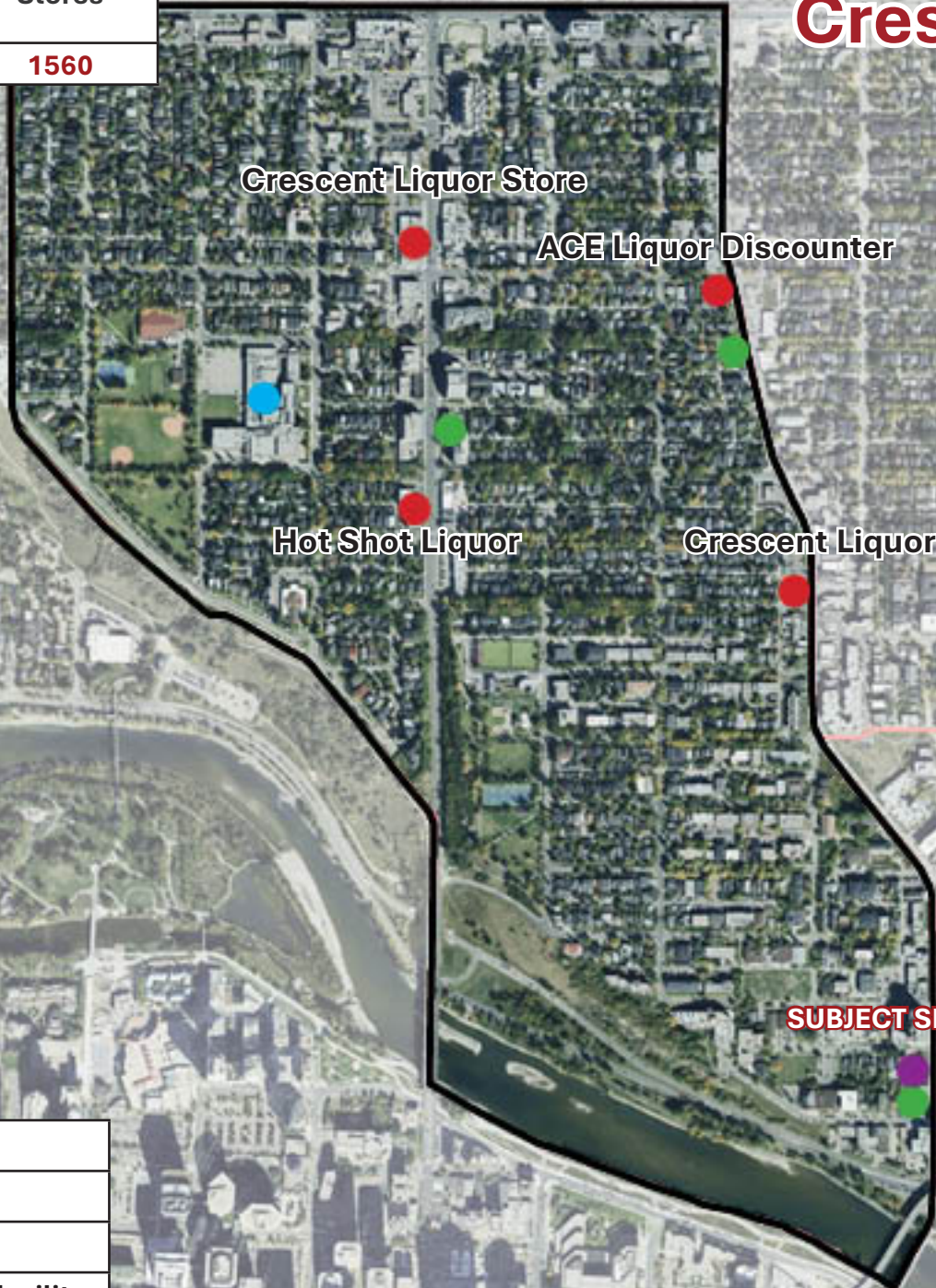
02

An aerial photograph of a city, likely Toronto, showing a dense urban core with many skyscrapers and a river (the Don River) winding through it. A specific building in a less dense area is highlighted with a white location pin icon. The word "Appendix" is overlaid in large red text.

Appendix

Population (2021 Census)	Liquor Stores	People Per Liquor Stores
6240	4	1560

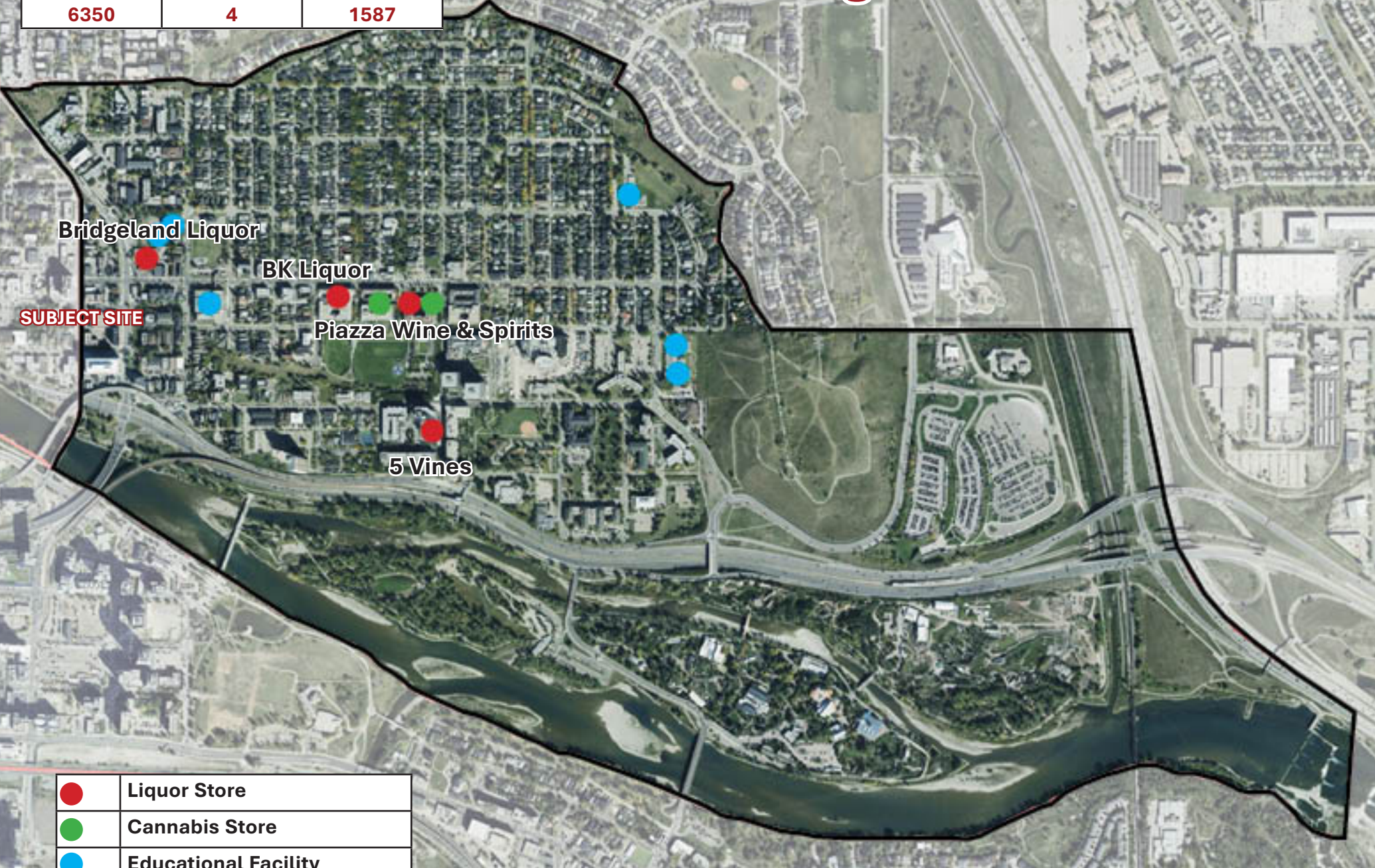
Crescent Heights



●	Liquor Store
●	Cannabis Store
●	Educational Facility
●	Addiction / Support Facility

Population (2021 Census)	Liquor Stores	People Per Liquor Stores
6350	4	1587

Bridgeland Riverside



Bridgeland Liquor

BK Liquor

Piazza Wine & Spirits

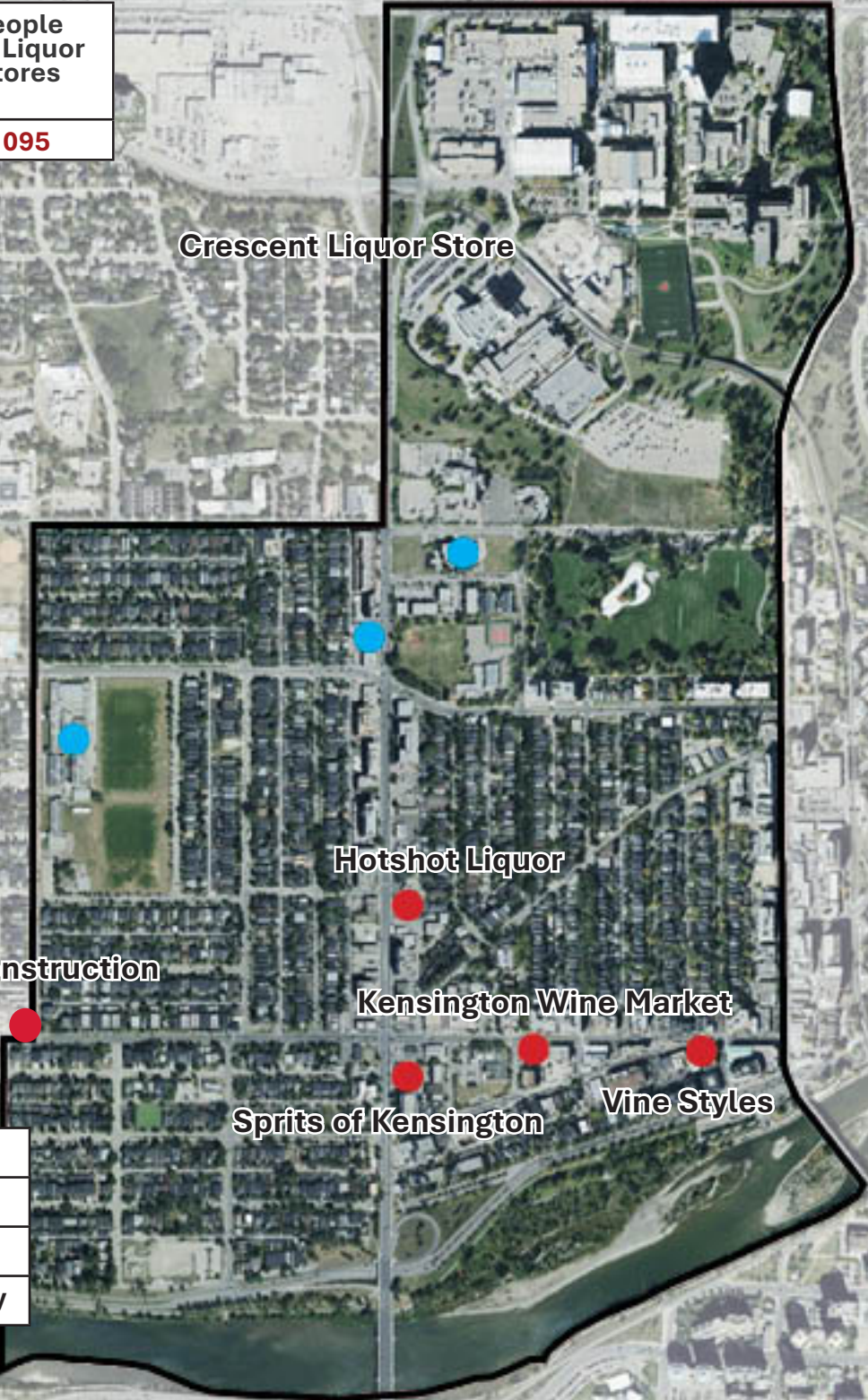
5 Vines

SUBJECT SITE

●	Liquor Store
●	Cannabis Store
●	Educational Facility
●	Addiction / Support Facility

Population (2021 Census)	Liquor Stores	People Per Liquor Stores
5475	5	1095

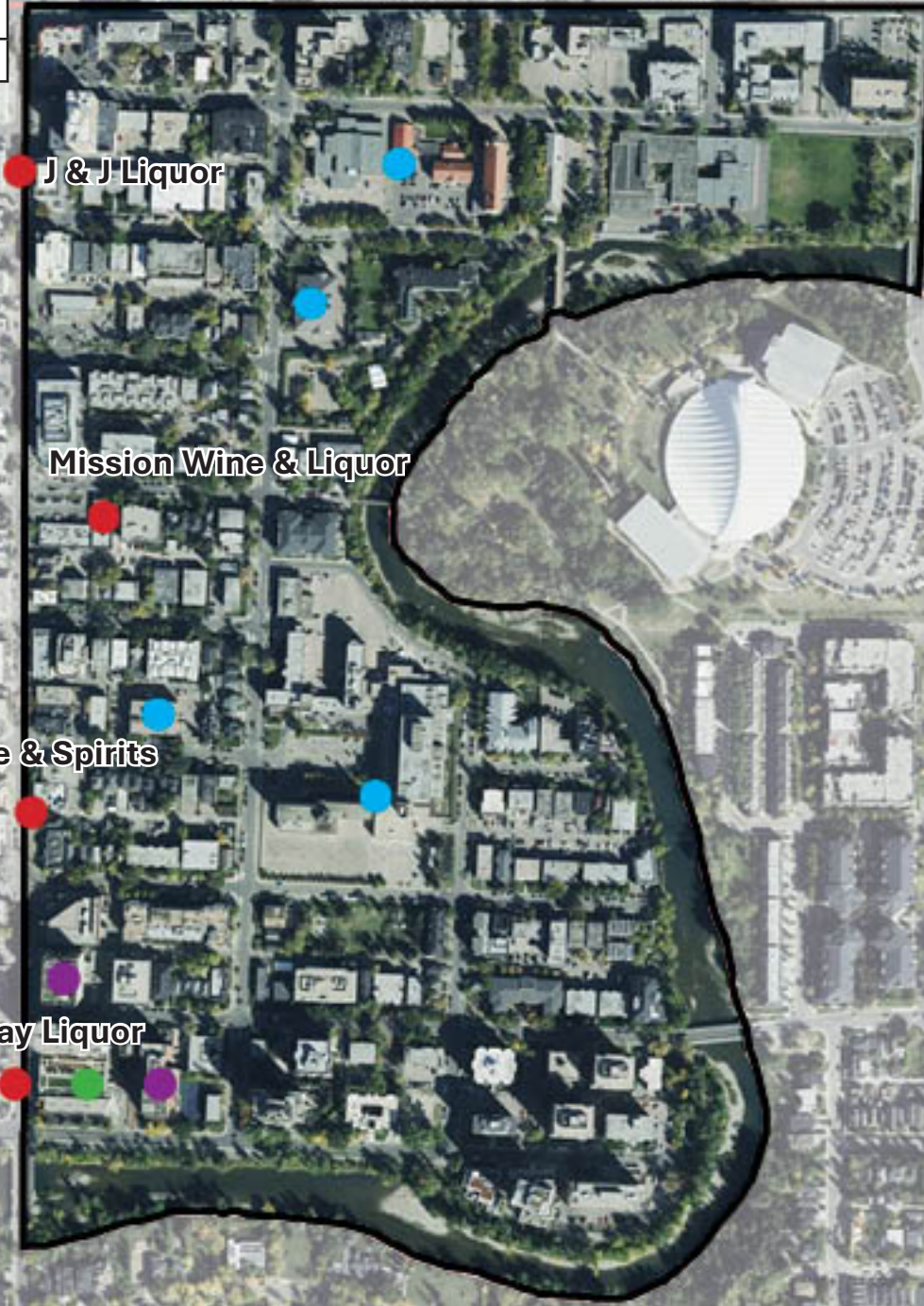
Hillhurst



●	Liquor Store
●	Cannabis Store
●	Educational Facility
●	Addiction / Support Facility

Mission

Population (2021 Census)	Liquor Stores	People Per Liquor Stores
4505	4	1126



●	Liquor Store
●	Cannabis Store
●	Educational Facility
●	Addiction / Support Facility