

CITY OF CALGARY  
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IN COUNCIL CHAMBER

OCT 05 2018

ITEM: *ECA 2018 71547115T*  
*Digital*  
CITY CLERK'S DEPARTMENT

# A BOLD VISION FOR CALGARY'S CULTURE & ENTERTAINMENT DISTRICT



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ITEM: ECA 2013-1154+1155  
Distribution  
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## East Victoria Park: Today

- Calgary's epi-centre for entertainment.
- Approximately 2,800 residents living within District boundary.
- Over 3.4 million visitors a year through Stampede Park, the BMO Centre and Calgary Flames games at the Saddledome.
- CMLC focus expanded to the balance of the Rivers District in 2017; final master plan complete December 2018.



The **EAST** is **RISING**

A **20-year vision** that will result in **4 million square feet** of mixed-use development and more than **8000 new residents** moving into a vibrant community on Calgary's east side.

**\$150 Million** has been allocated toward **infrastructure** improvements and placemaking in the Rivers District.

New **infrastructure** critical for enhancing the district and to realize private sector **investment**.





AUTHENTIC



CONNECTED



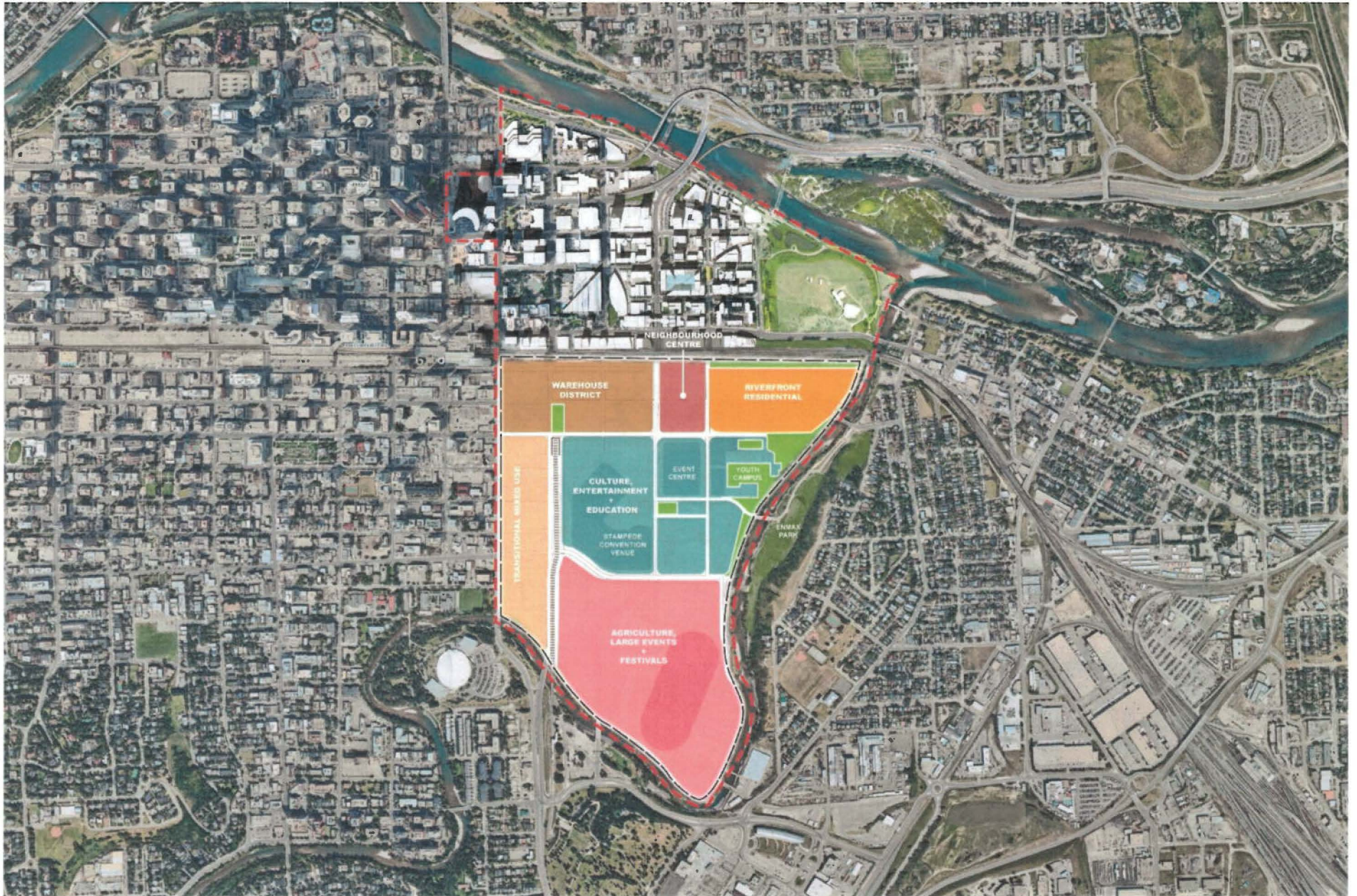
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VIBRANT

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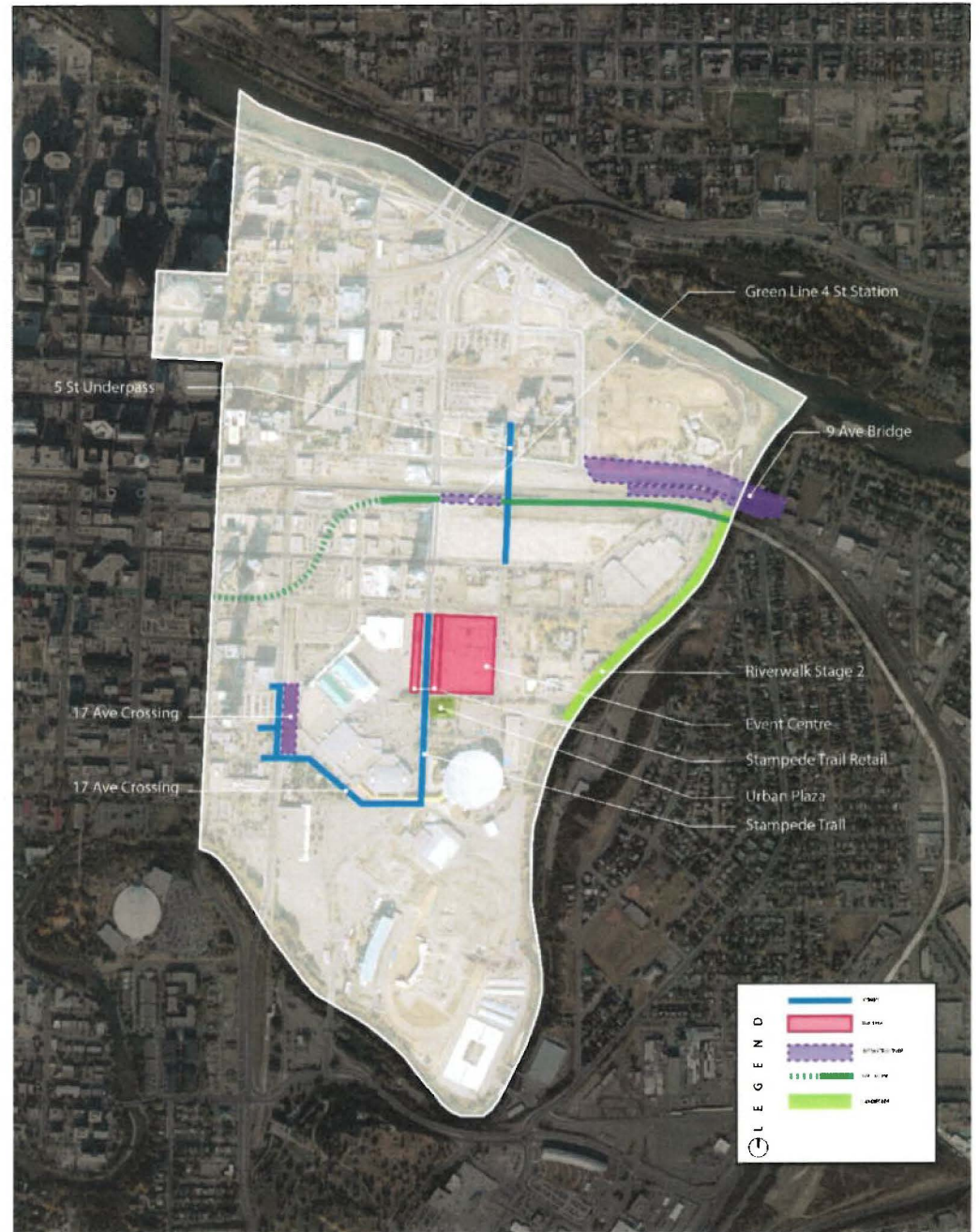
# Designing a Culture & Entertainment District



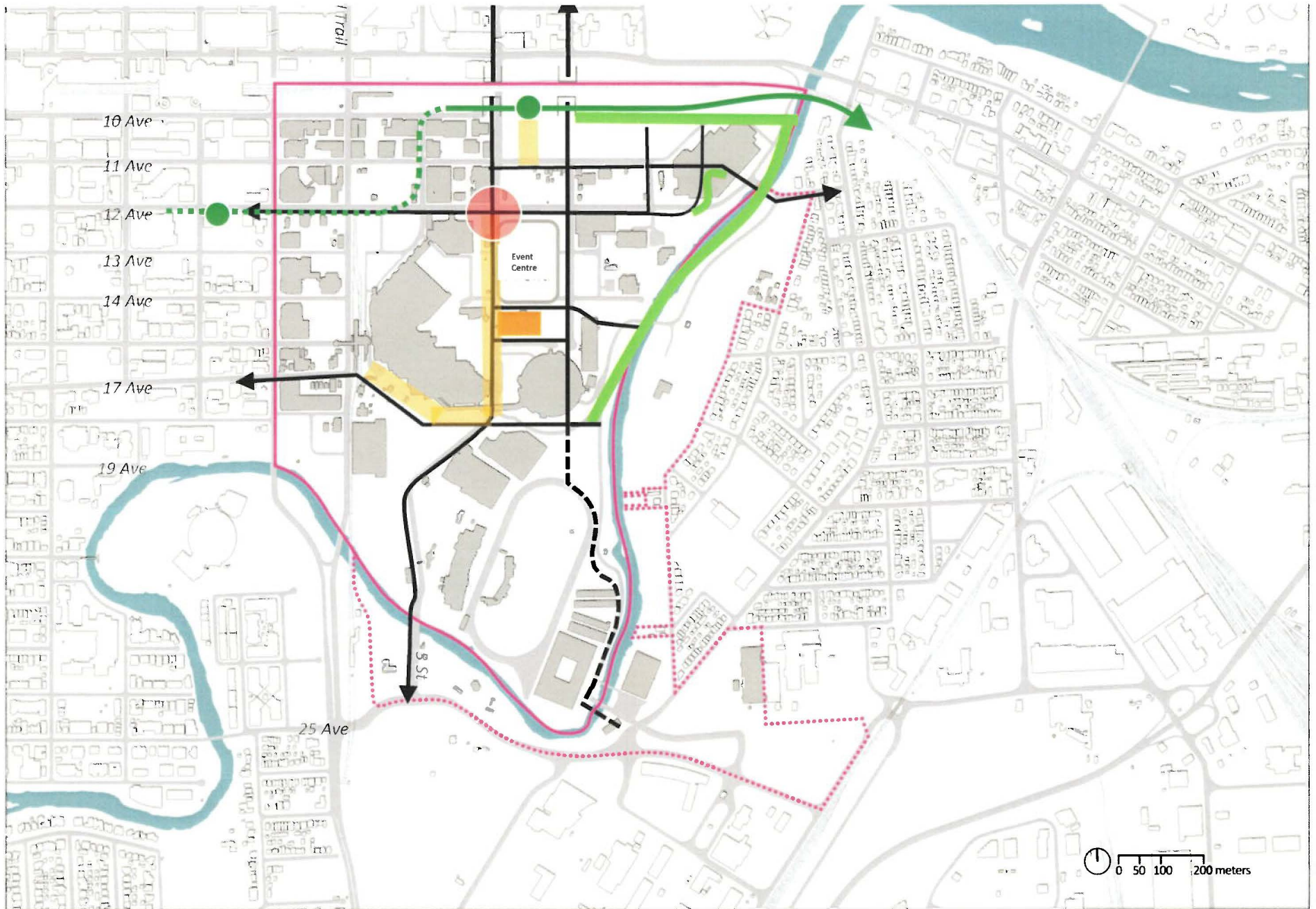
# Critical Connectors

Planning and designing for connectivity:

- 17<sup>th</sup> Ave Extension
- 5<sup>th</sup> Street Underpass
- Stampede Trail Public Realm
- 9<sup>th</sup> Avenue Bridge into Inglewood
- RiverWalk: Stage 2



# Critical Corner & Placemaking







*Conceptual rendering only*

17<sup>th</sup> Avenue Crossing at Macleod Trail





*Conceptual rendering only*

Stampede Trail Festival Street



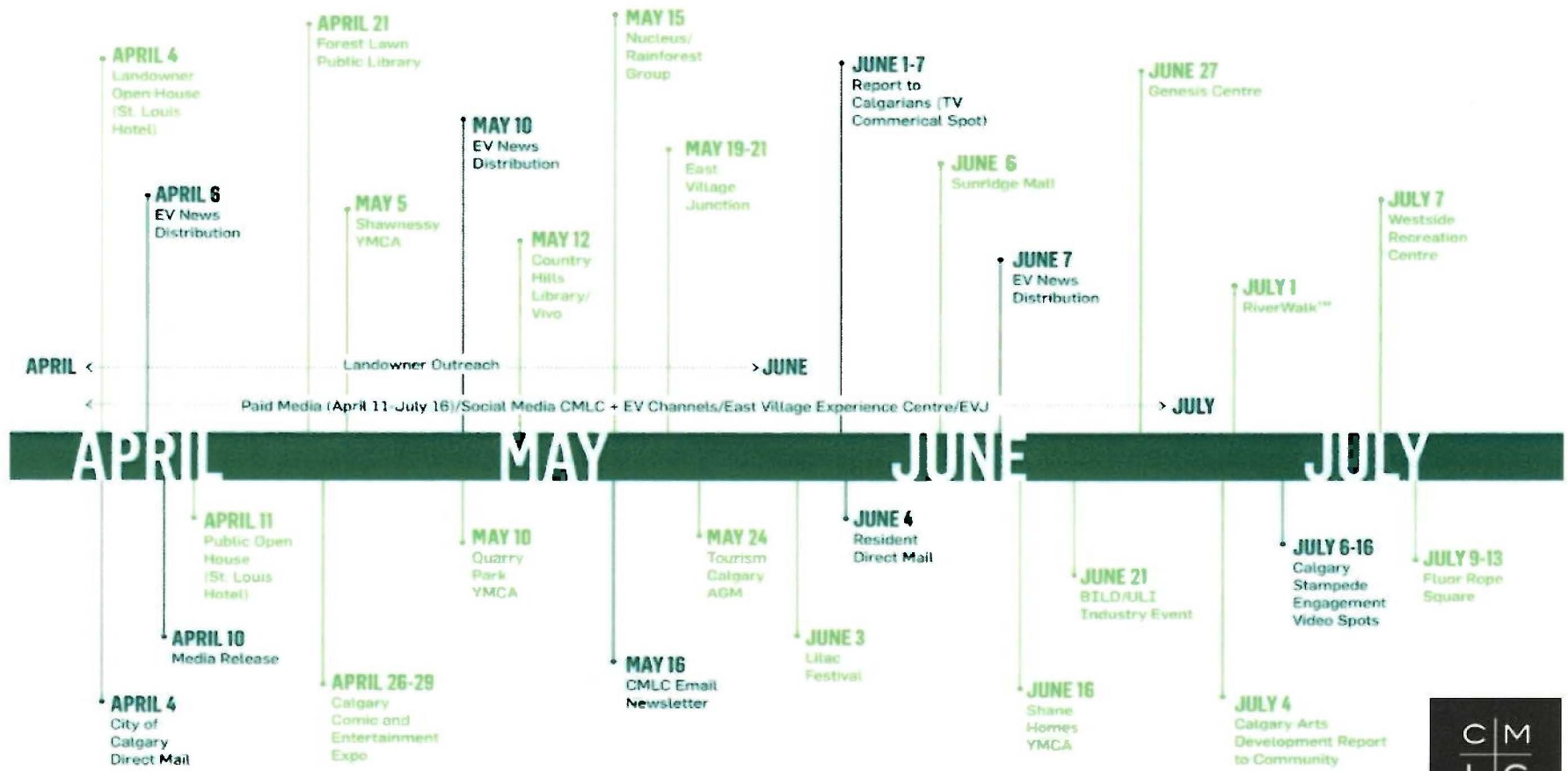
A photograph of a person jogging on a paved path next to a river. The sky is overcast with large, grey clouds. The path is bordered by a stone wall on the left and a grassy area on the right. The overall tone of the image is muted and teal.

# Rivers District Engagement

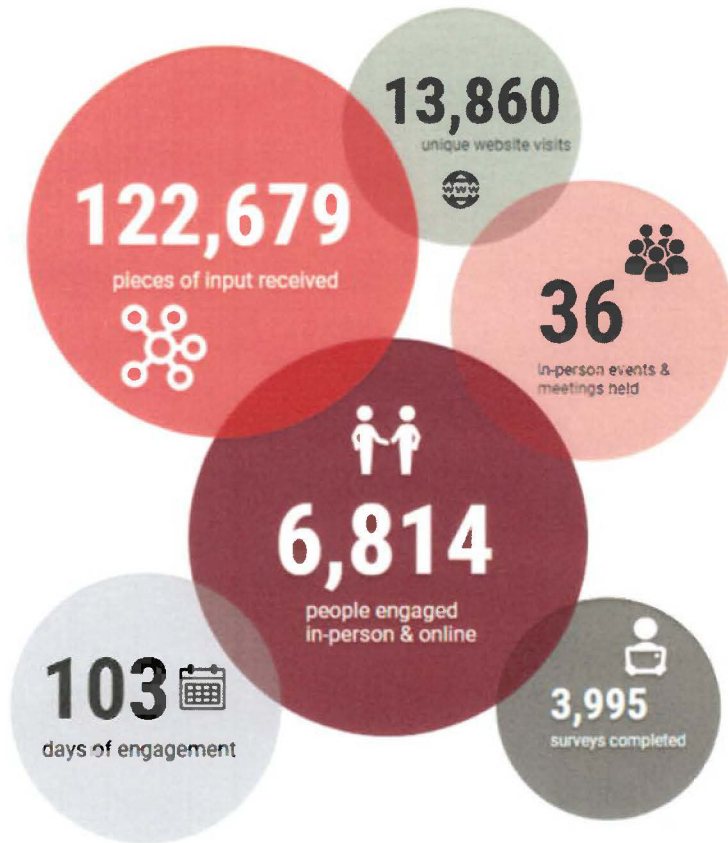


# 2018 Public Engagement Timeline

■ ENGAGEMENT  
■ OUTREACH



# Engagement Response



Program included direct outreach to stakeholder groups including:

- Landowners engagement
- Resident Engagement
- Industry Engagement
- Arts & Cultural Organization Engagement
- Indigenous Engagement
- City-wide Engagement: across each ward

# Engagement Themes:

- Overall **shared excitement** about the potential of a Culture & Entertainment district
- Desire to be more than just sporting and entertainment venues, should include a **diverse variety of shops**, restaurants, places to gather.
- Creation of vibrant, lively community **year-round** not just for episodic events.
- Planned with overall **safety** top-of-mind
- The importance of the area being **well-connected** for all modes of transportation.
- Currently, not enough **amenities or attractions** in the area
- Future planning should take advantage of the **rivers** proximity and highlight it as a feature
- Importance of ensuring that there is **affordable housing** available in the area and mix of development types.
- Importance of ensuring that there are **small, local businesses** included in the area and not big-box stores or chains.





EVENT CENTRE





District Heart: 12<sup>th</sup> Avenue at 4<sup>th</sup> Street SE

*Conceptual rendering only*





*Conceptual rendering only*

Stampede Trail Festival Street at 14<sup>th</sup> Ave SE



ROSSETTI

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*Conceptual rendering only*



# QUESTIONS

