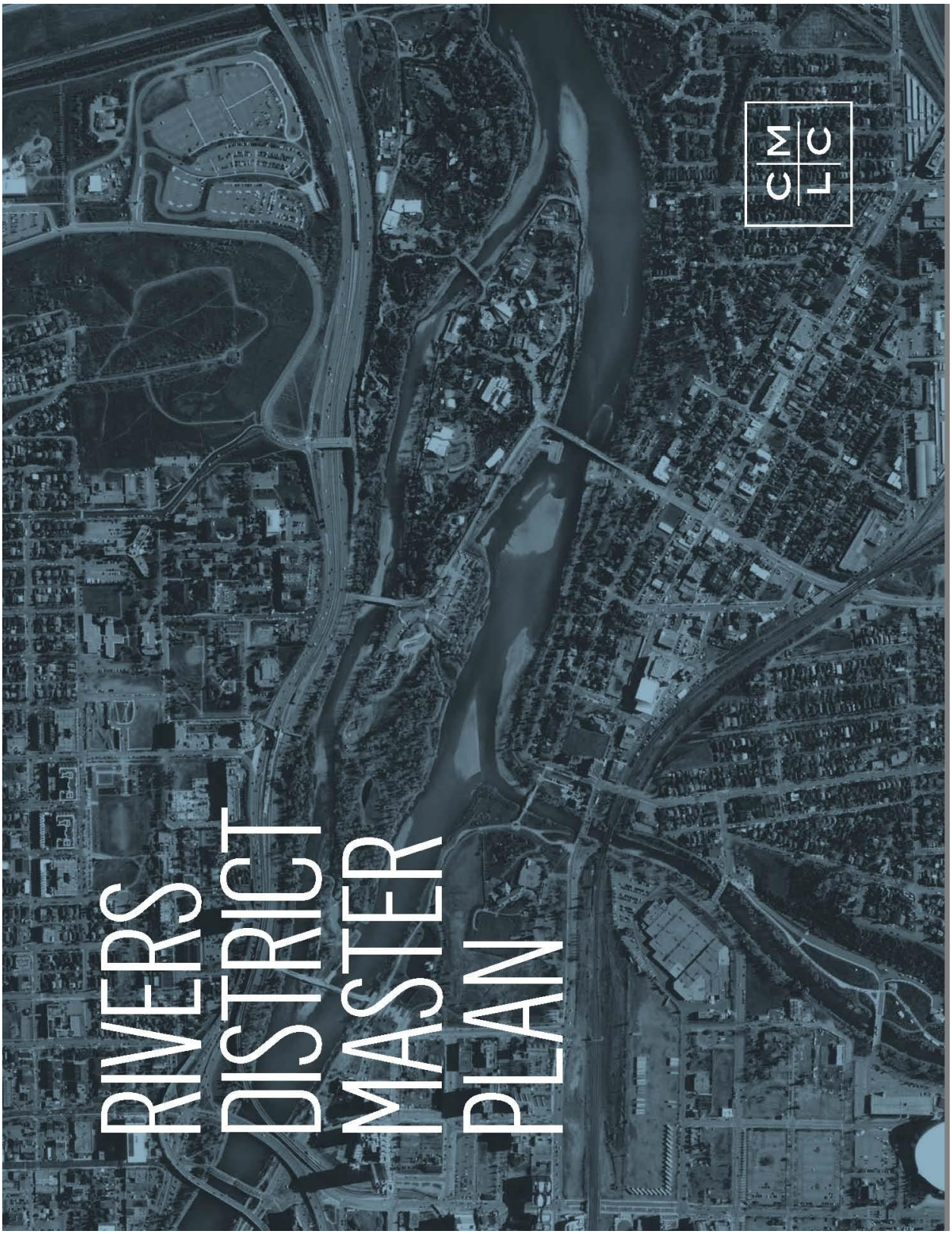
Rivers District Master Plan



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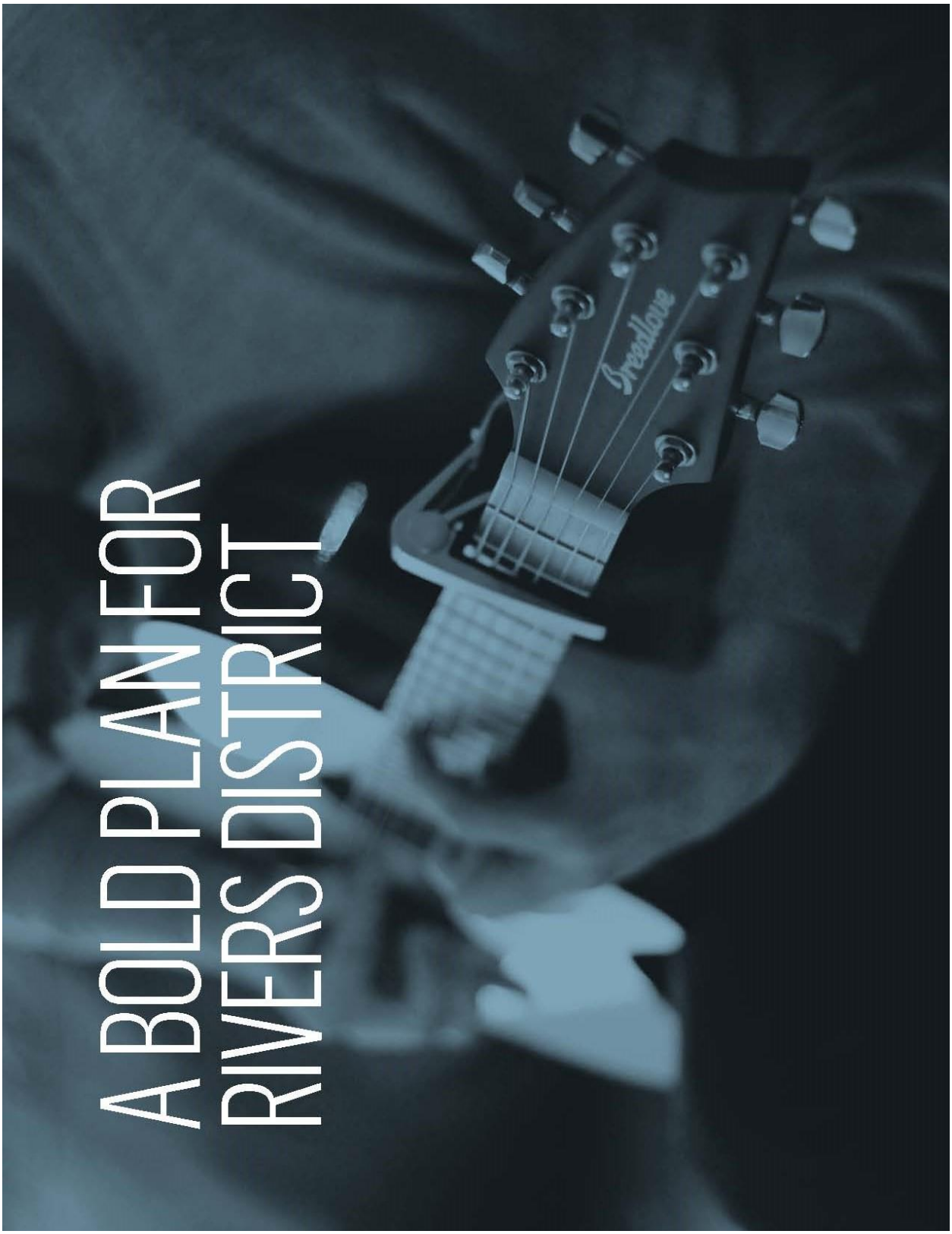

Rivers District Master Plan

Designing an urban cultural and entertainment district

In 2007, Calgary Municipal Land Corporation (CMLC) was established to redevelop East Village from the ground up—a monumental undertaking to be delivered over 20 years. In 2017, we hit a major milestone in our enthusiastic pursuit of that challenge as we reached the halfway mark of that 20-year period. The momentum underway in East Village is staggering, inspiring and affirming. Left for dead more than once, the city's oldest neighbourhood (and for decades, its most neglected and downtrodden neighbourhood) is now halfway through its master-planned resurrection as a desirable, walkable, livable riverside destination. Watching a new East Village rise against the skyline of downtown Calgary's east end is undeniably exciting. It demonstrates—dramatically—what can happen when collaboration, creativity, determination, passion and plain old hard work prevail.

Having now completed the lion's share of our planned infrastructure upgrades and public realm improvements in East Village and its outer fringes, CMLC has turned its attention to creating a vision for East Victoria Park within the Rivers District – another bold **twenty-year vision** that will see over **8000 new residents** move into the community and approximately **four million square feet** of absorbable mixed use development in Calgary's entertainment and cultural district. Specifically, to East Victoria Park, the master plan vision has been designed to be flexible enough to imagine and integrate major developments like a viable and economically sustainable new event centre; a viable and economically sustainable expansion of the BMO Centre; the delivery of a Stampede Trail retail street; as well as the LRT Green Line extension. The forward-thinking approach described in the master plan allows that over time, when investment and development progresses, the master plan vision will guide and accommodate the variety of entertainment and cultural amenities and uses imagined for Calgary's Cultural and Entertainment District.

This part of downtown Calgary, that includes the Saddledome, Stampede Park and BMO Centre, has long stood as the city's entertainment epicentre. Rather than reinventing it as something it simply isn't, CMLC imagines East Victoria Park as a vibrant, high density, mixed use community that draws on the spirit of entertainment that resides in its DNA, as well as its rich cultural and indigenous history and existing historical buildings, integrating the existing urban fabric (including several heritage buildings, Stampede Park and the Elbow River) and reshaping East Victoria Park as an active, walkable, accessible community with enhanced connections to adjacent neighbourhoods are among our most important goals.

In East Victoria Park, we have the opportunity to infuse new energy and new life into the district that will attract the ideas and types of development that respect the community's history and envisioned future. To solidify CMLC's commitment to the Rivers District Master Plan vision and to kick-start the community's renewal, we are investing **$150 million toward planning and infrastructure improvements projects** in East Victoria Park and coupled with our placemaking expertise, we have a team that can deliver on a vision.

Rivers District Master Plan

Rivers District Master Plan

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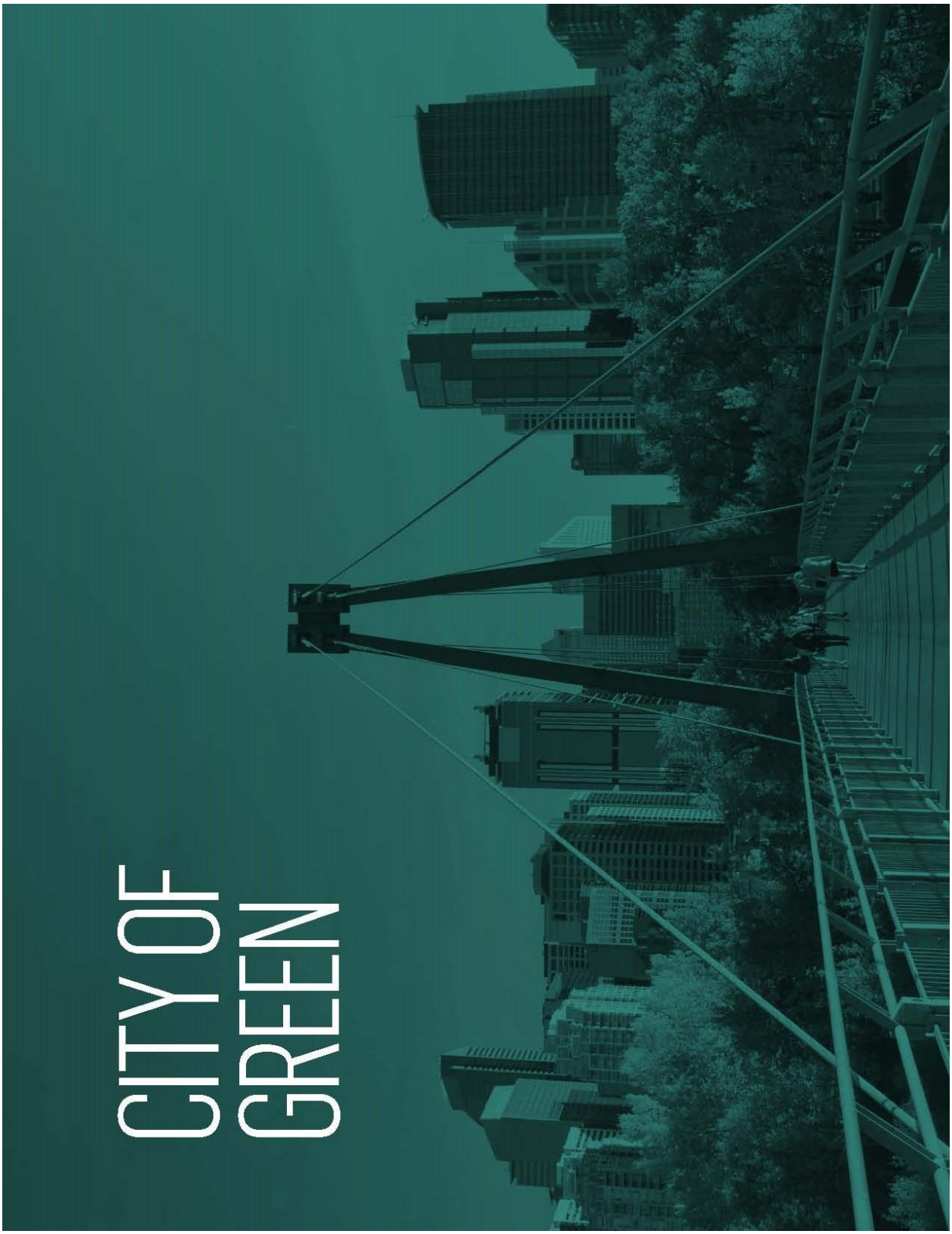
Rivers District Master Plan



Rivers District Master Plan

MICHEAL BROWN // PRESIDENT & CEO, CMLC

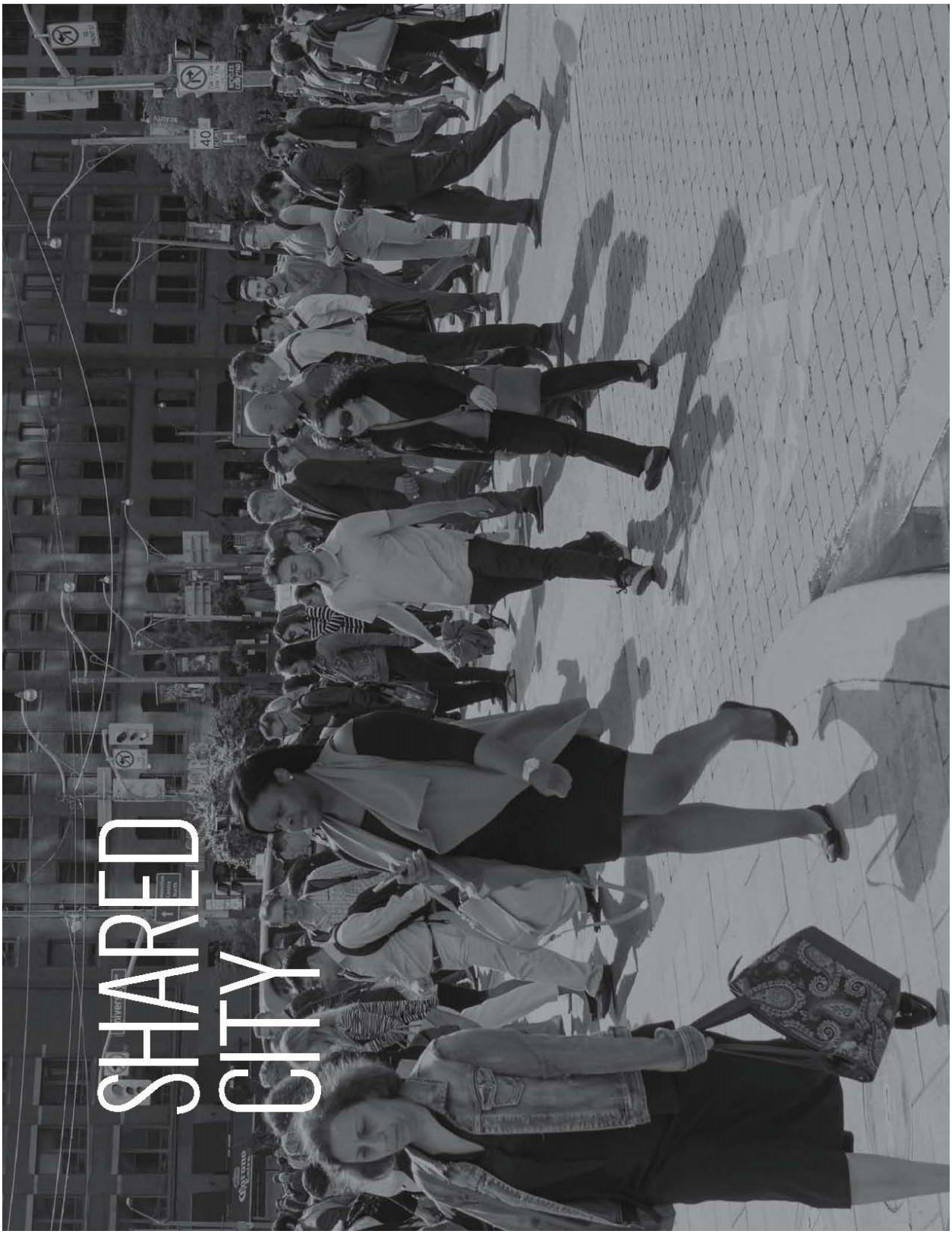
"It's an area with entertainment in its DNA. It's been home to The Greatest Outdoor Show on Earth for more than a century and home to Calgary's beloved Calgary Flames for over 30 years. And it's surrounded by powerful players in arts, culture and entertainment: Glenbow Museum, Arts Commons, Studio Bell, new Central Library, TELUS Spark, Calgary Zoo, Fort Calgary and more. The stage is set for Calgary's first master-planned culture and entertainment district!"

Rivers District Master Plan

MARK JOHNSON //
PRESIDENT, CIVITAS

"Ultimately, east Victoria Park needs to grow as a vibrant, amenity-rich, mixed-use community that draws on the beauty of its natural surroundings, the strength of its cultural heritage and the spirit of its entertainment identity."

Rivers District Master Plan



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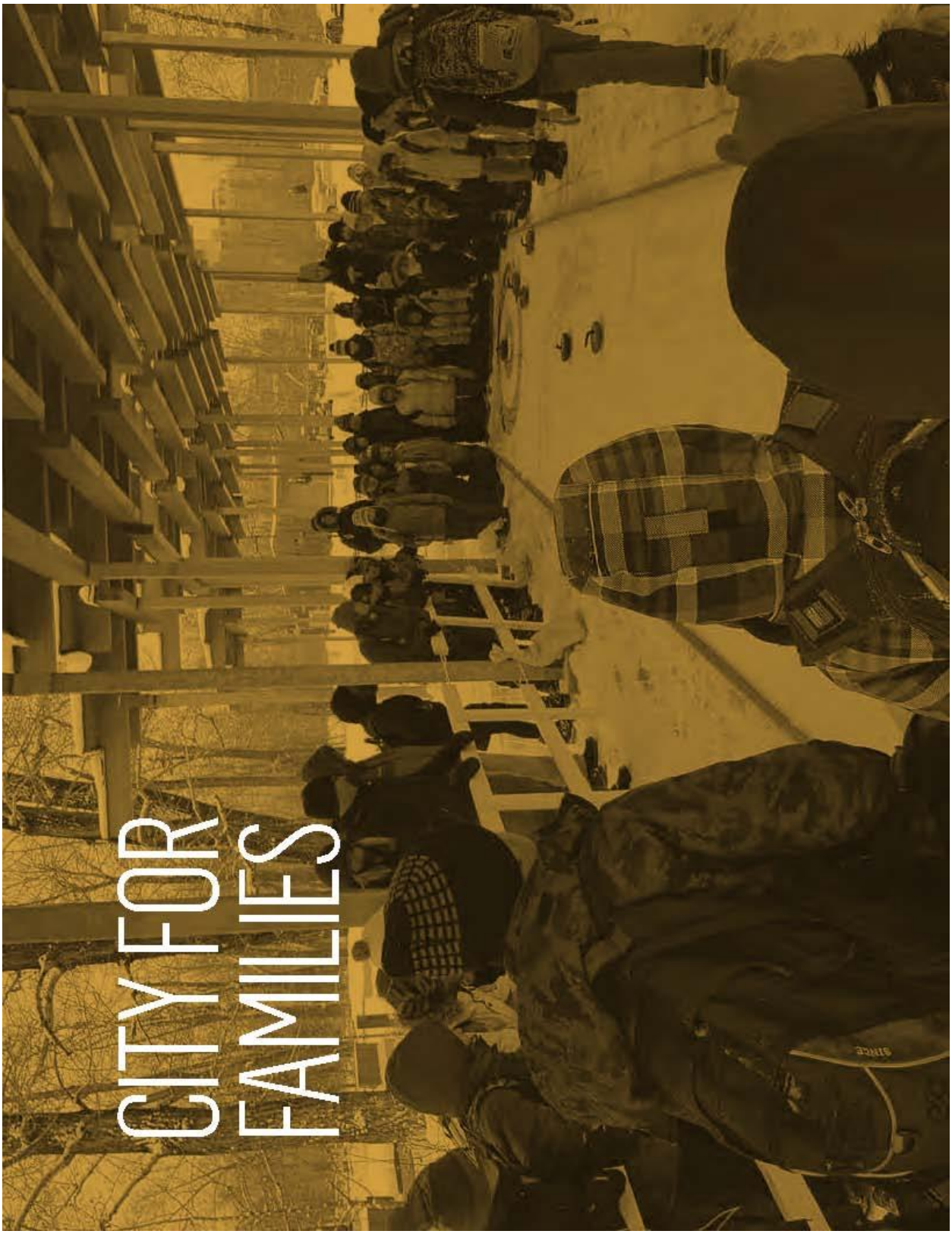


Rivers District Master Plan

Calgary is Canada's fastest growing metropolitan area with a median age of 36. As the city continues to grow and evolve, we need to think about the type of community that will support empty nesters, existing families, the millennial population as they begin to settle down as well as attract the next wave of urban residents. A portion of east Victoria Park should provide the amenities and lifestyle that will attract young families to live in the city.

Rivers District Master Plan

Rivers District Master Plan

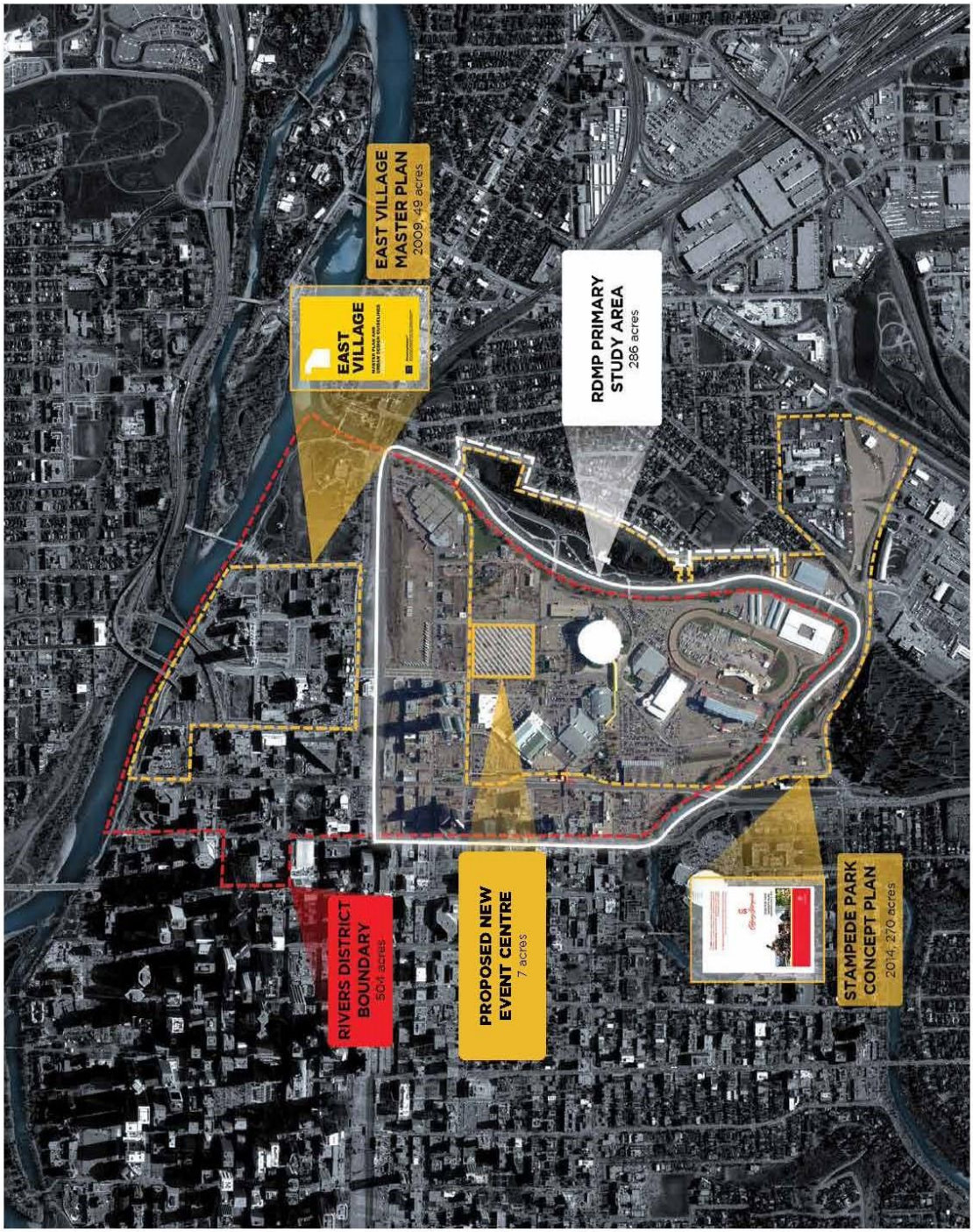
INTRODUCTION

Rivers District Master Plan

This Master Plan envisions a mixed use culture and entertainment district that unites with the City of Calgary's vision and objectives. It will deliver a vision for the future growth, investment, attraction, connectivity, and livability of the Rivers District while respecting east Victoria Park's history as Calgary's original Entertainment and Cultural Centre. This comprehensive plan considers development and land use plans underway and creates a more refined vision for east Victoria Park.

While the term 'Rivers District' refers to the 504 acre CRL boundary, the Rivers District Master Plan (RDMP) refers to east Victoria Park as demonstrated in the adjacent image.

Rivers District Master Plan



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About CMLC

Calgary Municipal Land Corporation (CMLC) was incorporated in 2007 as a wholly owned subsidiary of the City of Calgary to implement and execute the Rivers District Community Revitalization Plan – a public infrastructure program approved by the City of Calgary and the Province of Alberta to kick-start Calgary's east side urban renewal. The Rivers District Revitalization Plan provides our city and province with an extraordinary asset that's helping to elevate Calgary's reputation as one of the world's best places to live, work and visit. Our passionate, experienced placemaking brings new energy to old neighbourhoods, creates credibility and confidence, and inspires communities to build, grow and believe. CMLC exists to achieve the City's objectives for urban densification and community renewal, infrastructure investment and placemaking.

Community Revitalization Levy

CMLC substantially funds the delivery of the Rivers District Revitalization Plan with a Community Revitalization Levy (CRL). The first of its kind in Canada in 2005, the CRL was enabled by an act of legislation by the Province of Alberta for a 20 year period (initiating in 2007 to 2027). The Levy provides a means to segregate increased property tax revenues in the Rivers District, which result from redevelopment, into a fund that will be used to pay for the new infrastructure required. The taxes levied under the CRL would, in effect, replace the municipal and provincial portions of the property tax, and the rate would be equal to that which is charged throughout The City. The end result is that improvements in the Rivers District are self-funded without any additional tax burden on the balance of The City, and at the end of the 20-year CRL period, the amounts that were charged under the CRL would become general property tax revenues and flow into the general revenues of the City and the Province.

Stakeholders

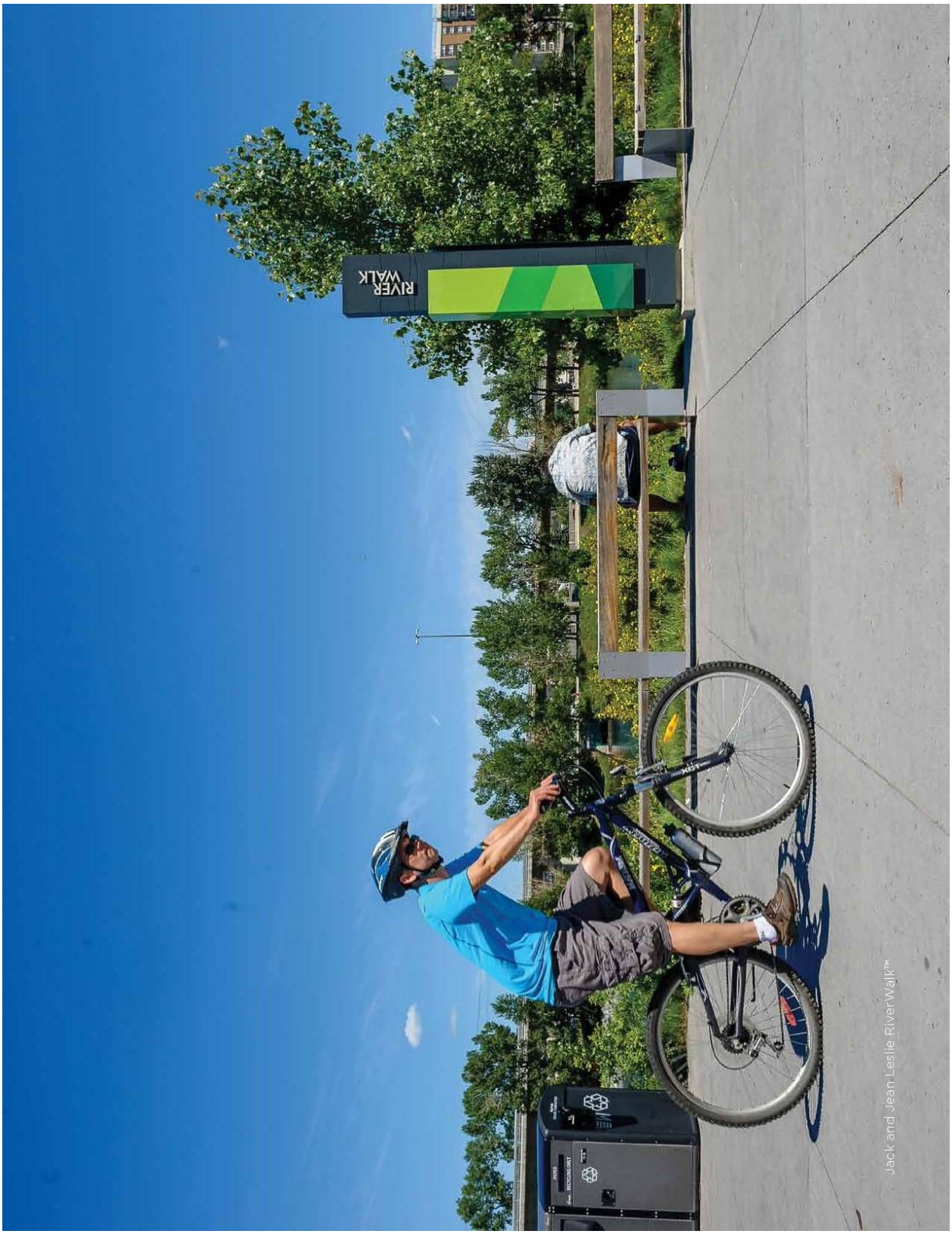
Within the Rivers District are a number of key stakeholders and civic partners. These partner organizations each have a stake in the future of Victoria Park and many have developed plans for the future of their lands. This Master Plan continues the dialogue with stakeholders and residents to explore the next steps of development for the Rivers District and work towards a mutually beneficial goal.

CMLC began the engagement of key stakeholders in Fall 2015 to gather input on the Victoria Park Master Plan vision. These stakeholders represent major landowners in the area, 350 businesses, residents, and The City of Calgary land use planning and implementation team. From these conversations, additional key stakeholders were identified and added to the discussions. For this Master Plan effort, Stakeholders were reconvened in 2017 to envision the next steps for the Rivers District. The following Stakeholders met to inform the plan:

1. Calgary Stampede
2. Beltline Neighbourhoods Association
3. City of Calgary Ward 8
4. City of Calgary
5. Calgary Sport and Entertainment Corporation
6. Remington Development Corporation
7. Victoria Park Business Improvement Area
8. Ramsay Community Association
9. Inglewood Community Association
10. City of Calgary Ward 11

Rivers District Master Plan

Rivers District Master Plan



Rivers District Master Plan

Overview

Creating a vision for east Victoria Park—a 286-acre area on Calgary's east end downtown—is an enormous undertaking. The Master Plan must not only consider the plans which are currently underway (namely the East Village Master Plan and the Stampede Park Concept Plan) but must also consider 29 other espoused visions, concepts and plans as well as the Area Redevelopment Plan and various bylaws.

Specific to east Victoria Park, the Master Plan vision will honour and integrate the city's quest for a viable new event centre as well as the LRT Green Line extension.

Ultimately, CMLC imagines east Victoria Park as a vibrant, high density, mixed use community that draws on the spirit of entertainment that resides in its DNA, as well as its natural surroundings. Integrating the existing urban fabric (including several heritage buildings, Stampede Park and the Elbow River) and reshaping east Victoria Park as an active, walkable, accessible community with enhanced connections to adjacent neighbourhoods are among our most important goals.

For decades this part of downtown Calgary has stood as the city's entertainment epicentre. We want to embrace east Victoria Park's past and dramatically enlarge its future by imagining – and then creating – a revitalized cultural and entertainment district on downtown's east end.

With approval of our 2017–2019 Business Plan and corresponding with the second 10-year term of CRL collection and investment, CMLC is now taking the placemaking approach that worked in East Village to the neighbouring community of east Victoria Park. This is a significant opportunity to create a new vision. To help realize that potential, CMLC is committing CRL funds to east Victoria Park improvement beginning with the development of The Rivers District Master Plan for the community and east-end district.

With Calgary Municipal Land Corporation's redevelopment of East Village, the east end of downtown Calgary is ripe to far surpass its former glory and emerge as a cultural and entertainment district unlike any other. In east Victoria Park, we have the opportunity to infuse new energy and new life into the district. At CMLC, we have a team that can deliver on a vision. And in the Rivers District CRL, we have a mechanism to lay its groundwork.

We believe all that's needed is an imaginative, practical, forward-thinking Master Plan. And that's exactly what we've created.

Rivers District Master Plan

How To Use This Plan

This Plan establishes a long range vision for east Victoria Park. Through the engagement of city agencies, stakeholders and consultants, a series of Design Principles and Urban Design Strategies were created. These Principles and Strategies guided overarching open space, transportation, character area, and development frameworks. The character and function of each area is further prescribed through the Public Realm Design Guidelines.

This Plan builds upon the recommendations of the Stampede Park Concept Plan and the 2011 Beltline Area Redevelopment Plan (ARP), in particular, Section Six Beltline Public Realm Plan. The vision and recommendations put forward in this Master Plan, based upon Client and Stakeholder input and recommendations, may differ from those in the Beltline ARP.

DESIGN PRINCIPLES

Describes four design principles about the intent and ideology of the Master Plan.

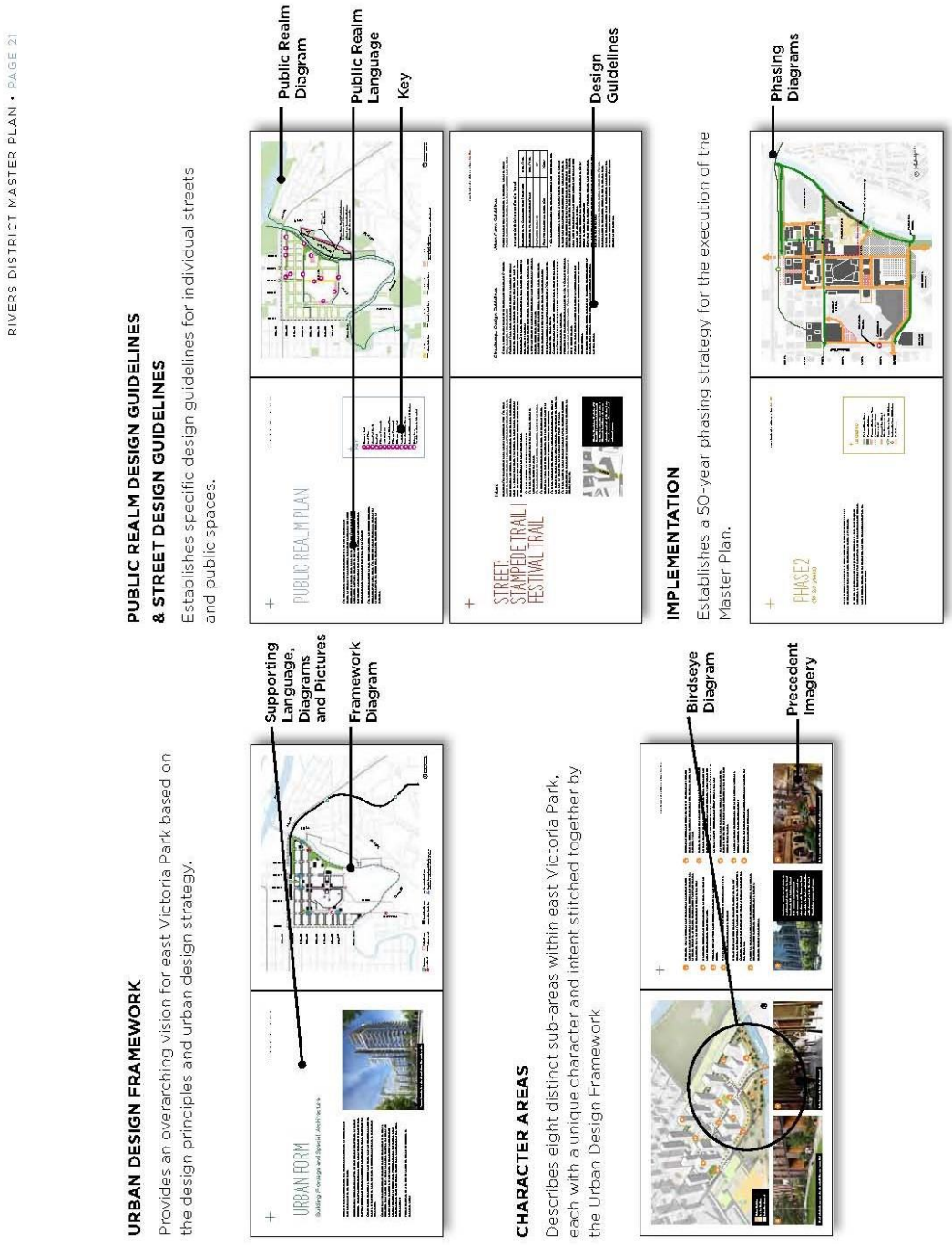
URBAN DESIGN STRATEGY

Identifies key strategies for a series of integrated frameworks for future parks and open space, streets, pedestrians, bicycles, circulation, transit and development.

Context and Site Analysis

Describes and analyzes the existing physical context of east Victoria Park. Observations and Opportunities are raised in relation to the existing transportation systems, land use, infrastructure, gateways and barriers.

Rivers District Master Plan



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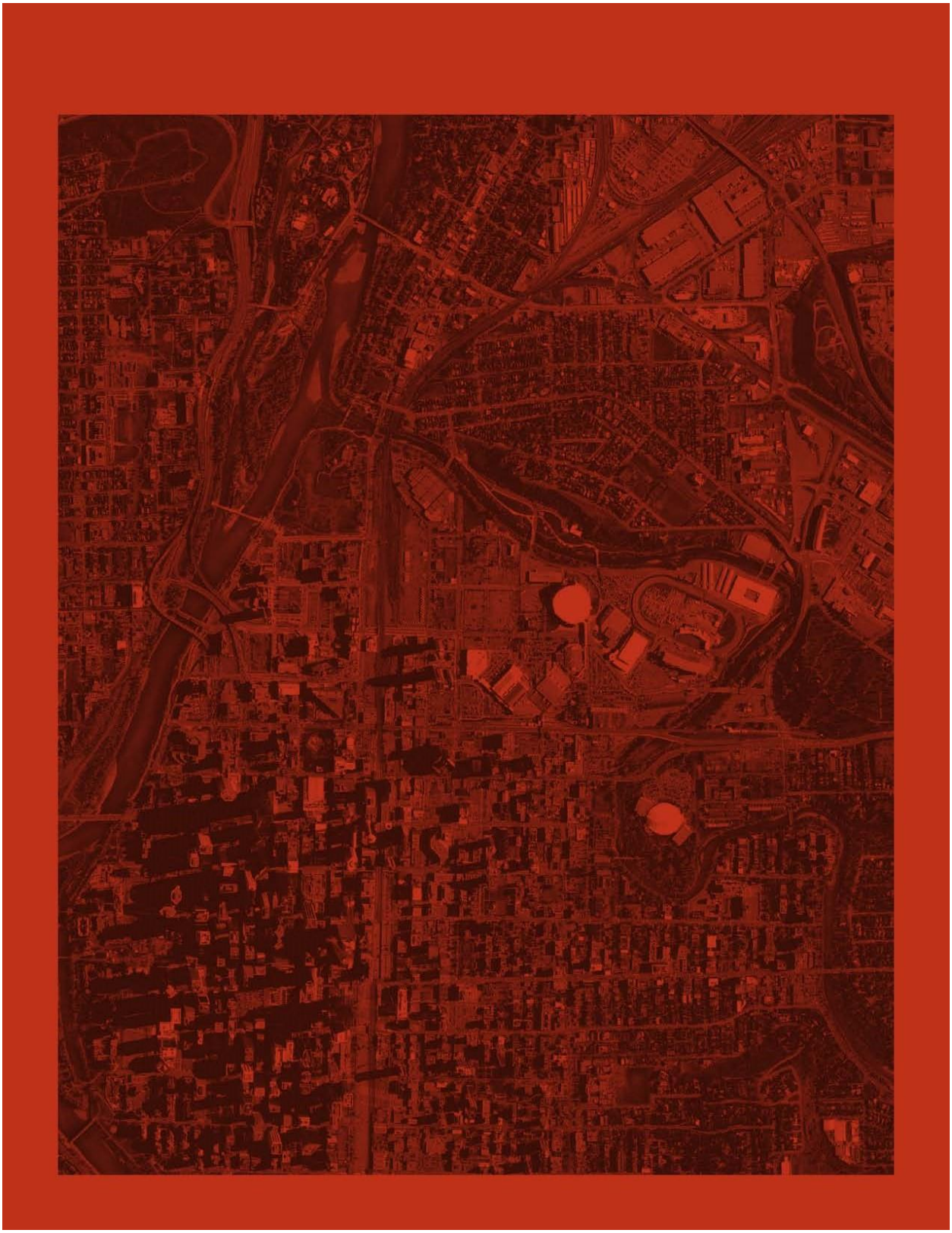


Rivers District Master Plan

Rivers District Master Plan

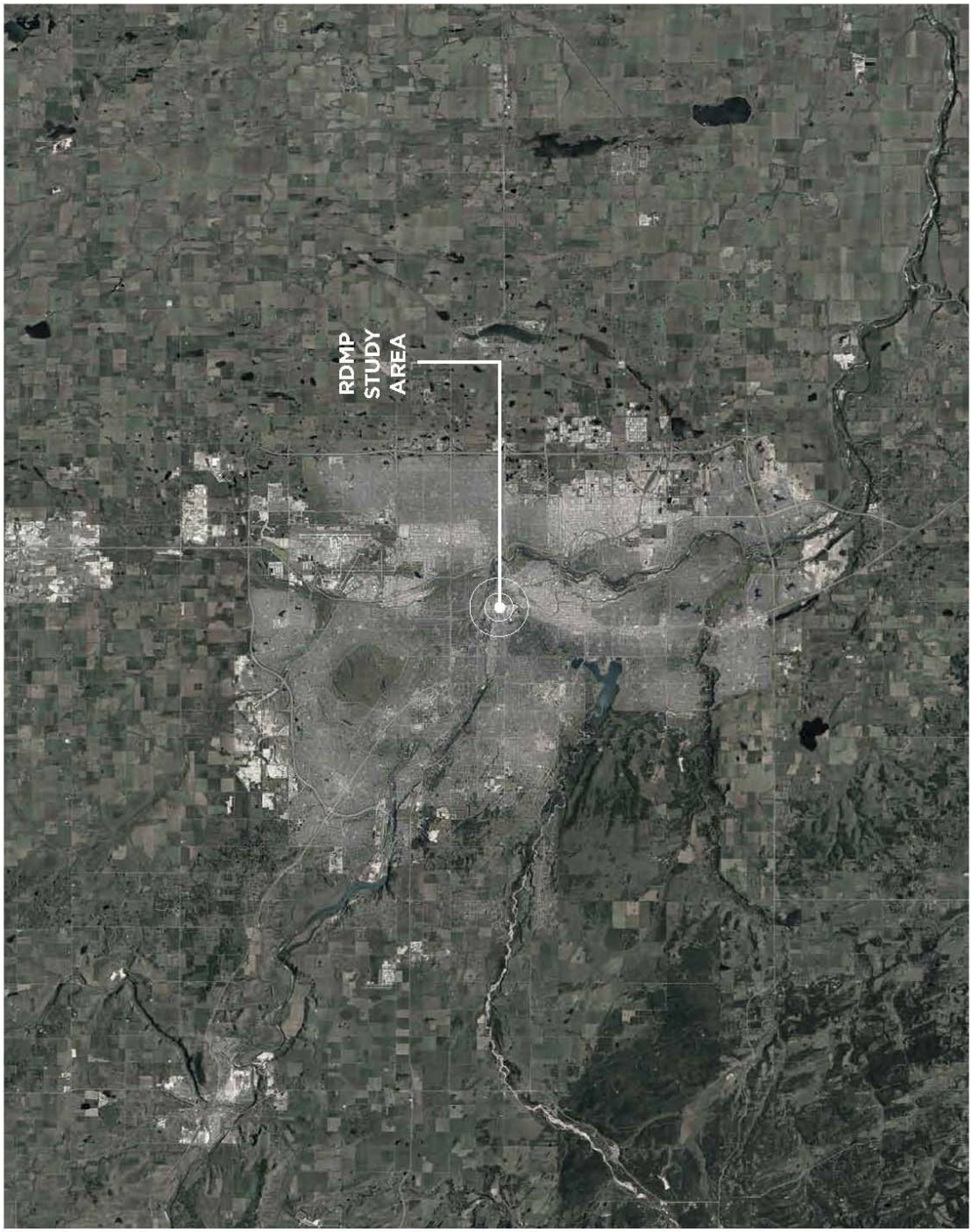
CONTEXT AND SITE ANALYSIS

In 2016, Calgary Municipal Land Corporation (CMLC) completed a year-long strategic planning process aimed at describing the organization's future investment and infrastructure priorities. In its business planning for 2017-2019, CMLC identified the need to develop and articulate a Master Plan vision for the Rivers District including east Victoria Park, encompassing 286 acres embraced by the Bow and Elbow Rivers on downtown Calgary's east end.

The Calgary Stampede and the Calgary Sports and Entertainment Corporation draw visitors to this area from across the region and the country during a multitude of events. For decades, these events have accounted for most of the activity in the area. Today, the growth of the city and downtown neighbourhoods is apparent in new residential development in the area, plans for an additional LRT line, and plans for revamped cultural and entertainment facilities.

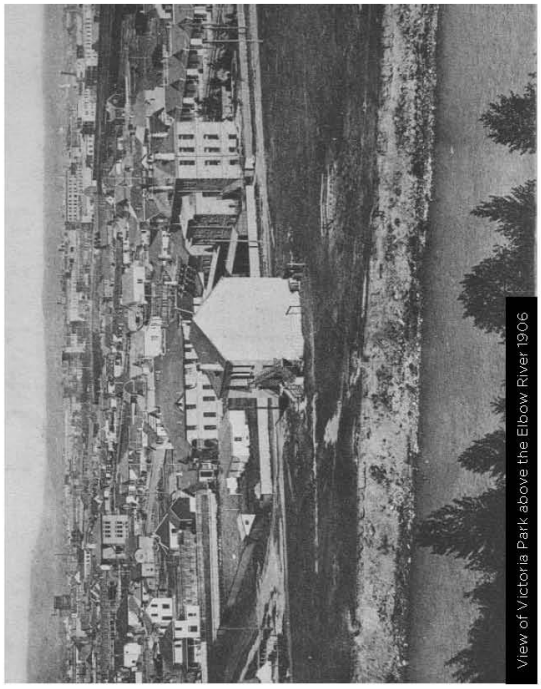
The Master Plan vision for the Rivers District, focusing on east Victoria Park, will consider and respect the many existing and evolving plans, programs and development aspirations of the various stakeholders in the area. Such plans include the Calgary Stampede Concept Plan, City of Calgary transportation and land use plans, the East Village Master Plan vision, and more. In total, there are 29 planning documents that recommend improving the mobility, livability, and vibrancy of the area.

Rivers District Master Plan

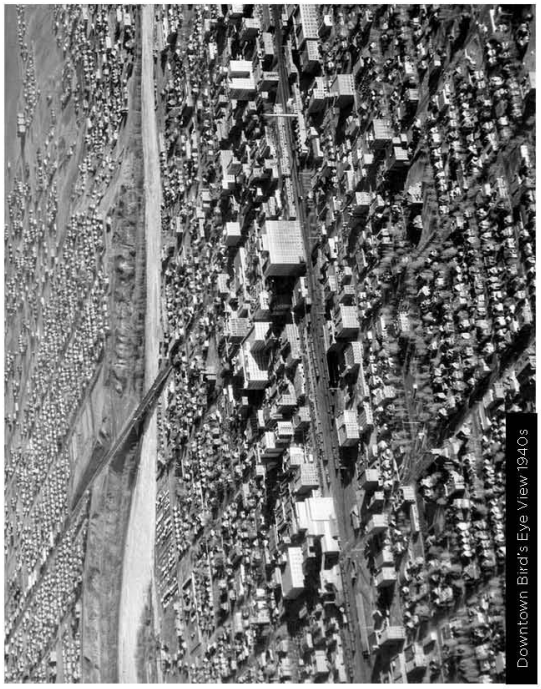


Rivers District Master Plan

Victoria Park 1924


View of Victoria Park above the Elbow River 1906

Medicine Wheel at Nose Hill Park 2015


Downtown Bird's Eye View 1940s

Historic Context

Calgary

Situated at the confluence of the Bow and Elbow Rivers of Southern Alberta, where the rich grasses of the western prairie meet the foothills of the Rocky Mountains, and cattle ranching coexists with oil exploration, Calgary is one of Canada's premiere urban cities and serves as the financial centre of Western Canada.

History of the Area

The area that is now Calgary has a long history. It is in traditional Blackfoot territory and has long been a gathering place because this is where the Bow and Elbow Rivers meet. It is called Moh'kinsstis, a Blackfoot word that refers to the turn in the river as an elbow. Oral tradition indicates that the Blackfoot people have been in this area since time immemorial and archaeological digs in the area have supported this with evidence of tools that are more than 14,000 years old. Though this area was a long-time Blackfoot stronghold, other groups wintered, traded, or even settled. In the 1700s, a Cree group wintered in this area with northern Piikani bands and several groups of Métis peoples came to Moh'kinsstis to engage in trade. Though there had been little direct contact with European traders and settlers in Blackfoot territory before the early 1700s, their expanding presence in North America had affected trade, inter-Indigenous diplomacy, and settlement in this area. More than 500 years ago, a group of Nakoda migrated from the American Midwest and settled in the foothills of the Rockies. Approximately 200 years ago, a Dene band established a settlement in this area as well. Both bands migrated as a result of shifting territory patterns due to the increased presence of French, English, and American settlement and trade.

In 1867, Canada became a Confederation and its leaders had a distinct sea-to-sea-to-sea vision. Part of growing the nation was establishing the North West Mounted Police (NWMP) and building forts in the newly-acquired western territories. In 1875, Fort Calgary was established in Moh'kinsstis and the NWMP began to police this territory. Two years later, the Crown and the Canadian government negotiated Treaty 7 with the Blackfoot nations of Siksika, Piikani, and Kainai as well as with the Tsuut'ina (Dene) and Stoney (Iyarhe) Nakoda. Along with ten other numbered treaties, Treaty 7 "opened" the West for Canadian settlement.

Within a few years of Treaty 7 being signed, the Canadian Pacific Railway had reached the fort. The Town of Calgary was established in 1884 with lumber, rail, grain, cattle, and banking as its main industries. In the 20th century, Calgary developed into the energy capital of Canada and is now the fourth largest urban centre in the country.

Victoria Park

The landscape may look different today, but east Victoria Park remains an eclectic gathering place where past, present, and future mingle in a 115-hectare district. Initially called "First Ward," the area was a mix of residences and grazing pasture for animals. The neighbourhood's more familiar name came as a result of the Calgary and District Agricultural Society purchasing 38 hectares of land for its exhibition grounds. In 1889, civic leaders named it Victoria Park in honour of the reigning monarch and her husband, Prince Albert, who encouraged exhibitions as a way to bring people together in celebration.

By the 1910s, Victoria Park had many mixed uses. Railroad spur lines serviced the Warehouse District. A bakery set up along the river, using steam to power its machines, and corner stores began popping up to serve residents. With the growth of automobiles, many of the city's wealthiest had left Victoria Park, and small worker's cottages were common. Residents worked in the meatpacking and rail industries and Victoria Park was a bustling neighbourhood until the mid-20th century when most of the light industry left the area. For the second half of the 20th century, the area was considered for southward expansion of downtown as well as northward expansion of Stampede Park. Ultimately, as industry left the area and the city's economy shifted toward oil and gas, many residents moved away. In the early 2000s, tall condos started to dot the landscape and residents began returning to one of Calgary's oldest neighbourhoods.

Rivers District Master Plan

The Calgary Stampede

The Calgary and District Agriculture Society held it first Exhibition in the summer of 1886. It received positive reviews as much for the opportunity to share agricultural techniques as for the chance to simply get together and socialize as a community. The Exhibition continued on in this tradition and, working closely with the city, transformed a 38-hectare plot of land into a year-round site for gathering, celebrating, and showcasing agricultural developments.

In 1908, Calgary hosted the Dominion Exhibition, a fair that travelled across Canada. As a host city, Calgary received financial assistance to build permanent structures at the exhibition grounds. One of the premier entertainment elements was an American travelling theatrical group featuring performances by Guy Weadick and Flores LaDue.

Four years later, Weadick and LaDue returned to Calgary to pitch a "Frontier Days Celebration." They secured financial support from the Big Four - George Lane, Pat Burns, A.E. Cross, and A.J. McLean - and began inviting cowboys, cowgirls, and First Nations people to what would become the very first Stampede in September of 1912. The Parade drew approximately 80,000 spectators (nearly twice the city's population at the time). Due to economic downturns and the outbreak of World War I, there was not another Calgary Stampede until 1919. In 1923, the Calgary Exhibition invited Weadick and LaDue to hold the Stampede in conjunction with the Exhibition in July and a new civic tradition was born.

The Stampede grew in popularity, especially in the post-World War II years. A new ice arena, the Corral, was built to house the Calgary Stampeders hockey team in 1950. Several years later, the Big Four building opened as a curling centre. In the 1970s a new Grandstand and race track reoriented the Park and Stampede attendance first hit 1,000,000. Less than a decade later, the Round-Up Centre was built. It has since had many expansions and is now called the Convention Venue. In 1988, Stampede Park was home to many events as Calgary hosted the Winter Olympics. In the late 2010s, the Stampede unveiled a new agricultural centre, a greenspace along the Elbow River, and a new area dedicated to youth achievement with dedicated performing arts spaces.

These new developments help to serve the needs of a growing and cosmopolitan city. To this day, the Stampede remains true to its Exhibition roots. For more than 130 years, Calgarians have come here to gather and celebrate as a community.

Treaty 7 First Nations + Calgary Stampede

Central to Guy Weadick's conception of a celebration of the Frontier and Old West was the inclusion of the Treaty 7 First Nations peoples. In his vision, a celebration of the West was impossible without including those who had always been here as equals in the gathering. Weadick worked with people like Ben Calf Robe from Siksika to invite First Nations people to the first Stampede. Approximately 1,800 First Nation members participated in the Parade. During the first Stampede, many First Nations people camped adjacent to the exhibition grounds in Victoria Park, setting up the "Elbow River Camp". That tradition has continued until today and is one of the most iconic elements of the Calgary Stampede.

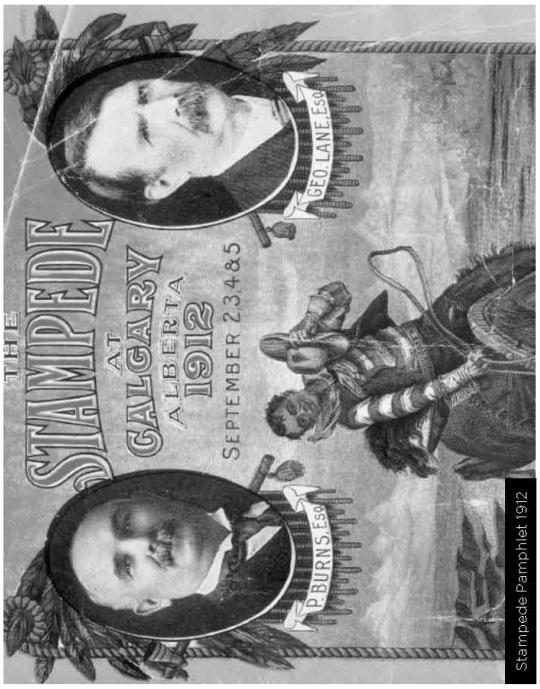
Today, many of the tipi owners who participate in Elbow River Camp are descendants of those who camped here in 1912. Throughout the 20th century, the Camp was a safe space where First Nations peoples could speak their languages, wear traditional clothing, and perform dances. Many tipi owners of the Camp have stated that the partnership between the Stampede and families from Treaty 7 nations helped them preserve their cultures at a time when many practices were banned on reserves. This shared history makes Elbow River Camp a unique place in the world. The Camp has moved three times and it is now located in ENMAX Park along the Elbow River. Since the first camp in 1912, the Elbow River Camp has remained a place where people from Siksika, Piikani, Kainai, Tsuut'ina, and Stoney Nakoda nations can gather to practice and share their cultures with visitors from near and far.

Rivers District Master Plan

Guy Weadick with Cappy Smart and First Nations 1920s

Elbow River Camp at ENMAX Park 2016

First Nations Teepee 1912



Stampede Pamphlet 1912

Stampede Parade 1919

Rivers District Master Plan

RIVERS DISTRICT EXISTING CONTEXT

Existing Building Footprints

Observations

- The Study Area is comprised of large format buildings set within fields of surface parking.
- Neighbourhoods east and west of the Study Area are comprised of many small scale building footprints, creating a much finer-grain urban pattern and more human-scale environment.

Opportunities

- Re-establish urban form.
- Evaluate how future, large format buildings can be sited and designed to create a finer grain, pedestrian scale environment.
- Consider long-term implications of new streets and infrastructure on the 10-Day Stampede Event program.
- Consider phasing strategy that will allow future site improvements consistent with the needs of current buildings and events while addressing the needs for a variety of future events including the 10-Day Stampede Event.
- Consider below-grade parking in the future to minimize surface parking.
- Consider redeveloping the Victoria Park Transit Centre property into an urban mixed use project.

Block Pattern Street Grid

Observations

- The Elbow River, Red Line LRT, and Canadian Pacific Railway create major barriers along the majority of edges of the Study Area. Limited connections across these barriers create dead ends within the downtown fabric.
- Super blocks and lack of east/west street connections disconnect Beltline Neighbourhood from Elbow River.
- Few north/south connections across rail tracks disconnect neighbourhood from East Village.

Opportunities

- Establish a stronger connection between East Village and Stampede Park via a new 5 Street Underpass.
- Create better circulation with the 4 Street SE and 5 Street SE paired underpass connection in conjunction with the 11 Avenue SE and 12 Avenue SE paired connection.
- Consider future connections south and east across the Elbow River when Calgary Stampede considers reconfiguring buildings.

Rivers District Master Plan

Existing Open Space Network

Observations

- The Study Area is void of small urban parks and plazas typical of downtown neighbourhoods.
- There are multiple large open space amenities in vicinity of the Study Area including ENMAX Park, Fort Calgary, St Patrick's Island, Union Cemetery and Lindsay Park.
- While ENMAX park is located along the river, it is isolated from neighbourhoods due to the ridge line to the east and lack of connections to the west.

Opportunities

- Celebrate the Elbow River and it's connection to the Bow River and Fort Calgary.
- Create an urban waterfront park on the west edge of the Elbow River to create a two-sided park that can become a neighbourhood destination and amenity.
- Connect Beltline neighbourhood to the river and park system.
- Extend RiverWalk south of 9 Avenue SE.

Neighbourhood Context

Observations

- The Study Area encompasses eight neighbourhoods: East Village, east Victoria Park, Downtown Commercial Core, Beltline, Mission, Erlton, Ramsay and Inglewood.
- With the exception of Downtown, each neighbourhood has strong community and business organizations.
- With 22,000 people, the Beltline represents a significant full-time population.

Opportunities

- Enhance connectivity and provide better edges to the surrounding neighbourhoods.

Existing Neighbourhood Amenities

Observations

- The 9 Ave SE corridor functions as a neighbourhood commercial corridor serving Ramsay and Inglewood neighbourhoods.
- There are a number of commercial and community services located in the Beltline neighbourhood. Commercial uses found in this neighbourhood include, but are not limited to, restaurants, grocery stores, bars, cafés, post offices and an arena.
- The area is surrounded by arts, culture and entertainment venues such as the Glenbow Museum, Arts Commons, Studio Bell, New Central Library, TELUS Spark, Calgary Zoo, and Fort Calgary.
- There are no full-time commercial uses east of 4 Street SE and south of 12 Avenue SE. Current uses are temporary retail and commercial for various Stampede Events.
- 8 Avenue SE (Stephen Avenue) in the Downtown Commercial Core and 9 Avenue in Inglewood are significant restaurant & retail corridors.

Opportunities

- Create a commercial centre at the intersection of 4 Street SE and 12 Avenue SE.

Rivers District Master Plan

Building Age

Observations

- The existing Convention Venue was built and expanded in different phases.
- The Victoria Pavilion is the oldest structure in Stampede Park.
- The Nutrien Western Event Centre was constructed in 2014.

Opportunities

- Long-term public realm improvements should consider age of building stock and which buildings may reach the end of their useful life.
- Capitalize on the Warehouse District. Calgary's largest concentration of historic buildings is a great asset to this community. There are opportunities for a finer-grain street design.

Existing Land Ownership

Observations

- Over half of the area (67 hectares) is owned by the city of Calgary, most of which is leased to the Calgary Stampede.
- Not including Stampede Park and projects under construction, 43% (43 hectares) of east Victoria Park is undeveloped.

Opportunities

- Consolidate parcels and stimulate redevelopment.
- Opportunity to create a cohesive neighbourhood, and connections in and through Stampede Park.

General Land Use

Observations

- Much of the land within east Victoria Park is vacant and dedicated to parking most of the year.
- 17 Avenue SE in Beltline, 4 Street SW and 9 Ave SE in Inglewood are mixed use neighbourhoods with retail streets.
- West of the Study Area is a medium-high density residential neighbourhood with some mixed-use streets.
- East of the Study Area is a predominant single family residential neighbourhood.
- North of the Study Area is the currently developing East Village neighbourhood.

Opportunities

- Redevelopment within the Study Area will begin to knit the existing multifamily residential neighbourhood fabric together.
- Consider design strategies that mitigate acoustical conflicts between residential and outdoor events.

Rivers District Master Plan

Existing Zoning

Observations

- DC—Direct Control is a customized land use designation and has a list of allowable uses and a set of rules specific to a particular property or development.
- CC-X—Centre City Mixed Use District is primarily for a mix of commercial, residential and some light industrial uses.
- CC-EIR—Centre City East Village Integrated Residential District is for intensive residential development integrated with a broad range of support commercial uses in the East Village area.
- CC-ERR—Centre City East Village River Residential District is for intensive residential development with ground floor commercial on sites strategically located with riverfront views in the East Village area.
- CC-EPR—Centre City East Village Primarily Residential District is for intensive residential development with some to adjacent districts that allow for primarily residential uses.
- S-R—Special Purpose—Recreation District is primarily for private recreation facilities, both indoor and outdoor.
- CC-ER—Centre City East Village Recreational District is intended for public plazas next to the Bow River.
- S-CS—Special Purpose—Community Service District is for education and community uses.
- CC-ET—Centre City East Village Transition District is for a mix of commercial, residential and institutional uses that provide an appropriate transition between the downtown core and the East Village.
- CR20-C20/R20—Commercial Residential District is for high-rise, high-density development with a mix of commercial, residential and cultural uses within the Downtown.
- S-CI—City and Regional Infrastructure District is primarily for infrastructure and utility facilities.

Existing Allowable Heights

Observations

- Parcels north of 12 Ave SE have no maximum building height, but are limited by floor area ratio (F.A.R.).

Opportunities

- Consider building and tower placements that will maximize solar access at street level, maximize tower views to mountains and downtown, and minimize the creation of urban building canyons.

Maximum Floor Area Ratio (F.A.R.)

Observations

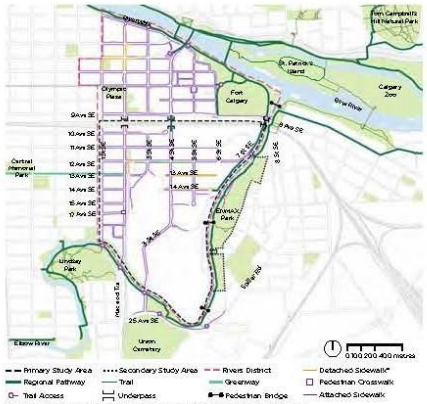
- Maximum F.A.R. are based on the existing Bylaw 1P2007, and include bonusing if possible. Districts such as Centre City Mixed Use District define a base density and allow the opportunity for a density bonus. Bonus earning items are in general provisions which benefit the public.
- There is no specific F.A.R. prescribed in Stampede Park and are based on Bylaw 2P80.
- The F.A.R. outside of Stampede Park ranges from 7–12.

Opportunities

- Consider the impacts of building density, height and location on views to downtown, solar access to public realm, and character and feel of streetscape.

RIVERS DISTRICT MOBILITY CONTEXT

Existing Pedestrian Connections



Detached Sidewalk: a sidewalk separated from curb by an amenity zone or tree lawn.
Source: GIS data achieved via Open Data Catalogue of the City of Calgary

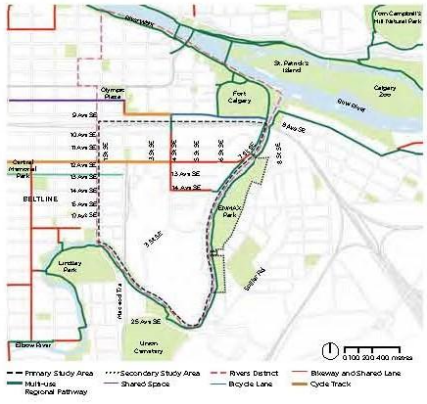
Observations

- Lack of shade trees and attached sidewalks create a poor pedestrian environment.
- Sidewalks are not always continuous, resulting in a poor pedestrian environment.

Opportunities

- Create a pedestrian connection at 17 Avenue SE.
- Explore creative ways to create additional connection to Fort Calgary.
- Create a network of detached sidewalks and street trees to provide visitors a cohesive and comfortable pedestrian experience.
- Create direct pedestrian connectivity into East Village community via 5 Street Underpass.
- Create a new connection into the East Village via a proposed 5 Street Underpass while removing vehicular traffic from the existing 7 Street SE Underpass and improving the safety and experience for pedestrians and bikes.

Existing Bike Facilities



Observations

- The regional pathway provides well-established south/north connectivity to parks and open spaces along the Elbow River and Bow River.
- The bicycle network consists of multiple facility types including cycle track, bicycle lane and regional pathway.
- Regional pathway provides excellent regional connectivity along the Elbow River and Bow River.
- Cycle Track along 12 Avenue SE is a significant bicycle connection to Beltline Neighbourhood, however it transfers to a bikeway at 4 Street SE creating a discontinuous facility.
- 4 Street SE provides wide, off street pedestrian and bicycle facilities under the railroad but ends at 11 Avenue SE.

Opportunities

- Extend the 9 Avenue and 12 Avenue SE cycle tracks to the Elbow River.
- Establish a well-connected on-street bike network that integrates with the river pathway system.

Rivers District Master Plan

Light Rail: Green Line 10 Ave Alignment

Observations

- The Red Line Station within the Study Area provides access to the Convention Venue, Cowboys Casino, Saddledome and Stampede Grandstand.
- The Green Line will provide connectivity to the Calgary International Airport via one transfer with future phases. The Green Line will also connect SE Calgary direct to Downtown and easily to the other quadrants of the city.

Opportunities

- The addition of LRT service will help to attract visitors and support business development and employee attraction.
- The future Green Line with one below-grade station at 12 Avenue SE and one at-grade station at 10 Avenue SE would be beneficial to create a connected, mixed use community.
- The LRT station would create an ideal location for a hotel near 12 Ave SE and Macleod Trail with a 600 metre or 10 minute walk from both Red Line and Green Line Stations.
- Provide a transfer station between the existing and future LRT stations

Existing Bus Routes

Observations

- There are four routes that service the Study Area, including: Route 24 Ogden; Route 10 City Hall–Southcentre; Route 17 Renfrew/Ramsay; Route 30 Highfield Industrial.
- There is a lack of bus circulation in the southern portion of the Study Area near several major event spaces.

Opportunities

- Explore viable ways to improve bus circulation through the district to encourage more guests/employees to utilize public transit.

Existing Parking

Observations

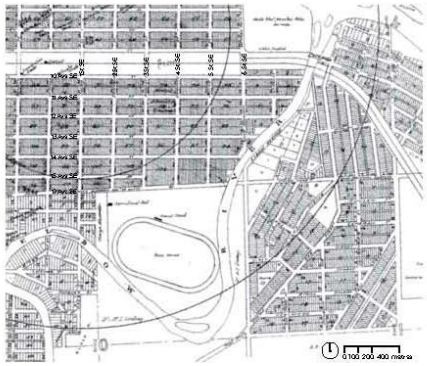
- Existing parking facilities in the Rivers District include parkades and surface lots owned by Calgary Parking Authority (CPA), surface parking in Stampede Park, and additional privately-owned structured parking and surface lots (Impark/Indigo).

Opportunities

- As development occurs, consider where public parking can be relocated.
- Consider a district-wide parking management plan and Transportation Demand Management Policies.
- Consider implementing a temporary parking strategy to alleviate pressures during construction.

PRIMARY STUDY AREA ANALYSIS

Historic Subdivision and Survey Map (1891)



Source: Calgary Public Library

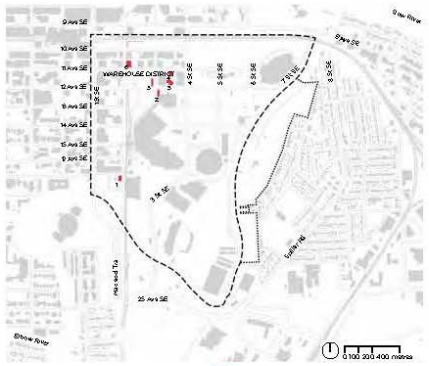
Observations

- This historic plan depicts parcel lots, street network and placement of the Stampede Grandstand in 1891.
- City grids once extended from 10 Avenue SE to 17 Avenue SE and east to the Elbow River.
- 6 Street SE once connected across the railroad.
- The Race Track was oriented east/west with the Stampede Grandstand on the north side of the race track.

Opportunities

- Re-instate historic city grids where feasible to connect east Victoria Park with East Village and the Elbow River and Beltline community.

Protected Historic Resource



Primary Study Area
Secondary Study Area
Legally Protected Historic Resource

1. Fire Hall No. 2
2. Dafoe Terrace
3. Victoria Bungalow School
4. Victoria Sandstone School
5. Fairey Terrace
6. Louise Block

Source: Inventory of Evaluated Historic Resources Map

Observations

- 4 St SE is the only bi-directional connection between East Village and Stampede Park.
- There is only one public street connecting the Ramsay Neighbourhood to the Study Area.
- There is lack of east/west street connections due to the existing Red Line west of Study Area and Elbow River east of the Study Area.

Opportunities

- A new underpass on 5 St SE will improve connectivity between East Village and the Study Area.
- The extension of 17 Ave SE will connect the Beltline Neighbourhood to the Study Area and the Elbow River and further provides for the densification of the community.
- Consider re-establishing the grid at northern portion of Study Area.

Rivers District Master Plan

Street Connections

Observations

- There are few buildings within the Study Area that are a Protected Historic Resource. The majority of these buildings are within the Warehouse District.

Opportunities

- Improve sense of place by integrating historic characteristic into future development.

Auto Gateways

Observations

- Primary automobile gateways to the Study Area are at 4 St SE, 12 Ave SE and 25 Ave SE.
- 4 St SE and Macdonald Ave are the only two existing arrival gateways connecting East Village and the Ramsay Neighbourhood to the Study Area.
- Agriculture Trail in ENMAX Park provides occasional access to Stampede Park.
- A disconnected street network makes the area difficult to navigate.
- 7 St SE gateway is a migrate-in/migrate-out and acts as a gateway for east bound traffic along 9 Ave SE.

Opportunities

- Close 7 Street due to low capacity, and create new north/south connection with a 5 street underpass.
- Create a gateway at 17 Ave and Macleod Trail into Stampede Park.

Pedestrian/Bike Gateways

Observations

- Several bridges along the Elbow River connecting the Study Area to the regional pathway are primary bicycle gateways.
- Primary pedestrian gateways from the Downtown to the Study Area are located at 12 Ave SE and 4 St SE.

Opportunities

- Improve 7 Street gateway condition for pedestrians and cyclists.
- Create a sense of arrival and entrance to east Victoria Park at the proposed 4 Street Green Line LRT Station.
- Create a sense of arrival and entrance to east Victoria Park at 13 Ave and Macleod Trail.
- Create a gateway at 17 Ave and Macleod Trail into Stampede Park.

Rivers District Master Plan

Landmark Buildings & Views Into the Site

Observations

- Scotsman's Hill provides an exceptional view to the downtown skyline and Stampede Park.
- Long-distance and unobstructed views into Stampede Park can be seen while approaching the Study Area from the north or south, and from 12 Ave SE and 17 Ave SE.

Opportunities

- Building placement and orientation should respect city views from Scotsman's Hill.
- Placement of buildings, artwork or other special wayfinding site features should capitalize on views from major gateways.
- Public space or regional pathway connections along Elbow River will provide additional views into the site.

Views From the Site

Observations

- The site offers impressive views to Downtown, the Rocky Mountains, and Scotsman's Hill.
- The intersection between 4 St SE and 12 Ave SE is a significant node connecting north to south and east to west.
- Scotsman's Hill is an impressive natural landscape and feature of the Study Area.

Opportunities

- Consider building placement and height in order to maximize views from multiple developments.

Topography

Observations

- Much of the land within the Study Area is flat.
- The ridge line east of the Elbow River runs south to north, creating a vantage point+/- 25 metres above Elbow River providing views into Stampede Park.

Opportunities

- Consider treatment and visual screening of rooftop mechanical to minimize visual impact of future development from Ramsay and Scotsman's Hill.

Rivers District Master Plan

Barriers

Observations

- The Canadian Pacific Railway, Red Line and Elbow River effectively make this site an "urban cul-de-sac" disconnected from rest of the city.
- There are insufficient connections between the Ramsay Neighbourhood and the Study Area.

Opportunities

- Increase accessibility to the Study Area through improved visual and physical connections.

Existing Electric Supply

Observations

- There is an existing electric station at the intersection of 10 Avenue SE and Macleod Trail.
- High tension power lines run along 10 Avenue SE and Canadian Pacific Railway to the northeast, and fork south from 6 Street SE and across the Elbow River.
- Serving its first customer in 2010, the Downtown District Energy Centre is capable of supplying heat for up to ten million square feet of new and existing residential and commercial properties through an efficient closed loop piping system.

Opportunities

- Consider relocation of the existing above ground high tension power lines or explore feasible ways to bury power lines underground.

Culture and Arts Destinations

Observations

- The Music Mile is a corridor and a collection of music venues, businesses, food and drink, shops and galleries, parks, and events.
- 9 Avenue, 12 Avenue, and Macleod Trail are significant corridors for vehicle and bus traffic that bring Calgarians and tourists to the area.
- Stampede Park hosts a concentration of larger music and arts venues.

Opportunities

- Enhance the identity and continuity of a music and arts district by achieving a critical mass and improved pedestrian connectivity.
- The Green Line LRT station will help connect culture and arts destinations to more of Calgary.
- The presence of food and retail businesses directly support and vitalize a cultural district.

Rivers District Master Plan

Existing Sanitary Sewer

Observations

- Much of the Study Area is served by sanitary sewer.

Opportunities

- Coordinate any future infrastructure upgrades with street redesign.
- Consider existing sewer sizes and capacities for increased density.

Existing Storm Sewer

Observations

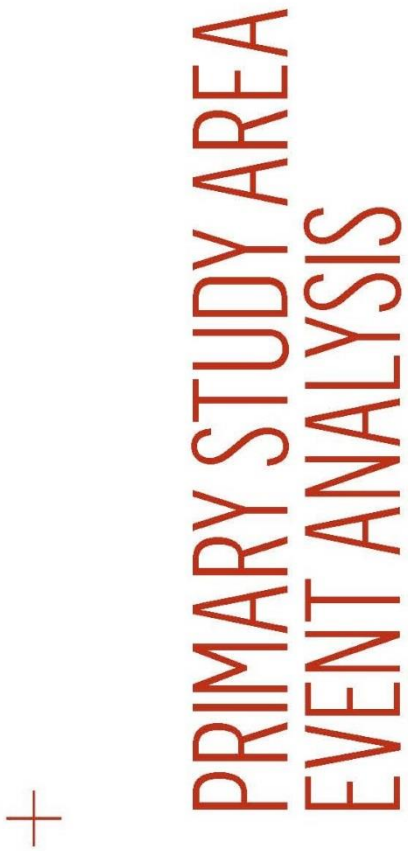
- Storm sewers collects runoff and discharges into Elbow River.

Opportunities

- Explore ways to treat stormwater runoff before discharging into Elbow River.
- Think about how east Victoria Park can become a model for stormwater treatment and river ecosystem health.

Rivers District Master Plan

Rivers District Master Plan



Rivers District Master Plan

Pedestrian Routes & 12 Avenue SE
Saddledome Event Crossing Volumes

- Primary Study Area
- Secondary Study Area
- Pedestrian Connections to major destinations/attractions
- 24 Pre Event 6:15–7:15 pm
- 17 Post Event 9:15–10:15 pm

Observations

- Pedestrian volumes across 12 Avenue SE surge during event conditions.
- Connectivity from Stampede Park across Macleod Trail is limited.

Opportunities

- Event pedestrian volumes will help future retail.
- Consider new retail development among key pedestrian corners and at activity nodes including LRT stations, new event centre, hotels, centres to future residential development.
- The 17 Avenue SE extension will improve pedestrian connectivity to Stampede Park and the Elbow River.
- Create safe pedestrian crossings along 12 Avenue SE.

Existing Saddledome
Event Traffic Distribution

- Primary Study Area
- Secondary Study Area
- Post Event Inbound Dist.
- Pre Event Inbound Dist.

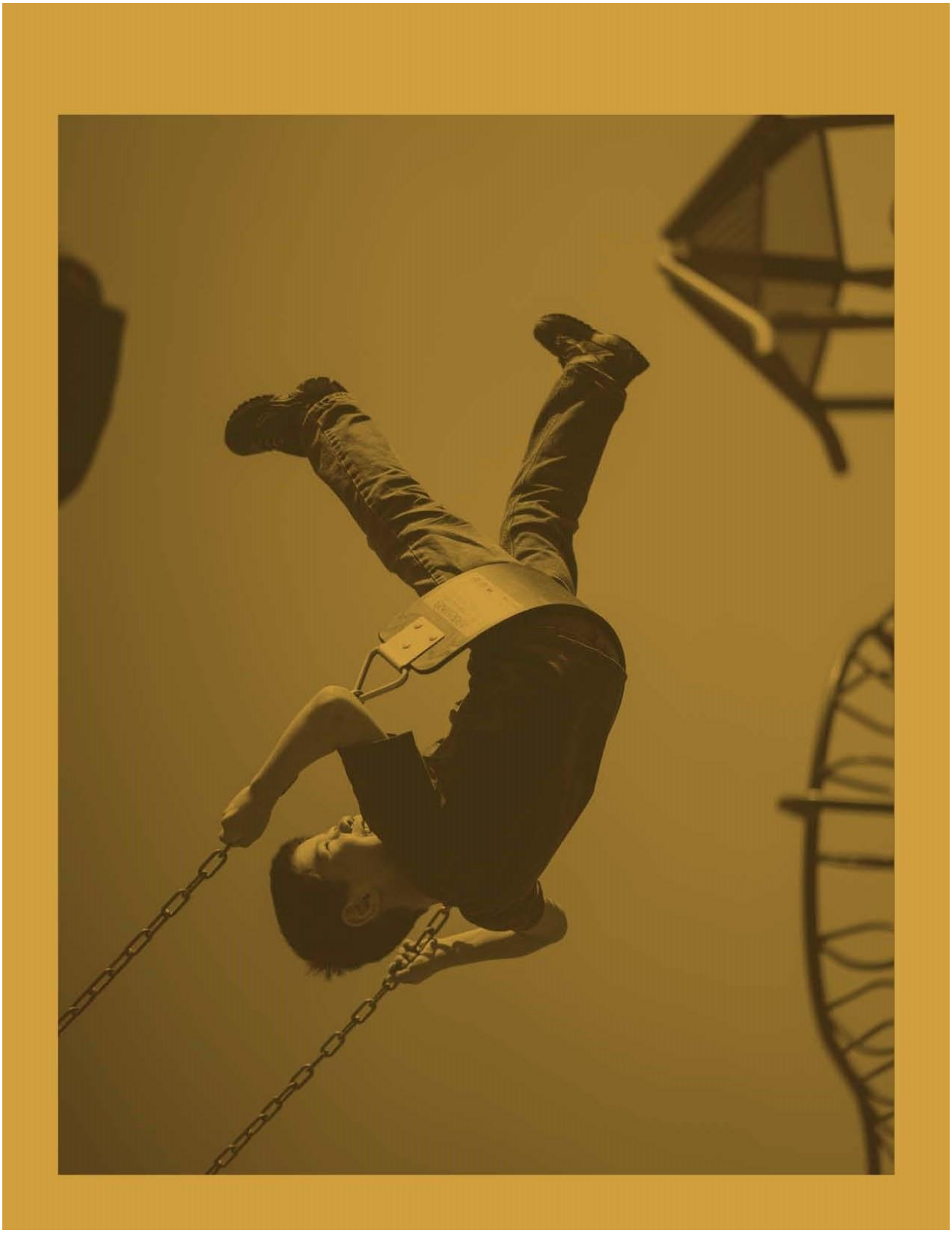
Observations

- The primary corridors into Stampede Park are 3 Street SE and 4 Street SE.

Opportunities

- Explore a potential underpass at 5 Street SE and new 17 Avenue SE connection to distribute event traffic.
- Improve active mode connections.

Rivers District Master Plan



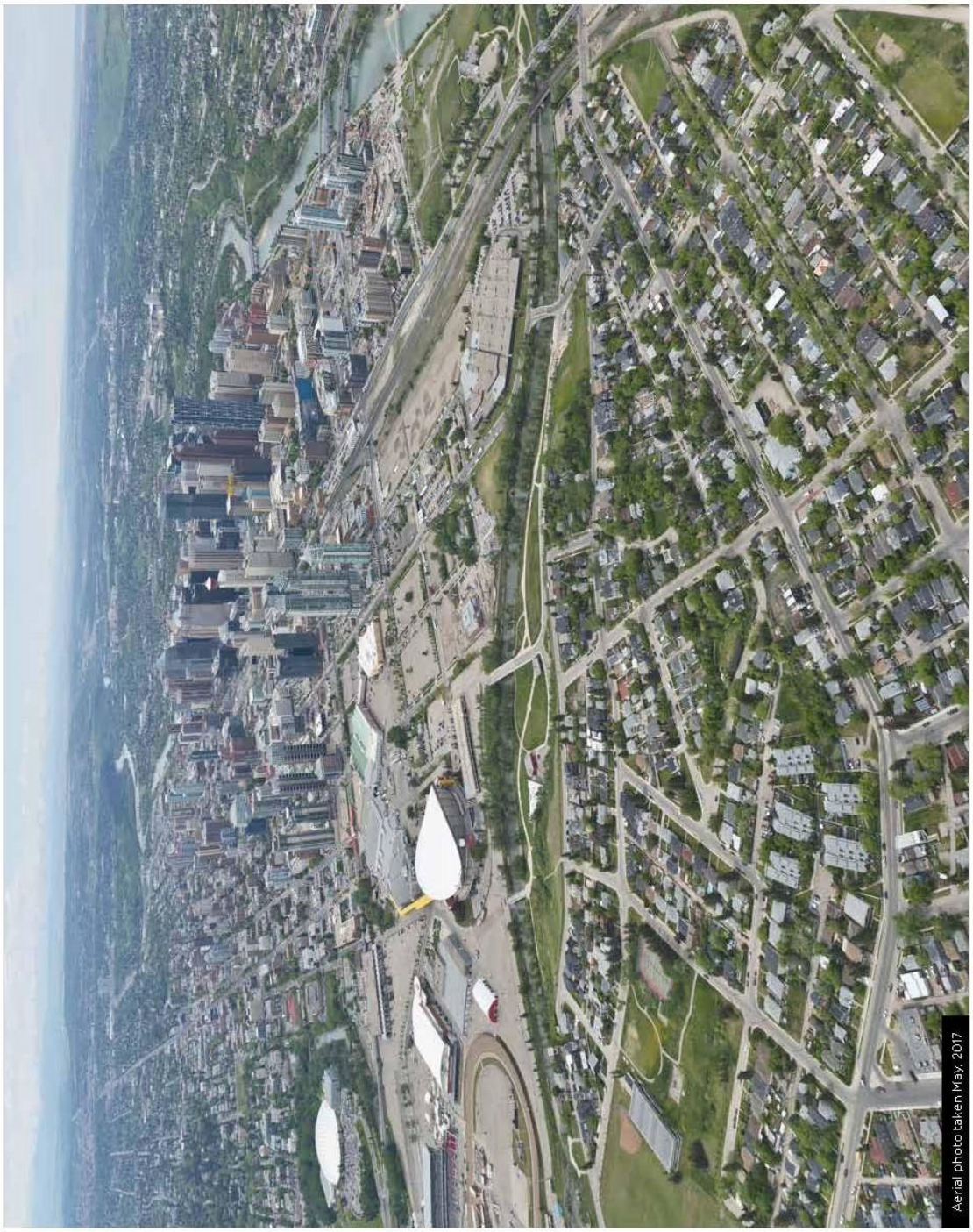
Rivers District Master Plan

Rivers District Master Plan

PRINCIPLES & URBAN DESIGN STRATEGY

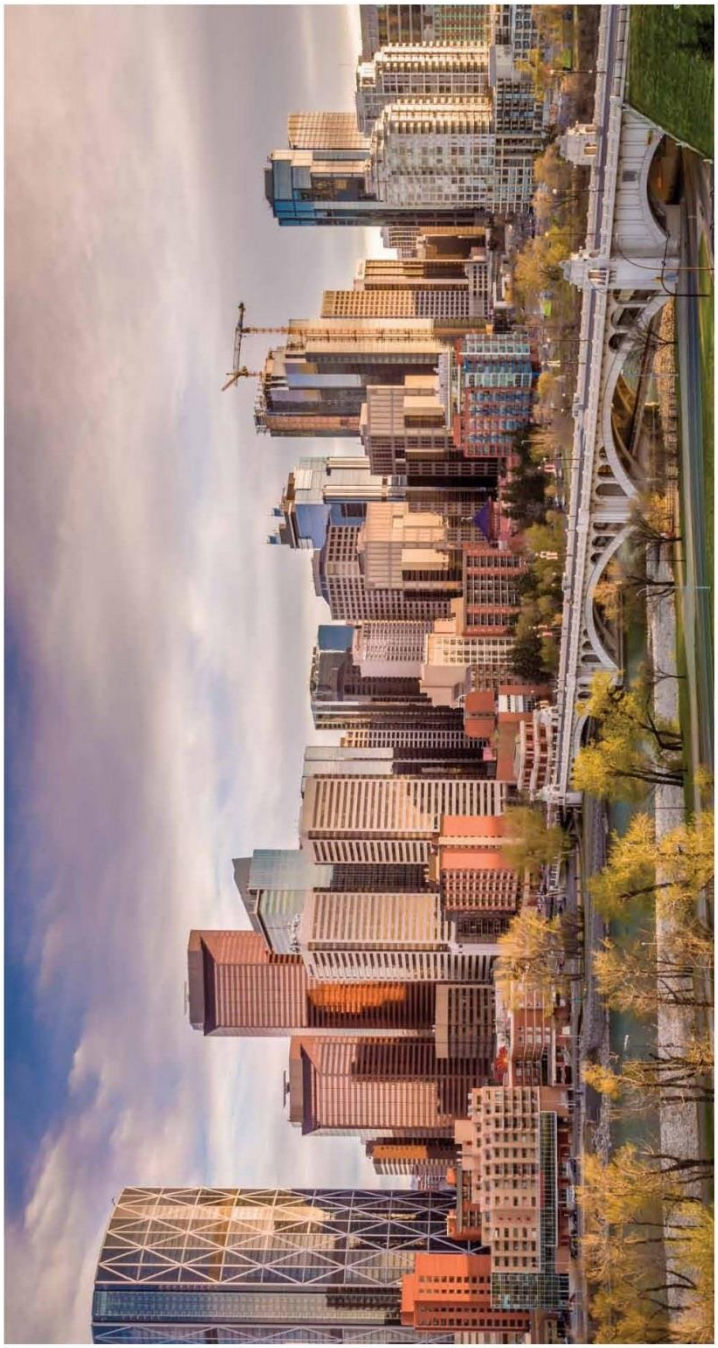
The vision for the Rivers District Master Plan is to create an AUTHENTIC, CONNECTED, RESILIENT, and VIBRANT entertainment and culture district for the city of Calgary. Integrating itself into the city and established downtown neighbourhoods, the district will not only become the premier cultural and entertainment destination of the region, but also become home to those seeking the excitement and convenience of urban living. Whether you're attending the famous Calgary Stampede, visiting their Youth Campus, cheering for the Calgary Flames, meeting a friend at the Calgary Opera, visiting someone in the east Victoria Park neighbourhood, or enjoying the Elbow River Park, the Rivers District will be an exciting and lively district.

Rivers District Master Plan



Rivers District Master Plan

Rivers District Master Plan



An AUTHENTIC Rivers District is a distinct Calgary experience that celebrates the history and heritage of the neighbourhood and city.

The Rivers District Master Plan:

- Creates a year-round destination that cultivates culture and entertainment
- Builds an inner-city community of Trend Setters and Event Enthusiasts who crave being at the centre of attraction

Rivers District Master Plan

A CONNECTED Rivers District links adjacent neighbourhoods to the district, the river and each other.

The Rivers District Master Plan:

- Re-knits the urban fabric
- Connects the people to the community and through the community
- Improves accessibility and permeability for all modes of transportation
- Creates a network of parks and open spaces
- Connects to the Elbow River

Rivers District Master Plan

A RESILIENT Rivers District exemplifies best practices for urban infill, economic development, and green infrastructure.

The Rivers District Master Plan:

- Promotes economic resiliency
- Encourages environmental sustainability
- Enhances social sustainability
- Attracts private investment and sustains a destination and local economy
- Encourages urban lifestyles that are associated with improved human health

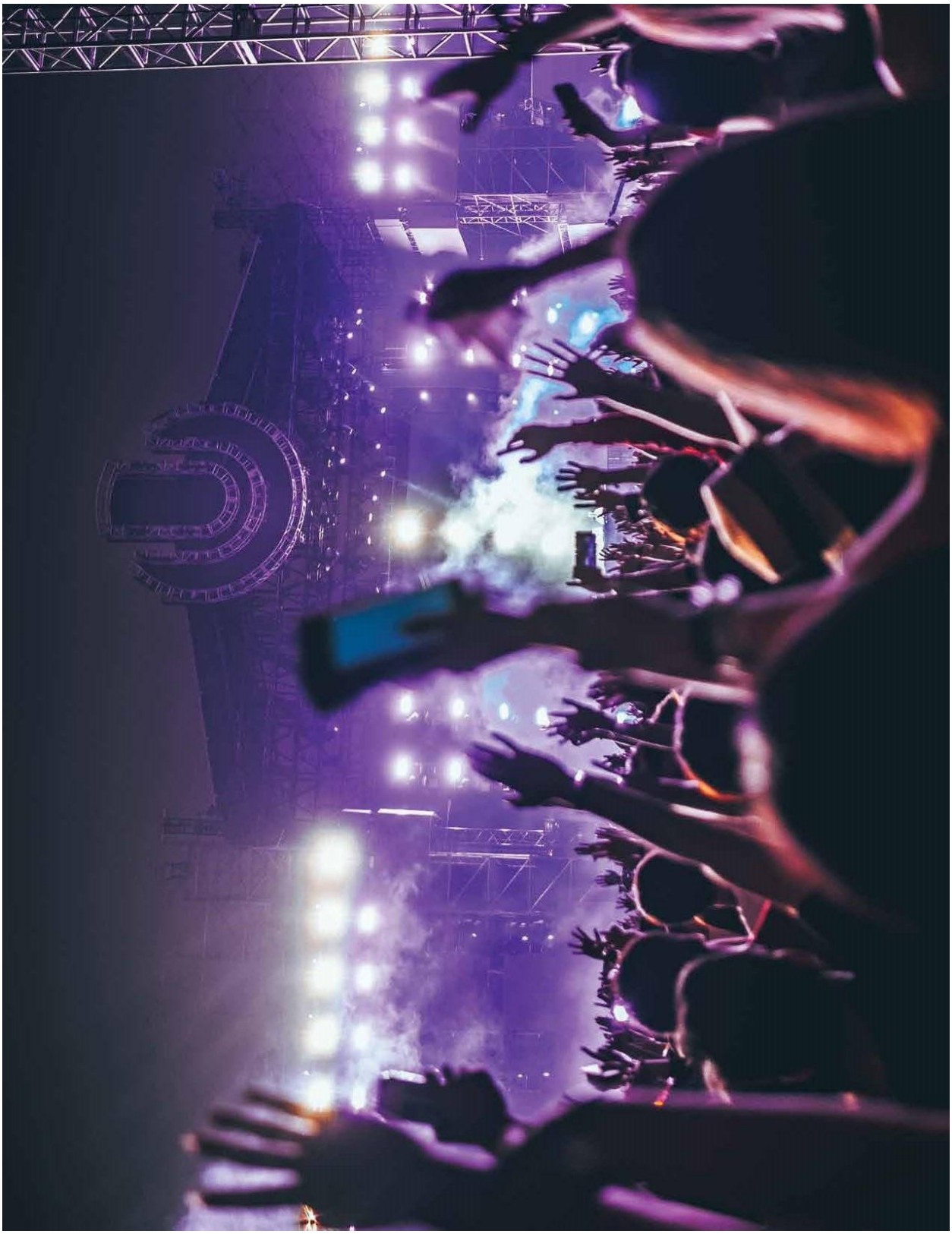
Rivers District Master Plan

A VIBRANT Rivers District is an active, mixed use district with a series of distinct places and spaces that is the heart and gathering place for adjacent neighbourhoods and a regional destination.

The Rivers District Master Plan:

- Promotes inner-city density
- Encourages high-quality urban design
- Creates a new and distinct district
- Creates a neighbourhood centre

Rivers District Master Plan



Rivers District Master Plan

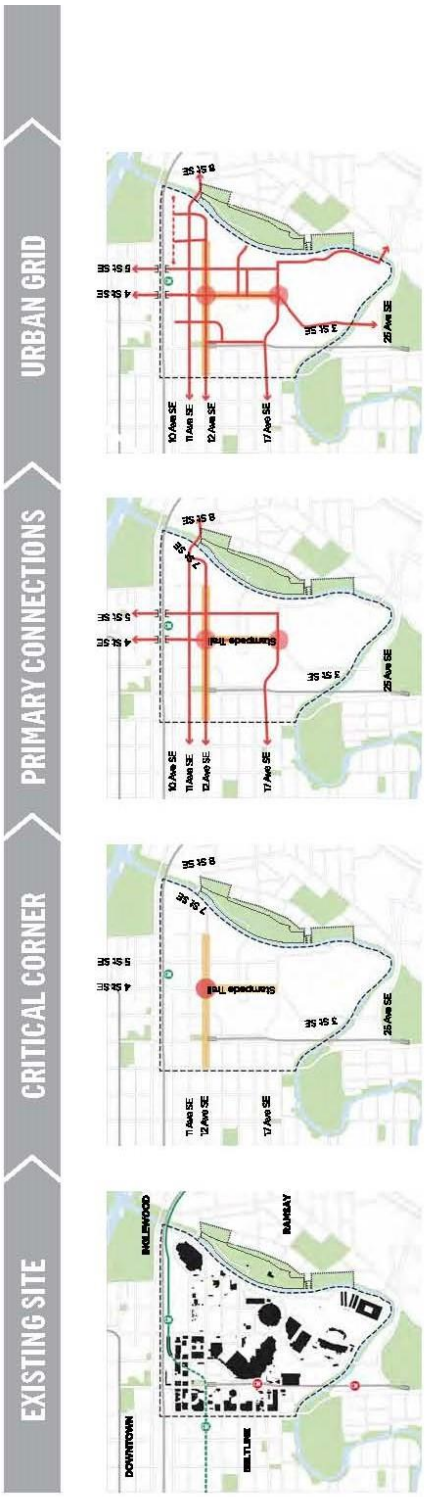
URBAN DESIGN STRATEGY

The Rivers District Master Plan is structured around key strategies that physically define characters areas, mobility functions, and create the backbone for successful re-development.

The Urban Design Strategy sets the stage for a series of integrated frameworks for future park and open space, streets, pedestrians, bicycles, circulation, transit, and development.

Rivers District Master Plan

Rivers District Master Plan



Rivers District Master Plan

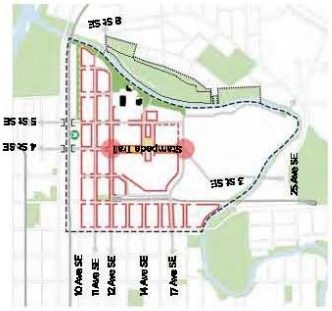
OPEN SPACE

A network of open spaces consisting of river park, pocket parks, plazas, festival streets, and semi-public courtyards creates a variety of open space types and experiences.

PED/BIKE CONNECTIONS

A network of pedestrian and bicycle facilities will link the open space network to the surrounding neighbourhoods, the regional pathway and citywide park and open space system.

URBAN FORM



Buildings front along long faces of blocks at lot lines to frame streets. Along Stampede Trail block faces run north/south to encourage building frontages that will frame the festival street. North of 12 Avenue, long faces of blocks run east/west to encourage building frontages along the neighbourhood and cultural corridors that will connect established neighbourhoods to the east and west.

CHARACTER AREAS

Character areas are established to articulate the unique quality of each sub-area and inform how building forms, land use, and streets of each area interface.

Rivers District Master Plan

Rivers District Master Plan

Rivers District Master Plan

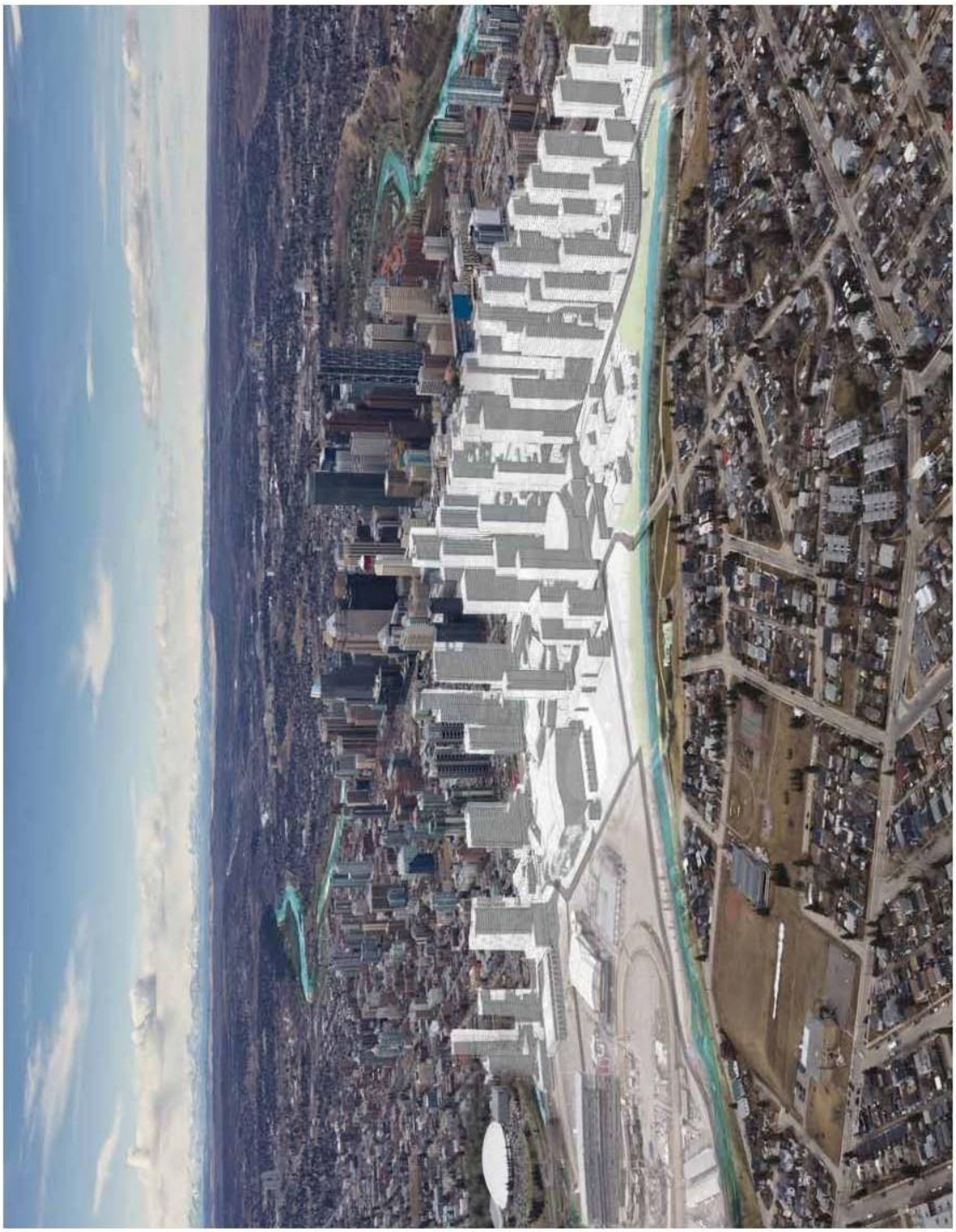
URBAN DESIGN FRAMEWORK

Urban Design Framework for east Victoria Park is based on the Vision and Design Principles set forth by CMLC and stakeholders. The framework is structured around the Urban Design Strategy.

A fundamental step in achieving the Vision is to create an urban form that encourages a human scale, comfortable and walkable development pattern. The district-wide Urban Design Framework establishes block pattern, street hierarchy, bicycle connectivity, hierarchy of open spaces, building orientation and special architecture which contribute to the placemaking and character of east Victoria Park. The Framework creates a platform for long-term growth and development that will knit east Victoria Park into the surrounding community.

The following provides an overarching vision for east Victoria Park which is expanded upon and supported by the Public Realm and Street Design Guidelines.

Rivers District Master Plan



Rivers District Master Plan

Designing an urban cultural and entertainment district that functions as a local destination, an urban downtown residential community as well as a national destination requires a connected, pedestrian and bicycle-friendly grid of streets where people can easily and safely move around without a car. A fundamental step in achieving this vision is to create an urban framework that encourages a more human scale, walkable and bikeable development pattern. The proposed street network is intended to perform as part of the open space system with an emphasis on bringing people through the site, on foot and bike, connecting east Victoria Park to existing neighbourhoods, transit stations and the river, while balancing the needs of automobile and public transportation. Wide sidewalks, pedestrian and street lighting, generous landscape and/or amenity zones, and shade trees create safe, comfortable pedestrian connections. Curb extensions should be incorporated where feasible to minimize pedestrian crossing distances.

The street network should be designed to accommodate the following:

12 Avenue SE

- Connect the Culture and Entertainment District, including the potential event centre, Calgary Stampede Youth Campus, retail and hotels to the Beltline, the Elbow River and Ramsay.
- Create a high quality multi-modal street for pedestrians, bicycles, transit and vehicles that serves as the front door of the district.
- Create a seam between the Culture and Entertainment District and Neighbourhood/Residential and Warehouse Districts.

Stampede Trail (4 Street SE)

Stampede Trail is envisioned as a new type of flexible urban street that functions as part of the vehicular circulation network on most days, but it is designed as an urban place that prioritizes people, place, entertainment, retail, active transportation and can be closed to traffic and function as an urban piazza for special events.

- Create an iconic Festival street that becomes the heart of the Rivers District with a mix of venues including bars, restaurants and retail.
- Designed to be easily closed off for street festivals and large events. Day-to-day operation as a multi- modal street with two-way traffic and on-street parking will best serve the uses intended for this corridor.
- Forge a strong identity at both the intersections of 12 Avenue and 17 Avenue.
- Bicycles are allowed to mix with traffic on this shared street.

Rivers District Master Plan

17 Avenue SE

- Designed as the new front door for the Convention Venue expansion.
- In the long-term, extend 17 Avenue from Macleod Trail to the Elbow River to create a new connection between the Beltline, Stampede Trail and the Elbow River.
- Characterized by two-way vehicular traffic, on-street parking for buses, taxi, rideshare service and regular vehicles, a defined multi-use path for cyclists, event related pedestrian spill-over, and generous pedestrian passageways on either side.

5 Street SE

- Extend 5 Street from 17 Avenue to 9 Avenue by tunneling underneath the CPR, allowing better access, service and back-of-house functions to continue in the district when Stampede Trail is shut down for events.
- Create a direct urban neighbourhood connection with East Village for vehicles, pedestrians and bicycles.

11 Avenue SE

- The future relocation of the Victoria Park Transit Centre creates an opportunity to make 11 Avenue the primary connection between Beltline, east Victoria Park, and Ramsay.
- Designed as a two-way street with on-street parking, 11 Avenue becomes a largely residential corridor with a mix of bars, restaurants and shops.
- A new vehicular bridge over the Elbow River should be considered along the 11 Avenue alignment when the Victoria Park Transit Centre is relocated.
- The existing MacDonald Bridge should be converted to a bike/pedestrian bridge when a new bridge is built.

10 Avenue SE

- Design 10 Avenue as a linear park that connects the new RiverWalk extension in Elbow River Park—and adjacent development to the Green Line LRT Station.
- Residences front a linear park that provides active modes of mobility along with access and fire safety.
- Extend the linear park pedestrian connection west of 4 Street SE by improving public amenities to support desire lines to connect to the Green Line LRT station.

7 Street SE

- The existing 7 Street connection is a low clearance underpass that offers only right-in right-out access. With the addition of a 5 Street Underpass with adequate vehicular clearances, the 7 Street vehicular access should be removed and converted to an active modes corridor that connects to East Village's RiverWalk and the regional pathway system.

PUD2019-0007- Attach 3
ISC: UNRESTRICTED

STREET TYPOLOGY

The street framework in the Study Area has been classified into 7 street typologies. Each typology is based on number of lanes, direction of travel and parking. While 'lanes' typically indicate vehicular travel, they can also be used to accommodate other uses to create more active and vibrant streets.

One-way 4 Lane (no on-street parking)

These streets connect the greater region to east Victoria Park and Downtown. These streets are designed to be easily accessible to the automobile and move high volumes of traffic. One-ways are typically paired with one-ways running in the opposite direction on adjacent blocks.

One-way 1 Lane (on-street parking)

This small street carries little traffic while allowing access and parking.

Two-way 4 lane (no on-street parking)

Typically having two lanes in either direction, these streets are able to move higher volumes of traffic and relieve congestion along smaller two-way streets.

Two-way 3 lane (no on-street parking)

This street has one lane in each direction, and a centre reversible drive lane where traffic direction can be reversed to provide two lanes in the peak direction during pre and post event periods.

Two-way 2 lane (on-street parking)

This street typology makes up the majority of east Victoria Park streets. Typically having one lane in either direction, these streets are lined with on-street parking and sometimes include bike lanes. On-street parking may be converted to vehicular lanes to accommodate peak hour traffic.

Two-way 2 lane (no on-street parking)

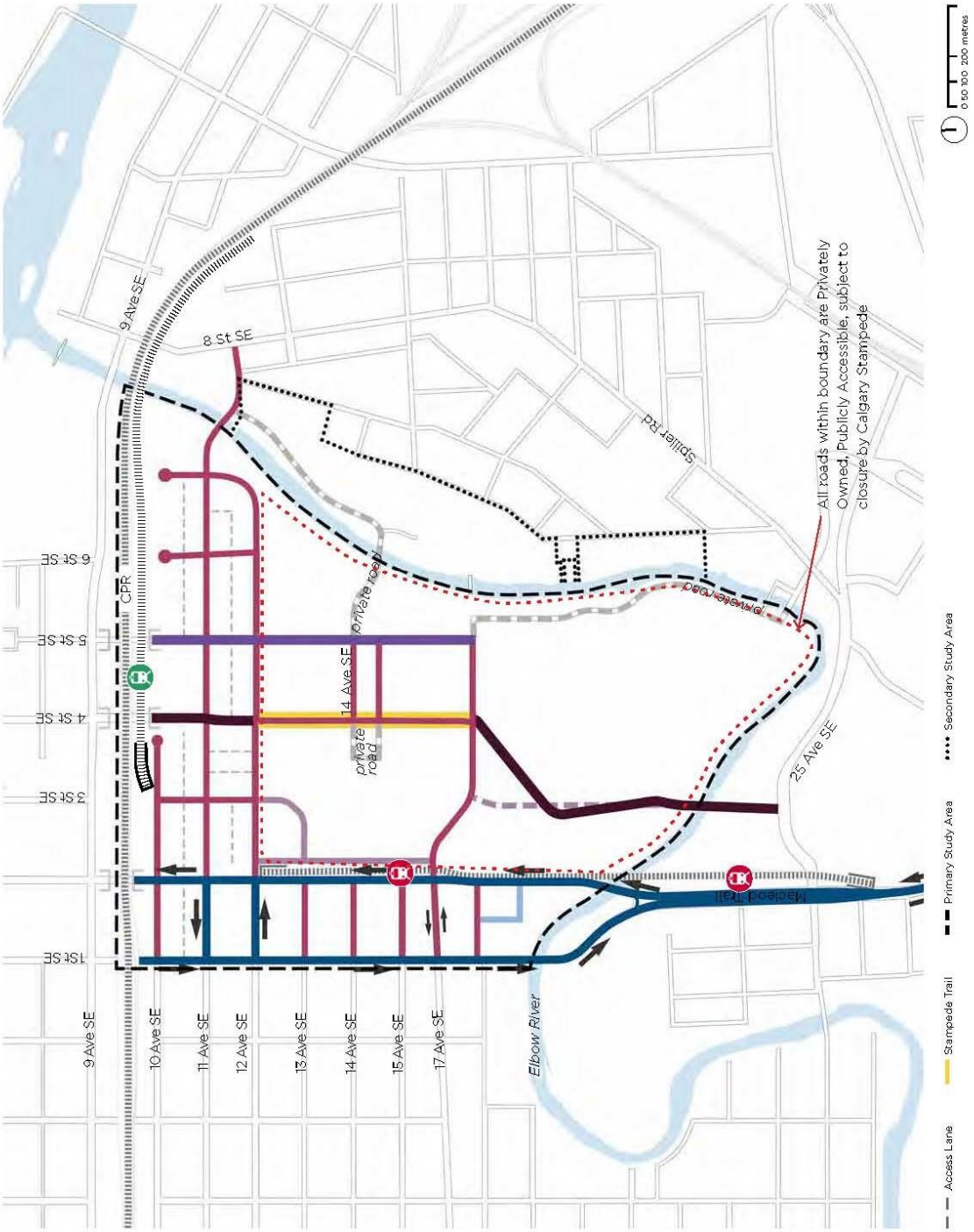
These small streets carry little traffic and are often additional connections between larger streets. Used for pick-up, drop-off and additional circulation they can take the form of a woonerf, be adapted to a plaza, and serve as a bicycle and pedestrian connection.

Two-way service (no on-street parking)

These small service streets help access and serve a variety of events in east Victoria Park while allowing other street typologies to function normally or be closed entirely.

PUD2019-0007
Attachment 3

Rivers District Master Plan



PRIMARY CIRCULATION

The Primary Circulation Framework builds off of existing major arterials and expands and improves the connectivity of the downtown street network.

East Victoria Park is a unique enclave in many ways, transportation included. The area is bisected by a railway corridor, bounded by rivers and pre-existing development. The historic city road networks further define the manner in which transportation capacity is provided and managed throughout the area. The RDMP seeks to optimize accessibility and permeability for all modes of transportation, including pedestrian, bicycle, transit and auto modes. This is accomplished through the provision of planned street sections and network connections that provide internal connectivity while at the same time accommodating regional accessibility.

The RDMP includes several key roadways, including 11 and 12 Avenues (east/west), plus 4 and 5 Streets (north/south). The 5 Street underpass and the 17 Avenue extension will be constructed by CMLC to increase circulation routes and reestablish the urban grid. The 17 Avenue extension will connect to 4 and 5 Street. Creating a new underpass at 5 Street has the primary advantage that it can connect south directly to 17 Avenue, providing full continuity of two streets (4 and 5) from 9 to 17 Avenue, thus allowing and creating value for development at numerous additional east/west streets (11, 12, 13, 14, and 15 Avenues). These connections also provide numerous options for access and service to the area.

Each of these roadways will be multi-modal in some form, providing corridors for pedestrians, bicycles, transit and auto traffic. The 11 and 12 Avenue corridors will connect with Macleod Trail and 1 Street SE, thus providing a connection for vehicle and transit traffic to areas west and south of the Rivers District. 4 and 5 Street SE will provide connectivity to 9 Avenue, providing vehicle and transit access to areas east and north.

Pedestrian mobility, transit and bike access are the top priorities within this district. Key to this is the Green Line LRT station that will be constructed immediately south of the CPR corridor between 4 and 5 Street SE. Also key to this is the continuation of the 12 Avenue cycle track to the Elbow River, then across the river on the MacDonald Avenue Bridge to Ramsay and areas beyond. Additional pedestrian connectivity is also being considered to Victoria Park/Stampede LRT Station to optimize available corridors and better accommodate surge crowds resulting from the possible development of a new 20,000 seat event centre just south of 12 Avenue between 4 and 5 Streets.

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Rivers District Master Plan
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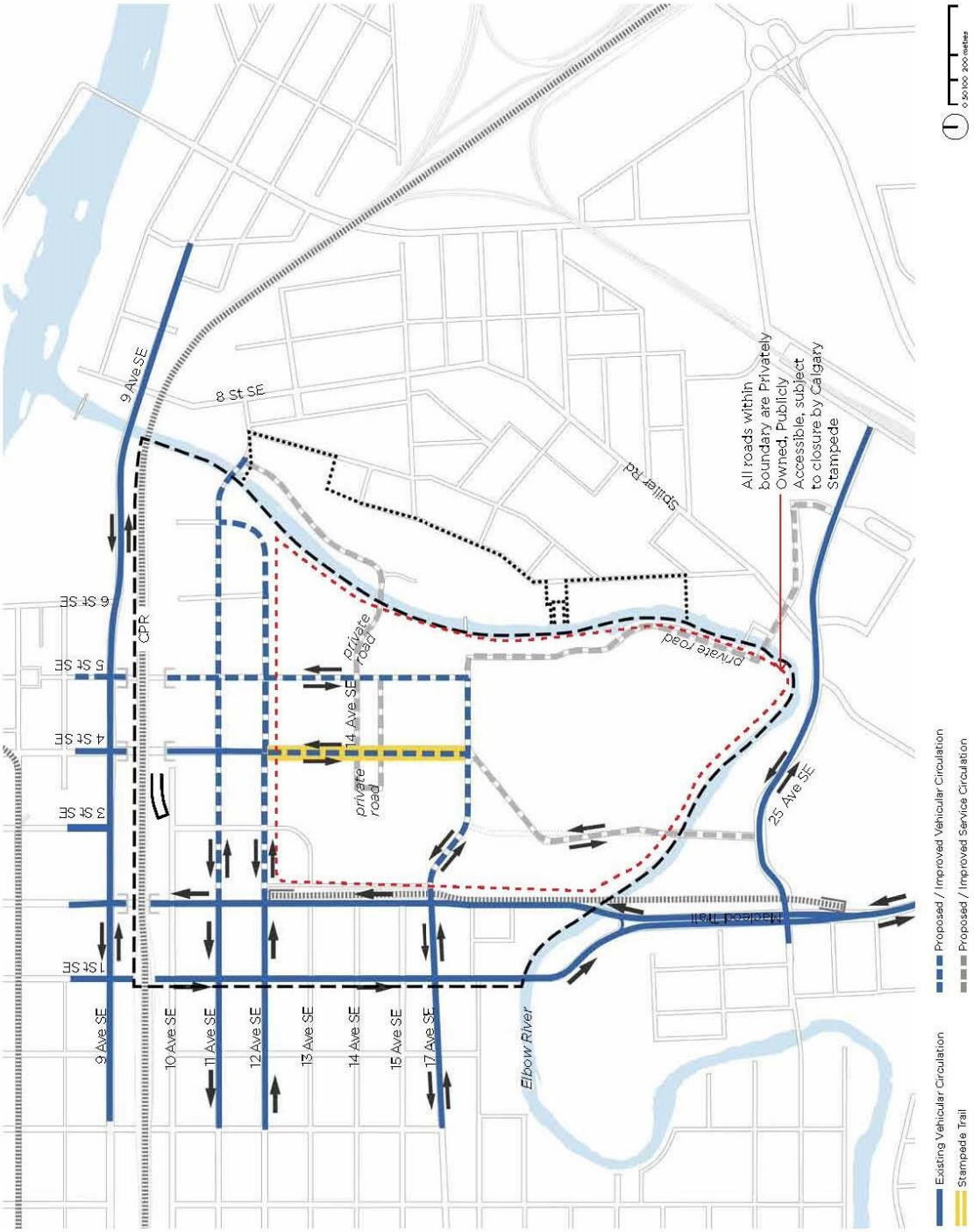

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BUILDING FRONTAGE HIERARCHY

Primary Building Frontages

Buildings front along primary streets, at or near the property line with primary facades and building entries.

Secondary Building Frontages

Buildings built at or near the property line. 360 degree architecture is expected on all buildings, while allowing for service and vehicular access.

Linear Park

Buildings front along a linear park edge, at or near the property line, with primary facades and building entries facing the park.

NOTE

See chapter 6 for conceptual street sections and design guidelines

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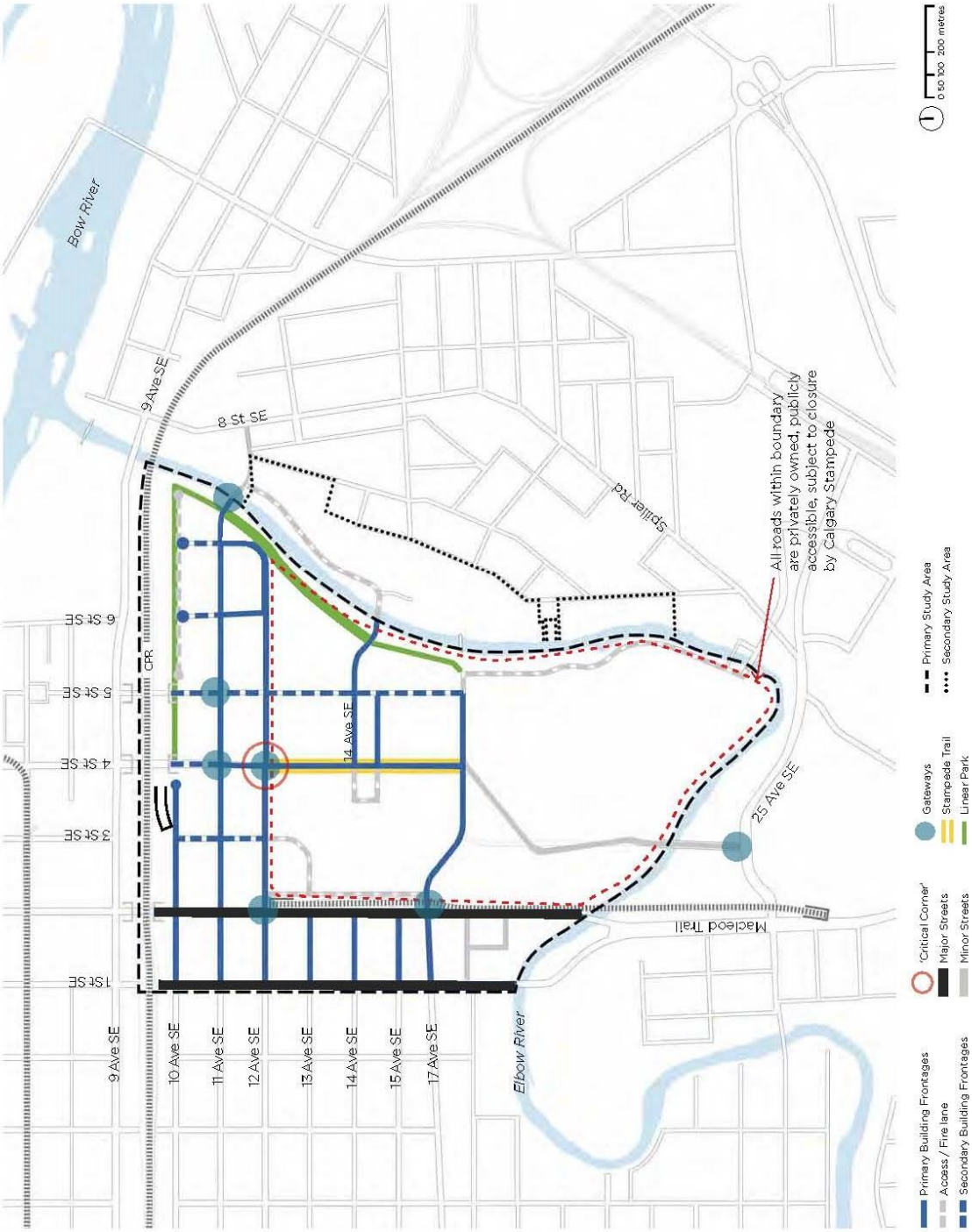

Rivers District Master Plan

STREET & BLOCK FRAMEWORK

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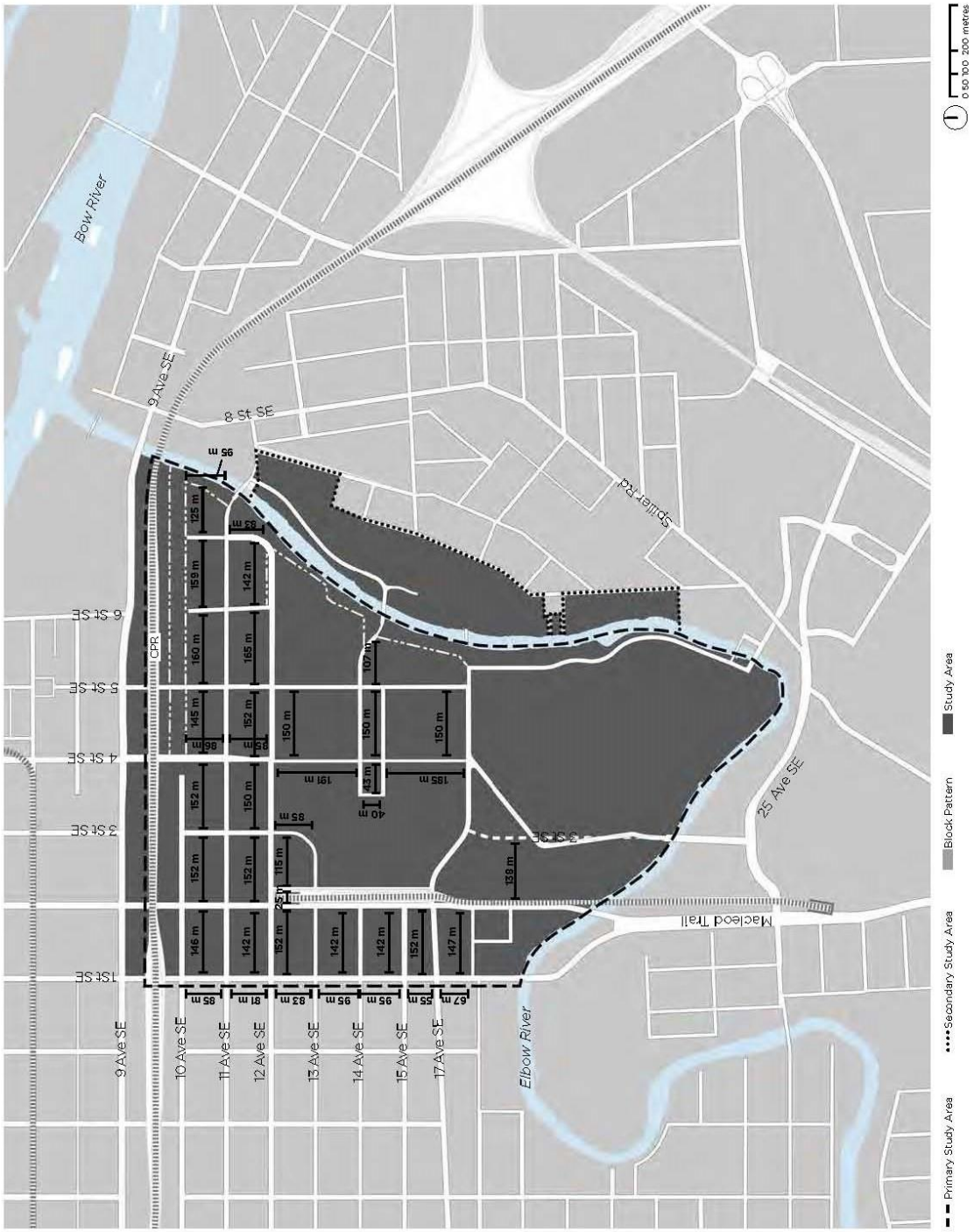

Rivers District Master Plan

North of 12 Avenue, the block form has long east/west dimensions that encourages buildings to be oriented with front of house functions on the Avenue, instead of the Street. Typical to the Calgary grid system, each block is around 3 acres.

These typical blocks can be developed in a variety of ways as shown below with local examples.

Alura Condo

- Location: Victoria Park
- Type: mixed use
- Site: 6,048 sm (1.49 acres)
- Total development: 51,496 sm
- FAR : 8.5

Stampede Station

- Location: Victoria Park
- Type: office
- Site: 3,455 sm (0.85 acres)
- Total development: 15,249 sm
- FAR: 4.4

IBM Corporate Park

- Location: Victoria Park
- Type: office
- Site: 9,845 sm (2.43 acres)
- Total development: 33,152 sm
- FAR: 3.4

Sasso and Vetro Condominiums

- Location: Victoria Park
- Type: mixed use
- Site: 5,725 sm (1.41 acres)
- Total development: 45,747 sm
- FAR: 8.0

Evolution Condo

- Location: East Village
- Type: mixed use
- Site: 9,451 sm (2.33 acres)
- Total development: 56,056 sm
- FAR: 5.9

Rivers District Master Plan

Parcels south of 12 Avenue are a-typical to the Calgary grid system with 6.85-7.08 acres per block. Large-scale buildings such as the Saddledome, Convention Venue expansion, and Grandstand are atypical and require large blocks. Future redevelopment of this area can incorporate ROW's to add porosity and a finer-grain urban grid.

Proposed new blocks allow for large-scale development while incorporating new ROW's shown below.

OPEN SPACE FRAMEWORK

The open space network is comprised of a variety of public spaces and places, of different sizes and scales, connected to each other by highly pedestrianized streets, trails, mews, greenways and pedestrian walkways.

Each space should have a distinct character and function within the overall network but are generally envisioned as urban places that can be used at various times of the day or week by people within the district and the broader community. Each space will be developed and programmed in detail as it is realized.

The integration of stormwater infrastructure into the open space system is an important long-term strategy to mitigate the impacts of future development, while preserving the quality of the surrounding rivers.

Public open space south of 12 Avenue should be designed to serve a wide variety of people on a daily basis, but flexible enough to accommodate various program elements required by the 10-Day Stampede Event, other large conferences, festivals, or Youth Campus events.

A network of smaller, privately maintained public plazas, 'outdoor rooms', courtyards, and/or quads creates a finer-grain open space network that links to the public realm creating a highly connected and walkable east Victoria Park.

Privately owned lobbies that are open to the public should be considered part of the open space network by connecting to streets, parks, or courtyards.

NOTE

See Public Realm Design Guidelines.

KEY

1. Stampede Trail
2. Event Plaza
3. Elbow Park North
4. Dog Park
5. 17 Avenue Promenade
6. Light Rail Mews
7. Green Line Station Plaza
8. 12 Avenue Promenade
9. 10 Avenue Linear Park
10. Youth Campus Plaza
11. Convention Venue Plaza
12. Red Line Station Plaza
13. Possible Location for Integrated Stormwater/Water Quality Infrastructure

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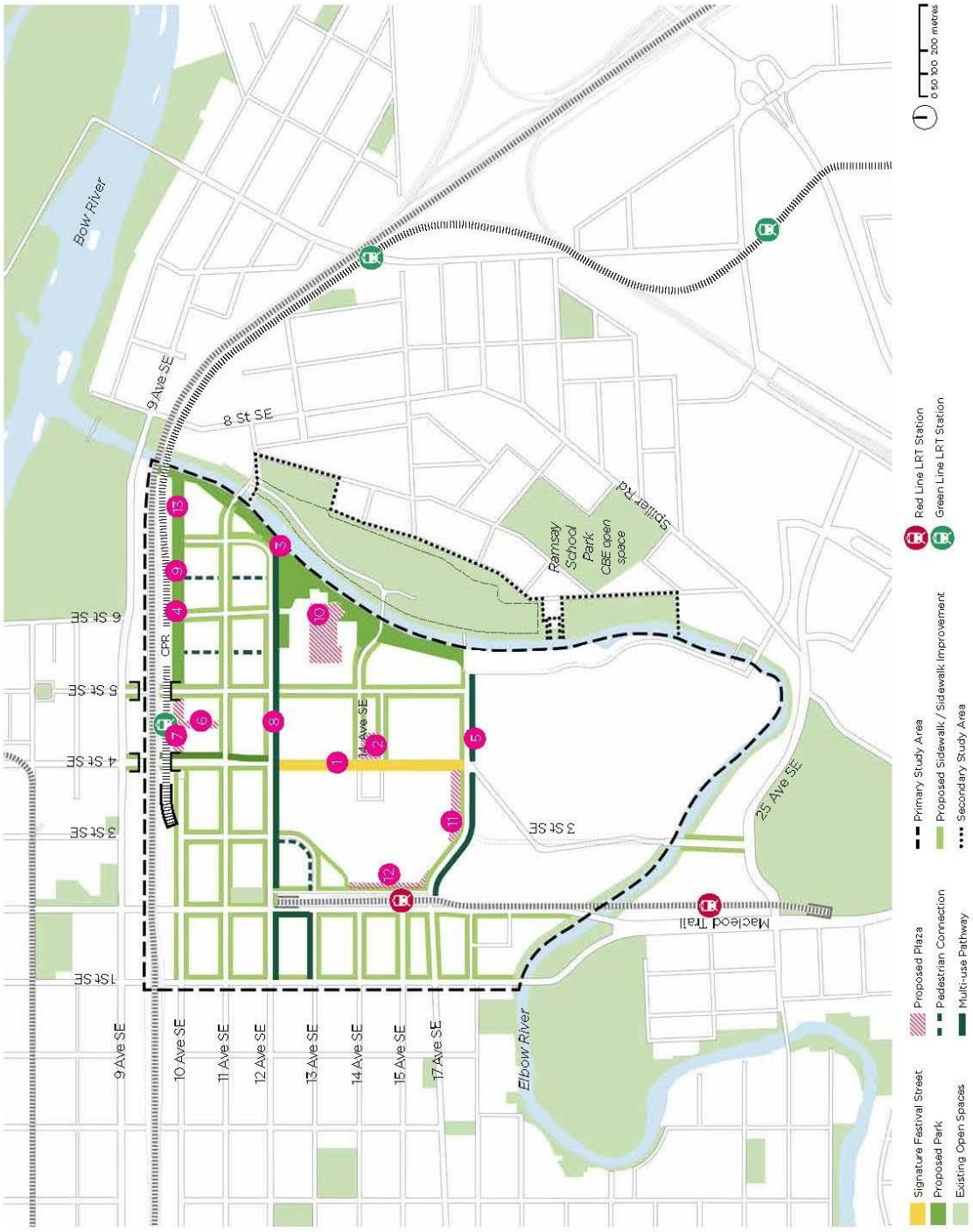

Rivers District Master Plan

OPEN SPACE FRAMEWORK NETWORK

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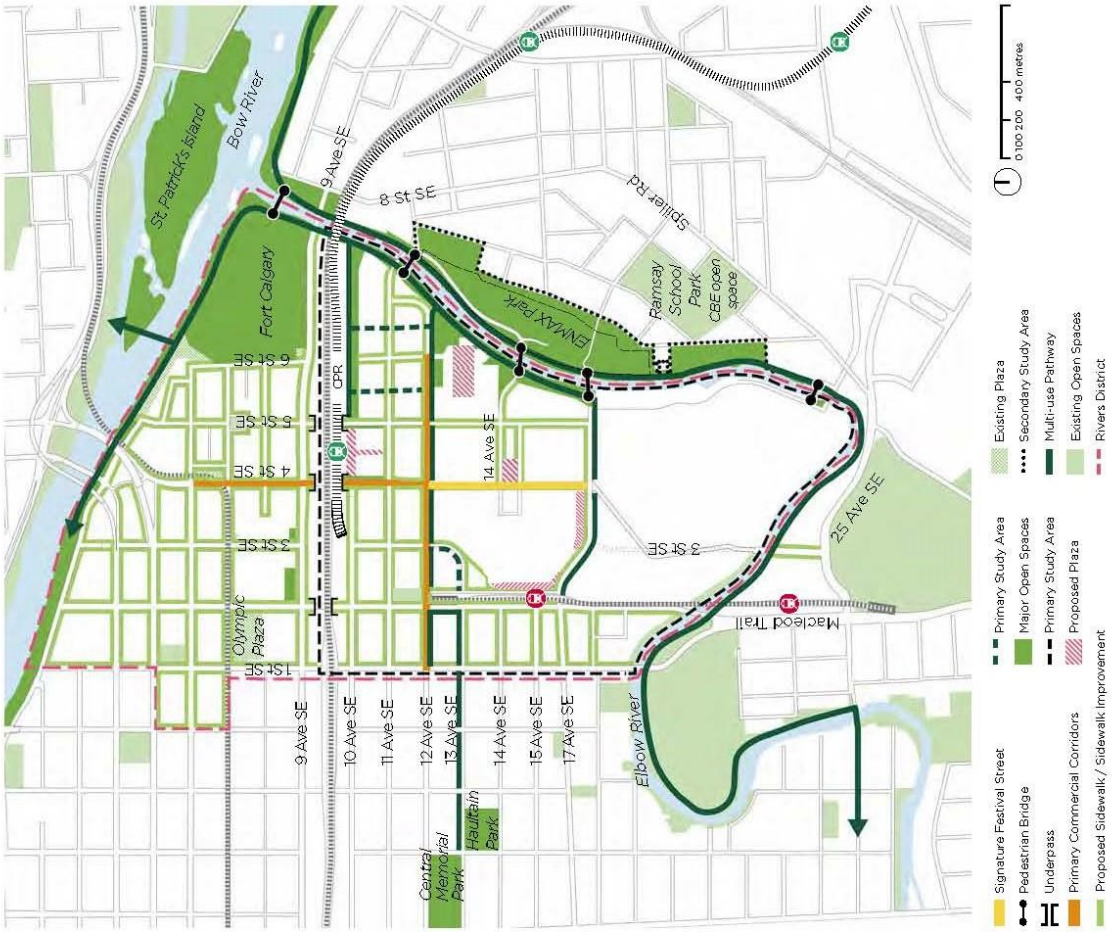

LAND USE CONCEPT

The land use mix anticipates a wide variety of uses within east Victoria Park that will help activate the area, encourage diverse commercial and residential development, and support a balanced retail approach.

A diversity of retail, hotel, sports entertainment, education and the arts along 12 Avenue will create an exciting and eclectic environment appealing to many different users. Stampede Trail will become a regional retail destination supported by a potential event centre and Convention Venue, and complimenting neighbourhood retail uses envisioned along 11 Avenue.

A mix of active ground floor uses (retail, cafes, restaurants and bars, etc.) should also be spread throughout the Study Area to activate various corners and park frontages.

A mix of active ground floor uses.

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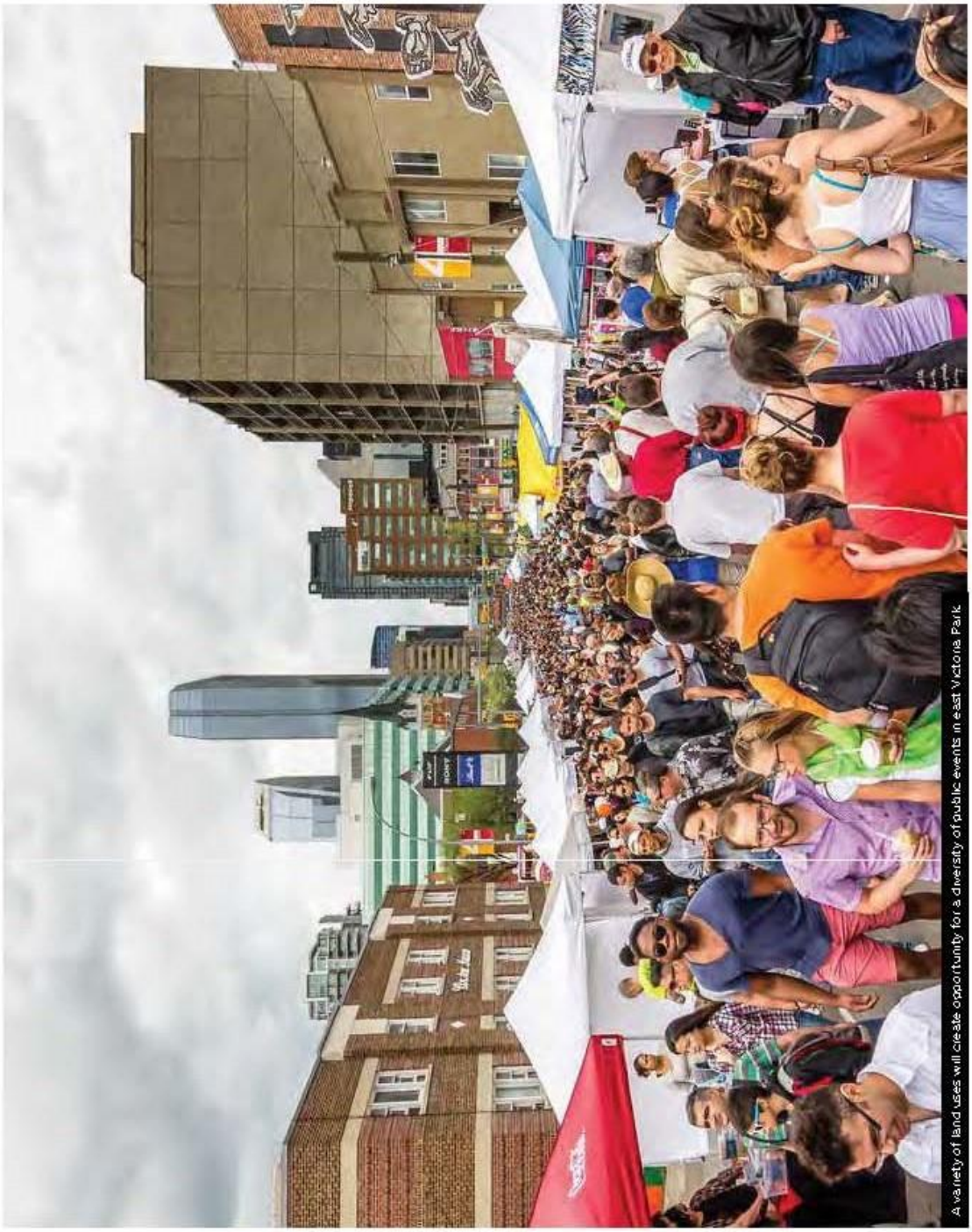

Rivers District Master Plan

Residential Mixed Use

This is envisioned as a highly walkable, high density mixed use district. The street grid, lanes and 10 Avenue linear park create strong connections between LRT stations and rest of the community.

North of 12 Avenue and West of Macleod Trail is largely dominated by mixed use residential in the form of townhomes, apartments, condo towers, and live work lofts and studios. Changes to the scale of ground floor uses become finer-grained north of 12 Avenue as development blends into the East Village.

11 Avenue, east of 4 Street, is intended as an urban residential street. Ground level activation will come in the form of front doors, porches and stoops and some neighbourhood commercial.

Festival / Large Event / Arena

Primarily located south of 12 Avenue, the land use is currently dominated by large event buildings including the Convention Venue expansion, potential event centre, Calgary Opera, Nutrien Western Events Centre, Big Four, Agriculture Building and Youth Campus. Spread among these will be complimentary uses such as hotels, office and retail.

This district allows for large floorplan buildings such as exhibition halls, arenas, and stadiums. Uses typically require ample parking, service areas, and entry plazas capable of hosting large crowds.

Convention Venue

This is intended for a Convention Venue expansion and associated buildings, such as hotels, retail and restaurants. The venue requires ample service access and circulation.

Primary Park/Open space

Public park facilities located along the river's edge that connect the regional trail system and into the Culture and Entertainment District.

Education

Located on the banks of the Elbow River and a short walk from downtown Calgary, the Calgary Stampede's Youth Campus is growing into a hub of transformational performance and educational training for youth. With one-of-a-kind vocal and dance training, its world championship-winning band programs and its immersion experiences in agriculture, western heritage and indigenous cultures, the Calgary Stampede's Youth Campus awakens the potential of young people like no other place in Canada.

Employment Mixed Use

This district consists primarily of existing office and commercial uses.

Destination Mixed Use

A highly walkable mixed use district embedded in the centre of the Youth Campus, potential event centre, and Convention Venue expansion that allows for office, retail, hotel and potentially residential uses to support the festival, large events, and event centre functions.

Flexible/Flat Space

Large Event: An open and flexible space, a mix of hardscape and softscape materials capable of handling a range of events, vehicular movements, large crowds, and vendor equipment.

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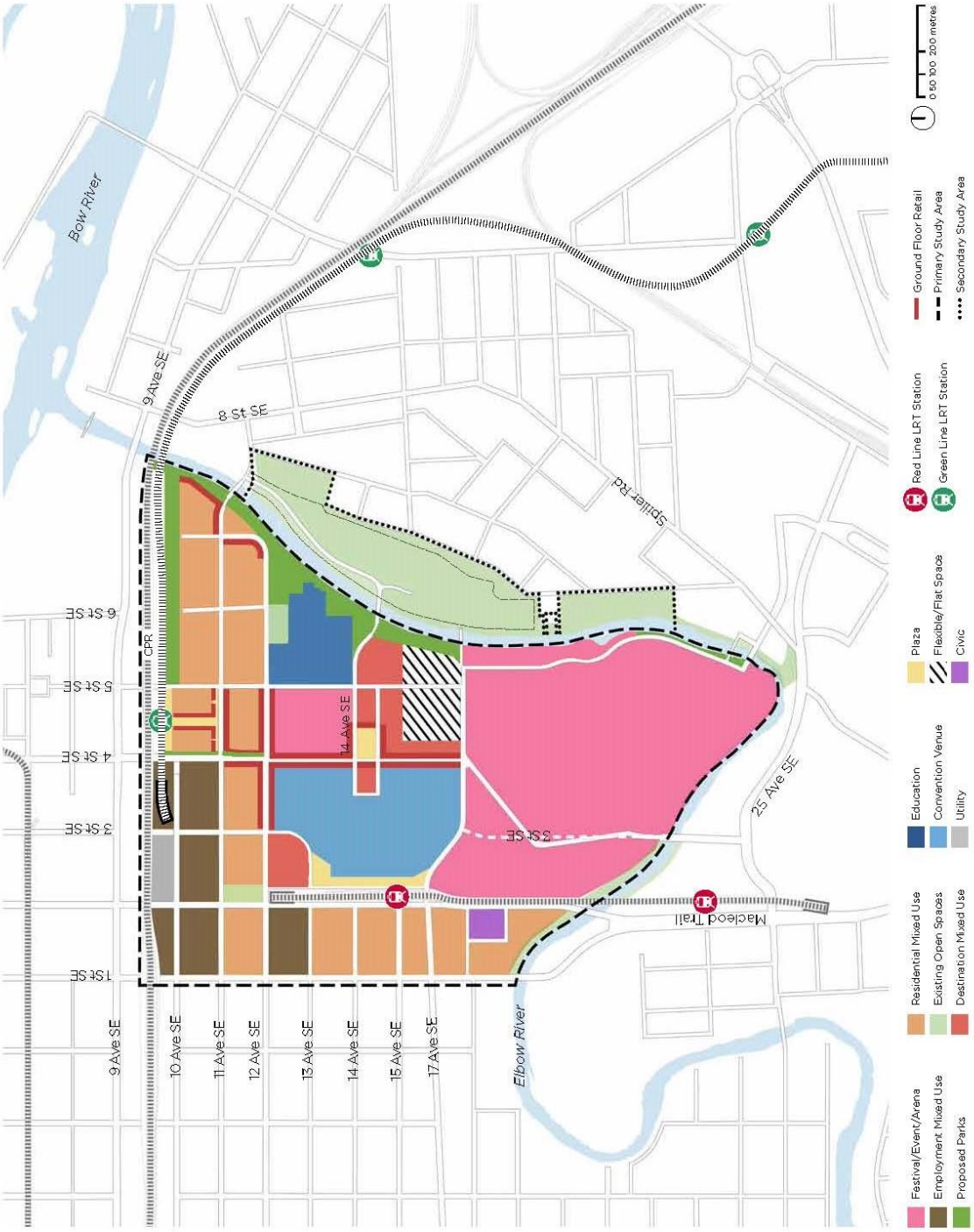

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URBAN FORM

Building Frontage and Special Architecture

Urban form is shaped through the placement and design of buildings and their relationship to the public realm.

Buildings front primary streets with parking located below grade or behind buildings. Narrow setbacks define an urban street wall along primary streets, however, quirks and kinks in the building are allowed to create visual interest.

Quality façade treatments, building step-backs, and entry features should be used to break up the mass and form of buildings and create an interesting street edge.

Ground floor transparency and porosity should be maximized to create pedestrian level interest and a visual connection between the street and interior spaces, enabling a strong sense of community and increasing informal oversight of public areas. Public entrances and lobbies orient towards streets, parks and plazas making them an extension of the open space network.

Primary gateways into the district should be framed by buildings to announce arrival.

Primary facades face streets and shape the public realm

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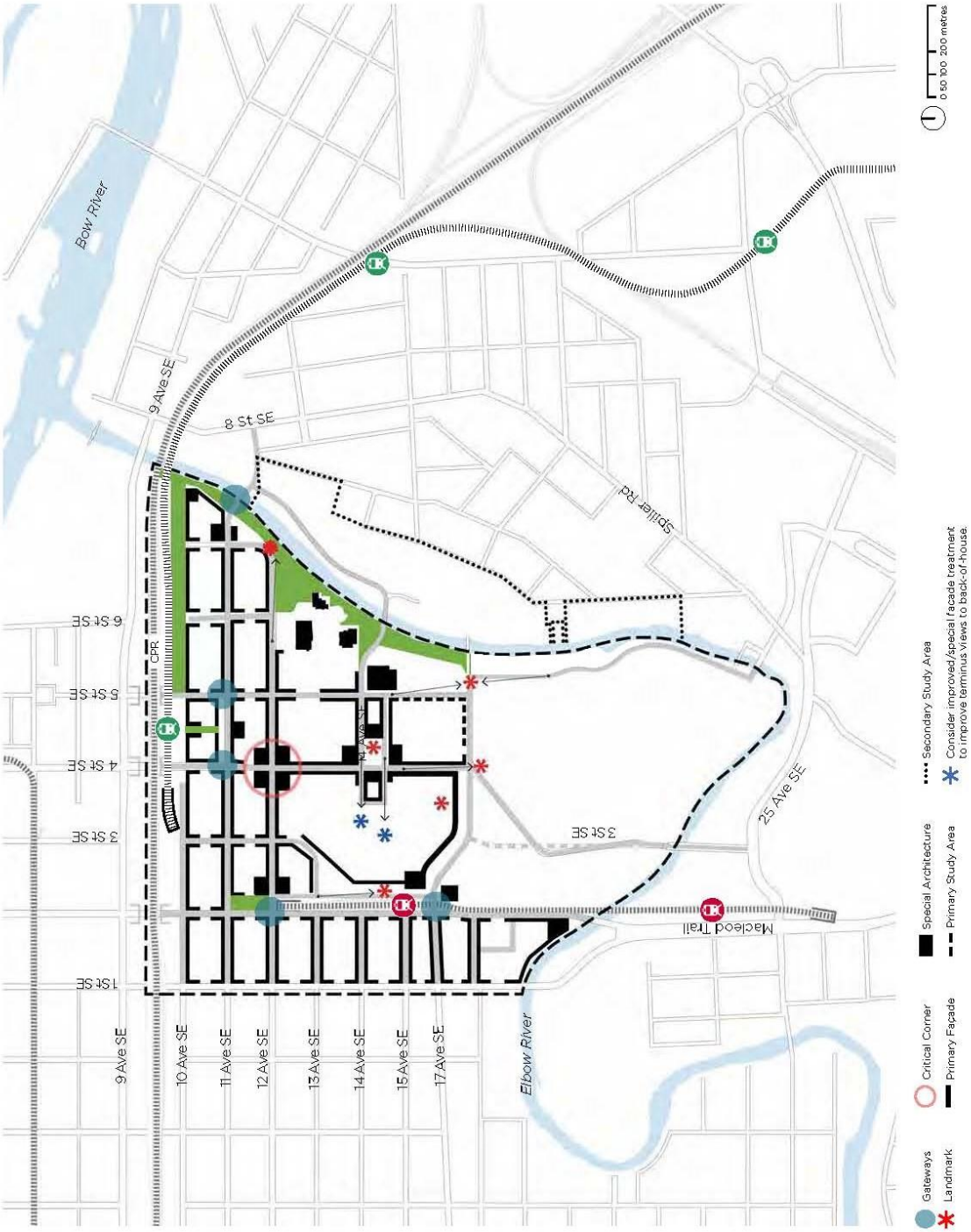

Rivers District Master Plan

The intersection of 12 Avenue and Stampede Trail is the 'Critical Corner' and serves as the knuckle between the East Village to the north and the gateway to the Cultural/Entertainment district. Emphasis should be placed on the building architecture at this corner.

Public entries should be easily identified through architectural form and features.

Large format buildings combined with residential towers

Important corridors throughout the district should be terminated by signature architecture, landmarks or public art to aid in identity and wayfinding within the district.

A mix of large format buildings will help activate the Cultural/Entertainment, and Arts District and bring people to the district. These buildings should be designed in a manner that activates the public realm and creates a pedestrian scale street environment, particularly along 12 Avenue and Stampede Trail.

Special architecture creates identity and provides wayfinding

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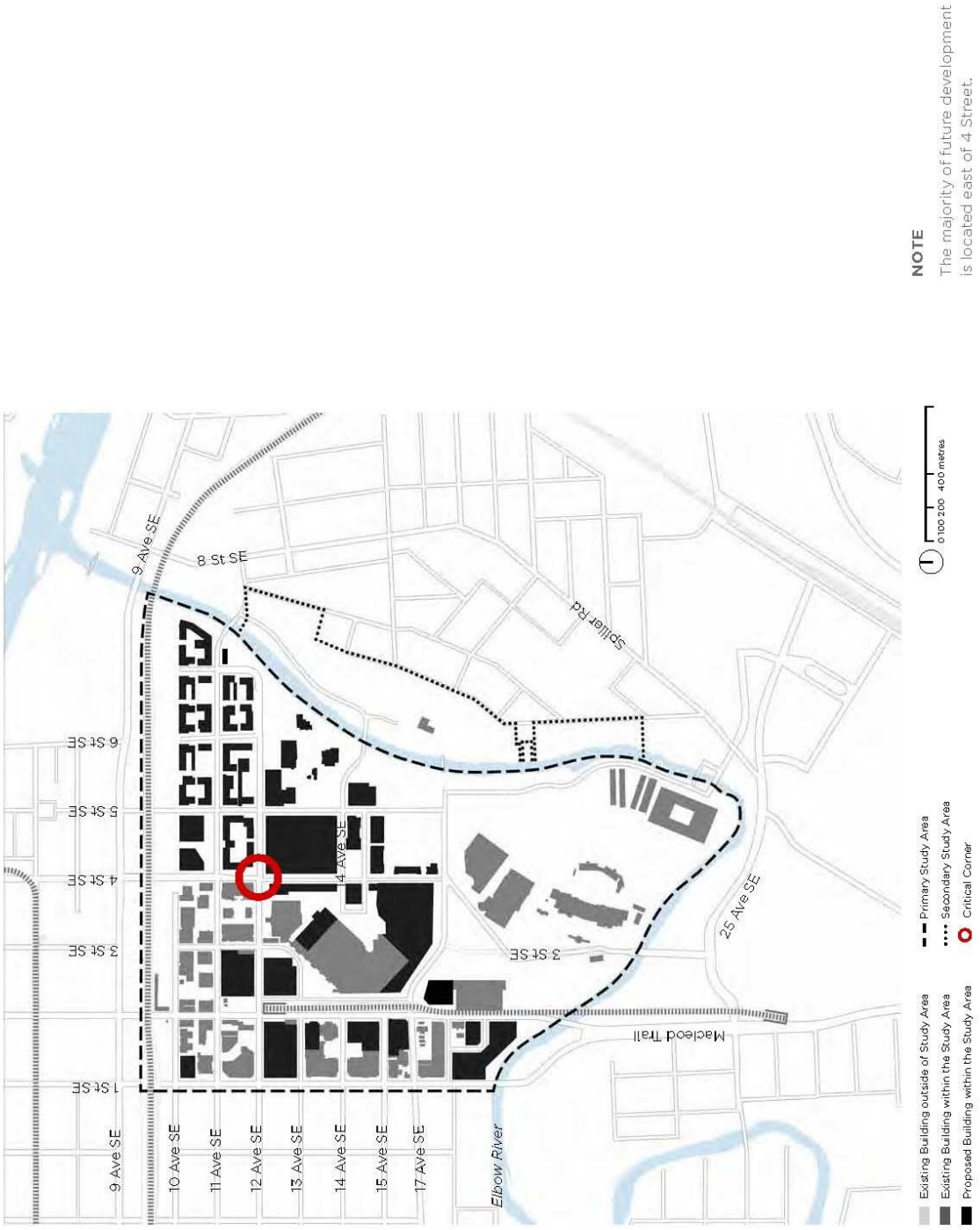

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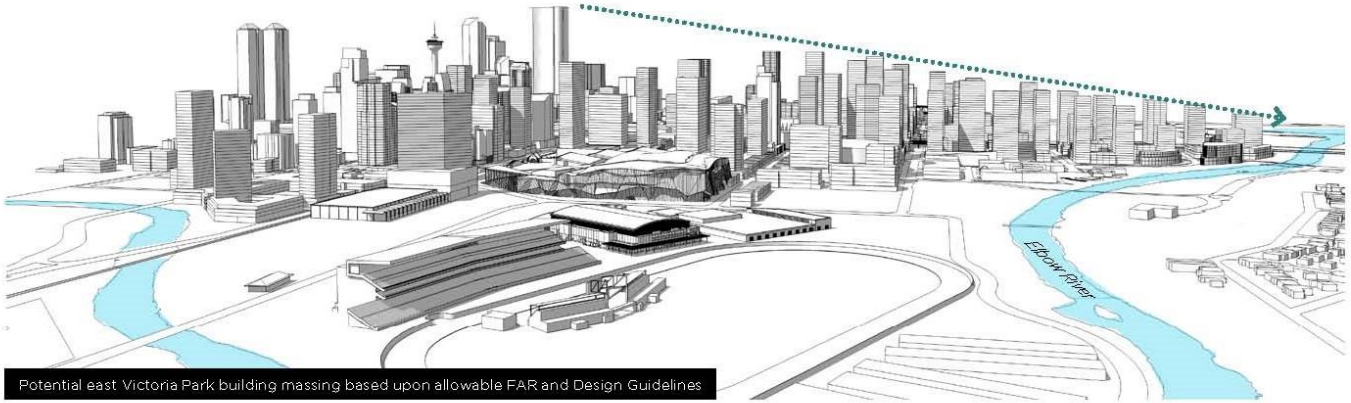
DENSITY—FLOOR AREA RATIO

Floor Area Ratio (FAR) is intended to allow for future growth and urban densities while blending into the context of the surrounding neighbourhoods, topography and natural systems.

Density and intensity of development is concentrated closest to the Green Line LRT station, between 12 and 11 Avenues, and west of Macleod Trail. Building height and densities generally decreases towards the east and south as development approaches the Elbow River and Stampede Park.

Stampede Trail is envisioned as having building heights of 1-2 storeys along the street edge with a step-back above 2 storeys to accommodate potential towers. This creates a more pedestrian scale and environment that allows solar access at the ground plane and views to the sky offering respite from the height and density of the city.

See Character Area Chapter and Public Realm Design Guidelines for further description of height and massing strategy that supports recommended FAR and desired densities.



Potential east Victoria Park building massing based upon allowable FAR and Design Guidelines

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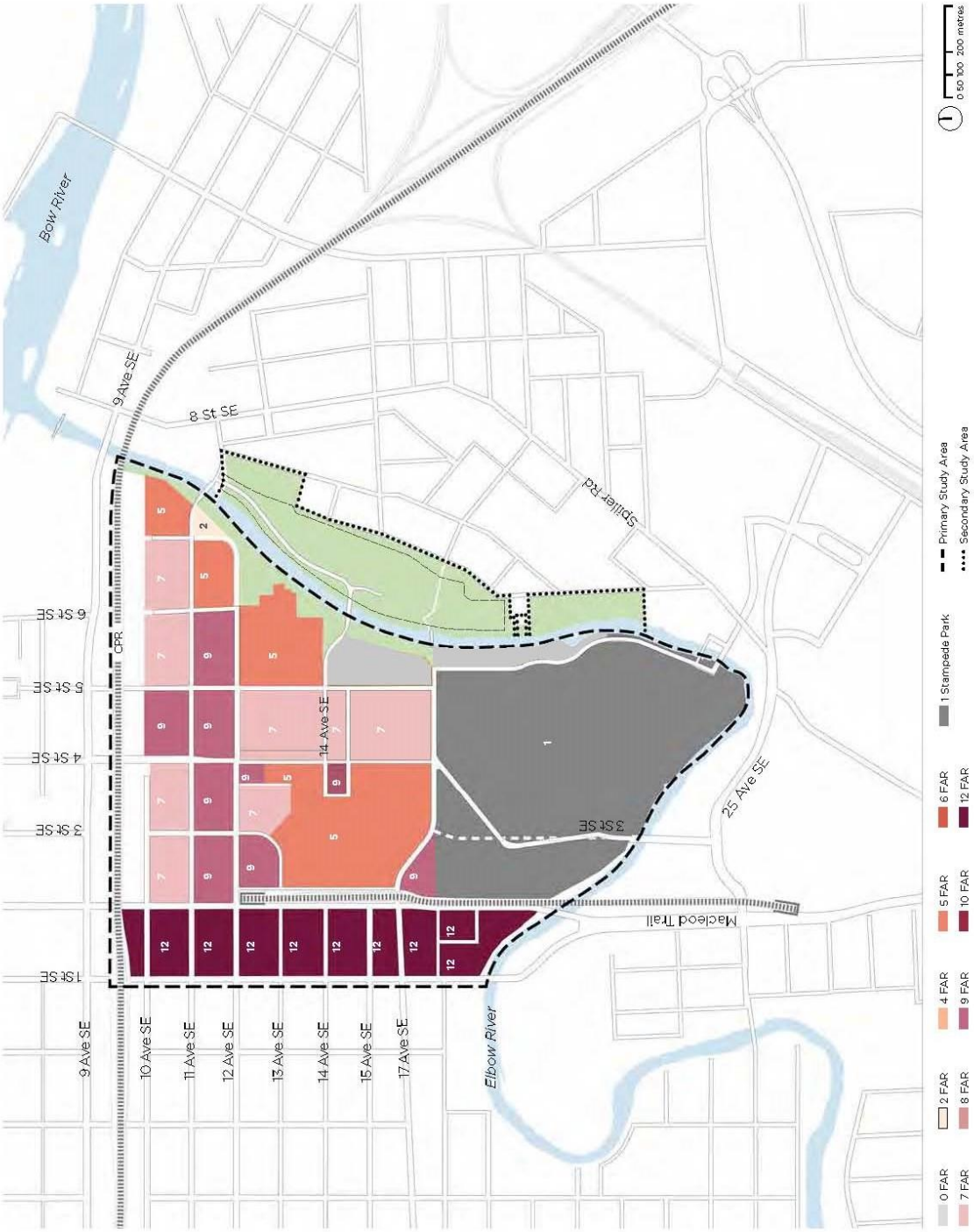

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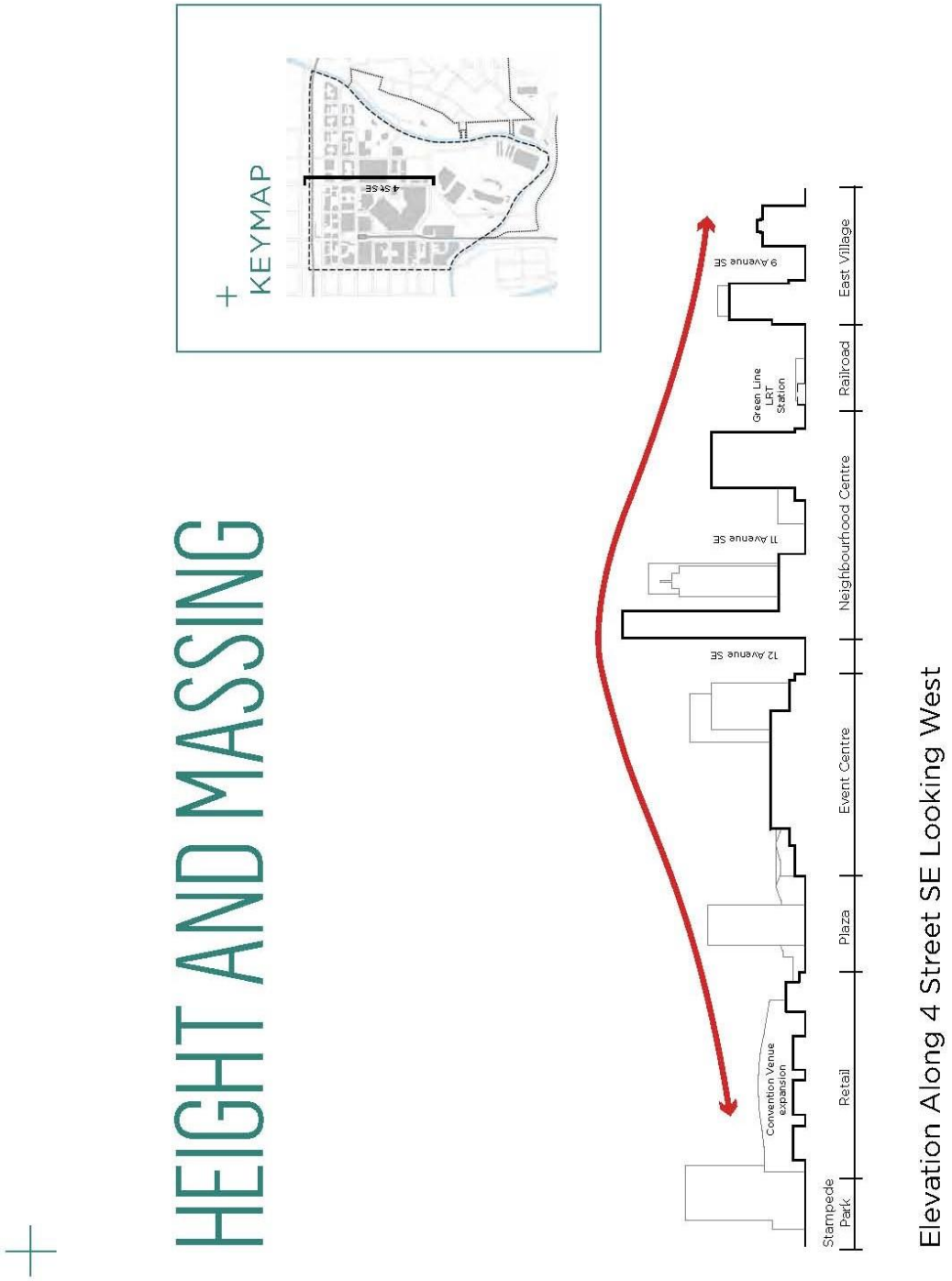

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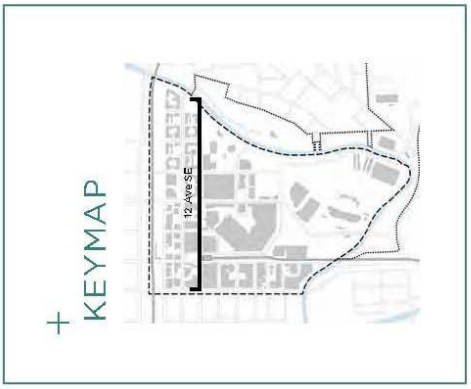

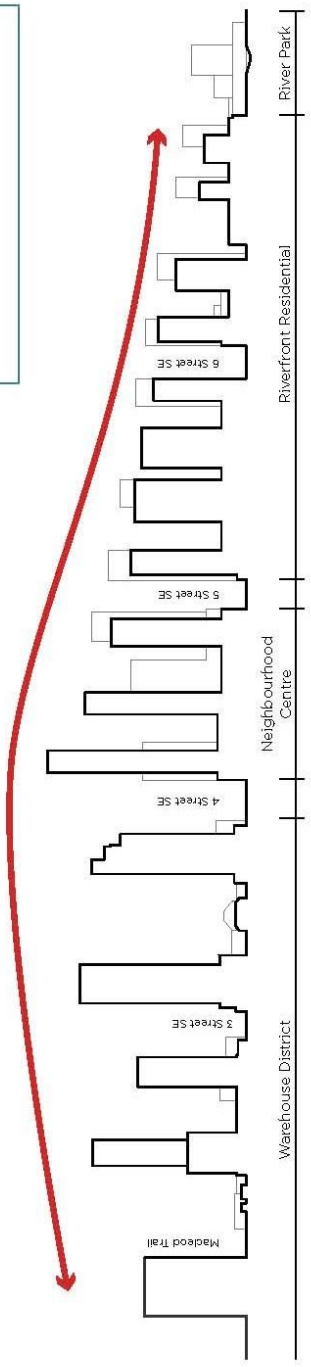

Elevation Along 12 Avenue SE Looking North

Rivers District Master Plan

SHADOW STUDY

Understanding the projected shadow patterns of future development allows for density while minimizing shadow along important elements of the public realm. The conceptual massing model depicted is based upon recommended FAR and Design Guidelines.

While shadows in the summer have minimal impact the winter months produce heavy shade that cannot be avoided. Shadows during the vernal and autumnal equinox represent the average seasonal condition and are best used to judge solar access.

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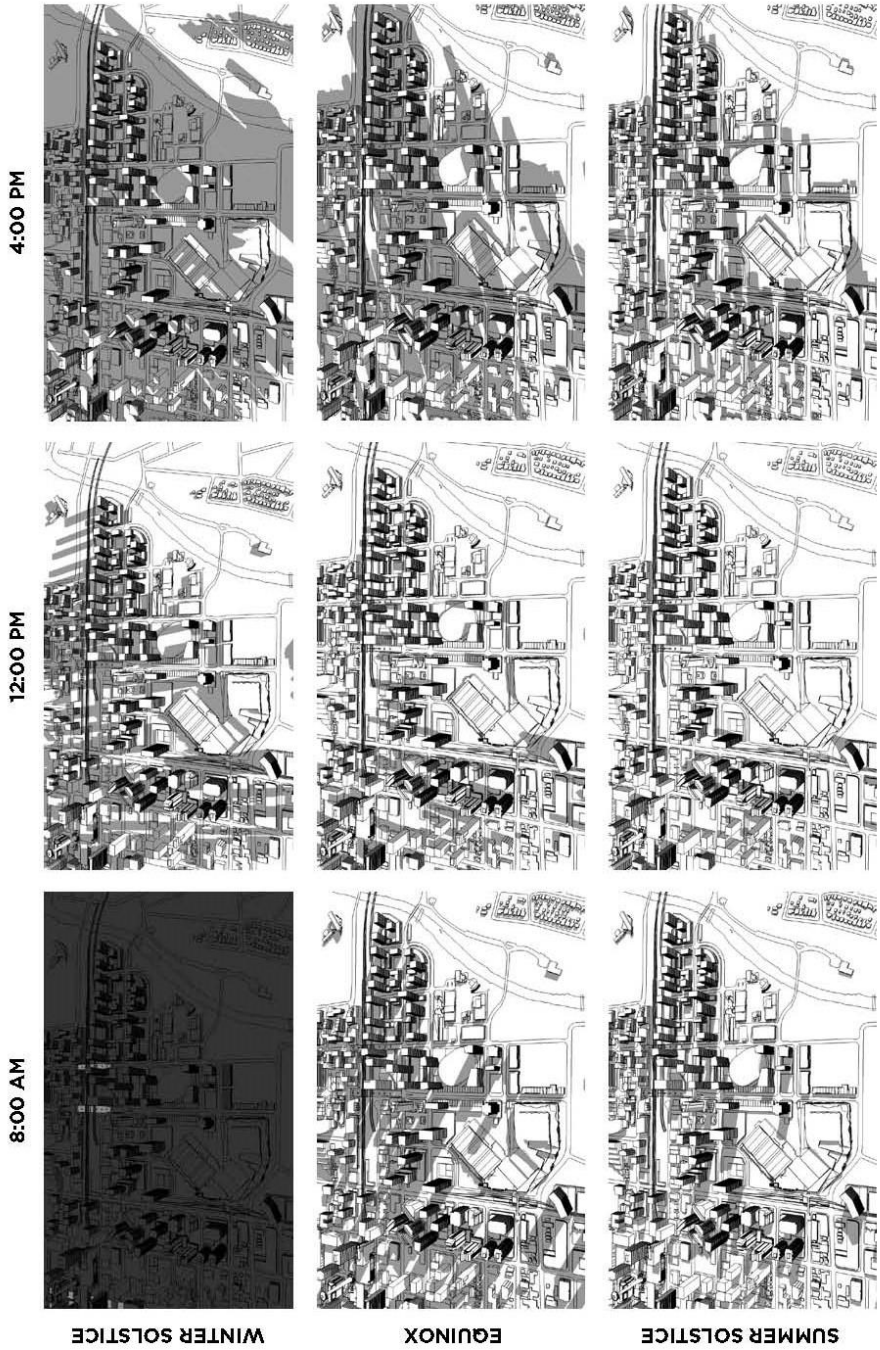
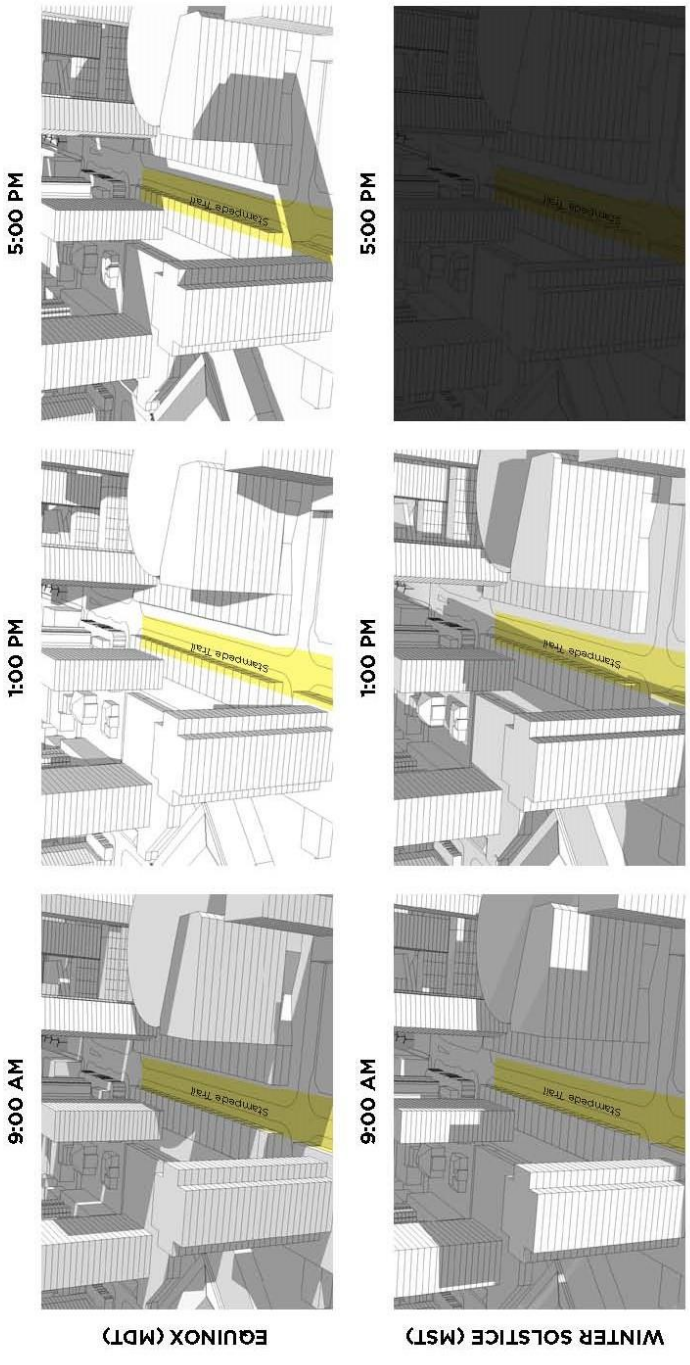


Rivers District Master Plan

Stampede Trail

Limitations of building height along the west side of Stampede Trail allow for solar access to the street's east side into the early evening. This solar access allows prolonged use of outdoor spaces for sidewalk retail and outdoor cafe and restaurant seating.

While inevitably more shaded during the winter, Stampede Trail's north/south alignment allows for solar access during the shortest days.



Rivers District Master Plan

Stampede Plaza

Limitations of building height along the south side of 15 Avenue maximize solar access to the event plaza throughout the seasons.

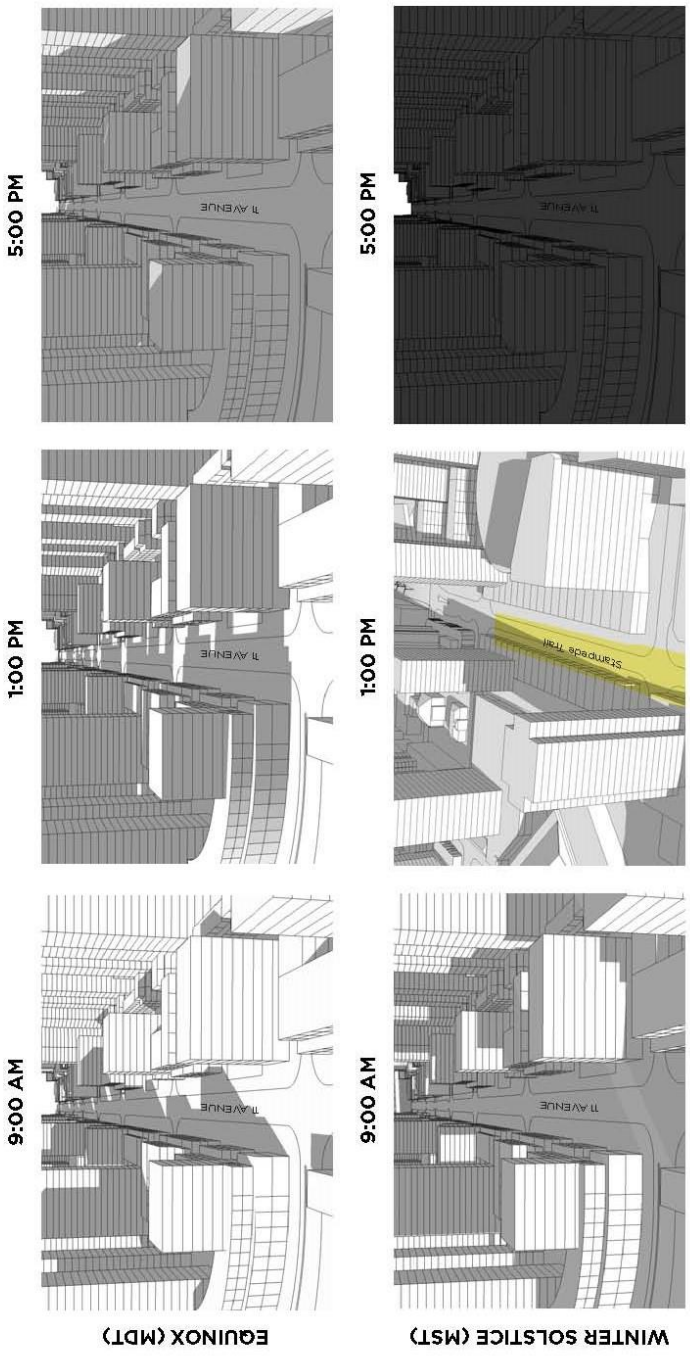
While inevitably more shaded during the winter, 14 Avenue and the event plaza still receive solar access during the years shortest days with limited building heights along 15 Avenue.

Rivers District Master Plan

11 Avenue SE

Building height limitations and step-back requirements along 11 Avenue SE allow for solar access to the street's north side sidewalk into the fall months. Buildings along the north side receive solar access through out the seasons.

While inevitably more shaded during the winter, buildings along the north side of the street receive some solar access mid-day during the shortest days of the year with height restrictions and step-back requirements in place.

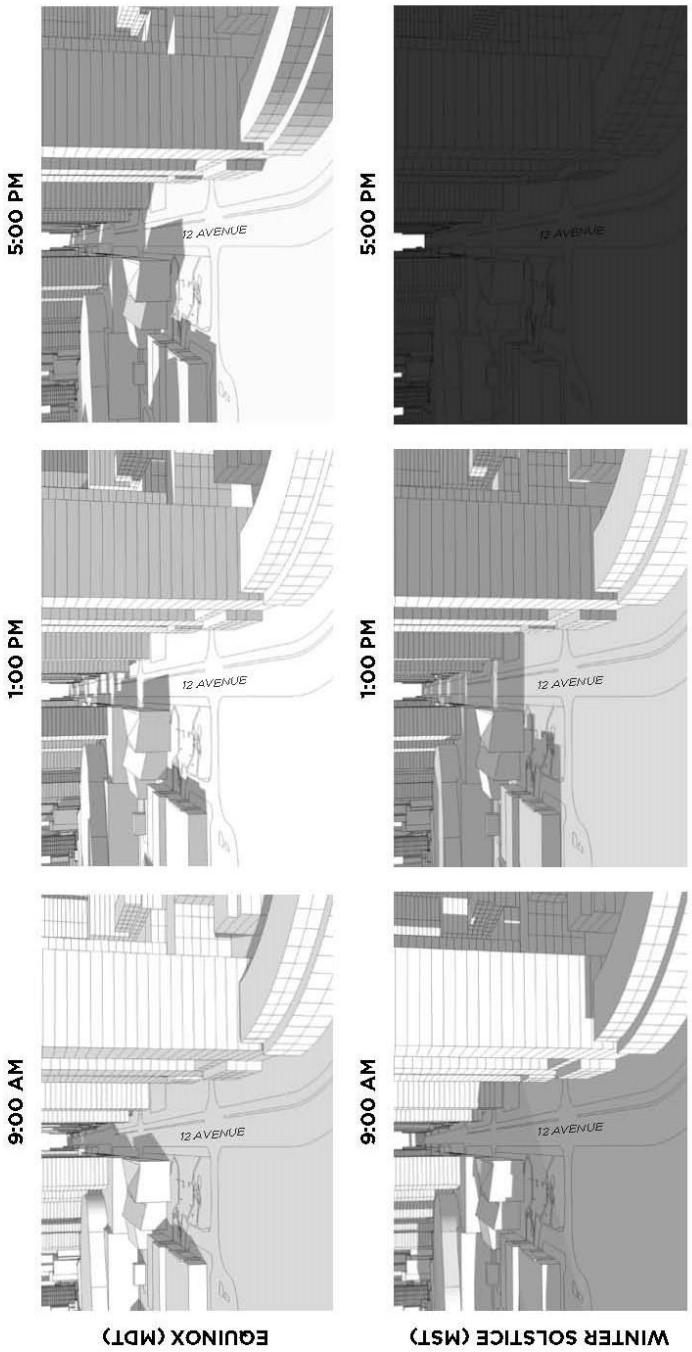


Rivers District Master Plan

12 Avenue SE

Height restrictions and building step-back requirements along 12 Avenue SE are not needed to ensure solar access because of the low height of existing and proposed buildings along the south side of the street.

While inevitably more shaded during the winter, portions of 12 Avenue SE east of 5 Street SE will continue to have solar access due to the development height and existing land use along the south side of the street.



Rivers District Master Plan

BICYCLE FRAMEWORK

Commuting by bicycle is becoming an increasingly popular mode of transportation. The bicycle network capitalizes on proximity to Elbow River and Bow River multi-use pathway and the LRT Stations by providing on-street bike lanes and off-street facilities that integrate with and connect to the existing adjacent bicycle network.

The bicycle framework links the surrounding neighbourhoods, downtown and the regional network together to promote healthy commuting habits and safe and enjoyable routes.

Bike facilities (bike racks and potentially bike-share stations) are located throughout the Study Area where transitions on and off a bike may occur. Locations are either near the centre of destinations, at the confluence of local and regional trail systems, or located at LRT Stations to help address first and last mile connectivity. Facilities may include bike lockers, changing rooms, repair stations, and or information kiosks on routes and travel times.

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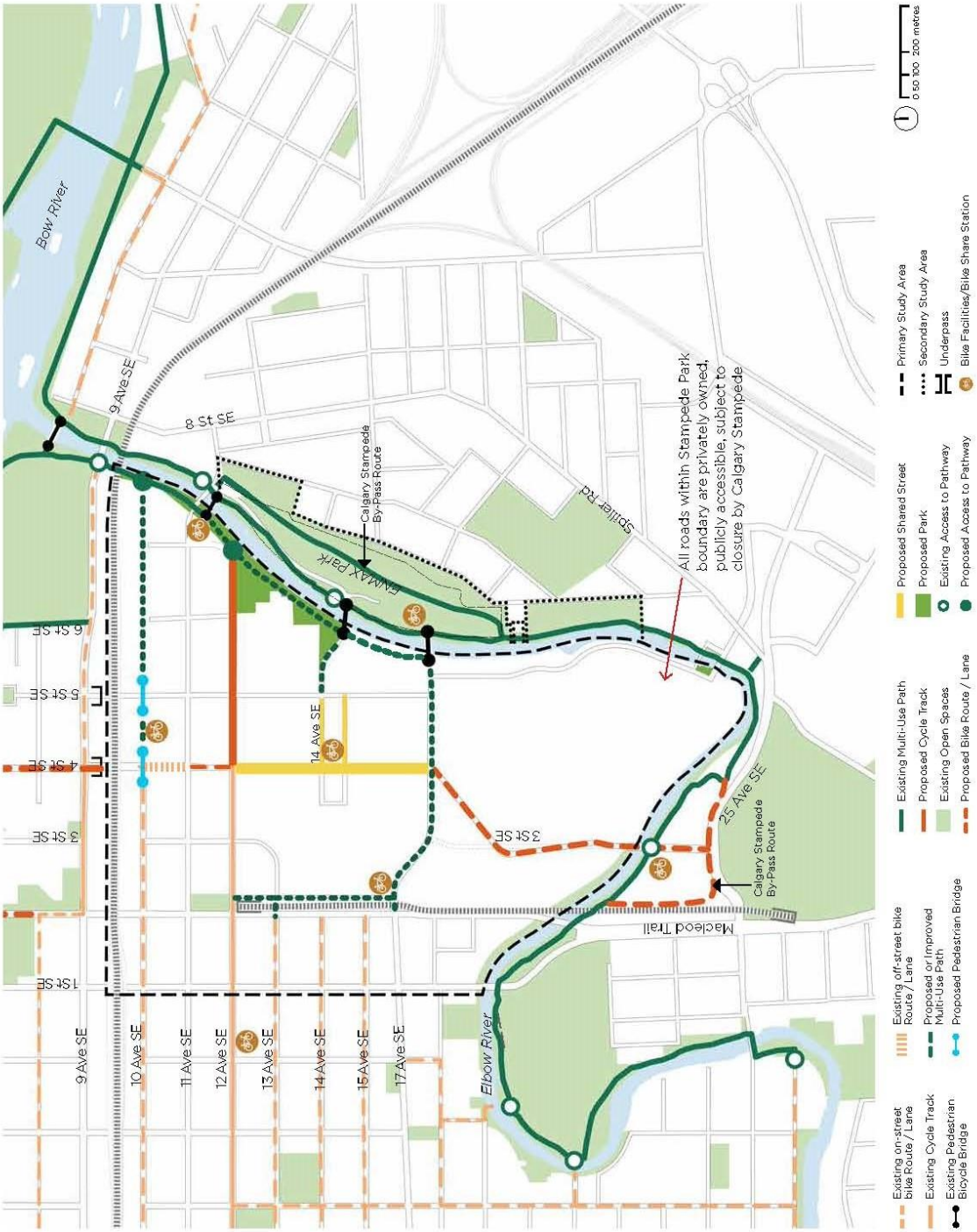

Design Guidelines

Streets should be designed to accommodate the following facilities:

12 Avenue SE Cycle Track

- Continue the two-way cycle track east of 4 Street to the Elbow River Pathway.
- Enhance connection to regional trail.

10 Avenue SE Connection

- Create a multi-use path and linear park corridor linking the LRT station to the Elbow River.

13 Avenue Greenway Connection over LRT Tracks

- Extend the 13 Avenue connection across Macleod Trail and the LRT Tracks creating a better connection to Victoria Park/Stampede LRT Station and the Convention Venue.

17 Avenue SE

- Create a multi-use path along 17 Avenue that links the LRT, Convention Venue, Stampede Trail and Stampede Park directly to the Regional Pathway, Elbow River and ENMAX Park.
- A newly designed multi-use path facility should connect to the river and existing Ramsay Pedestrian Bridge.

Stampede Trail (4 Street SE)

- Designed as a festival street, Stampede Trail will be designated as a bike friendly route.

Convention Venue North/South Connector

- Create a multi-use pathway that connects the 12 Avenue Cycle Track and 13 Avenue greenway crossing to Victoria Park/Stampede LRT Station and 17 Avenue multi-use pathway.

Existing 12 Avenue Cycle Track

Existing 13 Avenue Greenway

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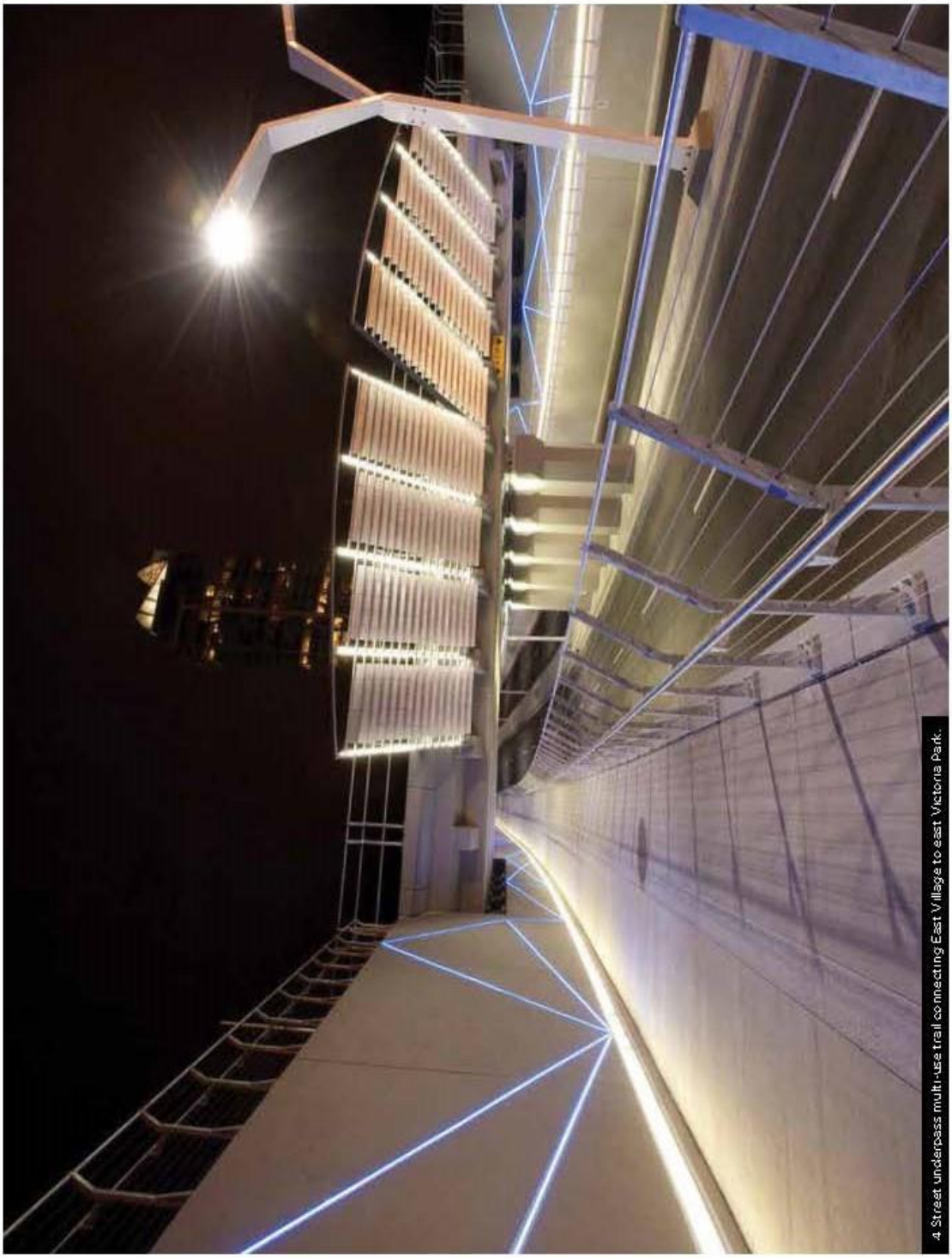

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LRT FRAMEWORK

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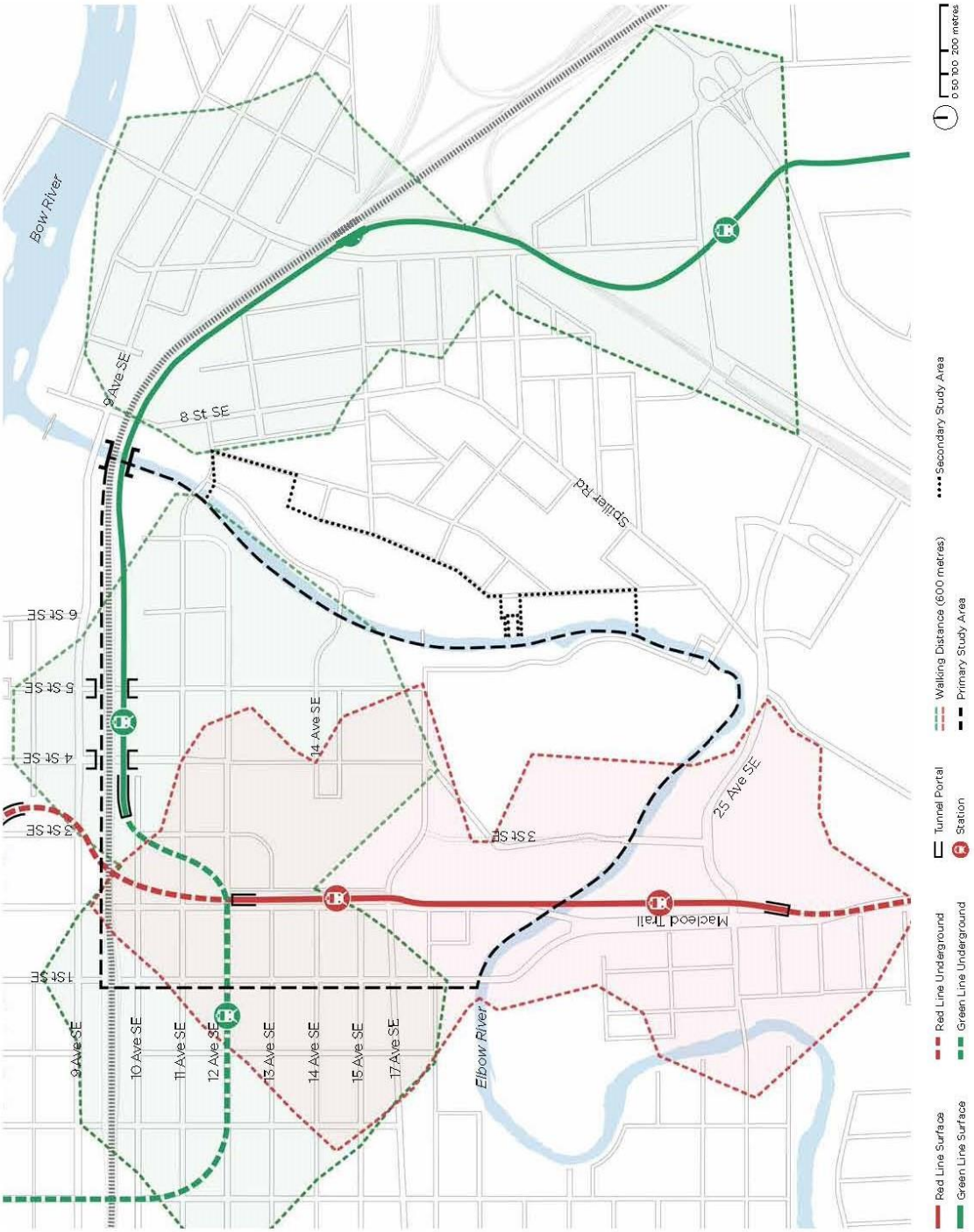

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LRT FRAMEWORK

Green Line LRT Station Connectivity Diagram

The station location and proposed connectivity is intended to support easy and intuitive access to public transit. Factors such as station visibility, comfort and ease of use promote and retain ridership for both daily use and large events.

Design Guidelines

- Provide safe, intuitive and direct connections to the station.
- Create a central pedestrian mews that provides strong pedestrian connection between the neighbourhood and station platform that can become a community node.
- Create a secondary station connection along the east side of 4 Street SE linking the western edge of the station platform to the Entertainment, Cultural and Education District.
- Develop adjacent parcels to front onto the station and provide active edges
- Provide ample bike parking facilities at the station.
- Create a unique station area layout that creates an identity for the cultural and entertainment district.
- Create an access alley that provides back-of-house functions supporting the adjacent towers.
- Provide underground parking and vehicle access from the alley.
- Provide fire access off of 11 Ave, through the pedestrian mews.

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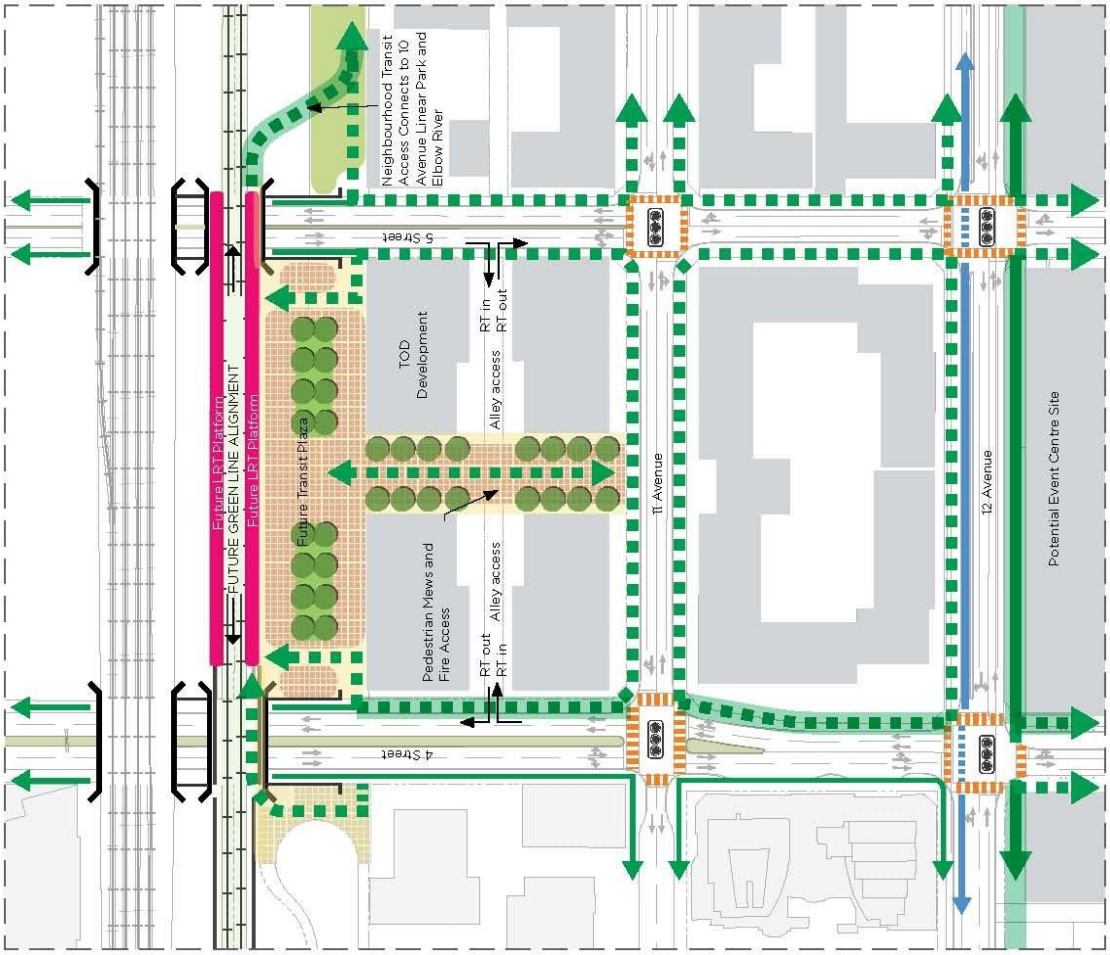

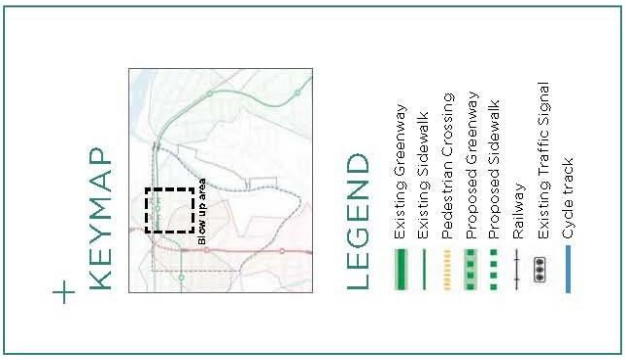

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LRT FRAMEWORK

Victoria Park/Stampede LRT Station Connectivity Diagram Potential 14 Avenue SE Crossing

Intent

- Reconfigure station layout to include at-grade crossings at both ends of the platform allowing easier and more direct access. This re-configuration eliminates the need for stairs and elevated walkways currently impeding the view of the front of the Convention Venue from Macleod Trail.
- Redesign Macleod Trail to prioritize pedestrian/bicycle crossing to link station to Beltline.
- Create generous and safe pedestrian connections across Macleod Trail and railroad tracks.
- Create a unique station design that creates a Calgary Stampede identity along the Red-Line.

Design Guidelines

- Allows immediate access to the station platform.
- Aligns with Convention Venue entry.
- Provides direct connections to existing sidewalk along the front of the Convention Venue.
- Requires new traffic signal.
- Connect 13 Avenue Greenway to 14 Avenue Crossing and 12 Avenue Greenway.
- Redesign existing fire access lane between Red Line Station and Convention Venue as an 'entry plaza'. See Public Realm Design Guidelines.
- A new signal or pedestrian activated crossing is required at 14 Avenue.

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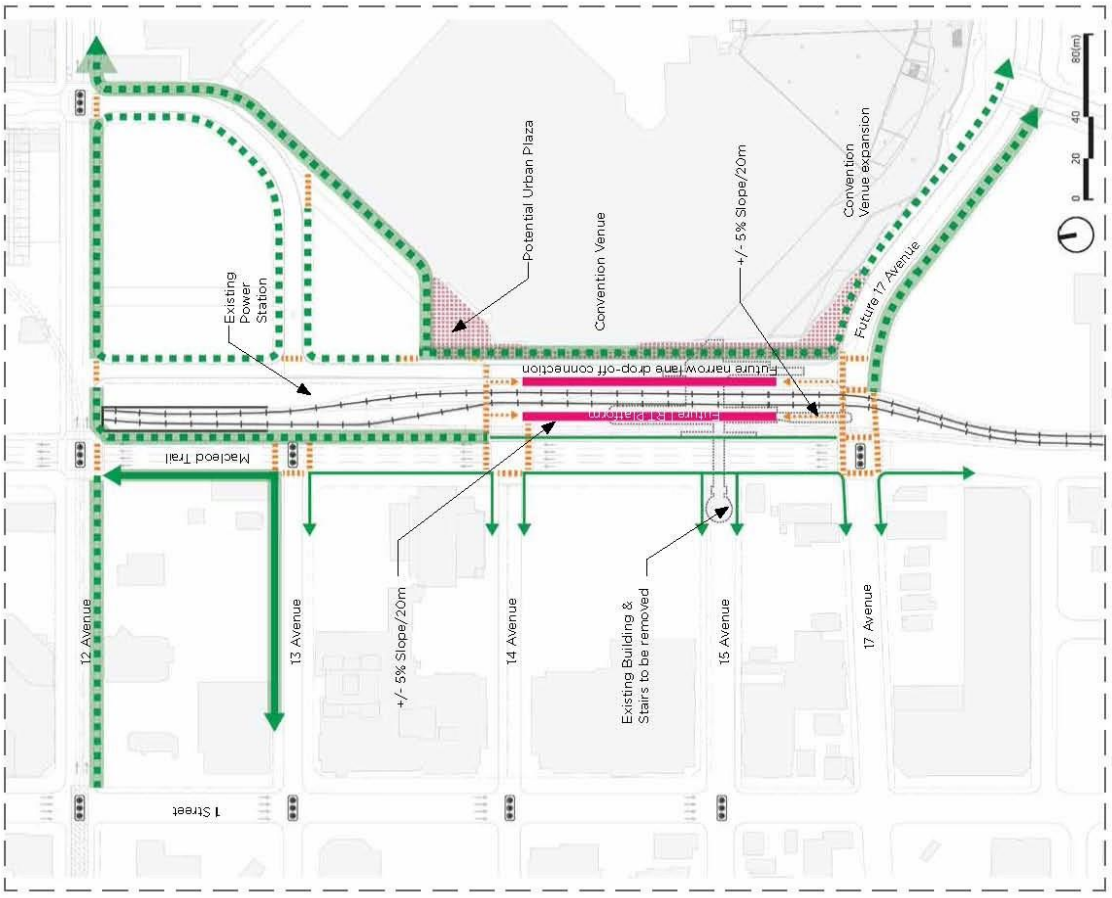

LRT FRAMEWORK

Victoria Park/Stampede LRT Station Connectivity Diagram Potential 13 Avenue Crossing

Design Guidelines

- Continue 13 Avenue Greenway connection from Beltline into east Victoria Park linking to 12 Avenue Greenway.
- Pedestrian connection to platform requires walking+/- 135m between rail tracks and crossing rail spur or connecting to new north/south greenway along the Convention Venue.
- Existing Macleod Trail traffic signal can be updated to operate crossing.
- Existing rail power station may need to be relocated to create pedestrian crossing if it is feasible to cross tracks in proximity to the tunnel.

Rivers District Master Plan
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Attachment 3
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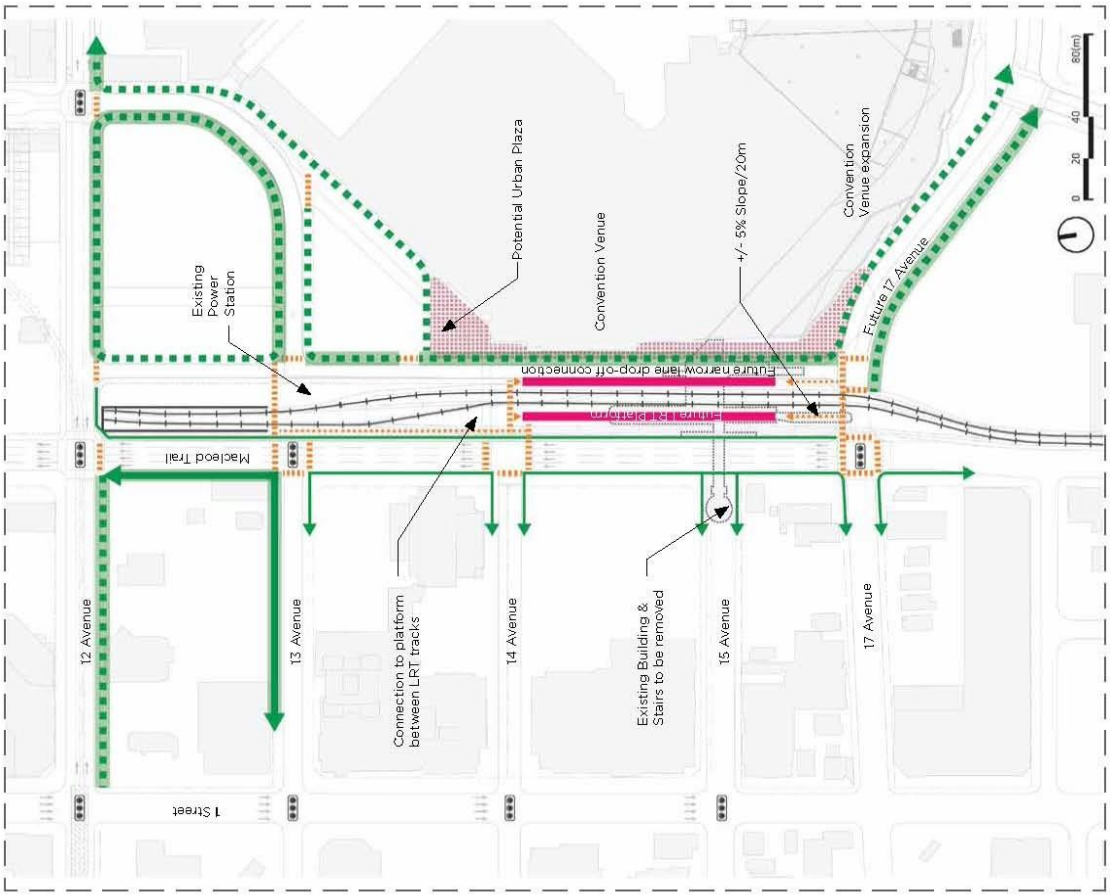
Rivers District Master Plan



BUS FRAMEWORK

Create clear connections to the public bus system and provide comfortable and safe waiting areas to increase public transit use. Factors such as route location, bus stop design, visibility, lighting comfort and ease of use promote and retain ridership for both daily use and large events. Additional service bus routes may be considered by Calgary Transit to connect the Red and Green Line LRT stations.

Consideration must be given to Calgary Stampede where roads south of 12 Avenue, east of Macleod Trail, are privately owned and maintained, and can be closed periodically for events.

Design Guidelines

Bus Route 24

- All stops along 12 Avenue should have distinct bus stop amenities including a bench and shelter that reflects the character of the Culture and Entertainment District. These amenities establish clear indication of a stop while providing the basic comforts of a seat and protection from the elements.
- Stops adjacent to Macleod Trail and 4 Street should have clear signage to nearby LRT stations.
- Consider rerouting the westbound 24 bus along 11 Avenue east of 4 Street and providing new stops, one in the heart of the residential neighbourhood and the other at the neighbourhood plaza between 4 Street and 5 Street offering proximity to LRT.

Signature canopy at bus station.

Art incorporated into a bus shelter.

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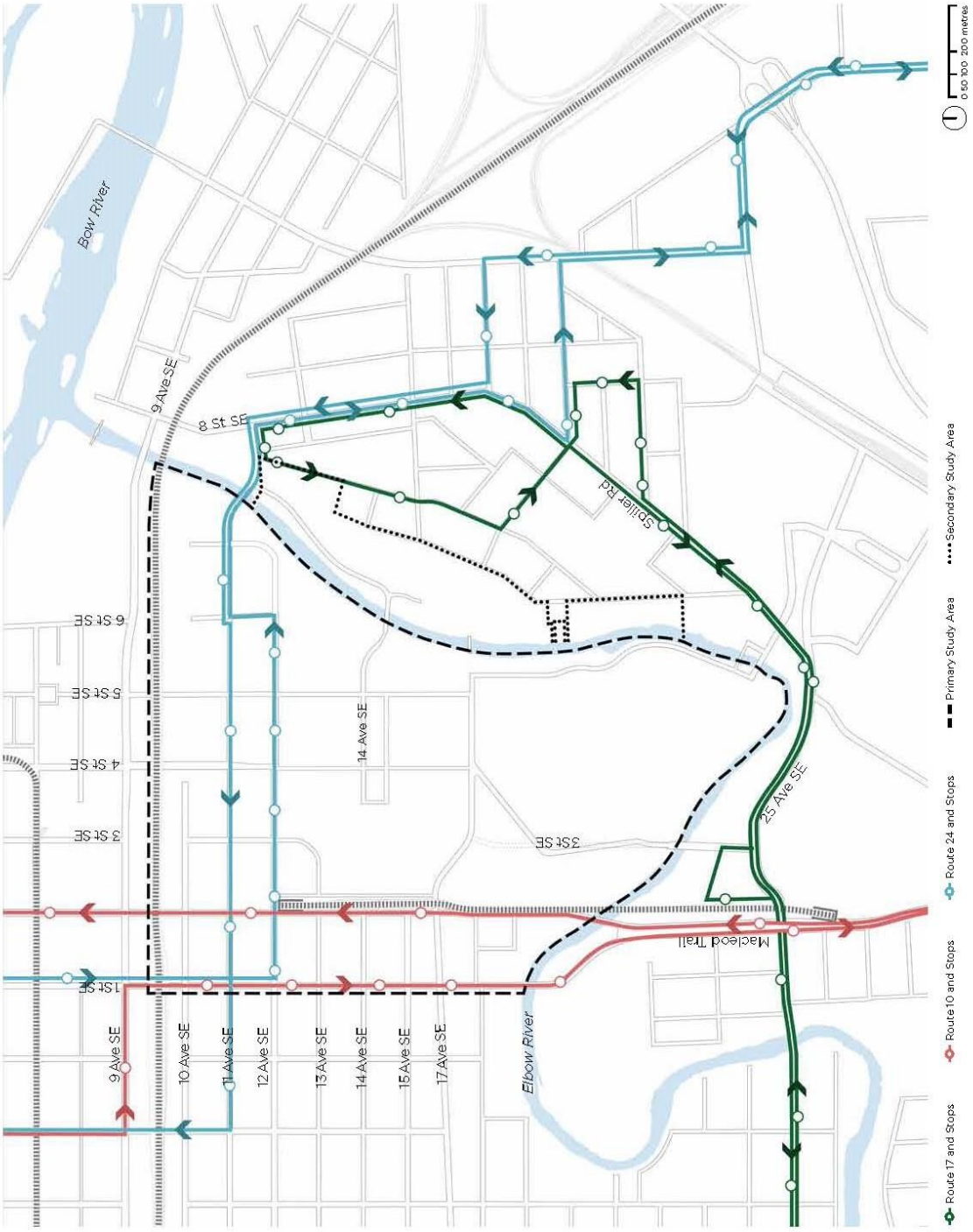
Rivers District Master Plan
PUD2019-0007
Attachment 3

Rivers District Master Plan



Rivers District Master Plan

Rivers District Master Plan

CHAPTER 4

CHARACTER AREAS

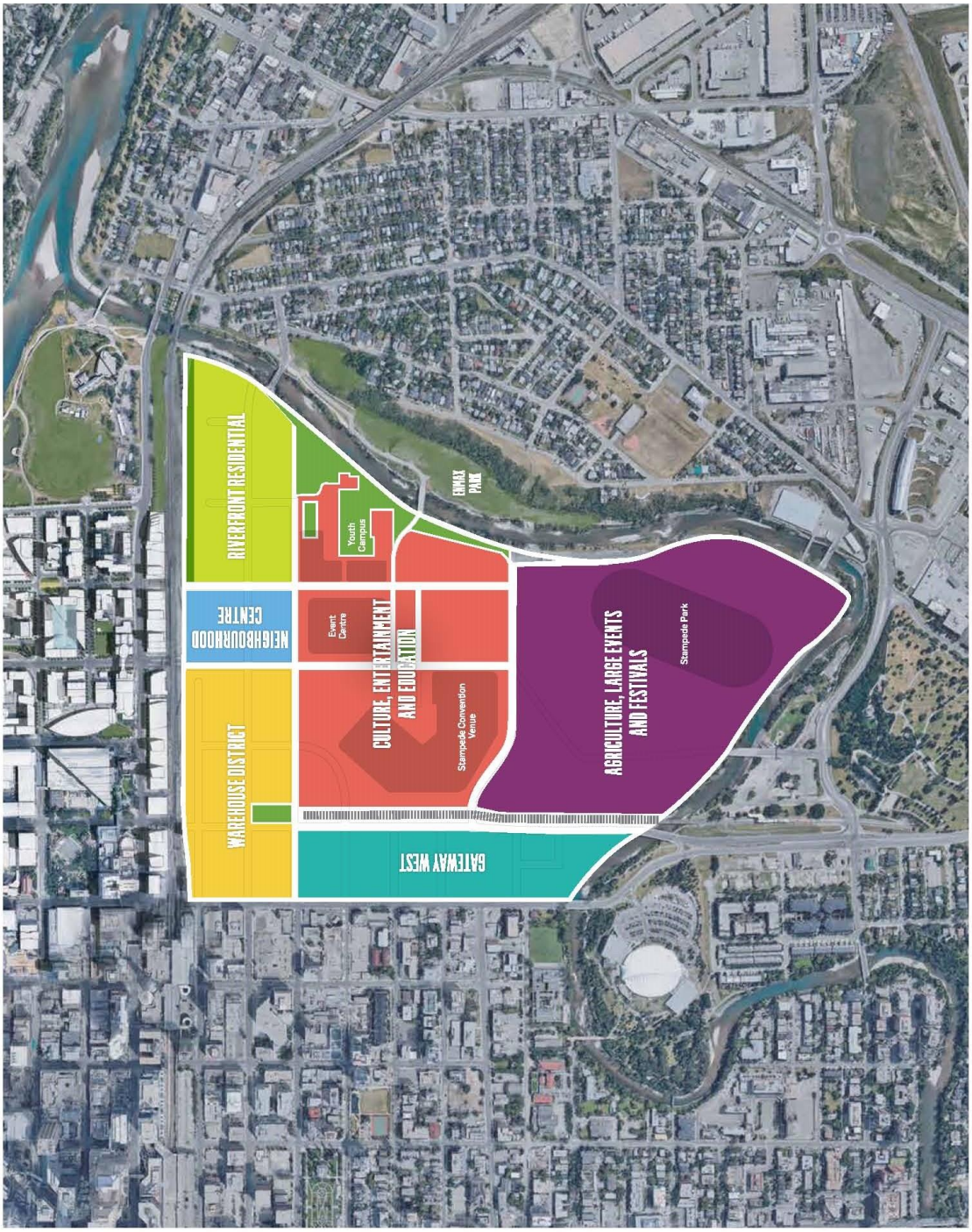
Rivers District Master Plan

CHARACTER AREAS

A series of character areas establish complimentary architectural forms and patterns. The Public Realm and Street Design Guidelines outline design intent for street design and urban form that create continuity and help to distinguish the area as a district.

Rivers District Master Plan

Rivers District Master Plan



Rivers District Master Plan

Six Character Areas established within the Rivers District Master Plan Boundary recommend the character and feel for development within each sub-area. The Character Areas are stitched together by the Urban Design Framework and Public Realm Guidelines. Details about the intent and unique character of each area is defined throughout this chapter.

The "Agriculture, Large Events and Festivals" Character Area is predominately Stampede Park. This character area is based upon the Calgary Stampede Concept Plan and is described in more detail in the Calgary Stampede chapter in this document.

Riverfront Residential

The neighbourhood is envisioned as a mid-scale, residential neighbourhood designed for children and families to live and thrive in an urban environment. It is characterized by mid-scale urban living with easy access to transit, downtown, regional trails, and the Elbow River. This lively neighbourhood provides a transition between the growing Beltline and East Village to the quieter quaint streets of Ramsay. A range of housing types, sizes and price points should be provided to encourage a variety of people of various ages, incomes and family sizes to create a diverse and active neighbourhood that fosters social connections. Buildings fronting on the Elbow River will have high quality active edges that foster and celebrate the adjacent park space.

Neighbourhood Centre

Adjacent to the Green Line LRT station, the Neighbourhood Centre is the 'knuckle' where Riverfront Residential, Warehouse District, East Village, and the Entertainment, Cultural and Educational neighbourhoods merge. It is envisioned to include a mix of use including residential, office, hotel, neighbourhood retail, restaurants and services. This high-density, high-intensity, mixed use area offers excellent transit access and proximity to lively entertainment and cultural amenities.

Warehouse District

Located between Macleod Trail and 4 Street, this district is a mix of commercial, office and residential loft uses. Characterized by the scale and materials of restored historic warehouse buildings, the Warehouse District scale and massing should be reflected in any new development as to not detract from its existing character. The form and character of the Warehouse District should be continued along 11 Avenue through the Neighbourhood Centre and Riverfront Residential neighbourhoods to create unique a street experience.

Gateway West

Macleod Trail is the gateway to Calgary from the south and a high-density residential mixed use seam between the Beltline and east Victoria Park. Continued infill development of high-density residential towers with a mix of restaurants, commercial and office will line the busy arterials of Macleod Trail and 1 Street. Signature development and architecture along the Elbow River between 1 Street and Macleod Trail should announce arrival into downtown Calgary.

Culture and Entertainment

This Character Area is the heart and soul of east Victoria Park. The Convention Venue expansion and a potential event centre will reinvigorate this district as a centre of national importance, attracting visitors from across the city, region, country and continent. This district thoughtfully integrates long standing agricultural, convention and sports venues with emerging cultural facilities, arts and education, shopping, entertainment, and hotels. Organised around a network of festival streets, event plazas, and riverfront parks, this district will become a hub of activity. This character area should be infused with local character that define the district as truly Calgarian.

Agriculture, Large Events and Festivals

Cradled by the Elbow River and home of the 10-Day Stampede Event, Global Petroleum Show, Comic-Con, and a growing agricultural event and exposition business, this district is intended for flexibility, access, and large festivals and events. The vision for this Character Area builds upon the Stampede Park Concept Plan. This will become a showcase for local innovation an entrepreneurial spirit; a place to go to see the leading edge of what Calgary has to offer.

Rivers District Master Plan

OVERALL CHARACTER AREA INTENT AND GUIDELINES

The overarching intent and guidelines inform the future built environment within east Victoria Park. These are further supported by specific recommendations for each Character Area on subsequent pages.

Rivers District Master Plan

Street Wall, Building Orientation & Entries

Building orientation, facade treatments and entry locations all contribute to the character and vibrancy of the street. While the design and character of streets may differ, the intent is to create a highly walkable, pedestrian friendly urban environment throughout east Victoria Park.

Intent

- To spatially define the street or public open space to create a sense of place.
- To give importance and priority to the public realm.
- To visually emphasize the primary entry or entries to a building or ground floor use.
- To create a vibrant, safe street.
- To celebrate the naturalised environment, where appropriate.

Guidelines

- Activate commercial buildings with retail uses at the street level.
- Incorporate transparent and porous ground floors to promote a visual connection between indoor and outdoor spaces and provide 'eyes-on-the-street'.
- Locate building lobbies and main entrances along the Primary Streets (see Building Frontage Hierarchy, pg 68).
- Consider accentuating architectural relief, fenestration, and/or structural elements to create shadow lines and visual interest.
- Incorporate canopies or expressive architecture to clearly identify building entrances.
- Design signage and/or wayfinding to inform the pedestrian of building uses and entries.

Building Form and Massing

The public realm is greatly impacted by the form and massing of the buildings that define its space. The scale of a building mass should relate to its internal use while its form respects neighboring development and site topography. Building location and design can become a landmark and wayfinding element.

Intent

- To create quality designed buildings through form, which terminate views, create a unique skyline, and become guiding landmarks.
- To moderate scale changes between non-residential and residential uses.
- To emphasize important components of a building, such as an entry, or a special internal space.
- To promote sun and sky exposure to public streets and plazas.

Guidelines

- The massing and location of towers should be designed to optimize solar access along streets, civic spaces and private courtyards, and reduce the impact of wind at the ground level.
- The podium of each building should be designed to break up the bulk of each building mass and create a sense of enclosure in the public realm. This strategy varies by street as further defined in Public Realm Guidelines.
- Tall towers should step-back from building podiums or be located behind lower development.
- Towers should be located along north/south block faces where possible.
- Podium heights and step-backs vary by block based upon intended street character and are further defined in Public Realm Guidelines.

Rivers District Master Plan

Building Facade and Materiality

Quality architectural facades on all sides of new buildings are encouraged to create a high-quality environment, both along public streets and open spaces and at the interior of blocks. Each building oriented to a street or public open space should provide architectural variety and scale through minor variations in the facade and building massing.

Intent

- To create visually interesting facades, particularly those that face streets or open spaces.
- To avoid large areas of undifferentiated or blank facades.
- To provide human scale and detail.
- To use materials that are of quality and are expressed with attention to detail.

Guidelines

- Building design should be an expression of the building use and function.
- Include variety in wall plane or height, patterns of window, doors, or other openings.
- New development should avoid blank facades along streets.
- Facade articulation and fine-grained materials should be used to create a human scale environment along the street edge.
- Utilize durable facade materials that are of quality and of longevity.
- Provide accent lighting where appropriate to accentuate architectural features and create an interesting nighttime environment.

Vehicular Circulation, Lanes, Service Courts

Vehicular circulation and interaction with pedestrians and cyclists is a critical component of designing a highly walkable, family-oriented urban environment. All streets, lanes, and service courts should be designed to prioritize the safety and movement of pedestrians and cyclists. As such, parkade and building service area locations are critical to the function of each building and overall character of the public realm.

Intent

- To provide clear and logical hierarchy of vehicular access and circulation.
- To create a permeable urban environment where lanes and courts are designed as part of the pedestrian circulation environment while also providing access to building service or parking areas.
- To minimize the risk at conflict points between automobiles and pedestrians.
- To minimize the visual impact of service areas.
- To provide adequate service truck access.

Guidelines

- Lane development and mid-block connections should be utilized to increase block permeability.
- Provide curb extensions at intersections to minimize pedestrian crossing distances.
- Sidewalk material or scoring pattern should extend across lanes and service access areas.
- Developments that abut a public lane should provide active uses along lane elevation. Examples may include dwelling units, amenity spaces, port-cochere's, vehicle drop-offs and small-scale commercial uses.
- Preferred locations for building service areas are along lanes or along secondary streets (see *Building Frontage Hierarchy*).
- Service areas should be located internal to buildings or along shared exterior loading courts.
- Service areas should not be directly accessed from Primary Frontage Streets or park edges unless no other reasonable access is available.

Rivers District Master Plan

Open space

Publicly accessible, privately maintained open spaces such as plazas, courtyards or outdoor rooms are an important part of the overall open space network. Each development block is encouraged to include some form of outdoor space that is connected to the public realm either directly, or by a publicly accessible walkway.

Intent

- To provide open spaces that gives relief and interest to the streetscape.
- To provide outdoor space for relaxation and community interaction.
- To create variety and interest in the urban pattern.
- To allow for space adjacent to buildings to accommodate special amenities such as café seating, sculptures and gardens.
- To encourage socialization, congregation, interaction, and idea sharing.
- To create a variety of distinct places, providing memorable experiences that assist with wayfinding and mental mapping.
- To provide open spaces such as plazas, courtyards and small parks as an extension of the work environment.
- To provide quiet contemplative open spaces.
- To create micro climates to extend comfortably through shade during summer months and warm sunny areas during winter months.

NOTE

Guidelines specific to various types of open spaces are included in the Public Realm Design Guidelines chapter.

Rivers District Master Plan

Rivers District Master Plan

Character Area **26 AC**

Developable Area **15 AC**

The Riverfront Residential neighbourhood is envisioned as a denser, residential neighbourhood designed for children and families to live and thrive in an urban environment. It is characterized by medium-to-high-density urban living with easy access to transit, downtown, regional trails, and the Elbow River. This lively neighbourhood provides a transition between the growing Beltline and East Village to the quieter quaint streets of Ramsay. A range of housing types, sizes and price points will be provided in order to allow a variety of people of various ages, incomes and family sizes to live here, creating a diverse and active neighbourhood that fosters social connections. A contemporary interpretation of the form and character of the Warehouse District should be continued along 11 Avenue in order to create an architecturally distinct street. In order to respect the massing and form of this historic Warehouse District, and to create a more pedestrian scale, urban residential feel near the river, towers along 11 Avenue should be limited.

The Riverfront Residential Area is located in between the Canadian Pacific Railway (CPR) and 12 Avenue, and from 5 Street to the edge of the Elbow River. The area is intended to bring a residential density that will activate the streets with a scale and massing at street level to create a livable, pedestrian-scale environment. Special attention will be paid to the design and integration of buildings adjacent to Elbow River North Park. This location is a unique condition in the Master Plan where a collection of uses will animate and draw visitors to the river. The adjacent promenade will provide north/south permeability into the neighbourhood for active modes.

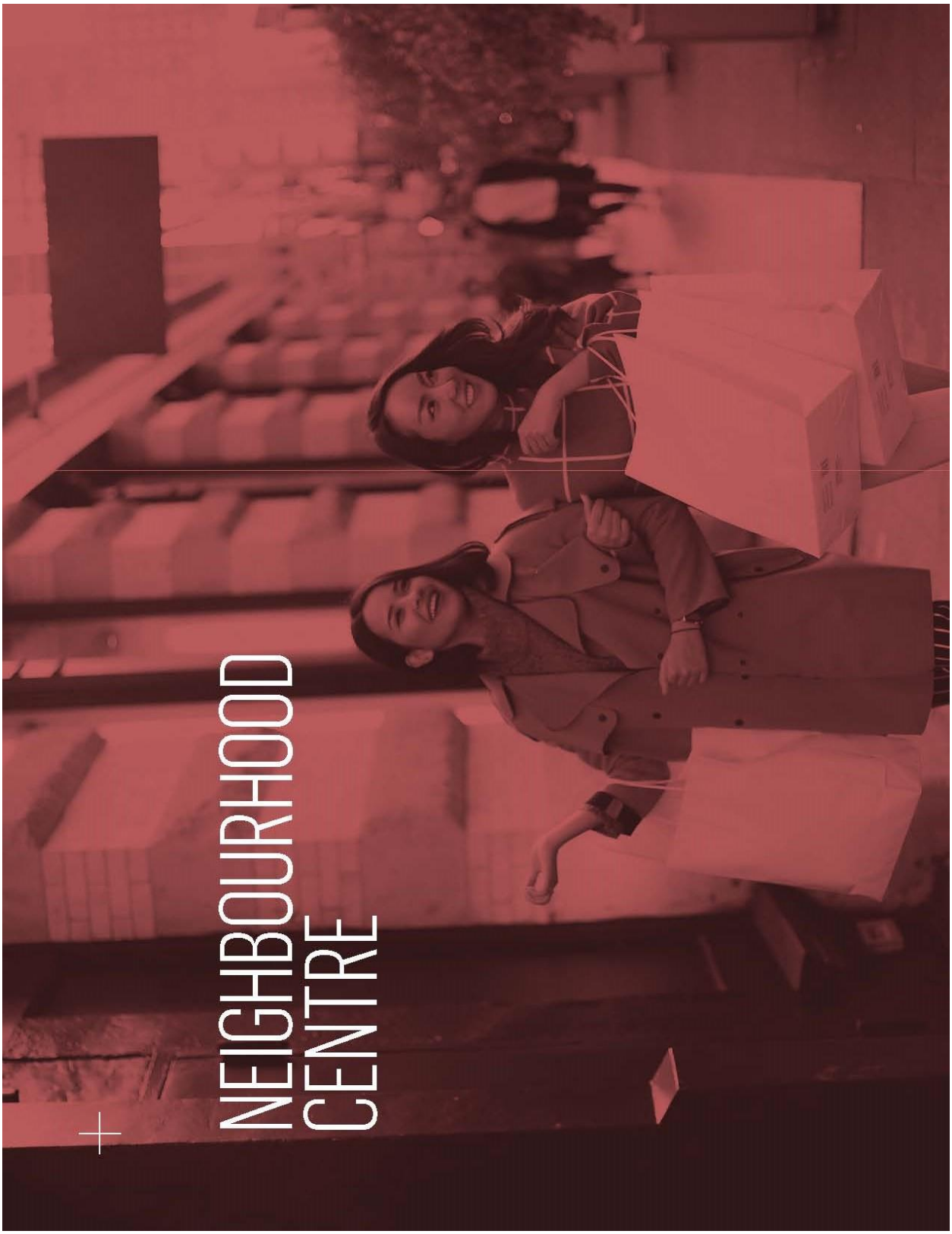
Rivers District Master Plan

Rivers District Master Plan

1. 12 Avenue, east of 6 Street, may be designed as special festival street or shared-use street that prioritizes bicycles and pedestrians, or can be closed to automobile traffic entirely. This would create a contiguous plaza and park space linking 6 Street to the River.
2. A signature building and destination uses activate the riverfront open space creating a lively river edge.
3. Maintain existing MacDonald Bridge as pedestrian and bicycle bridge.
4. A new 11 Avenue alignment and vehicular bridge connect future residential neighbourhood to Ramsay.

   A linear park and multi-use path connect residents to the LRT Station and Elbow River. This linear park also serves as a gateway to Calgary's regional trail network and rivers for anyone traveling from the Green Line.
5. Pedestrian scale lanes create mid-block connections that increase block permeability and create opportunities for a variety of desirable ground-oriented uses.
6. Building setbacks and upper storey step-backs along 11 Avenue create an urban residential scale street with porches, stoops and landscape zones.
7. Towers are concentrated along 12 Avenue and CPR. This strategy increases density while maintaining a more urban residential and pedestrian scale environment along 11 Avenue. Heights generally transition from taller buildings at the Neighbourhood Centre area to the west, to lower buildings along Elbow River to the east.
8. 'Bar Buildings' along the southern edge of 11 Avenue should be limited to six storeys to promote solar exposure at the street level during winter months.
9. A series of pocket parks create a variety of outdoor spaces to support a diverse residential community.
10. Building uses and facades create active edges that enhance and promote the adjacent promenade.

Rivers District Master Plan



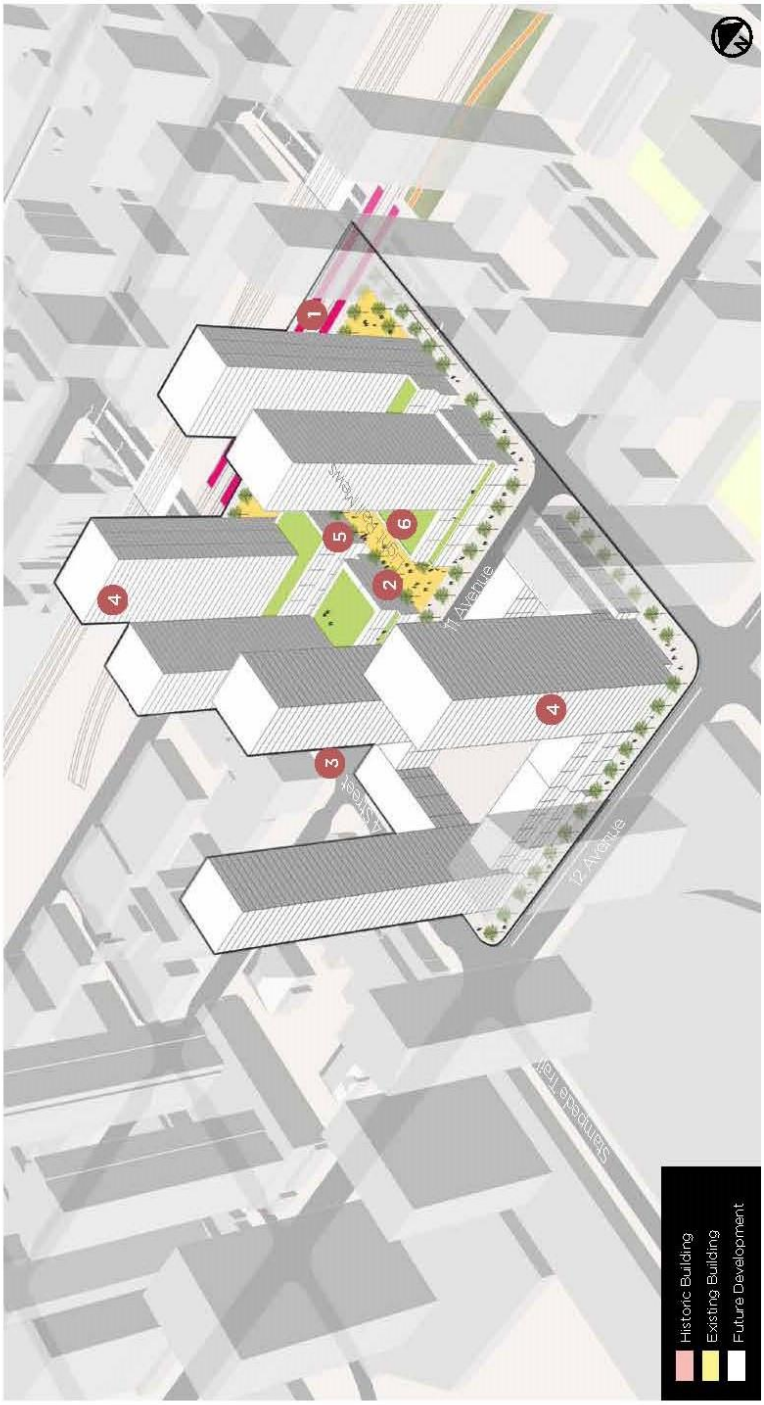
Rivers District Master Plan

Character Area **9 AC**

Developable Area **6 AC**

Adjacent to the Green Line LRT station, the Neighbourhood Centre is the 'knuckle' where Riverfront Residential, Warehouse District, East Village, and the Entertainment, Cultural and Educational neighbourhoods merge. It is envisioned to include a mix of use including residential, office, hotel, neighbourhood retail, restaurants and services. This high-density, high-intensity, mixed use area offers excellent transit access and proximity to a lively entertainment and cultural amenities. A contemporary interpretation of the form and character of the Warehouse District should be continued along 11 Avenue to create an architecturally distinct street. In order to respect the massing and form of this historic Warehouse District, and to create a more pedestrian scale, urban residential character near the river, towers along 11 Avenue should be limited to 36m in height. In addition, the short end of towers shall be oriented along 11 Avenue.

Rivers District Master Plan



Rivers District Master Plan

1. **Green Line LRT Station**
   Create clear visual and physical connections between the station platform and the Light Rail Mews. Create a well lit public realm environment that is safe and easily accessible for all ages and abilities both day and night.

2. **Light Rail Mews**
   Buildings are setback to create a wide, linear mews down the centre of the block connecting the Green Line LRT Station to 11 Avenue. This mews should be anchored by a grocery store and lined with neighbourhood serving retail and commercial uses in order to create a local destination and gathering place. Outdoor cafe seating, benches, and other pedestrian amenities will add life and character to the plaza and street.

3. 4 Street will become a primary conduit between the Green Line LRT Station and the Culture and Entertainment District. A generous building setback along the east edge of 4 Street provides ample space for a safe, high frequency pedestrian and bicycle connection between the Green Line LRT and regional destinations including the Convention Venue, Stampede Trail and the potential event centre.

4. Towers and density are concentrated near 12 Avenue and the LRT Station. The scale and character of Warehouse District should be continued along 11 Avenue at the base or podium of buildings.

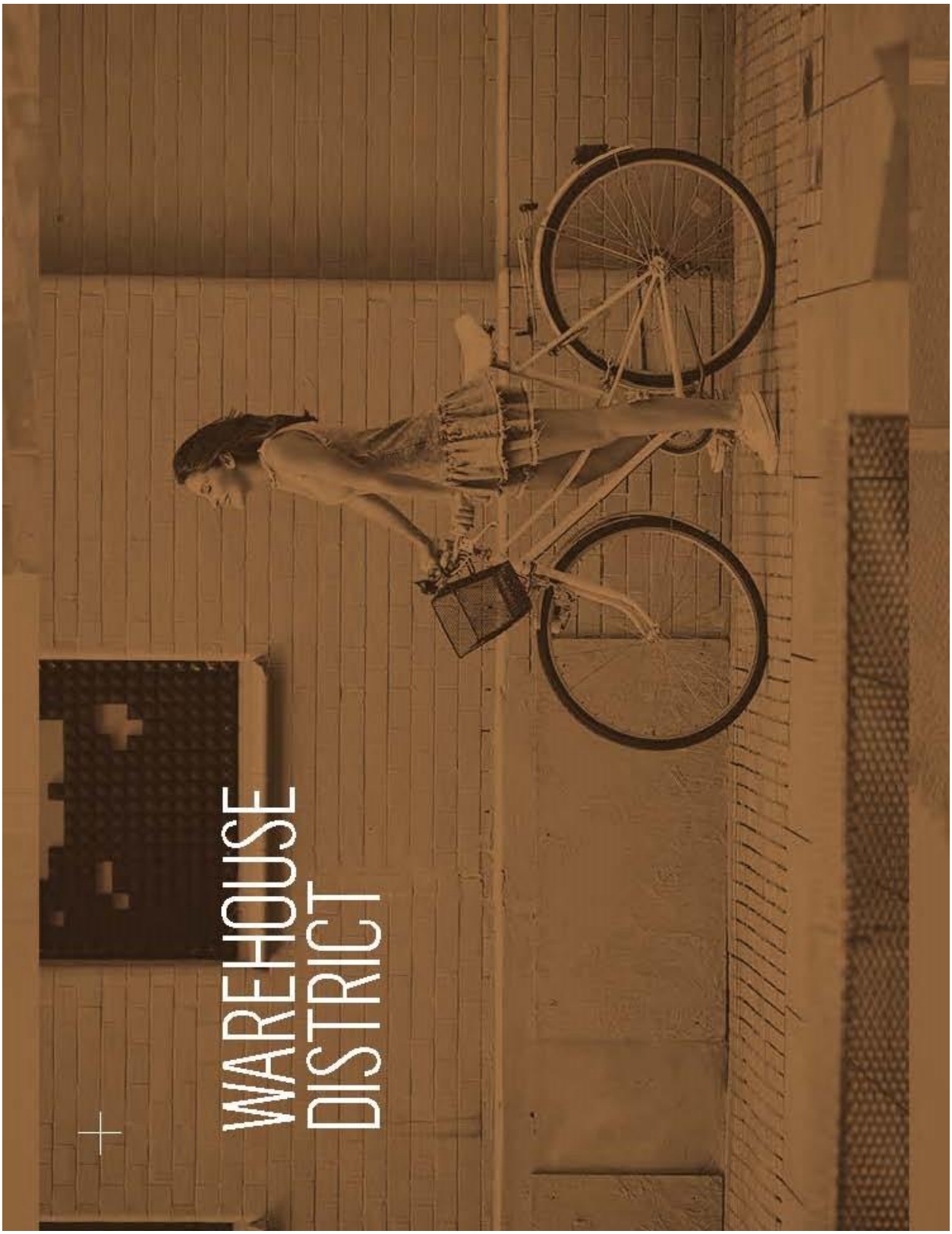
5. Consider an urban marketplace that lines the Light Rail Mews and connects to the LRT Station, creating a year-round gathering space.

6. Building setbacks along the Light Rail Mews allow for more solar exposure for ground level retail, bars and restaurants.

3 Wide pedestrian and bicycle connections link the LRT to the Culture and Entertainment District.

5 Urban Market | Denver, CO: An indoor, urban market creates a destination and provides space for local grocers and retailers.

Rivers District Master Plan



Rivers District Master Plan

Character Area **34 AC**

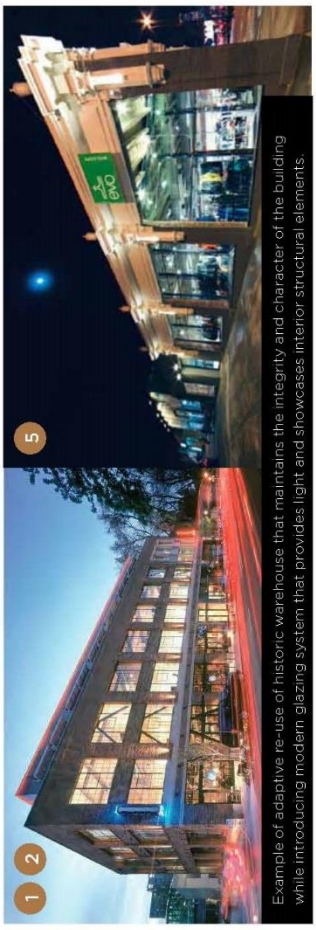
Developable Area **23 AC**

Located north of 12 Avenue, between Macleod Trail and 4 Street, this district, identified as the Warehouse District in the Beltline Plan, is a mix of commercial, office and residential loft uses. There are fifteen historic buildings located in the Warehouse District that were built between 1900-1920. Most buildings are located along 11 and 10 Avenues with a few smaller structures along 12 Avenue. The historic buildings are generally built to the right-of-way, range between 2 to 4 storeys, and have tall floor to ceiling heights.

The existing architectural fabric is characterized by the scale and materials of restored historic warehouse buildings and new construction designed with similar scale, massing and materiality of historic buildings.

Future buildings should be designed to compliment, but not imitate, the historic buildings. A contemporary interpretation of the form and character of the Warehouse District could create a unique and special place that is authentic and representative of our place and time in Calgary. In order to respect the massing and form of this historic Warehouse District, and create a more pedestrian scale, urban residential character near the river, towers along 11 Avenue should be limited to 36m in height. In addition, the short end of towers shall be oriented along 11 Avenue. This motif could be continued through the Neighbourhood Centre and Riverfront Residential neighbourhoods to create truly unique street experience that stitches the neighbourhoods together and reinforces the local unique character of this important area in Calgary's history.

Rivers District Master Plan



Rivers District Master Plan

Historic Resource Key

1. Scale of new development along 10 and 11 Avenues should relate to the height, form and massing of existing historic structures.
2. Renovations of historic buildings should be artfully done to maintain the historic integrity of the buildings.
3. Additions to existing buildings are also encouraged as an alternative to new development to preserve an existing, defined urban fabric.
4. New development should reflect existing height and massing of existing buildings, but could vary in materiality and style to reflect a contemporary industrial warehouse design.
5. Step-backs above 4 storeys and tower locations should be considered to transition from taller, more intense development along 12 Avenue, to lower, less intense development along 11 Avenue and 10 Avenue.
6. Alleys should remain throughout the district with new development and developed into safe and positive urban spaces.
7. 10 Avenue has the opportunity to provide a strong linear connection to 4 Street and the 10 Avenue Linear Park.

Examples of contemporary flex loft / maker space with an industrial feel.

Rivers District Master Plan

Rivers District Master Plan

Character Area
28 AC

Developable Area
20 AC

Macleod Trail is the gateway to downtown Calgary from the south and the mixed use seam between the Beltline and east Victoria Park. Continued infill development of high-density residential towers with a mix of restaurants, commercial and office should continue to develop along the busy arterials of Macleod Trail and 1 Street. Signature development and architecture along the Elbow River between 1 Street and Macleod Trail should announce arrival into downtown Calgary.

Existing building masses vary significantly ranging from single storey, single-use structures to high-density new development with residential towers above mixed use podiums.

The majority of recent development fronts on 1 Street with service and parkade access located along Avenues. While this makes sense from a vehicular circulation and access standpoint, it could impact the character of the public realm and pedestrian experience by introducing vehicular curb cuts, overhead doors, and service areas along the long face of blocks linking Beltline to east Victoria Park.

This area is envisioned to continue to infill with high-density, mixed use projects. Active, ground floor commercial and retail uses should be located within authentic, two storey building bases with transparent and porous ground floors.

Future development is encouraged to locate service and parking access at the interior of the block off motor courts or north/south lanes.

Larger format retail users should be located along Macleod Trail and 1 Street with finer grained retail storefronts and restaurants located along east/west Avenues to promote an active, pedestrian scale street linking Beltline to east Victoria Park.

Rivers District Master Plan

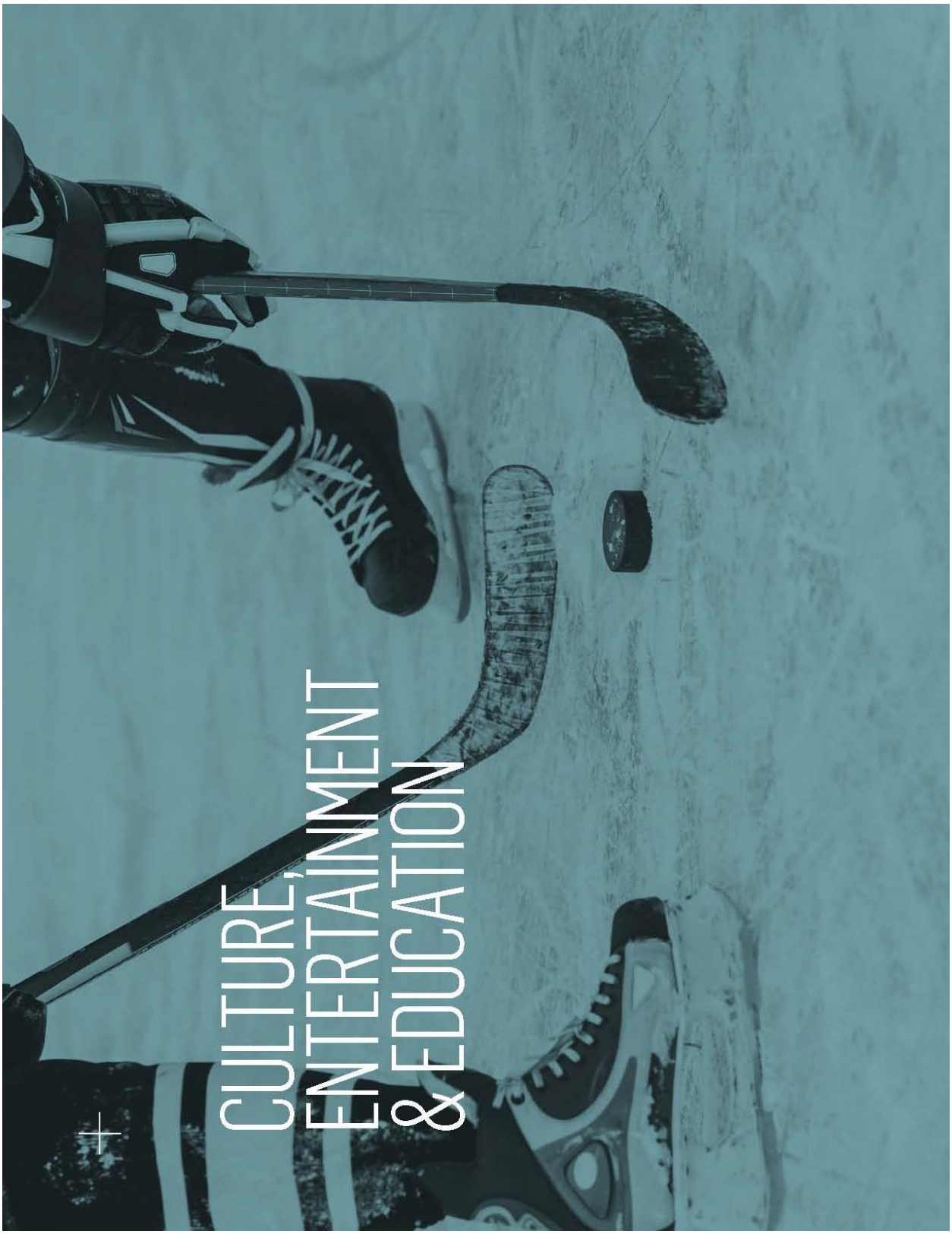
Rivers District Master Plan

4 Signature architecture announces arrival into downtown Calgary.

1. Highly visible edge along Macleod Trail creates opportunity for large format retailers who desire visibility, but who's internal use is not conducive to active edges.
2. Improved Victoria Park/Stampede LRT Station and pedestrian/bicycle crossings at 17 Avenue facilitate better connectivity between Beltline and east Victoria Park.
3. Potential additional pedestrian crossing at 13 or 14 Avenue.
4. Signature development and architecture along the Elbow River between 1 Street and Macleod Trail should announce arrival into downtown Calgary.
5. Finer grained retail opportunity at highly visible locations.
6. High-density infill development continues between 1st Street and Macleod Trail.

5 Finer grained retail located on 13 and 17 Avenues.

Rivers District Master Plan



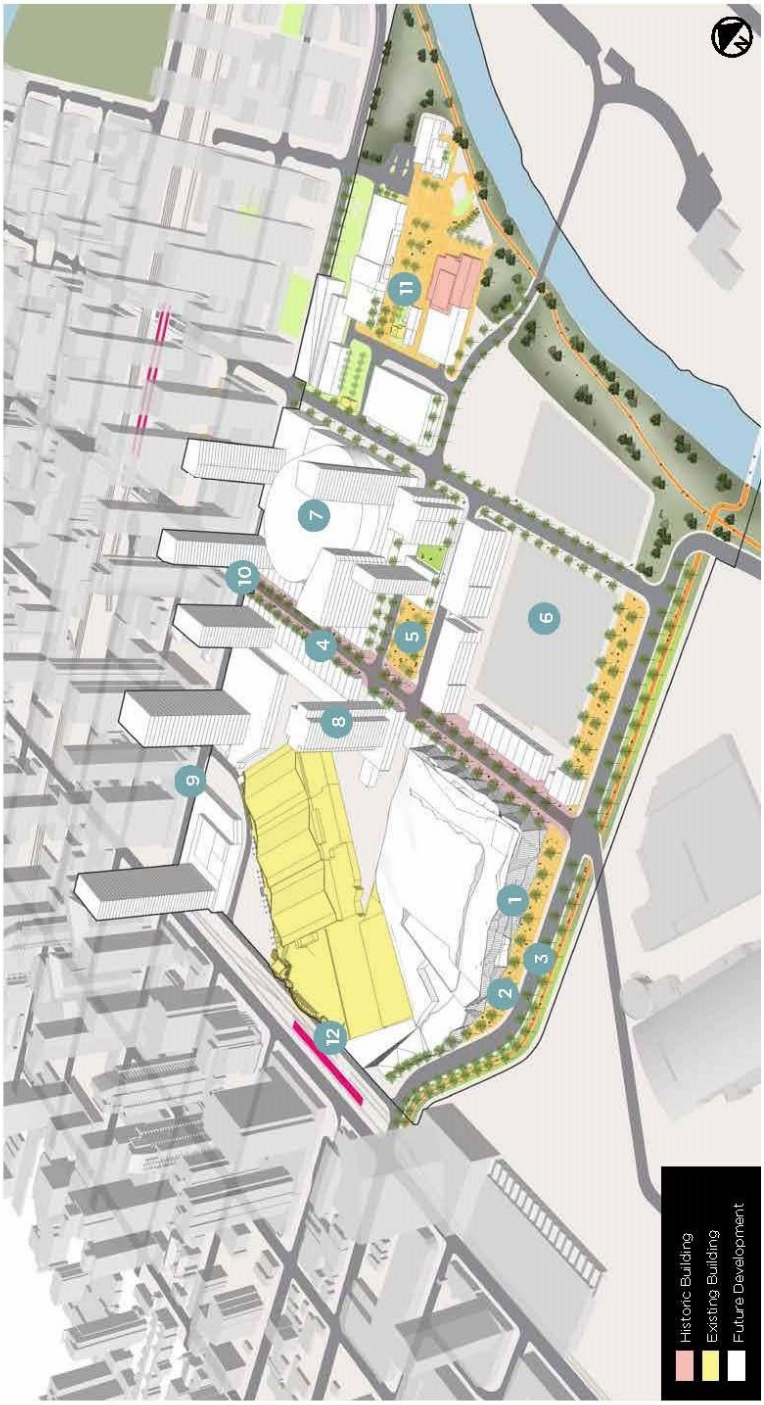
Rivers District Master Plan

Character Area **77 AC**

Developable Area **60 AC**

This is the heart and soul of east Victoria Park. The Convention Venue expansion and a potential event centre will reinvigorate this district as a centre of national importance, attracting visitors from across the city, region, country and continent. This district thoughtfully integrates long standing agricultural, convention and sports venues with emerging cultural facilities, arts and education, shopping, entertainment, and hotels to create a hub of activity. Organised around a network of festival streets, event plazas, and riverfront parks, this district will become a hub of activity. Iconic architecture, low retail buildings, hotel towers, mid-rise commercial development, and large venues will contribute to the dynamic nature of the Culture and Entertainment District. Existing institutions like the Calgary Stampede Youth Campus already provide an innovative learning environment that is home to the public charter school Calgary Arts Academy, and through an unprecedented partnership between Calgary Arts Academy, the Government of Alberta, the Calgary Stampede and the Calgary Stampede Foundation. The historic Weston Bakery building is now home to 300 Grade 4 - 9 students.

Rivers District Master Plan



Rivers District Master Plan

1. Convention Venue expansion creates a new front door for the Convention Venue.
2. Convention Venue expansion entry plaza connects Red Line LRT to Stampede Trail.
3. 17 Avenue and greenway extension creates a front door where the city merges with agriculture, linking the Beltline and east Victoria Park to the Elbow River.
4. Stampede Trail is designed as a festival street lined with retail, restaurants, and entertainment venues that celebrates the city's strong history of sport, culture, and entertainment. The programming of music, digital signage and seasonal and event decorations could all add vibrancy to the street. Low buildings along the street create a pedestrian scale environment and allow solar access at the street level in the afternoon and early evening (see *Street Design Guidelines*).
5. A new event plaza is designed as a central gathering space on a daily basis that can also be programmed for a variety of occasions, similar to RiverWalk in East Village. The plaza will also add some relief for crowd ingress and egress during events at the event centre (see *Street Design Guidelines*).
6. Flexible flat space can be used for at-grade parking and transition into programed large events such as Comic-Con, Global Petroleum Show and the 10-Day Stampede Event.
7. A potential event centre is embedded in a mix of retail and commercial uses that put the large venue in scale with adjacent development. Setbacks at entrances should accommodate crowd ingress and egress for games and events. These setbacks should remain in scale with the street and building facade and be designed at a pedestrian scale that is comfortable during non event times.
8. Tall towers and iconic architecture give form to the event plaza.
9. Continued mixed use development along 12 Avenue creates the lively urban corridor of the Rivers District.
10. The intersection of 12 Avenue and Stampede Trail creates the 'Critical Corner' and gateway between the centre city and Culture and Entertainment District. An at grade crossing to/from the potential event centre is encouraged here.
11. Enbridge Plaza unites the buildings of the Calgary Stampede Youth Campus and provides a platform for developing connections to their community and understanding their impact on the world around them.
12. The Red Line LRT Plaza creates a stronger and highly visible connection between the LRT Station and Convention Venue.

Rivers District Master Plan

Rivers District Master Plan

Character Area **88 AC**

Developable Area **78 AC**

Cradled by the Elbow River, Calgary Stampede Park is home of the 10-Day Stampede Event, the Global Petroleum Show, Comic-Con, and a growing agricultural event and exposition business. This district is intended for flexibility, access, and large festival and event functions. Calgary Stampede Park may evolve into the next generation Agriculture, Large Event and Festival District that compliments the vision established for east Victoria Park.

Rivers District Master Plan

Rivers District Master Plan

CHAPTER 5

PUBLIC REALM DESIGN GUIDELINES

Rivers District Master Plan

PUBLIC REALM DESIGN GUIDELINES

The Design Guidelines are organised around an urban design framework that builds upon the Urban Design Strategies. This framework creates a series of parks and plazas that will knit east Victoria Park into the community by linking the adjacent neighbourhoods to one another, the LRT Stations, and the river.

A fundamental step in achieving the design vision is to create urban forms and spaces that emphasize human scale and create a comfortable, walkable environment that people want to occupy. The street and block pattern, open space, street hierarchy, landmarks, and building orientation and design are all important contributing factors which must be considered together. The following series of urban design diagrams provides an overarching vision for the parks and plazas of east Victoria Park which is expanded upon and supported by the Street Design Guidelines.

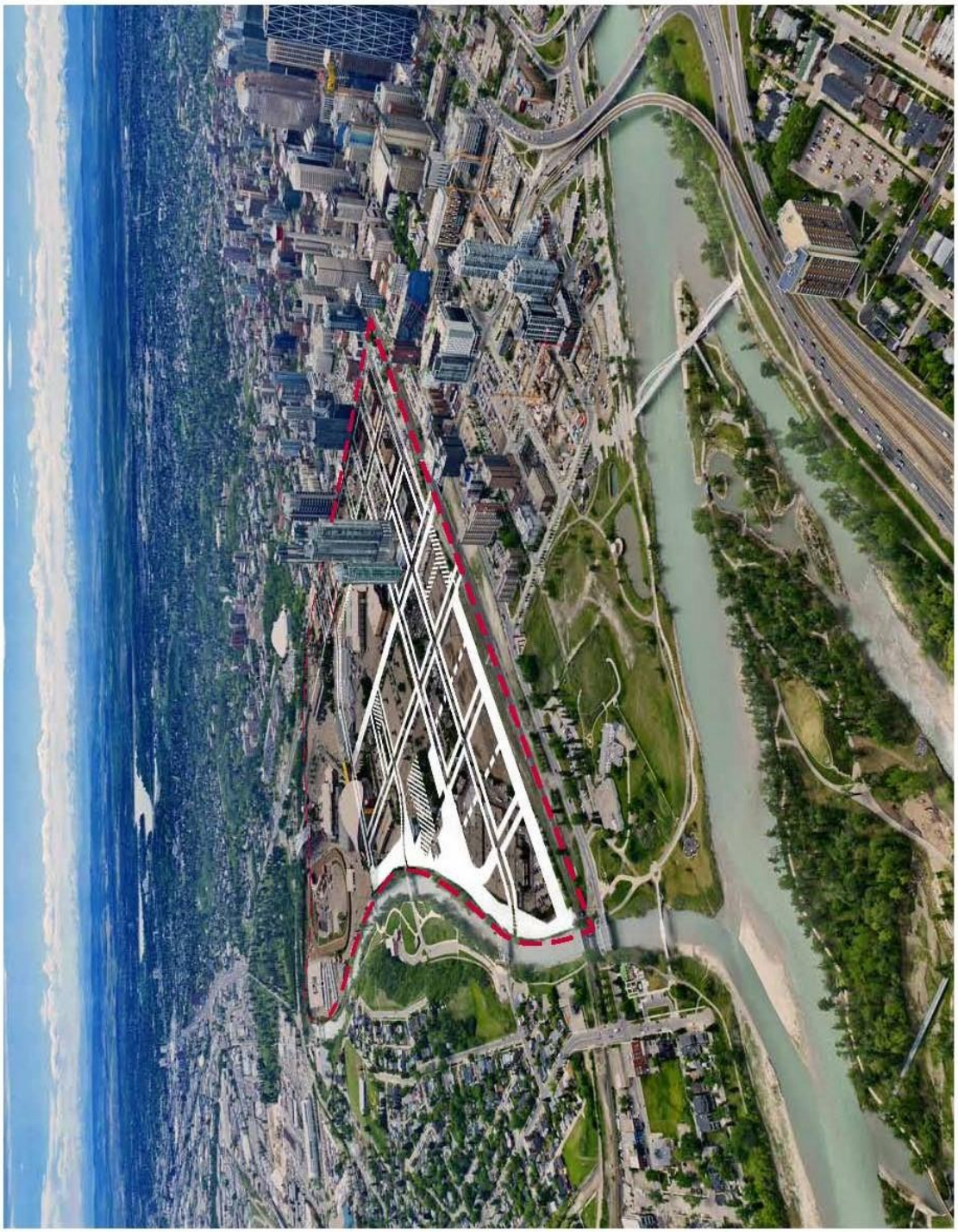
The Public Realm Design Guidelines have been categorised into two sections:

1. **Parks**—Elbow River Park North, Elbow River Park South, 10 Avenue Linear Park.
2. **Plazas**—Convention Venue Plaza and Event Plaza, and Light Rail Mews and Green Line Station Plaza.

Overall, the intent of the Guidelines are to:

- Create an attractive and cohesive series of parks and plazas that enhance the neighbourhood.
- Create unique and memorable spaces in the community for visitors and residents.

Rivers District Master Plan



Rivers District Master Plan

PUBLIC REALM PLAN

The open space network is composed of a variety of spaces and places, of different sizes and scales, connected to each other by highly pedestrianized streets, trails, lanes, plazas and parks. The Rivers District open space network is designed to link existing neighbourhoods, future and existing entertainment destinations, LRT access, and existing open space systems to one another and to the rest of Calgary.

The network is made up of both public open space and publicly accessible privately owned open space. The privately owned space has a general set of guidelines while the public open spaces have specific guidelines for each area.

KEY

1. Stampede Trail
2. Event Plaza
3. Elbow Park North
4. Dog Park
5. 17 Avenue Promenade
6. Light Rail Mews
7. Green Line Station Plaza
8. 12 Avenue Promenade
9. 10 Avenue Linear Park
10. Youth Campus Plaza
11. Convention Venue Plaza
12. Victoria Park/Stampede LRT Station
13. Station Plaza
    Possible Location for Integrated

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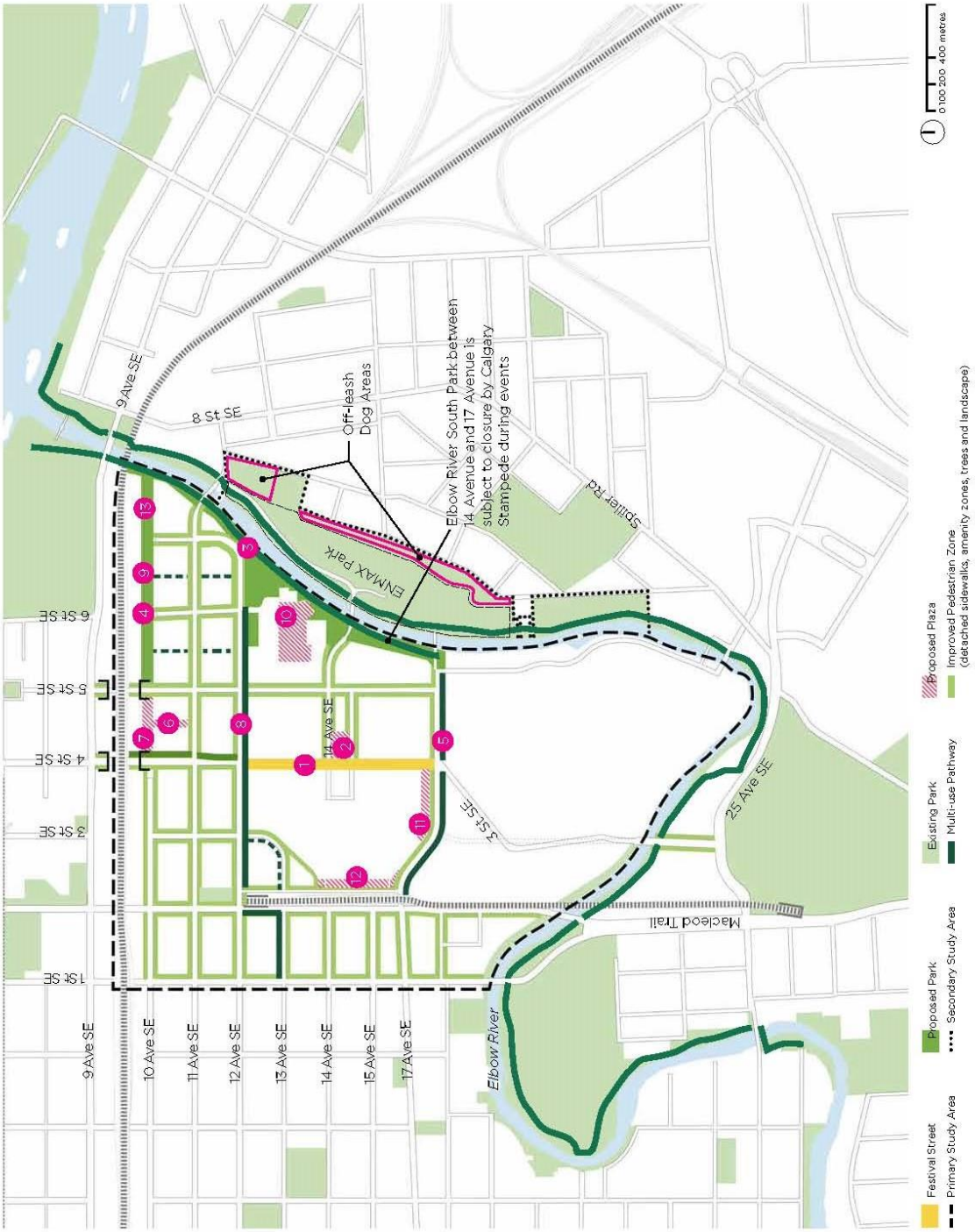


Rivers District Master Plan

PUBLIC REALM GUIDELINES

Public Open Space

Each plaza and park is envisioned as a space that can be used by visitors and residents for various activities throughout each day and throughout each season. The intent is to create a variety of places, spaces and experiences that draw visitors into east Victoria Park and support future residential community.

Each space will have a distinct character and function within east Victoria Park and should be designed to serve a wide variety of people who both live in and visit east Victoria Park. Riverfront parks offer access to nature, regional trails and river recreation. Event plazas offer a place to gather for farmer's markets or craft fairs, public celebrations or host weekend-long festivals. Linear parks create green, safe, walkable and bikeable connections throughout the area. Neighbourhood parks provide respite from the urban environment and create places for people to read a book under a shady tree, toss a frisbee, or for children to run around.

Rivers District Master Plan

Pedestrian Connectivity

The Rivers District hosts large regular and seasonal events in the city such as concerts, professional sports games, exhibitions, and the 10-Day Stampede Event. With an increase in active modes during these events, it is important that the public and private open space network fosters a vibrant yet safe environment for Calgarians, while managing heightened activity and circulation. Public realm and building development in areas such as Stampede Trail, 17 Avenue Promenade, Light Rail Mews, and connectors to the Red and Green LRT Stations, should consider pedestrian connectivity. The public realm plan is designed to support these primary connections.

Accessible Design

The Rivers District is envisioned to be a desirable community to experience for all, inclusive of persons with visual and/or physical disabilities. The following design considerations are encouraged:

- Accessible entrances
- Provision for para-transit vehicles and vehicles with disability permits
- Curb ramps at intersections
- Regularly placed seating
- Level hardscape materials to minimize tripping hazards
- Service animal relief areas
- The use of universal symbols and audible signals for wayfinding and crossings

Publicly Accessible, Private Open Space

A network of smaller, privately maintained public plazas, 'outdoor rooms', courtyards, mews, and quads creates a finer grain open space network that links to the public realm and creates a highly porous and walkable neighbourhood and entertainment district.

Rivers District Master Plan

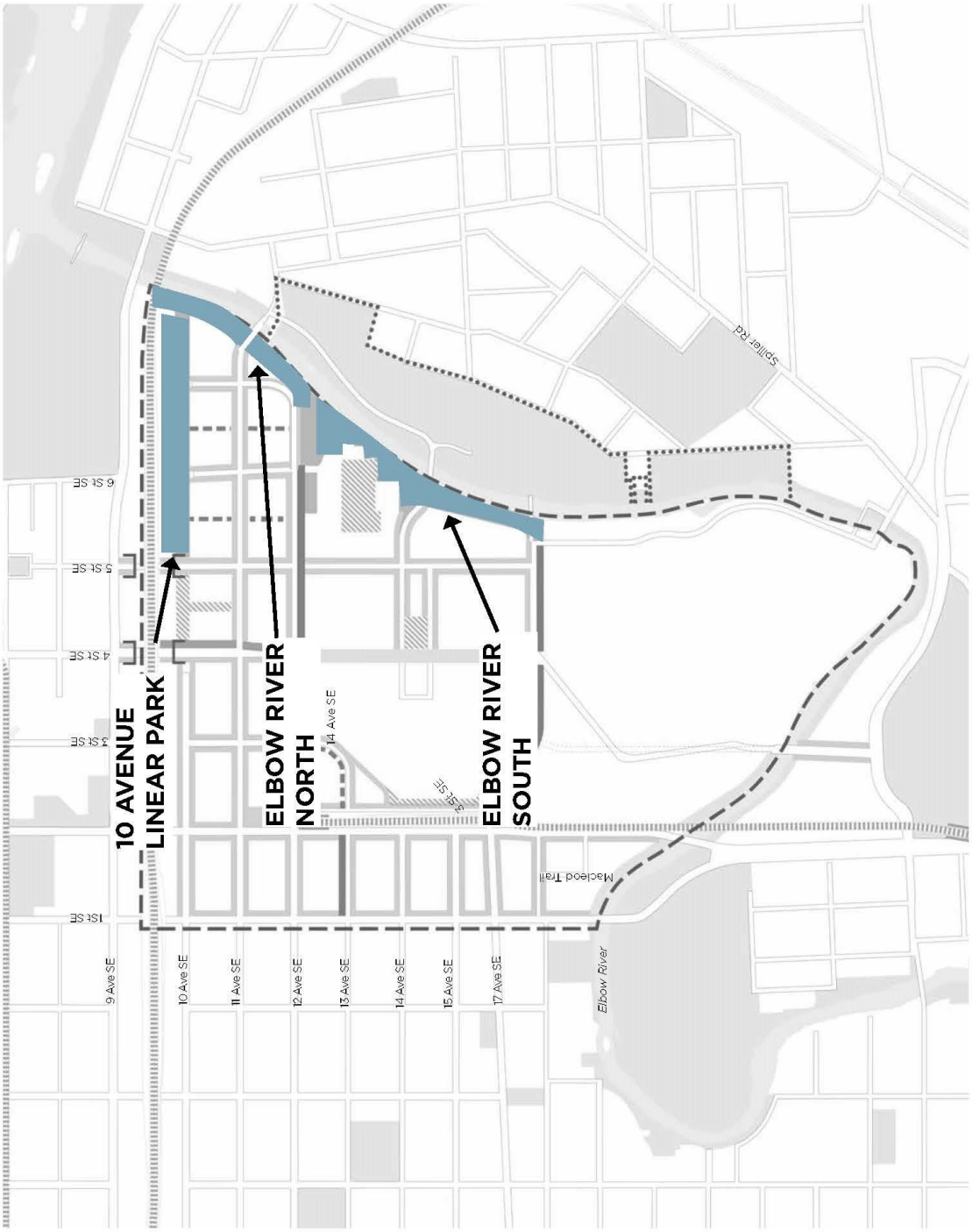
PARKS:

Elbow River Park & 10 Avenue Linear Park

Rivers are special natural places and it is understandable for people to want to be near them. Throughout Calgary's history, the Bow and Elbow Rivers have had a role in our evolving city and they continue to shape the urban form and cultural expression that influences our daily lives and celebrated sense of community. The Elbow River is a historically significant cultural and community asset that is underutilized. Elbow River North and South Park are to be extensions of East Village's RiverWalk, where the park will be both a destination and a journey contrasting the beauty of nature with the adjacent urban condition.

To further support the permeability to and through east Victoria Park, a 10 Ave Linear Park will provide an active-modes east/west connection between the LRT station and the Elbow River Park.

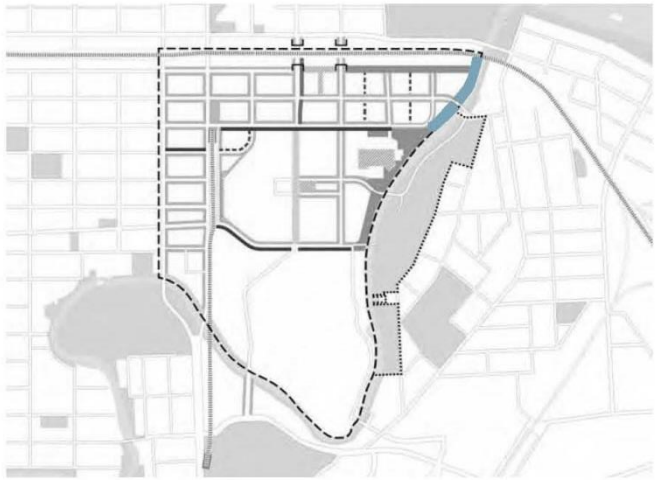
Rivers District Master Plan



ELBOW RIVER NORTH PARK

North of 12 Avenue, the Riverfront Residential neighbourhood is carried to river's edge in this urban neighbourhood waterfront park. This portion of the park engages Calgarians with the river in a new way by bringing the city to the river. This is done by creating a river's edge promenade activated with restaurant patios, small shops, local services, residents and co-work office spaces. The river's edge is 'laid back' to create a large sweeping lawn, terraced lawn steps or a beach that slopes down to water's edge, creating an inviting public space to relax and enjoy the river. The park becomes a destination, not only along the regional trail, but for visitors and residents of east Victoria Park and the surrounding neighbourhoods. The park should be activated by providing amenities that may include bicycle maintenance facilities, an ice cream stand, a local brewery, farmer's market, or public market.

Stormwater and water quality infrastructure integrated into the park spaces and promenade edges provide public education and awareness of water quality systems and their importance in creating a healthy relationship between Calgary's urban neighbourhoods and wild rivers.



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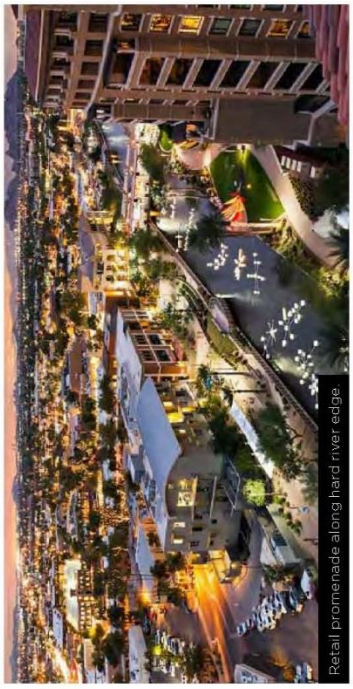
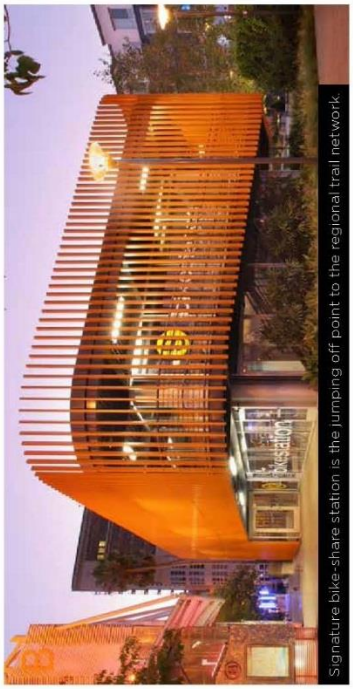
'Pull-out' zone for people floating the Elbow River creates active edge and free entertainment.

Celebrate the Calgary tradition of rafting the Elbow River.


Retail promenade along hard river edge.

Terraced lawn planes connect retail and the river.

River edge promenade.


Signature bike-share station is the jumping off point to the regional trail network.

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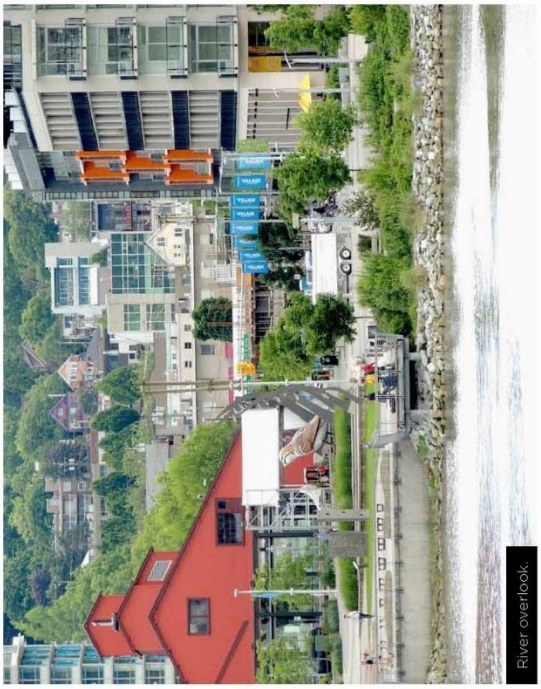
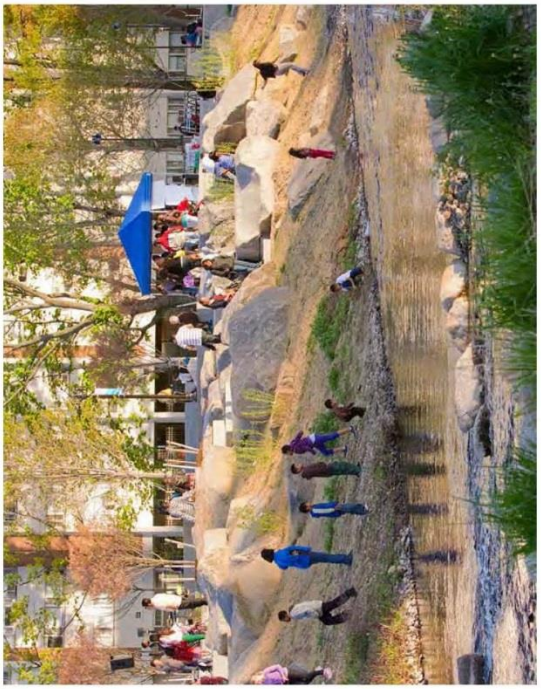
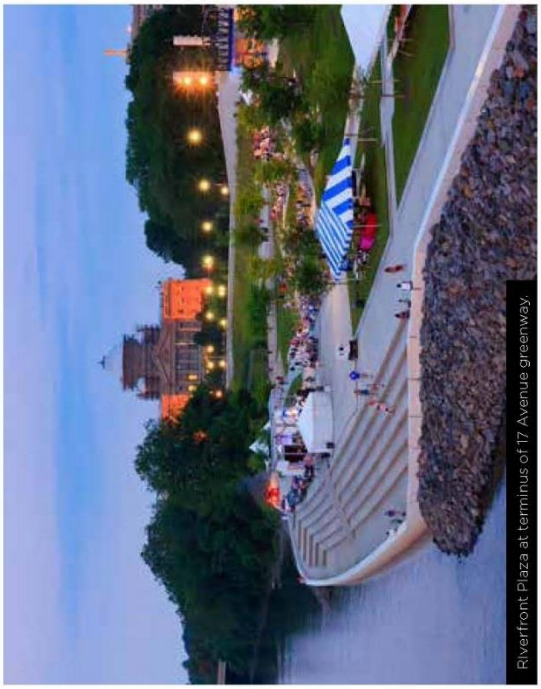
ELBOW RIVER SOUTH PARK

South of 12 Avenue, Elbow River Park takes on a much more subdued character with more naturalized edges that frame the RiverWalk extension in Elbow River Park as it connects south to 17 Avenue. Immediately south of 12 Avenue, the RiverWalk extension trail meanders past the Youth Campus open space that could be used for flexible informal activities such as pick-up soccer, volleyball, kick ball, frisbee and lawn games. South of the open space, the trail connects to the Youth Campus amphitheater and interior plaza as it continues south to connect with the proposed 17 Avenue Promenade.

Rivers District Master Plan





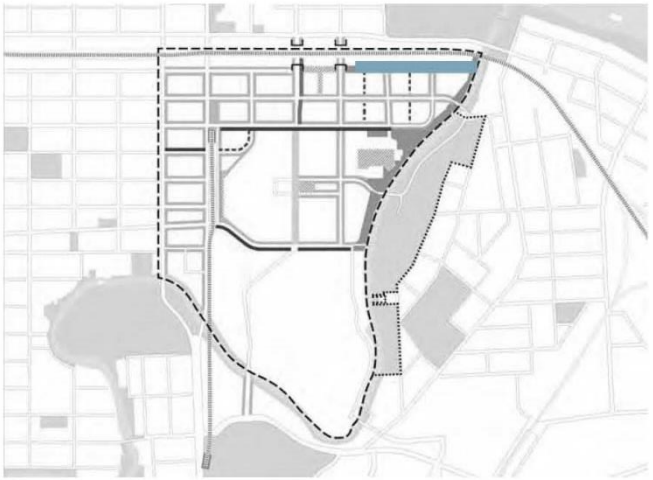


10 AVENUE LINEAR PARK

This linear park connects the RiverWalk extension in Elbow River Park and adjacent development to the Green Line LRT Station. In the place of a 10 Avenue right-of-way, this linear park serves as a green link from the mixed use neighbourhood to the station and regional trail system. Serving as the neighbourhood's 'backyard', the 10 Avenue Linear Park aims to serves the needs of local residents and can include amenities such as a dog park, lawn space for yard games, strolling paths, and community gardens. Residences and front doors that face the park may open to a woonerf that provides access for both the residents and fire safety.

Trains played an important role in shaping the cities across Canada. Calgary would not be the city it is today without the Canadian Pacific Railway. Consider acknowledging this history in the design of the park.

With the development of the 4 Street Green Line LRT Station, a pedestrian connection over 4 Street SE will be provided. Further consideration should be given on how the 10 Avenue Linear Park can extend between 1 Street SE and 4 Street SE through placemaking initiatives (ie., whimsical LED lighting to soften the adjacent substation, pop-ups and road closures to support street festivals), or urban design interventions (ie., improved sidewalks, improved street furniture).



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Rivers District Master Plan

Manicured linear park and multi-use path.

Play areas and flexible lawn space for informal sport are located in the 'back yard'.

Shared street (woonerf) along residential edge.

Strong public realm improvements, such as whimsical LED lighting, will support a strong pedestrian connection to the 10 Avenue Linear Park.

Natural play areas incorporated in the linear park.

Residential front doors opening into linear park.

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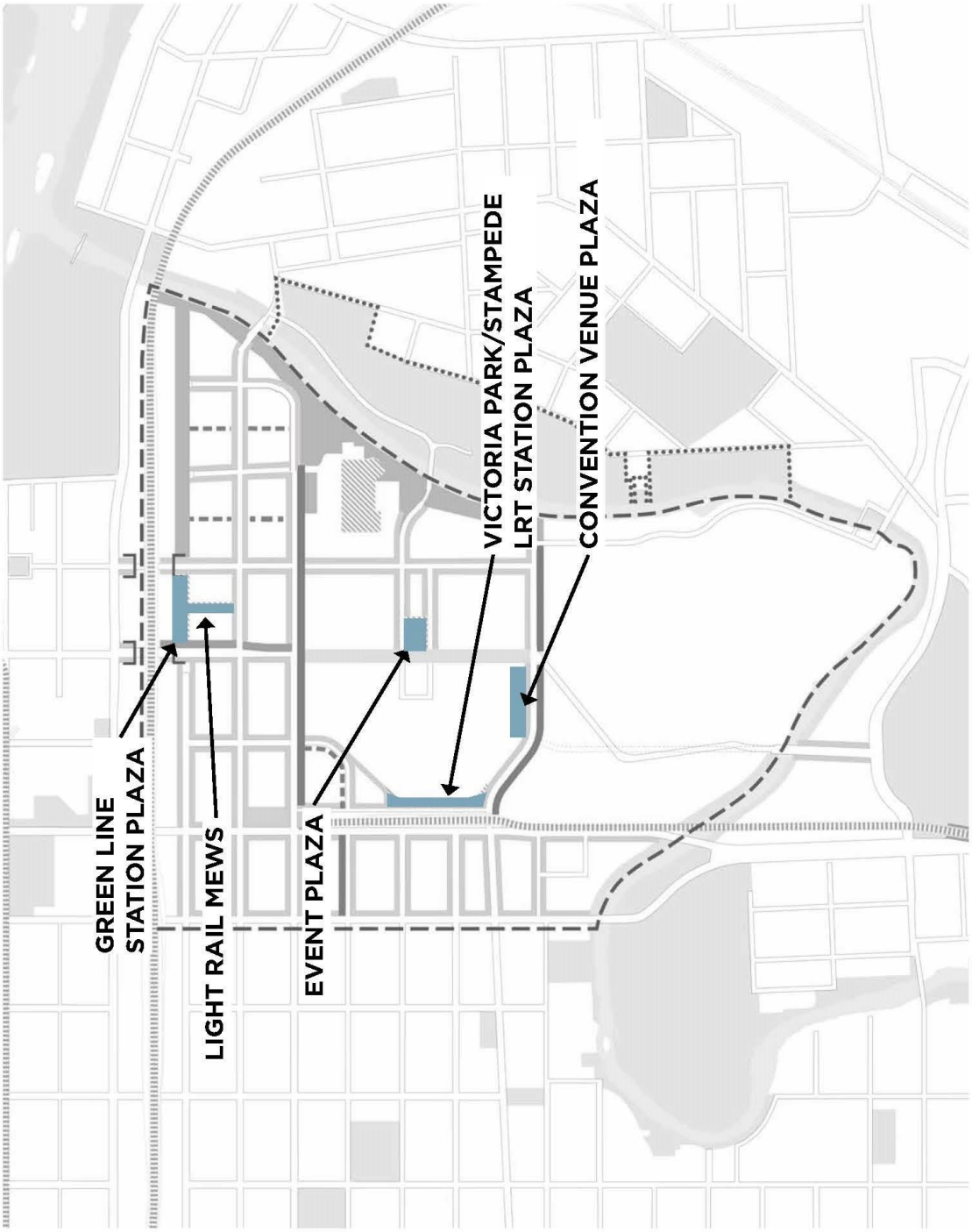
PLAZAS:

Green Line Station Plaza
Light Rail Mews Plaza
Event Plaza
Victoria Park/Stampede LRT Station Plaza
Convention Venue Plaza

Rivers District Master Plan



EVENT PLAZA

'Event Plaza' is a year round gathering space for the district. Its intimate scale, shade elements, paving materials and active edges all contribute to a place that is comfortable and occupiable year-round, with and without programming.

In addition to everyday functionality, the design of the plaza should also take into account the wide range of functions it will support, including the 10-Day Stampede Event, potential event centre and Convention Venue events, weekend festivals, farmer's markets and art shows, concerts, etc. The plaza should have a cohesive relationship to the potential event centre and be designed to host game day celebrations and events while allowing space for crowd ingress and egress. Curbless edges between surrounding streets and the plaza should be considered to create greater flexibility and a stronger relationship to surrounding architecture.

Consider public art within the plaza that represents the important cultural significance this site has to The city of Calgary including First Nations, 10-Day Stampede Event, and Calgary Flames.

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Rivers District Master Plan

Envision a new space to prepare for the game.

Signature architecture overlooks a handsome plaza.

Seating and shade provide places to socialize.

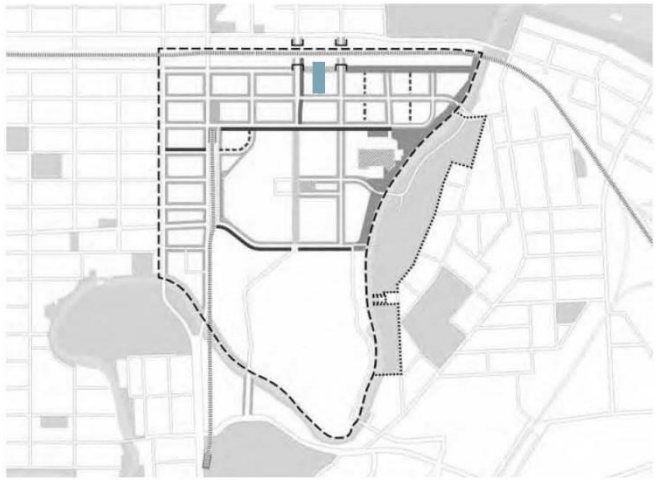
Lighting and retail pavilions create a safe and inviting evening environment.

Canopy structure as signature architectural element creates shady gathering space, for small and large crowds.

LIGHT RAIL MEWS PLAZA

The Light Rail Mews provides a direct connection from 11 Avenue between 4 and 5 Streets to the Green Line LRT Station. This connection becomes a centre of local activity for the residents of east Victoria Park. Special identity is given to this mid-block connection through high quality plaza materials and is activated by outdoor patios of restaurants, cafes, and bars and the sidewalk merchandise from local retailers. The mews is the 'front stoop' of the neighbourhood where daily interactions of residents help create a close-knit urban community.

Locating a grocery store at this location will create a neighbourhood anchor which will help activate the mews and adjacent uses.



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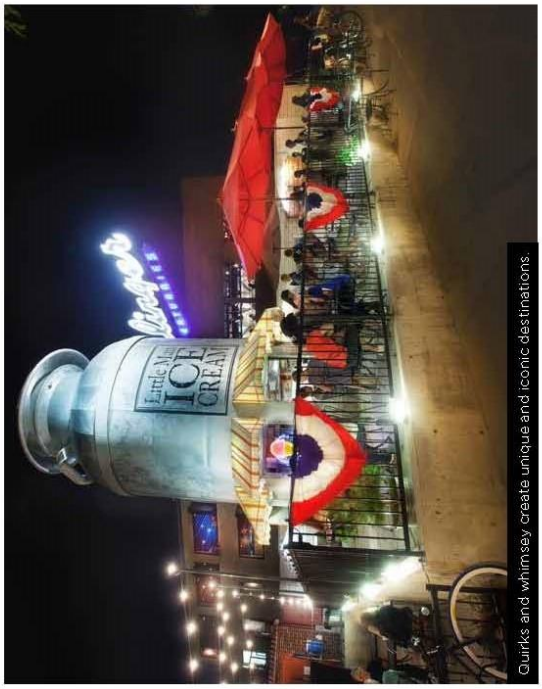
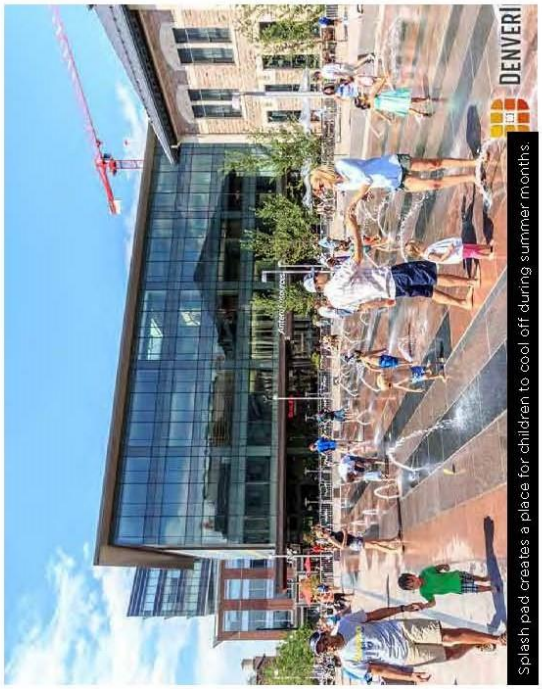
Generous building setbacks creates a wide mews for outdoor dining.



Quirks and whimsey create unique and iconic destinations.



Splash pad creates a place for children to cool off during summer months.

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GREEN LINE STATION PLAZA

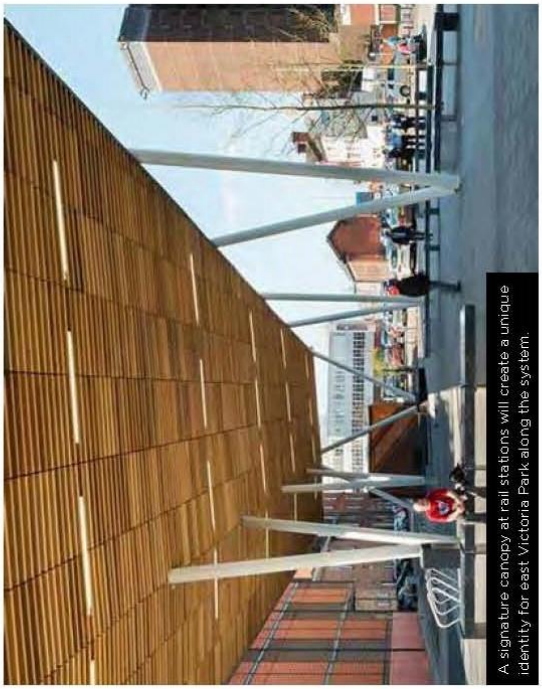
A new transit plaza should be incorporated into the future Green Line LRT Station between 4 Street and 5 Street. This will be a new 'front door' to Victoria Park and East Village. The plaza should announce arrival at a special district and create a safe and inviting environment that intuitively connects to the surrounding neighbourhoods. As a primary access point to the Culture and Entertainment District, a wide, comfortable pedestrian and bicycle connection should link the Green Line Station Plaza to Stampede Trail.

Rivers District Master Plan

Ample bike parking at stations encourage transit use by improving last mile connectivity to neighbourhoods.

Signature lighting along the Green Line Station Plaza can create a highly visible identity for east Victoria Park.

Handsome paving, shade trees and lighting create an inviting transit plaza.



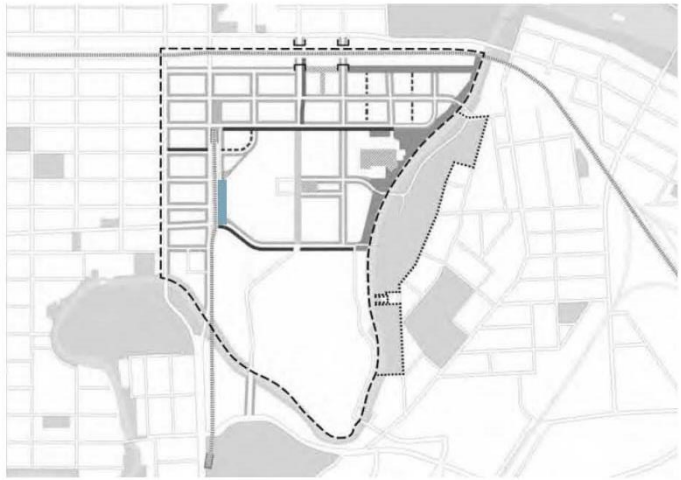
A signature canopy at rail stations will create a unique identity for east Victoria Park along the system.

VICTORIA PARK/STAMPEDE LRT STATION PLAZA

The existing emergency access lane between the Victoria Park/ Stampede LRT Station and Convention Venue should be redesigned to create a highly visible new front door along the LRT line. While its function as an emergency access lane will remain, it should be designed for everyday use as part of the east Victoria Park pedestrian and bicycle circulation network linking 17 Avenue Greenway and 12 Avenue Greenway. Consider the possibility for a local shuttle circulator and/or car share drop-off area adjacent to the station.

With the future 17 Avenue extension into east Victoria Park, this space will also play a critical role for the 10-Day Stampede Event providing a first impression and queuing area for admissions.

Potential connections across the LRT tracks and Macleod at either 13 or 14 Avenue will better connect east Victoria Park and the Victoria Park/Stampede LRT Station with the Beltline Neighbourhood. Gateway plazas should be created at these locations to welcome visitors and announce arrival to east Victoria Park.



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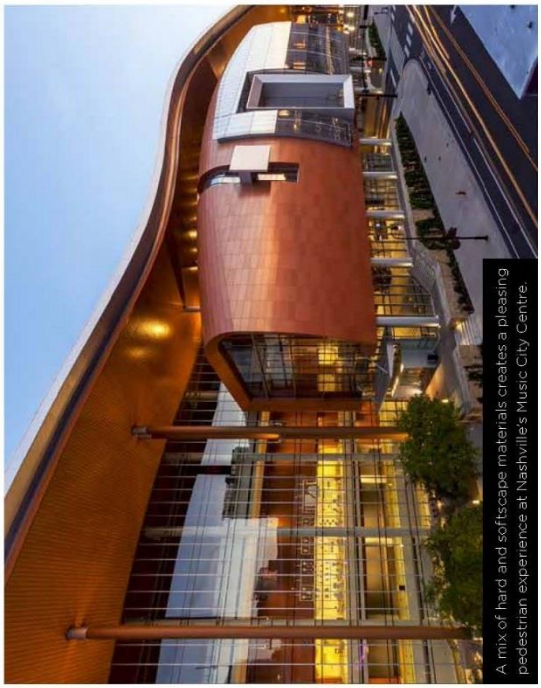
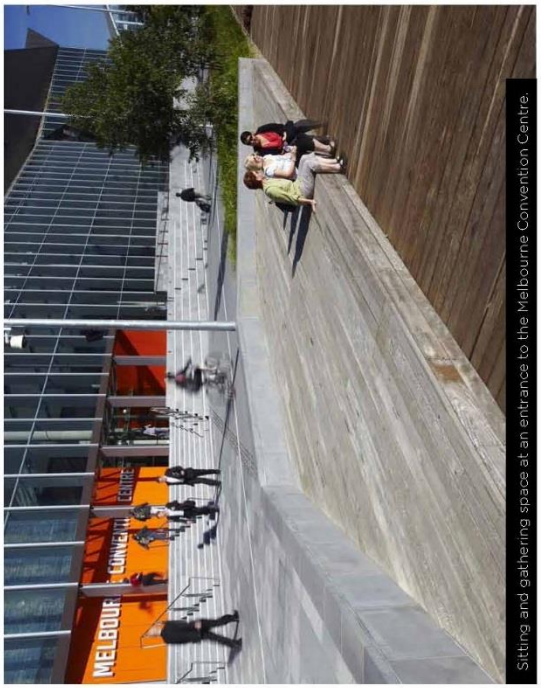
CONVENTION VENUE PLAZA

A new Convention Venue Plaza should be considered along 17 Avenue creating a new 'front door' to the Convention Venue. A mix of hard and softscape elements will allow convention activities to spill out into the 17 Avenue plaza with areas for networking, small gatherings, quiet contemplation, phone calls, and additional flexible event space, all of which add value to the programming of conventions and user experience.

Rivers District Master Plan

Handsome paving, shade trees and iconic art create a grand entry plaza to the Colorado Convention Centre.


A mix of hard and softscape materials creates a pleasing pedestrian experience at Nashville's Music City Centre.


Sitting and gathering space at an entrance to the Melbourne Convention Centre.

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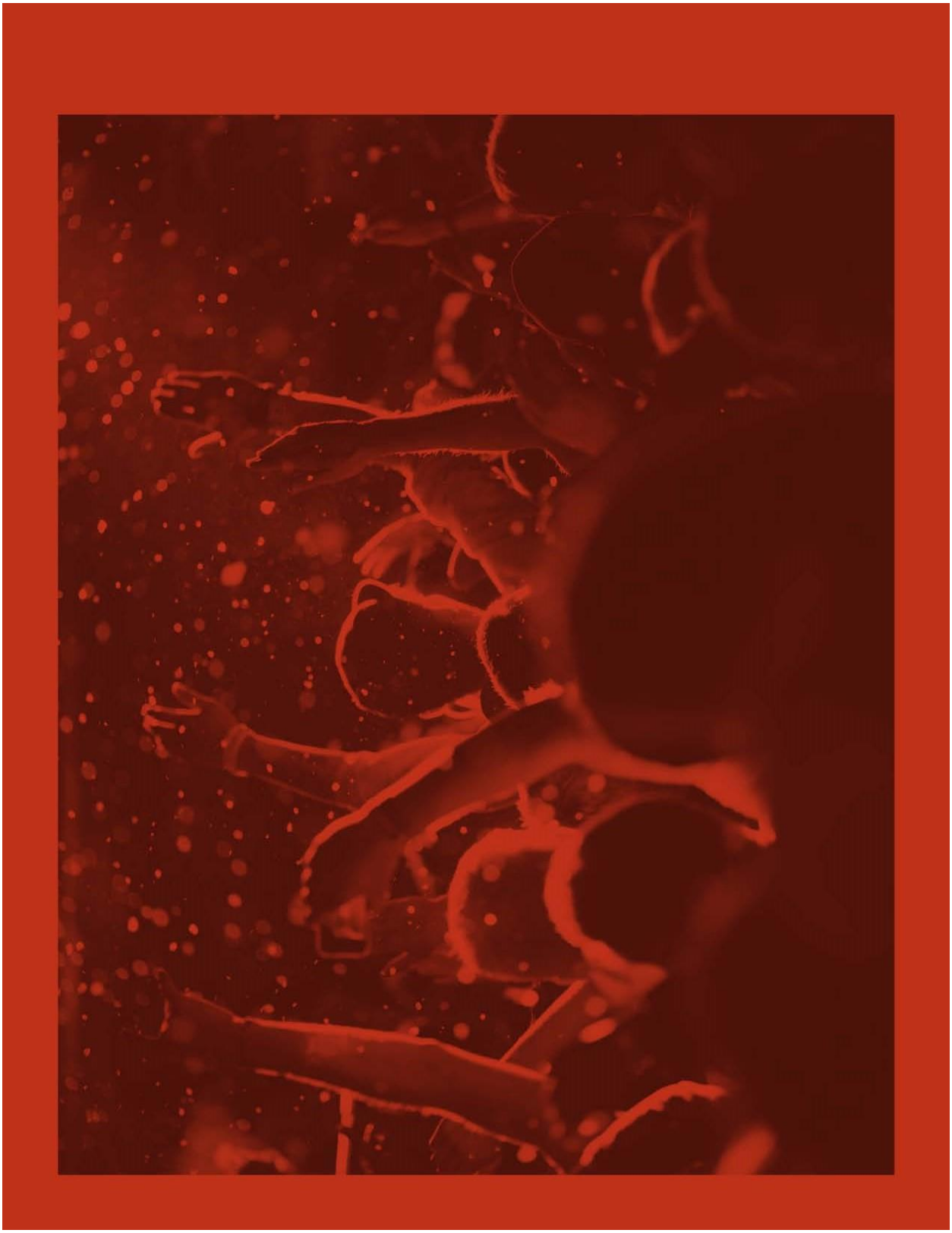

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STREET DESIGN GUIDELINES

The Design Guidelines are organised around an urban design framework that builds upon the Urban Design Strategies. This framework creates a series of parks and plazas that will knit east Victoria Park into the community by linking the adjacent neighbourhoods to one another, the LRT Stations, and the river.

A critical step in achieving the design vision is to create streets that emphasize safety and mobility with strong identity and placemaking.

The Street Design Guidelines have been categorised into two sections:

1. **Special Streets**—Stampede Trail, 12 Avenue Promenade, 17 Avenue Promenade.

   These special streets have unique characteristics and functionality that go beyond the typical Street Guidelines laid out further in this chapter.

2. **Street Guidelines**—11 Avenue, 12 Avenue, 17 Avenue, 14/15 Plaza Avenues, 5 Street and Stampede Trail.

Overall, the intent of the Guidelines are to:

- Provide multi-modal connections between destinations, LRT stations, and adjacent neighbourhoods.
- Establish a street hierarchy that responds to adjacent uses and balances pedestrian, bicycle, and vehicular needs.
- Create an attractive and cohesive public realm and streetscape environment.
- Create a unique and memorable community and Stampede Trail experience for visitors and residents.

Rivers District Master Plan

Rivers District Master Plan

STREETS:

SPECIAL STREETS

Stampede Trail
17 Avenue Promenade
12 Avenue Promenade

These special streets have unique characteristics and functionality that go beyond the typical Street Guidelines laid out further in this chapter.

STREET GUIDELINES

Stampede Trail
12 Avenue
11 Avenue
5 Street
14 Avenue
15 Avenue
17 Avenue

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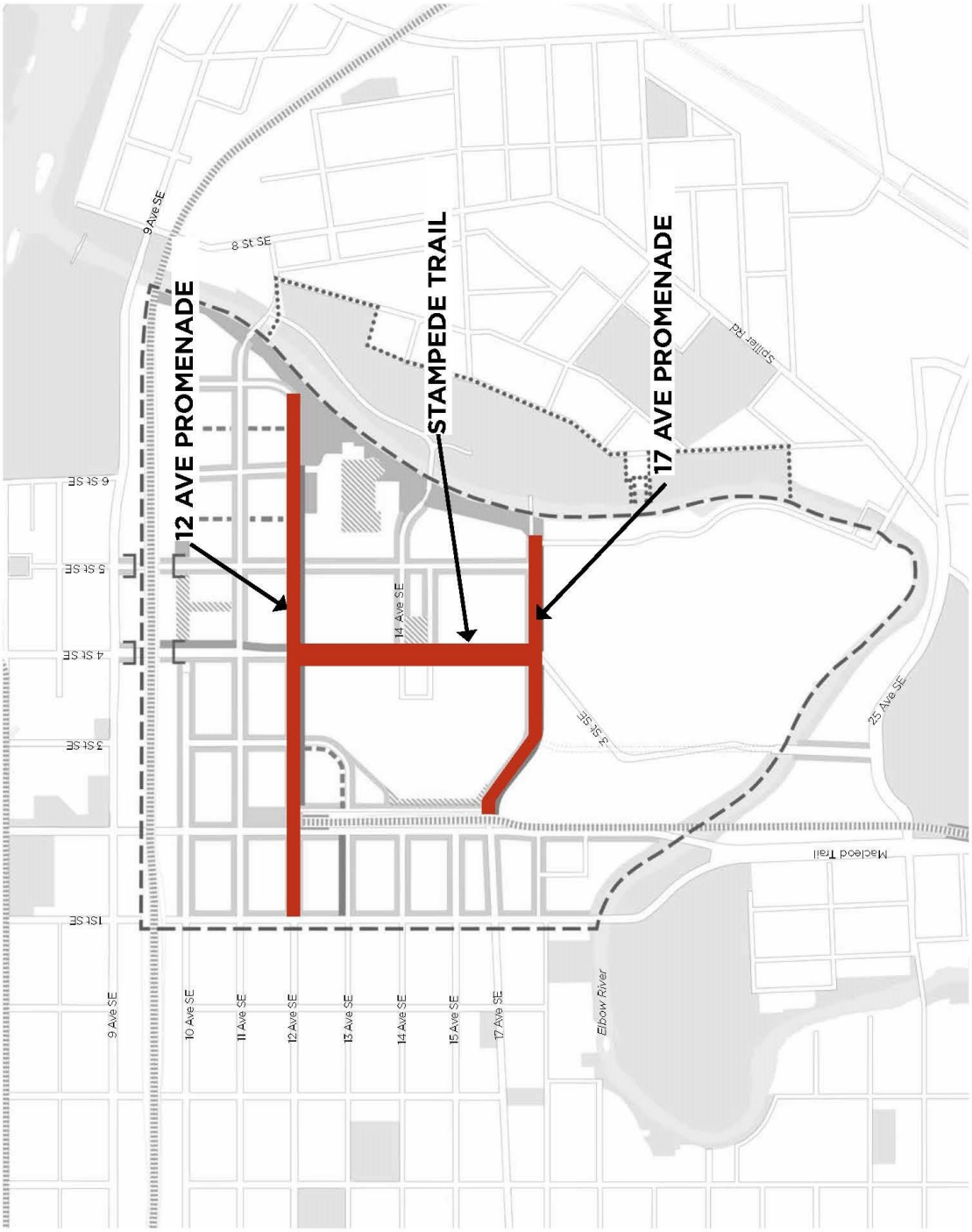


FESTIVAL STREET: STAMPEDE TRAIL

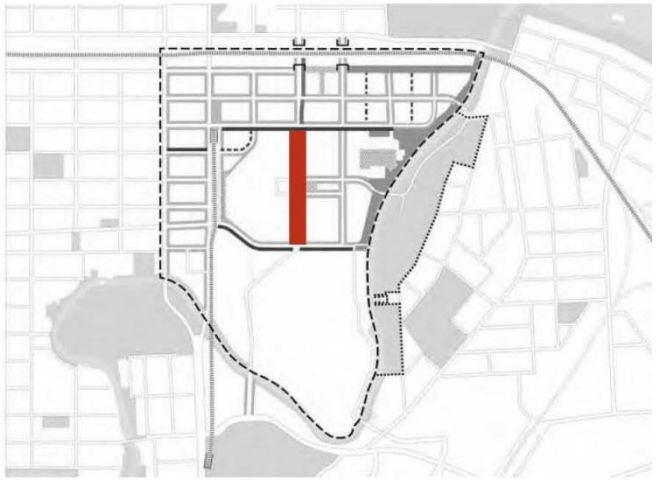
Stampede Trail will become an iconic destination, known worldwide, that portrays a modern representation of the 10-Day Stampede Event, in both form and character.

As a premier retail and entertainment draw for Calgary, Stampede Trail sets the pulse of the Cultural, Entertainment and Education District. Most days the street functions as an urban retail street, but it can be transformed into a festival street by closing it to vehicular traffic in sections or its entirety for special events and celebrations.

Handsome and durable materials, furnishing and lighting should be used to create an authentic, timeless identity that will age gracefully.

The retail located along this street should celebrate Calgary and strive to include as many local and independent retailers as feasible in order to create an authentic and unique Calgary experience.

The design should reflect the cultural heritage of the 10-Day Stampede Event and their relationship with First Nations, but take cues from contemporary festival street design and incorporate higher quality paving, lighting and furnishings.



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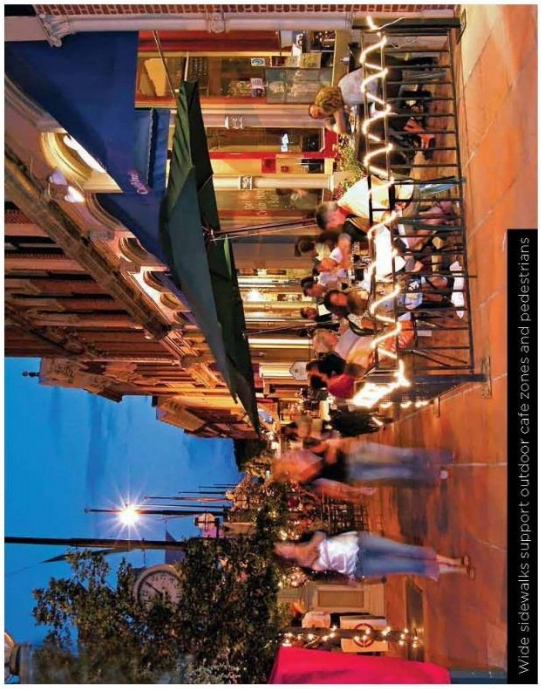

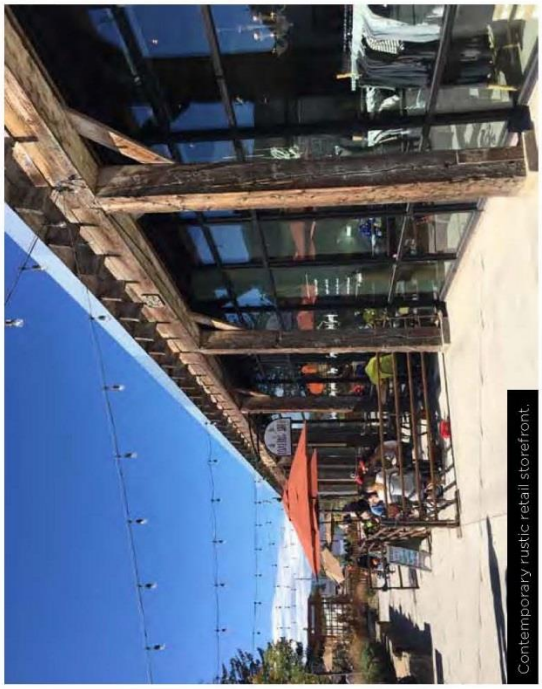

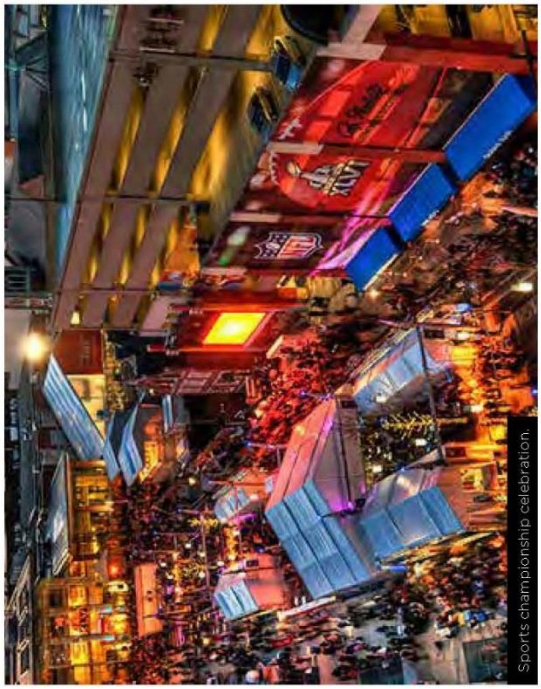

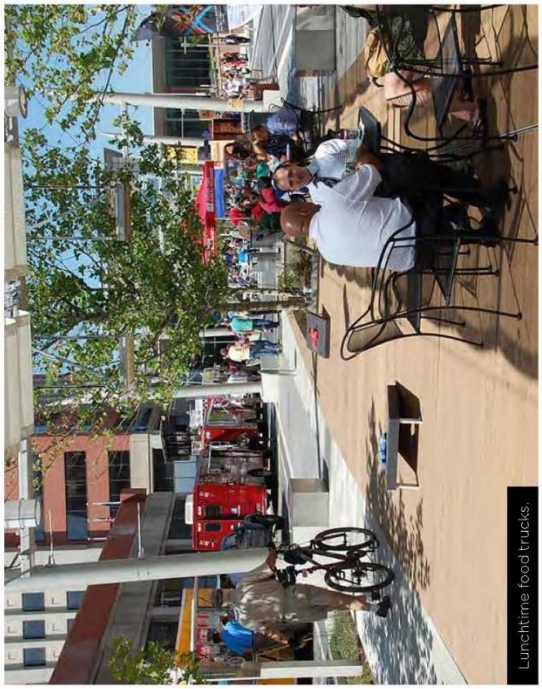

SPECIAL STREET: 17 AVENUE PROMENADE AND ENTRY

This urban promenade links Macleod Trail, the Victoria Park/Stampede LRT Station, Convention Venue expansion, Stampede Trail, the Elbow River and ENMAX Park. While the design can take many forms, it should be designed as a multi-use path that provides the flexibility to be programmed with smaller tents and venues as part of the 10-Day Stampede Event or the Global Petroleum Show. A north/south connector running between the LRT Station and the Convention Venue will be designed as a multi-modal lane. This will create a more cohesive connection from the LRT to 17 Avenue.

The new 17 Avenue connection should be designed as a gateway plaza welcoming visitors into east Victoria Park and Stampede Park. This plaza should be designed in coordination with the Victoria Park/Stampede LRT Station Plaza to create a uniform look and feel whether arriving via LRT or adjacent neighbourhoods. The plaza should be designed in a manner that is comfortable and welcoming on a daily basis, but also functions for ticketing and cueing during the 10-Day Stampede Event as well as for major Convention Venue events.

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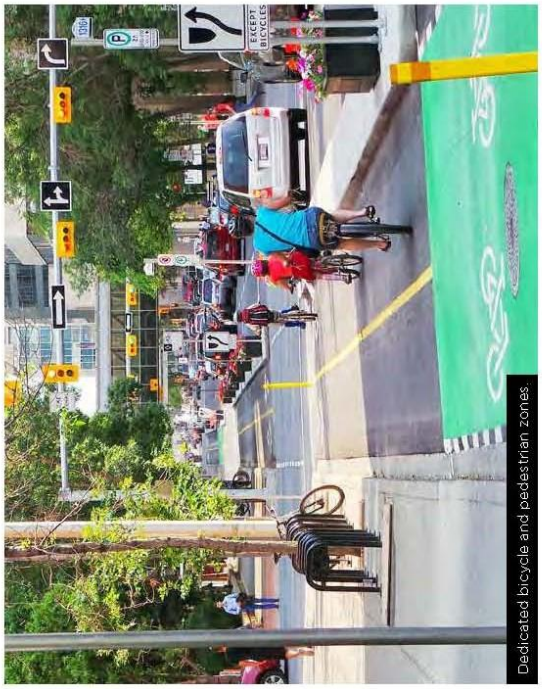

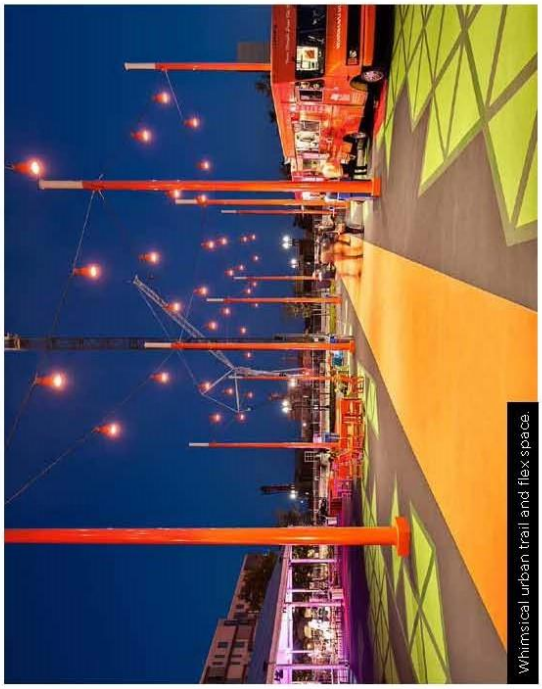

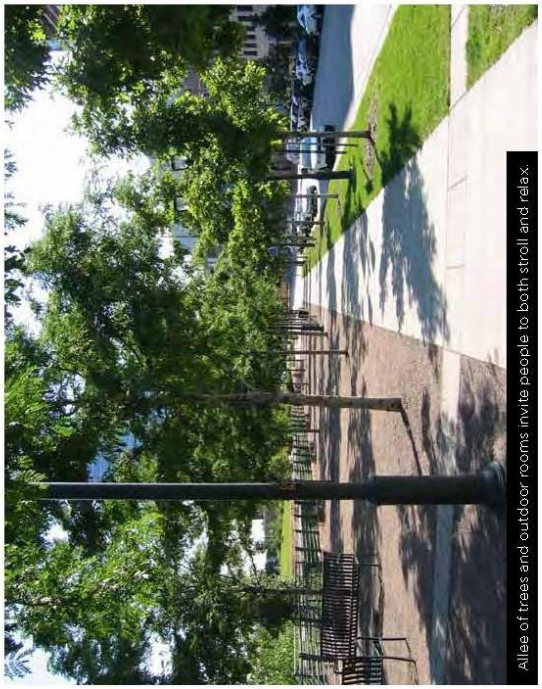

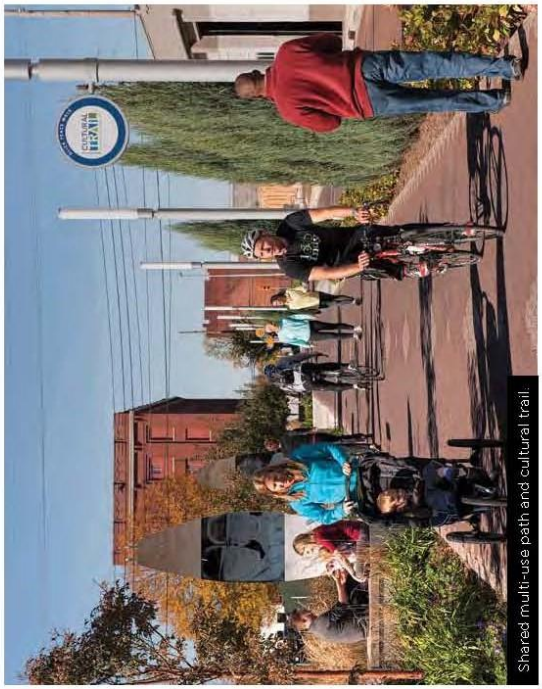

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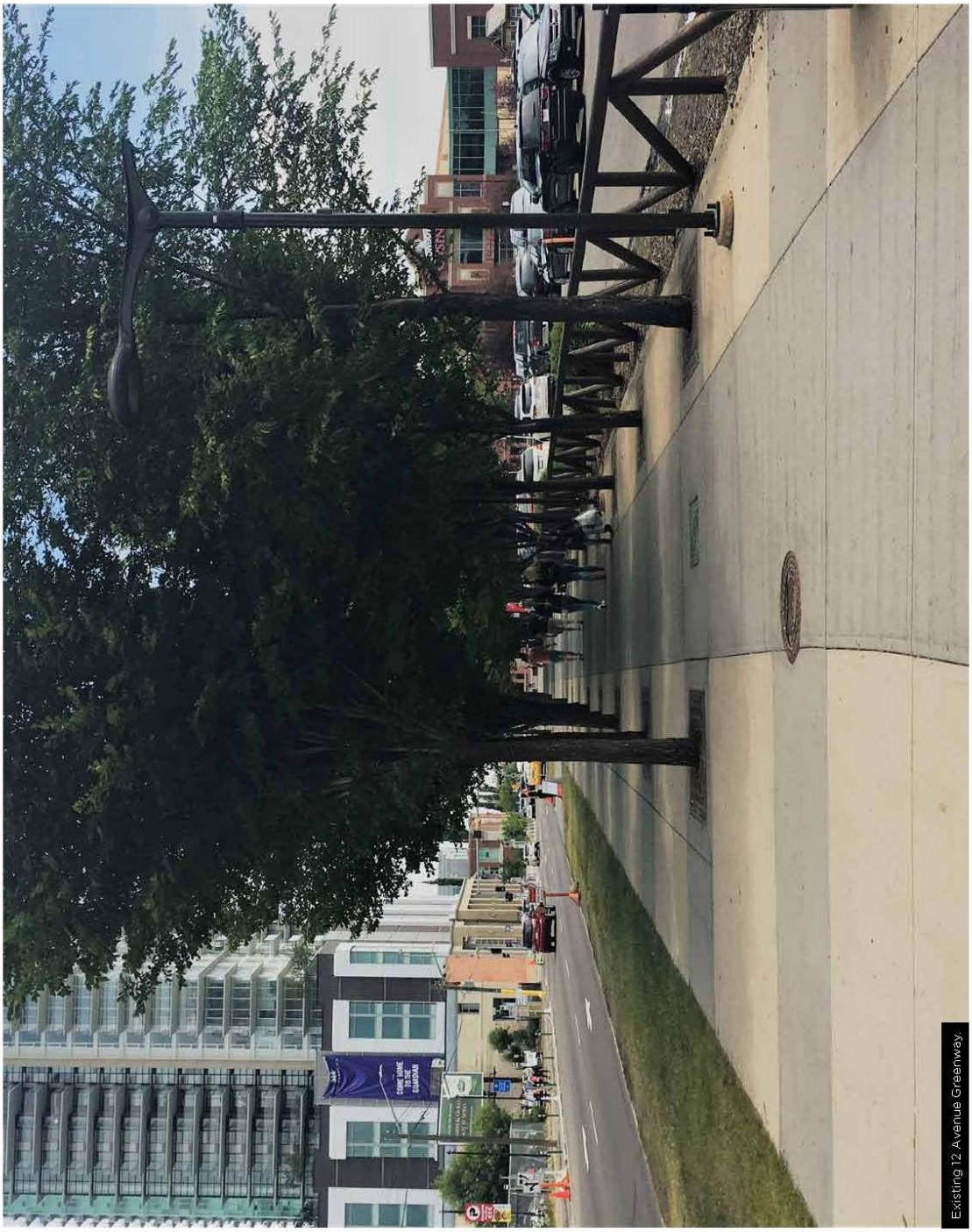
SPECIAL STREET: 12 AVENUE PROMENADE

12 Avenue is a primary entryway into the Cultural, Entertainment and Education District and is a critical component of the open space framework. 12 Avenue is a primary east/west bicycle connection through the Beltline neighbourhood. This facility should be extended through east Victoria Park and connect to the Elbow River and regional trail. The south side of 12 Avenue is characterized by a wide pedestrian walk flanked with a double row of trees from Macleod Trail to 5 Street. West of Macleod Trail, the pedestrian promenade continues along 13 Avenue.

The 12 Avenue Pedestrian Promenade design should be extended to the Elbow River and regional trail. A safe and intuitive connection should be made between the 12 Avenue Promenade in east Victoria Park and 13 Avenue Promenade west of Macleod Trail.

Rivers District Master Plan



Rivers District Master Plan

STREET: STAMPEDE TRAIL | FESTIVAL STREET

Intent

Stampede Trail is envisioned as the heart of east Victoria Park. This street should be carefully designed to create a new downtown destination that is loved by locals and visitors alike. Special care should be taken to design this street in a manner that allows it to function as a destination entertainment street for most of the year and as a festival street, closed to traffic, for the 10-Day Stampede Event and other special events.

- To create a unique, shared street environment.
- To create a destination retail/festival street that can be closed to automobile traffic for events.
- To enhance pedestrian and bicycle connection and retail activation.
- To promote community gathering through well-designed durable pedestrian zones that utilize handsome materials, pedestrian lighting, tree canopy and furnishings to create a memorable experience.
- To create a comfortable pedestrian experience throughout the year by off-setting the travel lanes in order to create a wider pedestrian space on the east, or 'sunny-side' of the street during winter afternoons.
- To create an urban street wall and enclosure while providing flexibility for architecture to respond to the street in a manner that considers the ground floor use.

Shadow Simulation: September 21st, 4pm MST. Limiting building heights to 10 metres along the west edge of Stampede Trail allows solar access along the east side of the street into the early evening on the vernal and autumnal equinox.

Rivers District Master Plan

Streetscape Design Guidelines

- Create a multi-modal shared street between 12 Avenue and 17 Avenue with a minimum 6.6m carriageway.
- Flex Zones: These areas are intended to function as either additional pedestrian plaza areas or parallel parking on west side and 'head-in' parking on east side of street or parallel parking on both sides of street.
- A minimum 3.0 metre wide clear pedestrian zone should be included on both sides of the street.
- Special paving should be utilized in a continuous pattern across the right of way and extend into adjacent private plaza and patio areas to create a uniform public realm experience.
- Consider higher quality materials such as concrete, stone paver units, porous concrete, or paver materials to create a special character.
- Narrow canopy street trees with mature spread of 7.5m-9m should be planted at 6m-8m on centre.
- Consider planting large spread, specimen trees to break up the flexible plaza/pedestrian zone along the east side of the carriageway to create a unique streetscape experience.
- Minimum street tree planting areas should be 1.5m-4.5m long to promote the health and longevity of the tree. These should be in tree grates or in water quality planters.
- Pedestrian level lighting should be provided at multiple heights and through multiple fixtures such as bollards, pedestrian lamps, or iconic lighting fixtures.
- A family of furnishings unique to this street should be provided including; benches, light fixtures, bicycle racks, trash and recycling receptacles, and tree grates.

Urban Form Guidelines

- Parking is encouraged below grade, in parkades, or on the street. Parking is discouraged between the front of a building and the street.

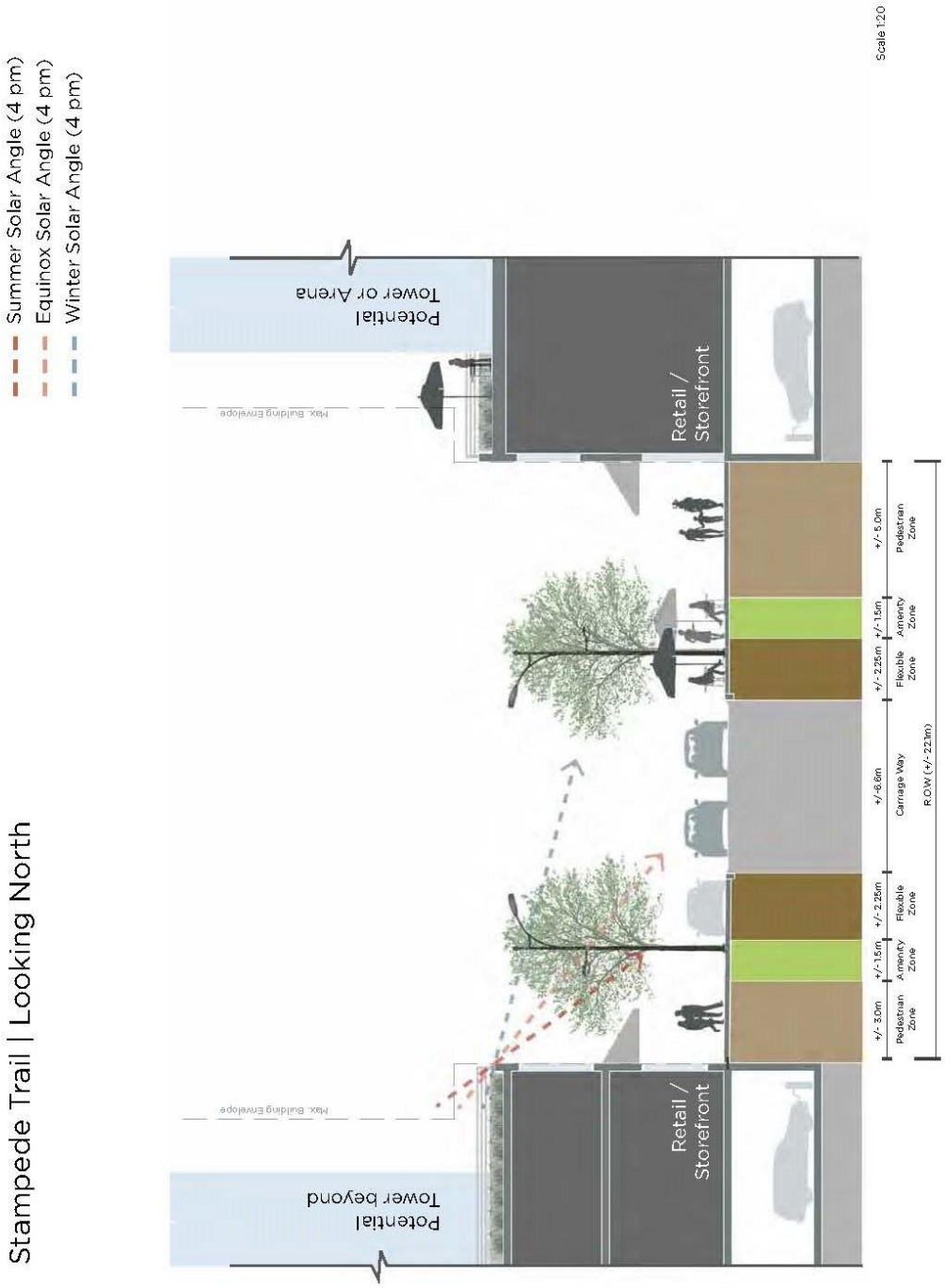
BUILDING HEIGHT AND SETBACK TABLE

Setback from PL-Commercial (min)/(max) Levy	0.0m / 1.0m
Setback from PL-Residential (min)/(max)	2.0m / 4.0m
Max Podium Height (m)	10*
Floor Plate Restrictions (above 25m)	750m²

* 25m max podium height with 2m (min) building step-back above 10m.

- In some instances, a portion of a tower may be allowed to extend to the ground plane without prescribed upper level step-backs in order to break up the street wall and create visual interest. This will be reviewed on a case-by-case basis and will be based upon design intent, overall project design and quality, existing and planned built context, and sun/shade studies.
- Hotel and office building floor plates may be increased to 930m² subject to design review approval.
- Tower step-back from podium: Minimum 2 metre step-back above 10m. A 4 metre step-back is preferred in order to introduce more light and air to the street level.
- Building heights along the western portion of Stampede Trail are recommended to generally be limited to 10m to create a more intimate, pedestrian scale street and maximize solar access at the street level during winter and shoulder season months. Towers are allowed at key locations.

Rivers District Master Plan



Rivers District Master Plan

NOTE:
Sections are conceptual in nature and reflect the design thinking in this plan. Actual dimensions, building typology and uses may vary.

Rivers District Master Plan

STREET: 12 AVENUE

12 Avenue is envisioned as the 'front door' to the Cultural, Entertainment and Eduction District. It is envisioned as a multi-modal street with an emphasis on pedestrian and bicycle mobility. 12 Avenue is the primary connection from Beltline neighbourhood to the entertainment district and should be designed to handle a significant amount of pedestrian traffic.

A re-configuration of 12 Avenue is proposed east of 6 Street with the rebuilding of MacDonald Bridge and the future redevelopment of the Victoria Park Transit Centre.

Intent

- To create a 'front door' the entertainment district.
- To create a well-designed 'seam' between the entertainment district to the south and the TOD/Residential district to the north.
- To create a well-designed, comfortable multi-modal street that encourages alternative modes of transportation.
- To provide a safe and convenient bicycle connection linking Beltline, east Victoria Park and Elbow River.

Rivers District Master Plan

Streetscape Design Guidelines

The streetscape design should consider the variety of uses along 12 Avenue and how they interact with the public realm.

- Continue a bidirectional, curb separated cycle track on the north side of the street.
- Consider use of porous concrete to reduce run-off and showcase sustainable materials in the public realm.
- Provide minimum 3 metre wide pedestrian zone on the north side of the street. This may require increased ROW or easement.
- Continue 12 Avenue greenway on the south side of the street.
- Consider higher quality materials such as concrete, stone paver units, porous concrete, or paver materials to create a special character. At a minimum, pedestrian zones should be cast in place concrete, broom finish minimum.
- Consider the design of drop-off zones and transit stops so that they integrate with and add to the public realm experience.
- Travel Lanes: One lane each direction, 3.3m wide minimum.
- On-street parallel parking on both sides of the street at 2.1m wide minimum.
- Amenity Zone: Minimum 2m along the north side of the street. Along southern edge of the street, amenities should be thoughtfully integrated into the pedestrian greenway.
- A family of furnishings should be selected for east Victoria Park that create a unified sense of place throughout the public realm except for special streets as described elsewhere. At a minimum benches, pedestrian scale light fixtures, bicycle racks, trash and recycling receptacles, and tree grates should be provided.
- District-wide pedestrian level lighting should be provided to create a cohesive look and feel. These should be full-cut off, LED fixtures. Consider the potential for smart-city technology when selecting light poles to ensure this technology can be incorporated in the future.

Urban Form Guidelines

- Parking is encouraged below grade, in parkades, or on the street. Parking is discouraged between the front of a building and the street.

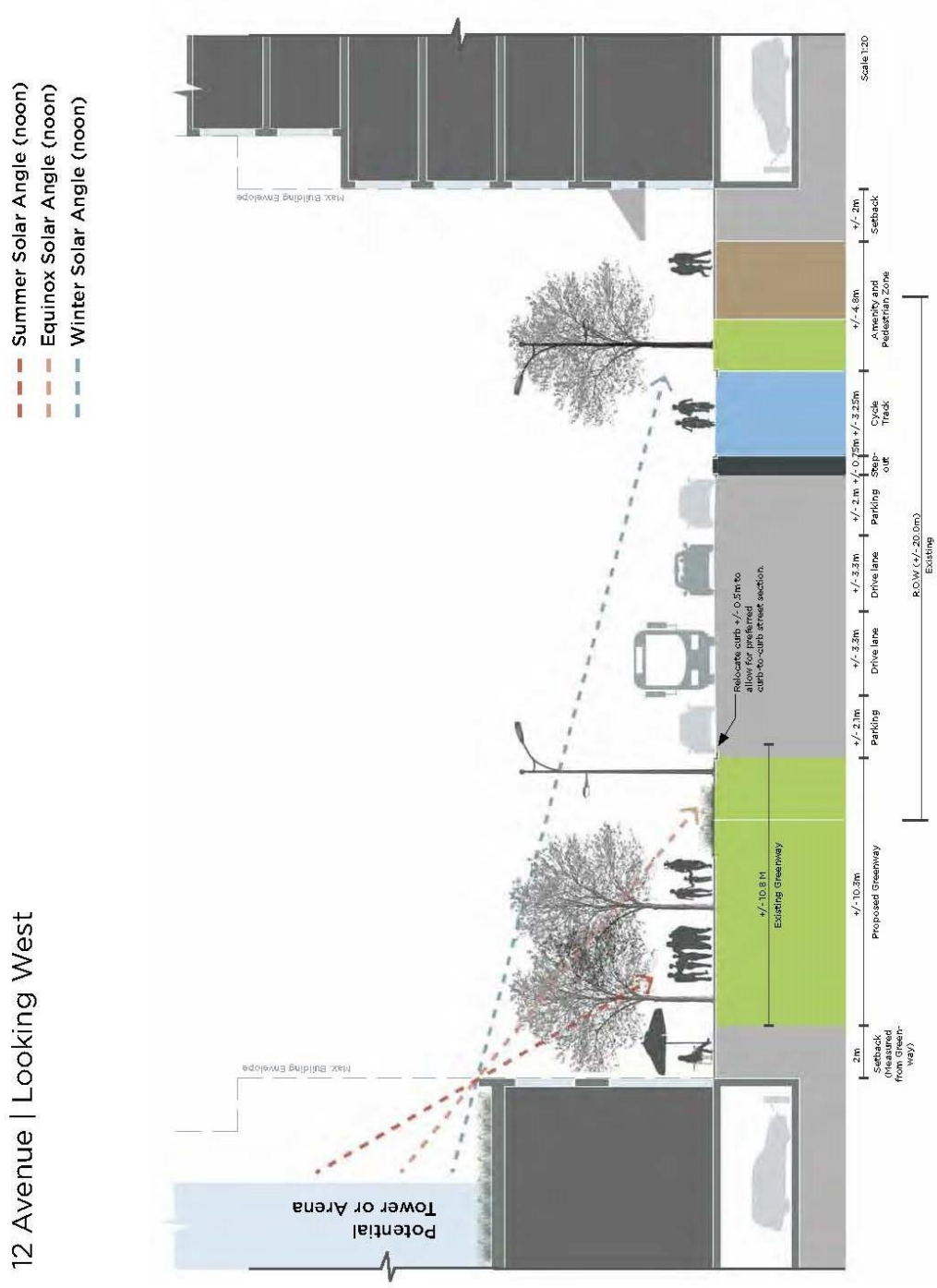
BUILDING HEIGHT AND SETBACK TABLE

Setback from PL-Commercial (min)/(max)	0.0m / 1.0m
Setback from PL-Residential (min)/(max)	2.0m / 4.0m
Max Podium Height (m)	18*
Floor Plate Restrictions (above 25m)	750m²

* 25m max podium height with 2m (min) building step-back above 18m.

- In some instances, a portion of a tower may be allowed to extend to the ground plane without prescribed upper level step-backs in order to break up the street wall and create visual interest. This will be reviewed on a case-by-case basis and will be based upon design intent, overall project design and quality, existing and planned built context, and sun/shade studies.
- Hotel and office building floor plates may be increased to 930m2 per design review approval.
- Setbacks along southern edge of 12 Avenue should be measured from 12 Avenue Greenway as the property line is located within the Greenway. An additional setback may be required to preserve the health of existing and future trees.
- Tower step-backs from podium: South Side of the Street: Minimum 2 metre step-back, measured from the ground or facade, is recommended above the podium height. A 4 metre step-back is preferred in order to introduce more light and air to the street level.

Rivers District Master Plan



Rivers District Master Plan

NOTE:
Sections are conceptual in nature and reflect the design intent in this plan. Actual dimensions, building typology and uses may vary.

Rivers District Master Plan

STREET: 11 AVENUE

11 Avenue is envisioned as an urban neighbourhood street that links Warehouse District, east Victoria Park and Ramsay to each other as well as the LRT station.

In contrast to 12 Avenue, this is a quieter street with sidewalks and landscape zones designed to be utilized by primarily local residents.

Intent

- To create well-designed, comfortable pedestrian oriented street that links users to future Green Line LRT Station.
- To create a scale and character representative of an urban residential neighbourhood.

Rivers District Master Plan

Streetscape Design Guidelines

- Consider use of porous concrete to reduce run-off and showcase sustainable materials in the public realm.
- Provide 2.0m wide sidewalk, minimum.
- Provide 2.6m wide landscape zone, minimum.
- Travel Lanes: One lane each direction, 3.3m wide minimum.
- On-street parallel parking on both sides of the street at 2.1m wide minimum.
- Pedestrian zones should be cast in place concrete, broom finish, at minimum.
- Consider the design of drop-off zones and transit stops so that they integrate with and add to the public realm experience.
- A family of furnishings should be selected for east Victoria Park that create a unified sense of place throughout the public realm except for special streets as described elsewhere. At a minimum benches, pedestrian scale light fixtures, bicycle racks, trash and recycling receptacles, and tree grates should be provided.
- District-wide pedestrian level lighting should be provided to create a cohesive look and feel. These should be full-cut off, LED fixtures. Consider the potential for smart-city technology when selecting light poles to ensure this technology can be incorporated in the future.

Urban Form Guidelines

- Towers should be limited along 11 Avenue, particularly along the south side.
- Parking is encouraged below grade, in parkades, or on the street. Parking is discouraged between the front of a building and the street.

BUILDING HEIGHT AND SETBACK TABLE

Setback from PL-Commercial (min)/(max)	0.0m / 1.0m
Setback from PL-Residential (min)/(max)	2.0m / 4.0m
Max Podium Height (m)	18*
Floor Plate Restrictions (above 25m)	750m²

* 25m max podium height with 2m (min) building step-back above 18m.

- In some instances, a portion of a tower may be allowed to extend to the ground plane without prescribed upper level step-backs in order to break up the street wall and create visual interest. This will be reviewed on a case-by-case basis and will be based upon design intent, overall project design and quality, existing and planned built context, and sun/shade studies.
- Hotel and office building floor plates may be increased to 930m2 per design review approval.
- Tower step-backs from podium: A minimum 2 metre step-back, measured from the ground floor facade, is required above max podium height. A 4 metre step-back is preferred in order to introduce more light and air to the street level.
- In order to respect the massing and form of this historic Warehouse District, and to create a more pedestrian scale, urban residential character near the river, towers along 11 Avenue should be limited to 36m in height. In addition, the short end of towers shall be oriented along 11 Avenue.

Rivers District Master Plan

Rivers District Master Plan

KEYMAP

NOTE:
Sections are conceptual in nature and reflect the design intent in this plan. Actual dimensions, building typology and uses may vary.

Rivers District Master Plan

STREET: 5 STREET

5 Street is a multi-modal street that significantly increases the north/south connectivity in the district with the construction of the 5 Street underpass, and anticipated closure of 7 and 8 Street SE. It is intended to alleviate traffic along Stampede Trail and allow for Stampede Trail to be closed to traffic for special events.

Intent

To create a well-designed, comfortable pedestrian oriented street that provides automobile and truck access to parking and service areas.

Rivers District Master Plan

Streetscape Design Guidelines

- Sidewalks should be a minimum of 2.6m wide.
- Landscape/amenity zones should be 2.0m wide.
- Travel Lanes should be bi-directional at 3.0m wide.
- On-street parallel parking should be provided on both sides of the street at 2.1m wide.
- Parking lane may be combined with bike lane to create additional travel lane during large events.
- Pedestrian zones should be cast in place concrete, broom finish, at minimum.
- Where feasible, service areas should be located off of service lanes.
- A family of furnishings should be selected for east Victoria Park that create a unified sense of place throughout the public realm except for special streets as described elsewhere. At a minimum benches, pedestrian scale light fixtures, bicycle racks, trash and recycling receptacles, and tree grates should be provided.
- District-wide pedestrian level lighting should be provided to create a cohesive look and feel. These should be full-cut off, LED fixtures. Consider the potential for smart-city technology when selecting light poles to ensure this technology can be incorporated in the future.
- Consider use of porous concrete to reduce run-off and showcase sustainable materials in the public realm.

Urban Form Guidelines

- Parking is encouraged below grade, in parkades, or on the street. Parking is discouraged between the front of a building and the street.

BUILDING HEIGHT AND SETBACK TABLE

Setback from PL-Commercial (min)/(max)	0.0m / 1.0m
Setback from PL-Residential (min)/(max)	2.0m / 4.0m
Max Podium Height (m)	18*
Floor Plate Restrictions (above 25m)	750m²

* 25m max podium height with 2m (min) building step-back above 18m.

- In some instances, a portion of a tower may be allowed to extend to the ground plane without prescribed upper level step-backs in order to break up the street wall and create visual interest. This will be reviewed on a case-by-case basis and will be based upon design intent, overall project design and quality, existing and planned built context, and sun/shade studies.
- Hotel and office building floor plates may be increased to 930m² per design review approval.

Rivers District Master Plan

Rivers District Master Plan

KEYMAP

NOTE:
Sections are conceptual in nature and reflect the design intent in this plan. Actual dimensions, building typology and uses may vary.

Rivers District Master Plan

STREET: 14 AVENUE / 15 AVENUE

14 and 15 Avenues flank the north and south side of the Event Plaza. These are intended to be extensions of the plaza with curbless edges and lined with retail/active uses. In addition, these streets need to be designed to accommodate truck access for the Convention Venue.

Intent

- To create a well-designed, comfortable pedestrian oriented street that can function as an extension of 'event plaza' during special events.
- To handle truck access servicing the Convention Venue.
- To integrate and function with Stampede Trail for everyday circulation and special events.

Rivers District Master Plan

Streetscape Design Guidelines

- Streetscape design should take into consideration how the street can be temporarily closed for festivals and events.
- Streetscape design should consider the streets' functionality as primary service access for the Convention Venue.
- Consider use of porous concrete to reduce run-off and showcase sustainable materials in the public realm.
- Consider the opportunity use same paving material as Stampede Trail.
- Consider the opportunity to make 14 and 15 Avenues curbless to create greater flexibility of the plaza during street closures and large events.
- Provide 2.6m wide sidewalk.
- Provide 2.m wide landscape/amenity zone.
- Travel Lanes: One lane each direction, 3.3m wide
- On-street parallel parking on both sides of the street at 2.1m.
- Pedestrian zones should be cast in place concrete, broom finish, at minimum.
- Where feasible, service areas should be accessed from service lanes.
- A family of furnishings should be selected for east Victoria Park that create a unified sense of place throughout the public realm except for special streets as described elsewhere. At a minimum benches, pedestrian scale light fixtures, bicycle racks, trash and recycling receptacles, and tree grates should be provided.
- District-wide pedestrian level lighting should be provided to create a cohesive look and feel. These should be full-cut off, LED fixtures. Consider the potential for smart-city technology when selecting light poles to ensure this technology can be incorporated in the future.

Urban Form Guidelines

- Parking is encouraged below grade, in parkades, or on the street. Parking is discouraged between the front of a building and the street.

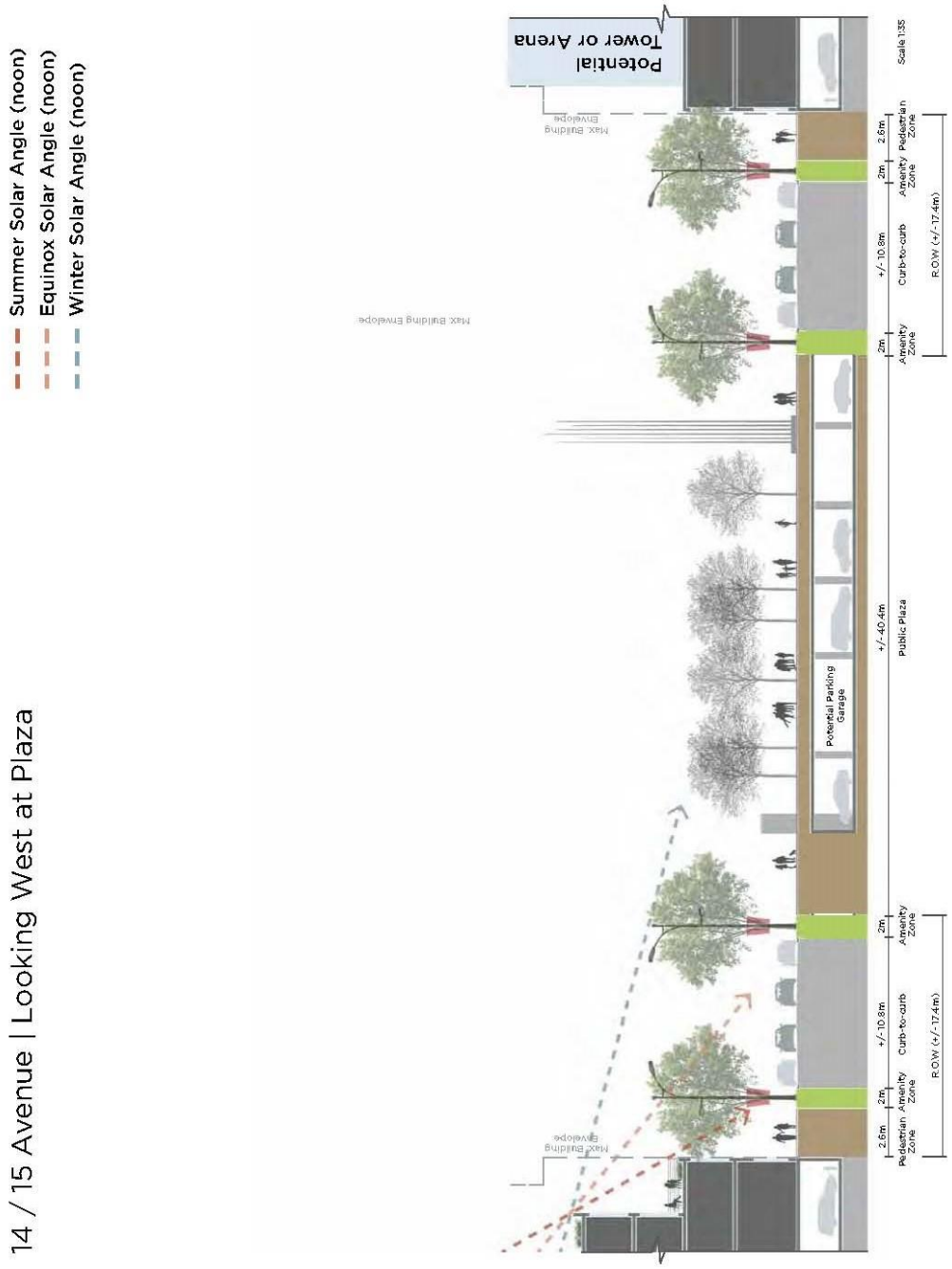
BUILDING HEIGHT AND SETBACK TABLE

Setback from PL-Commercial (min)/(max)	0.0m / 1.0m
Setback from PL-Residential (min)/(max)	2.0m / 4.0m
Max Podium Height (m)	18*
Floor Plate Restrictions (above 25m)	750m²

* 25m max podium height with 2m (min) building step-back above 18m.

- In some instances, a portion of a tower may be allowed to extend to the ground plane without prescribed upper level step-backs in order to break up the street wall and create visual interest. This will be reviewed on a case-by-case basis and will be based upon design intent, overall project design and quality, existing and planned built context, and sun/shade studies.
- Hotel and office building floor plates may be increased to 930m² per design review approval.
- Lower buildings on the south side of the plaza preserve solar access at the street/plaza during winter months.

Rivers District Master Plan



Rivers District Master Plan

KEYMAP

NOTE:
Sections are conceptual in nature and reflect the design intent in this plan. Actual dimensions, building typology and uses may vary.

Rivers District Master Plan

Intent

- To create a new entry to Stampede Park and the Entertainment District.
- To link Beltline neighbourhood to the Elbow River.
- To front buildings along the street. This is intended to create intuitive gateways and pedestrian scale street enclosure along streets that enter the site.
- To incorporate enhanced architecture and transparency into building façades along 17 Avenue.
- To facilitate safe pedestrian crossings at Macleod Trail.
- To preserve flexible 'flat space' to support festivals and trade shows south of 17 Avenue.
- To balance the need for flexible 'flat space' during events with the desire to create a safe and comfortable bicycle and pedestrian connection to the Elbow River.

STREET: 17 AVENUE

Streetscape Design Guidelines

- The north edge of 17 Avenue is envisioned as a linear event plaza that links the Victoria Park/Stampede LRT Station, Convention Venue expansion and Stampede Trail. This is envisioned as the 'front porch' to the CSV.
- Consider higher quality materials such as concrete, stone paver units, porous concrete, or paver materials in pedestrian and multi-use paths to create a special character.
- Provide an allee of trees flanking the multi-purpose trail to provide shade and comfort for users.
- Design of 17 Avenue should consider daily use as well as programming for large events and spillover exhibit space associated with CSV, Agrium, Agriculture Building.
- Provide bus parking/drop-off lane on the northern edge of the street in front of Convention Venue.

Urban Form Guidelines

- Building Frontage: Primary and secondary facades are allowed.
- Parking located below grade, in parkades or behind buildings. Surface parking is not allowed between a building facade and the street.

BUILDING HEIGHT AND SETBACK TABLE

Setback from PL-Commercial (min)/(max)	0.0m / 1.0m
Setback from PL-Residential (min)/(max)	2.0m / 4.0m
Max Podium Height (m)	18*
Floor Plate Restrictions (above 25m)	750m²

* 25m max podium height with 2m (min) building step-back above 18m.

- In some instances, a portion of a tower may be allowed to extend to the ground plane without prescribed upper level step-backs in order to break up the street wall and create visual interest. This will be reviewed on a case-by-case basis and will be based upon design intent, overall project design and quality, existing and planned built context, and sun/shade studies.
- Hotel and office building floor plates may be increased to 930m² per design review approval.

PUD2019-0007
Attachment 3

PUD2019-0007- Attach 3
ISC: UNRESTRICTED

Rivers District Master Plan

17 Avenue | Looking West

Rivers District Master Plan

KEYMAP

NOTE:
Sections are conceptual in nature and reflect the design intent in this plan. Actual dimensions, building typology and uses may vary.

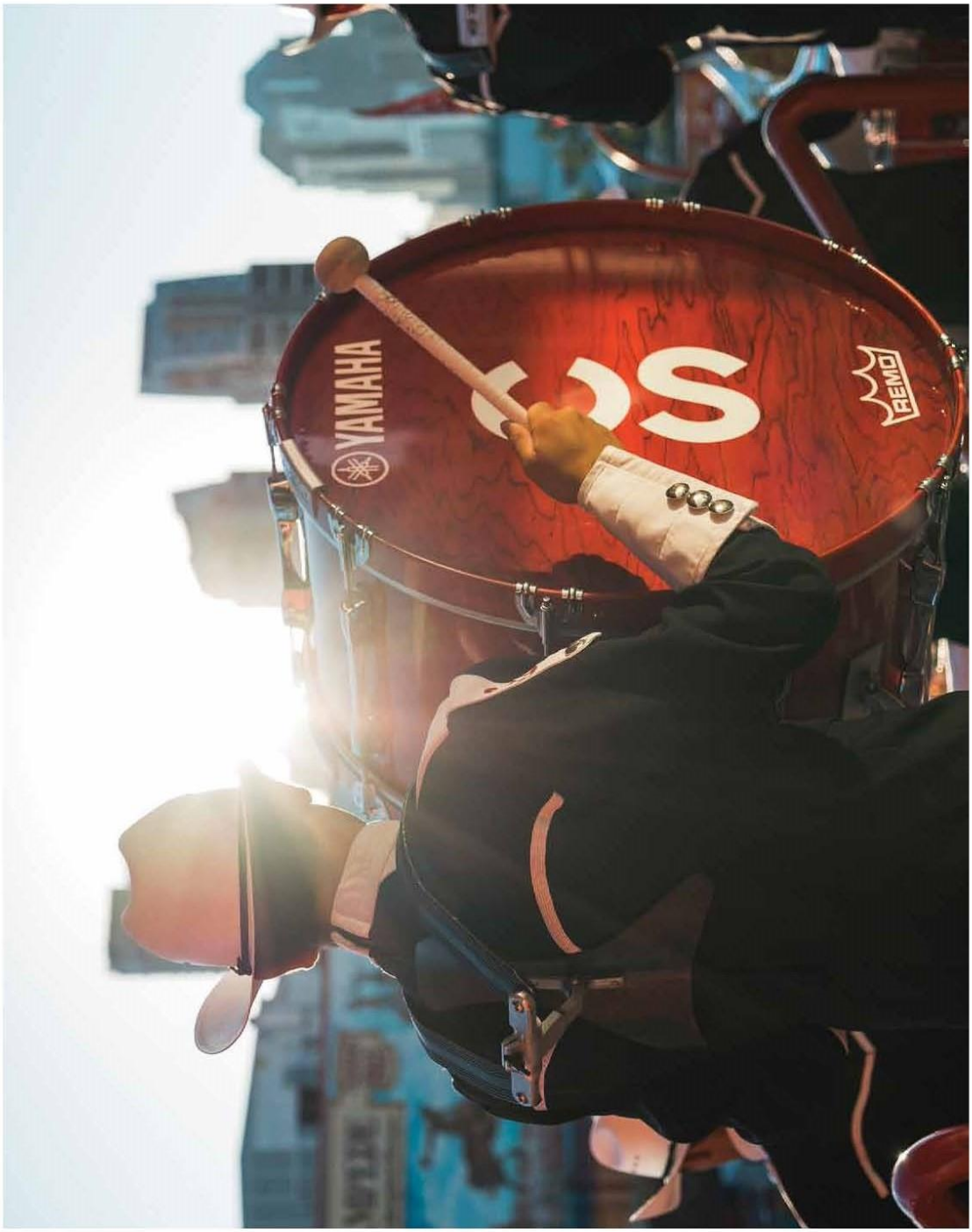
STREET: STAMPEDE TRAIL CLOSURE POTENTIAL

The street network and design of Stampede Trail, Event Plaza, and 14 and 15 Avenues is intended to provide the flexibility to host various events and festivals through a number of different closure schemes. The diagrams on pages 208-209 represent several examples of how the public realm can be closed to traffic and used for festival/event functions while maintaining connectivity through east Victoria Park. These and/or other options may be employed.

PUD2019-0007- Attach 3
ISC: UNRESTRICTED

Rivers District Master Plan
PUD2019-0007
Attachment 3

Rivers District Master Plan



Rivers District Master Plan

Option 1:

Urban Plaza Expansion

14 and 15 Avenue are closed between Stampede Trail and 5 Street, allowing streets to function as part of the plaza, effectively doubling the size of Event Plaza.

This configuration allows all daily operations of Stampede Trail to continue during an event. Convention Venue service access can occur from Stampede Trail.

Option 2:

Stampede Trail Festival Street North

Stampede Trail is converted to a festival street between 12 Avenue and 14 Avenue and closed at the core of the commercial uses. This configuration may be preferred for one-day or weekend events such as farmer's markets, art festivals, or Calgary Flames events where there is a desire to concentrate people and activities in proximity to commercial uses.

Convention Venue service and access occurs via 14 and 15 Avenue.

Option 3:

Stampede Trail Festival Street South

Stampede Trail is converted to a festival street between 14 Avenue and 17 Avenue for an event while maintaining normal access and operations for businesses along the northern portion of Stampede Trail. This configuration may be used for week-long Convention Venue events such as Comic-Con, Global Petroleum Show, etc. when there is a desire for outdoor vendor space that may not be directly compatible with retail/commercial uses along the northern portion of Stampede Trail.

Convention Venue service access occurs along 14 Avenue.

Rivers District Master Plan

Option 4:

Stampede Trail Festival Street

Stampede Trail can be converted to a quarter-mile festival street between 12 and 17 Avenues for large community events.

Convention Venue service access occurs during the night on 14 and 15 Avenue.

Option 5:

Festival Core

Stampede Trail, 14 Avenue, 15 Avenue and Event Plaza are entirely converted festival space. This configuration is most appropriate for the 10-Day Stampede Event when the Calgary Stampede wishes to maximise flat space. The northern gate for the 10 Day event could be relocated to Stampede Trail and 12 Avenue with attendee cueing located along 12 Avenue Greenway.

Calgary Stampede controls all logistics for access/service to Convention Venue and potential event centre.

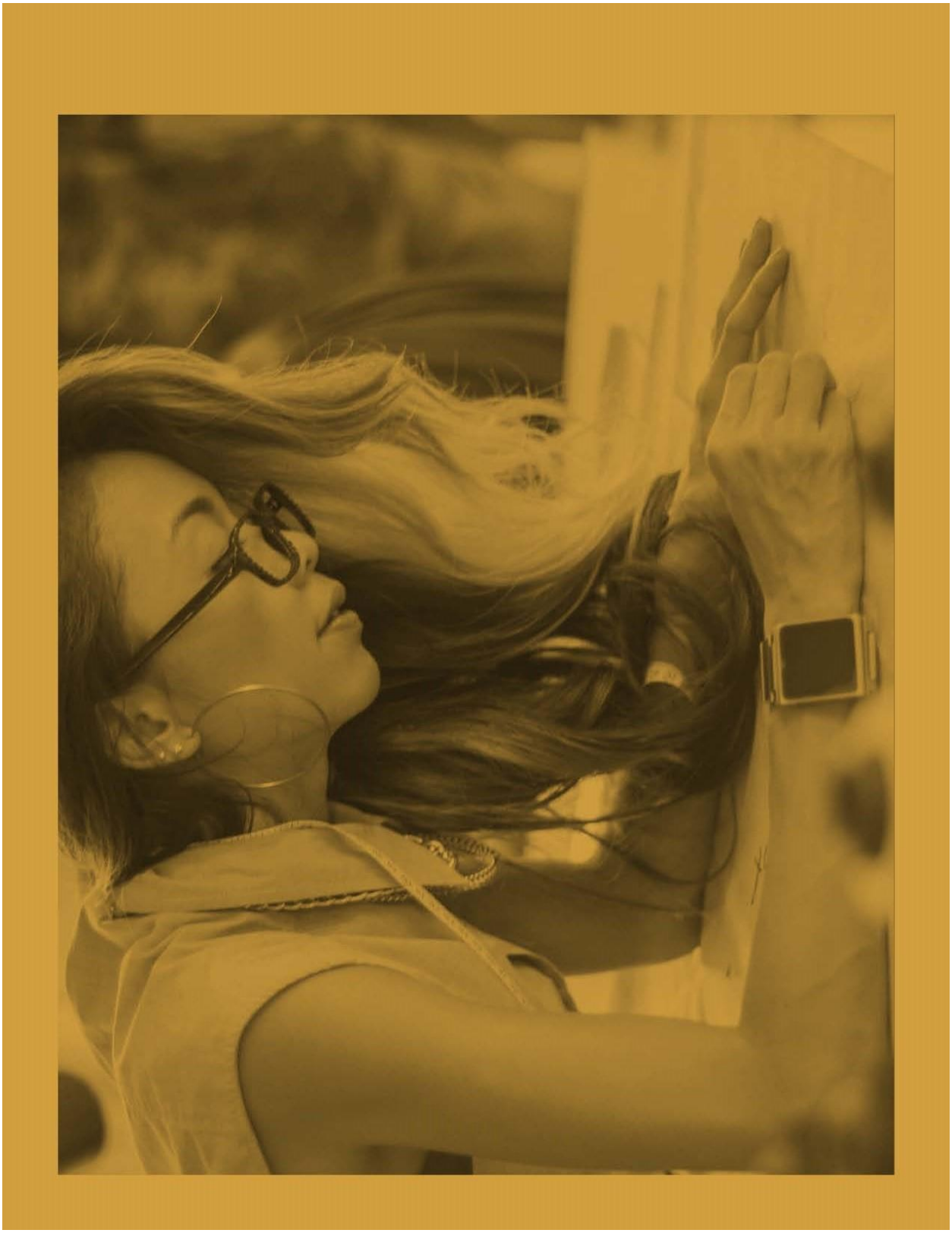
Option 6:

Festival Core west of Stampede Trail Cartway

A slight variation to Option 5, this idea envisions a Stampede Trail design where the cartway is located off-centre in order to create a wider pedestrian zone on the east side of the street. This would allow the majority of the core to be converted to festival space, while maintaining limited vehicular and service access along west side of Stampede Trail.

Convention Venue service and access occur off single travel lane left open along Stampede Trail.

Rivers District Master Plan



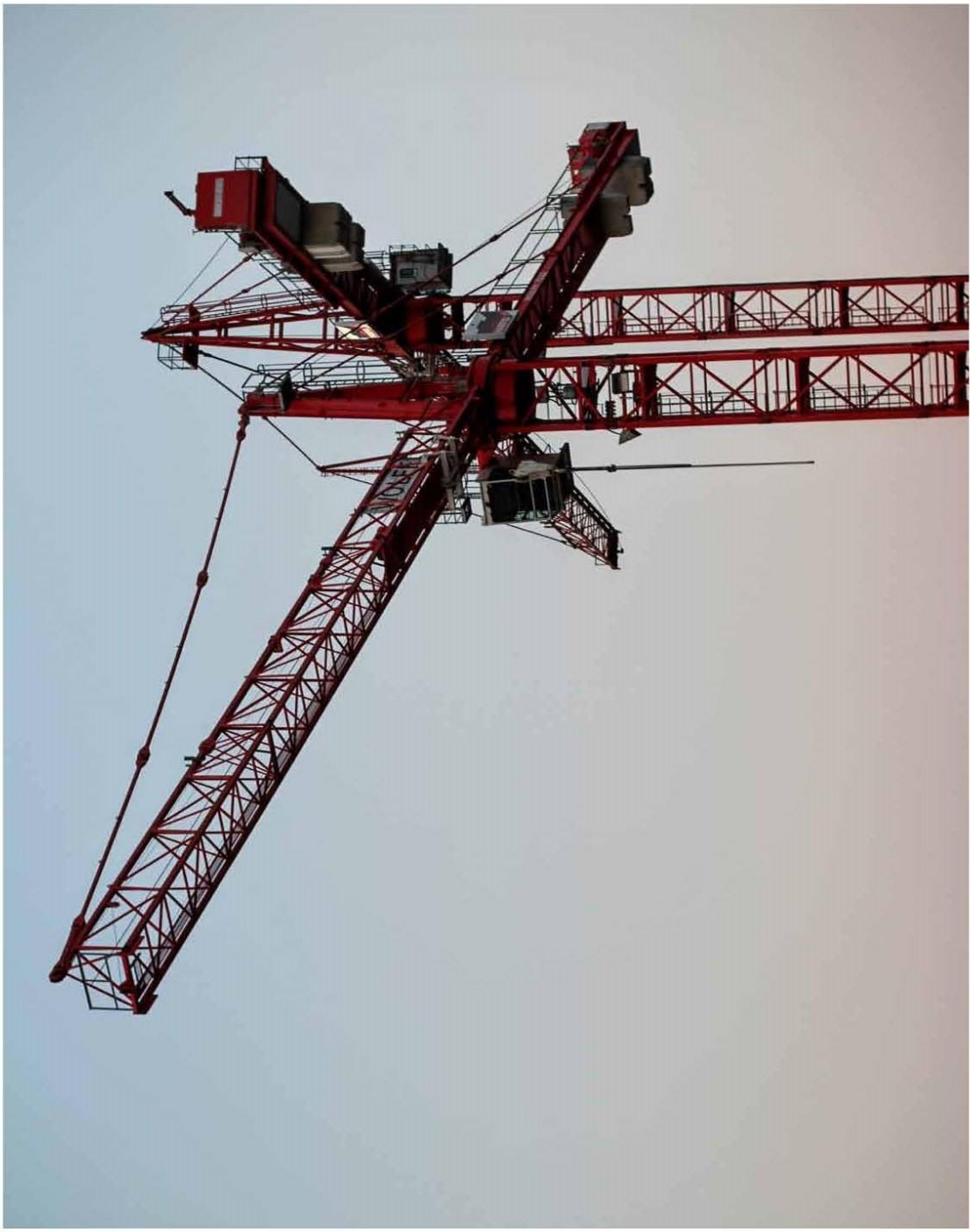
Rivers District Master Plan

Rivers District Master Plan

IMPLEMENTATION

East Victoria Park within Rivers District is projected to result in four million square feet of mixed use development and more than 8,000 new residents as well as premier entertainment and cultural facilities. This amount of development and investment will take careful planning and phasing. This section outlines how implementation could be phased.

Rivers District Master Plan



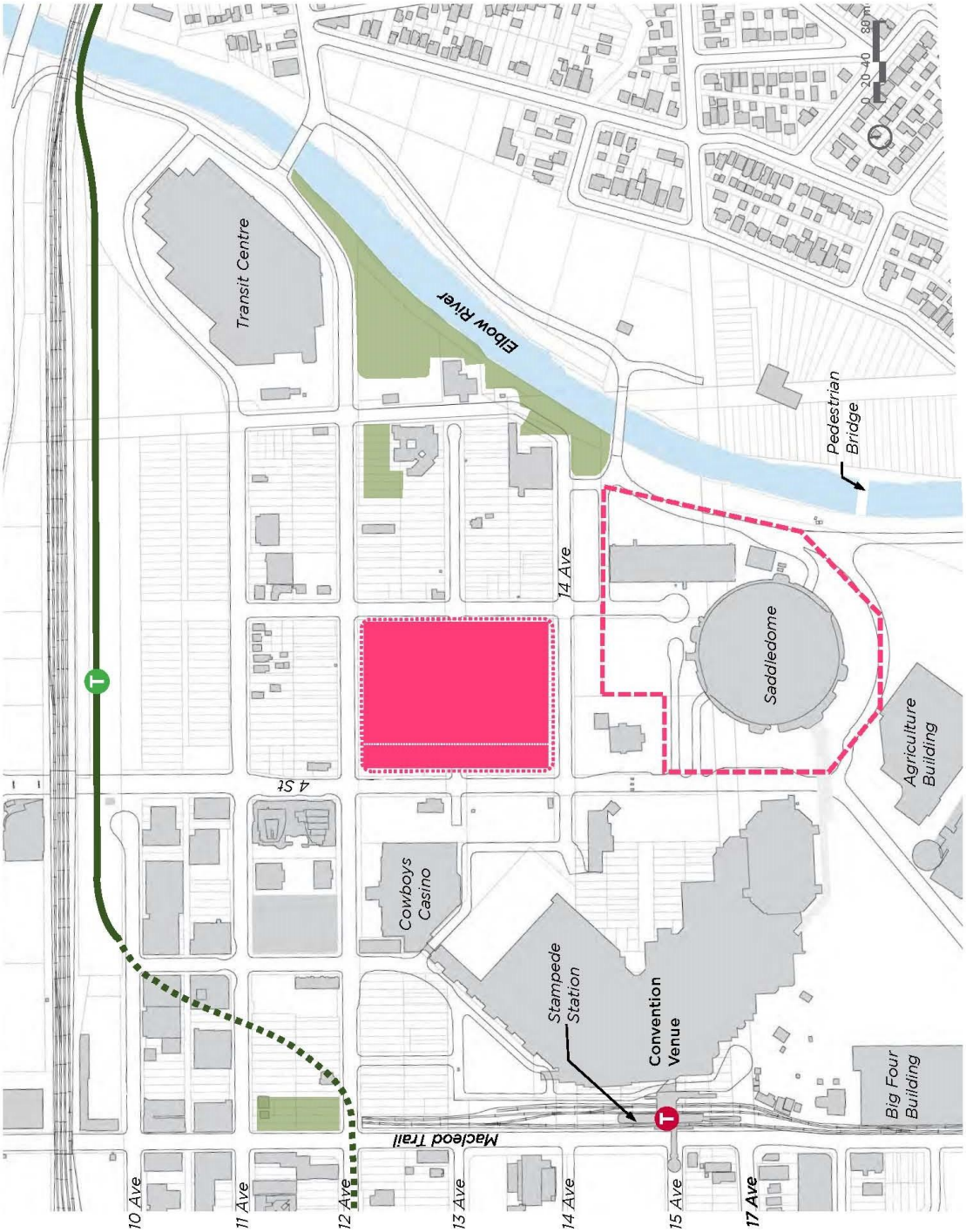
Rivers District Master Plan

EXISTING CONDITION (2018)

Today the site is dominated by parking lots and large buildings such as the Transit Centre, BMO Centre, and Saddledome.

A proposed site for a potential event centre as well as the footprint for future expansion of BMO Centre to become a Convention Venue and the future alignment of the Green Line LRT begin to set up the framework for the development of the area.

Rivers District Master Plan



Rivers District Master Plan

PHASE 1
(0-10 years)

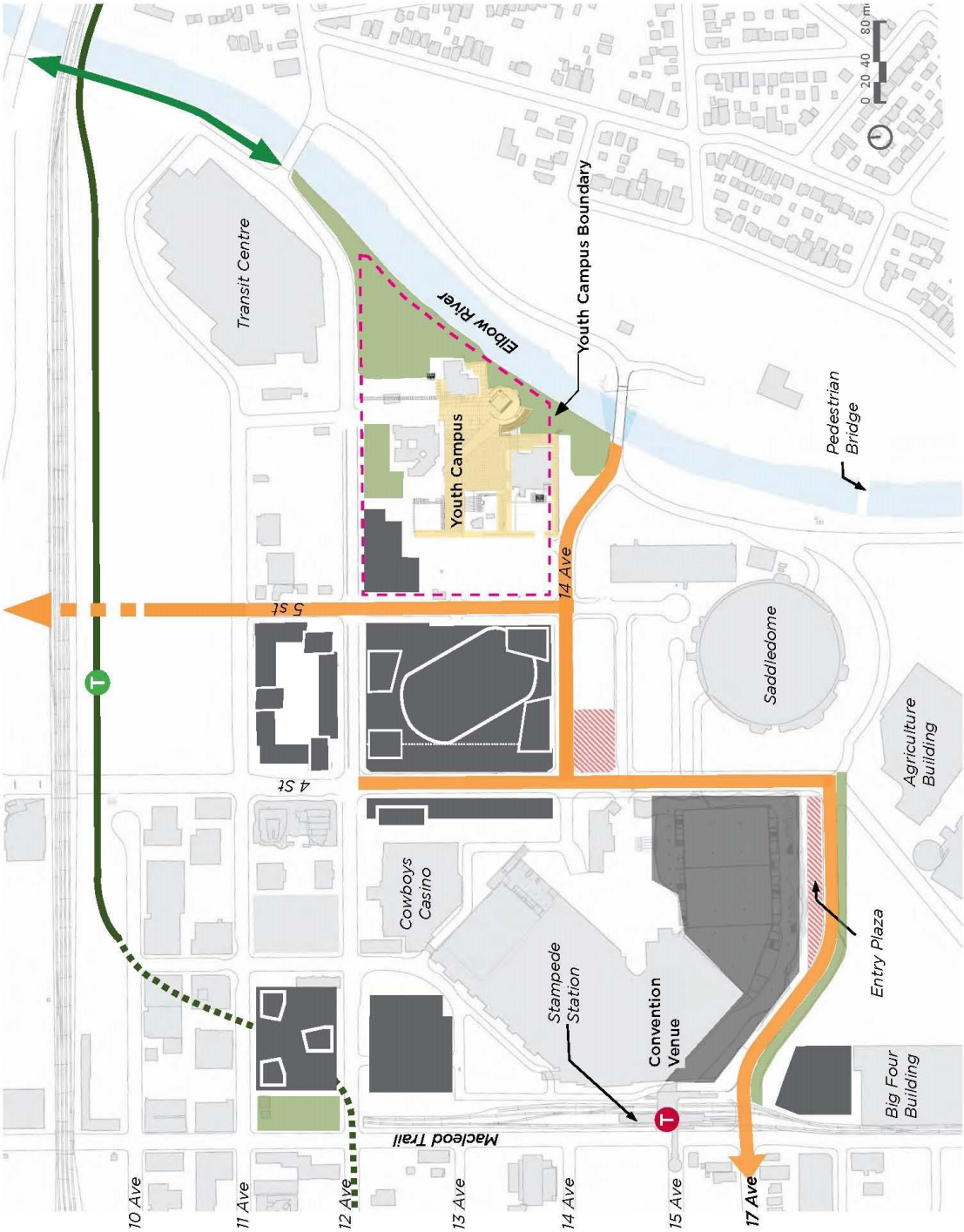
Phase 1 begins to create the centre of the Culture and Entertainment District with the development of Stampede Trail adjacent to a potential event centre and Convention Venue expansion.

The extension of 17 Avenue creates a connection between Macleod Trail and Stampede Trail. An entry plaza creates a front door to the Convention Venue.

A redesigned 5 Street and new Underpass between 9 and 14 Avenues begins to re-establish an urban grid and better connect Victoria Park to the East Village.

Phase 1 of the Elbow River North Park begins to make the connection from north to south.

Rivers District Master Plan



Rivers District Master Plan

PHASE 2
(10-20 years)

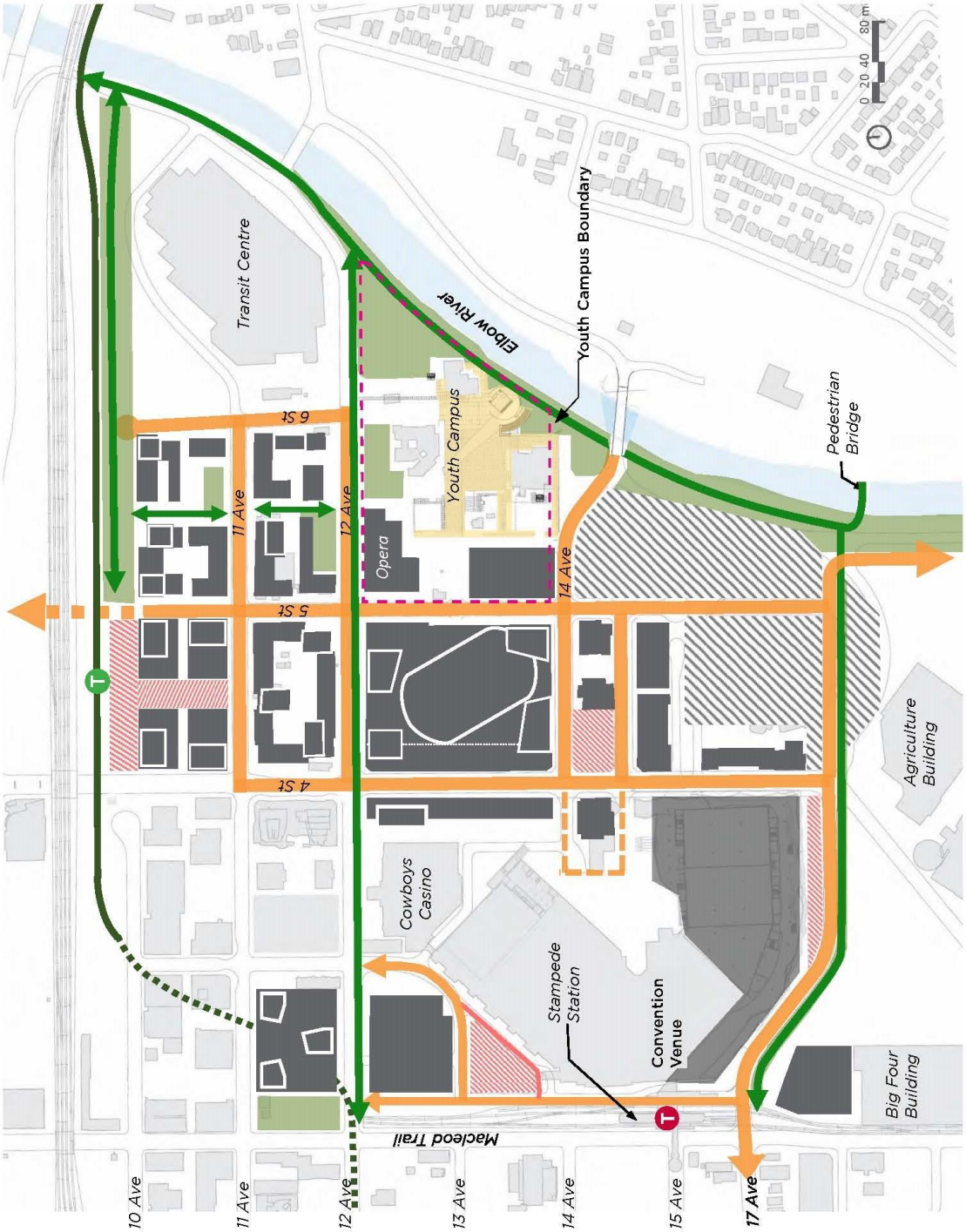
Phase 2 further establishes an urban grid with residential mixed north of 12 Avenue and retail and office development south of 14 Avenue.

A system of parks along the 10 Avenue alignment tie into the RiverWalk extension in Elbow River Park. Greenways and promenades along 17 Avenue and 12 Avenue creates strong pedestrian and bike connections between the neighbourhood and river.

LEGEND

- Park and Open Space
- Proposed Building
- Proposed Hardscape Plaza
- Proposed Flex Space (large events)
- Proposed New Street/ Street Improvements
- Future Green Line LRT Station
- Existing Red Line LRT Station
- Youth Campus

Rivers District Master Plan



Rivers District Master Plan

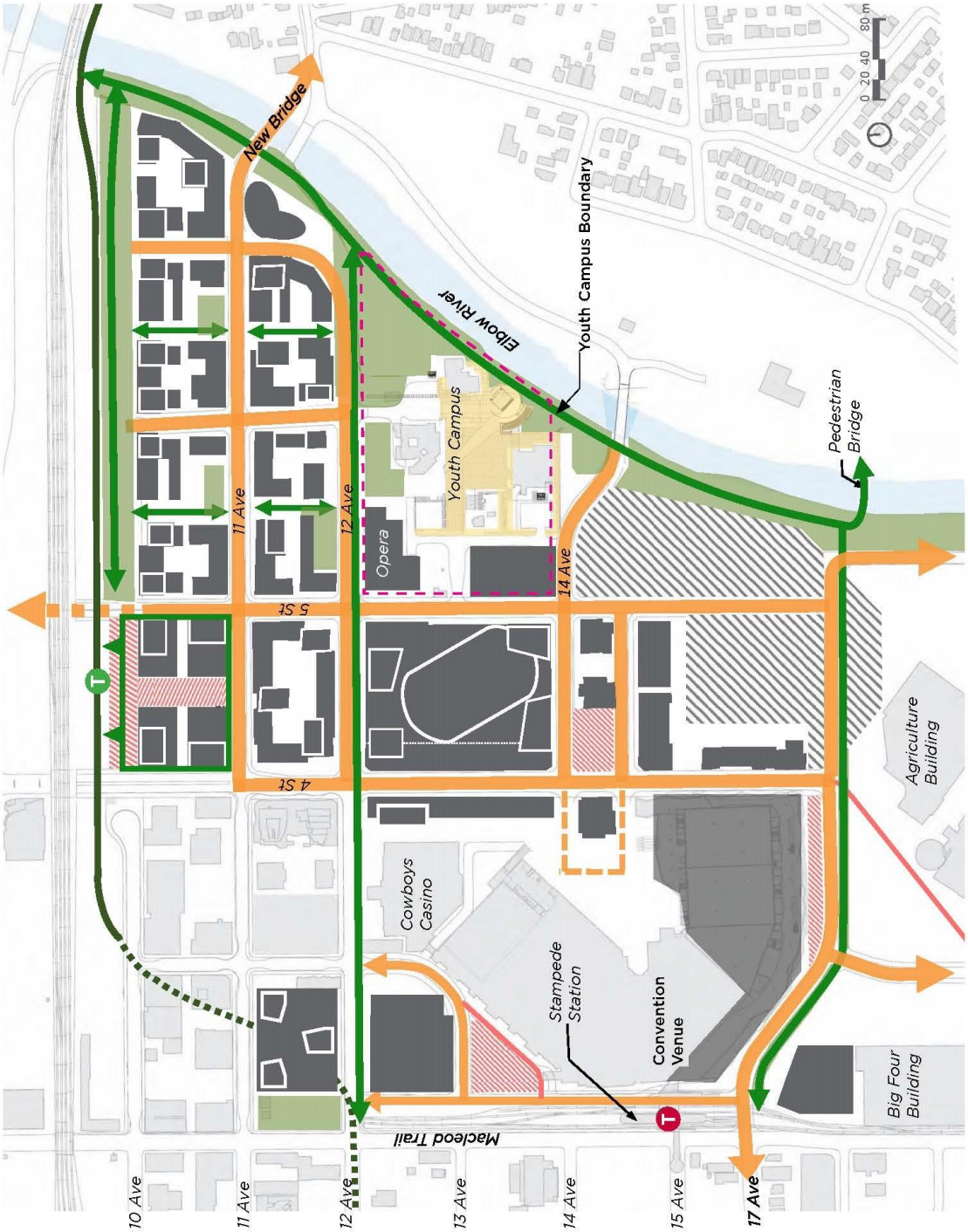
LEGEND

- Park and Open Space
- Proposed Building
- Proposed Hardscape Plaza
- Proposed New Street/ Street Improvements
- Future Green Line LRT Station
- Existing Red Line LRT Station
- Youth Campus

PHASE 3
(20-30 years)

Phase 3 sees continued infill development east of 6 Street in the footprint of the Transit Centre.

Rivers District Master Plan



Rivers District Master Plan

LEGEND

- Park and Open Space
- Proposed Building
- Proposed Hardscape Plaza
- Proposed Flex Space (large events)
- Proposed New Street/ Street Improvements
- Future Green Line LRT Station
- Existing Red Line LRT Station
- Youth Campus

PHASE 4
(50 years)

Phase 4 looks at a largely built-out scenario where a possible Convention Venue expansion fills in remaining vacant land north of 17 Avenue and development continues south along 3 Street.

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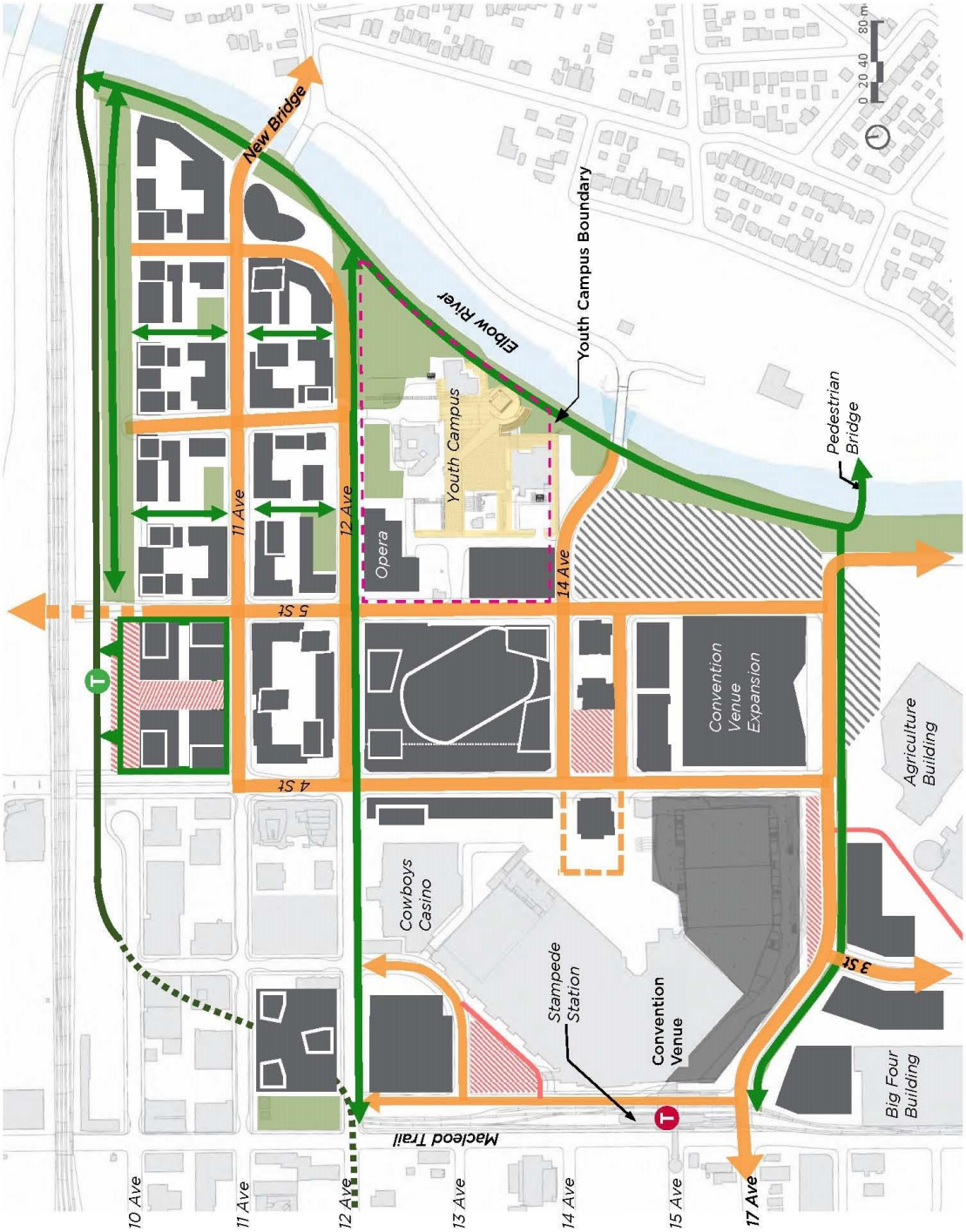

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RETAIL

CMLC commissioned Urban Systems' Land Economics to prepare a Retail Market Opportunity study for east Victoria Park and to determine the optimal extent and mix of retail-commercial uses for the Study Area. The study included a thorough review of competitive retail-commercial nodes and demand analysis on spending capture from a range of target markets.

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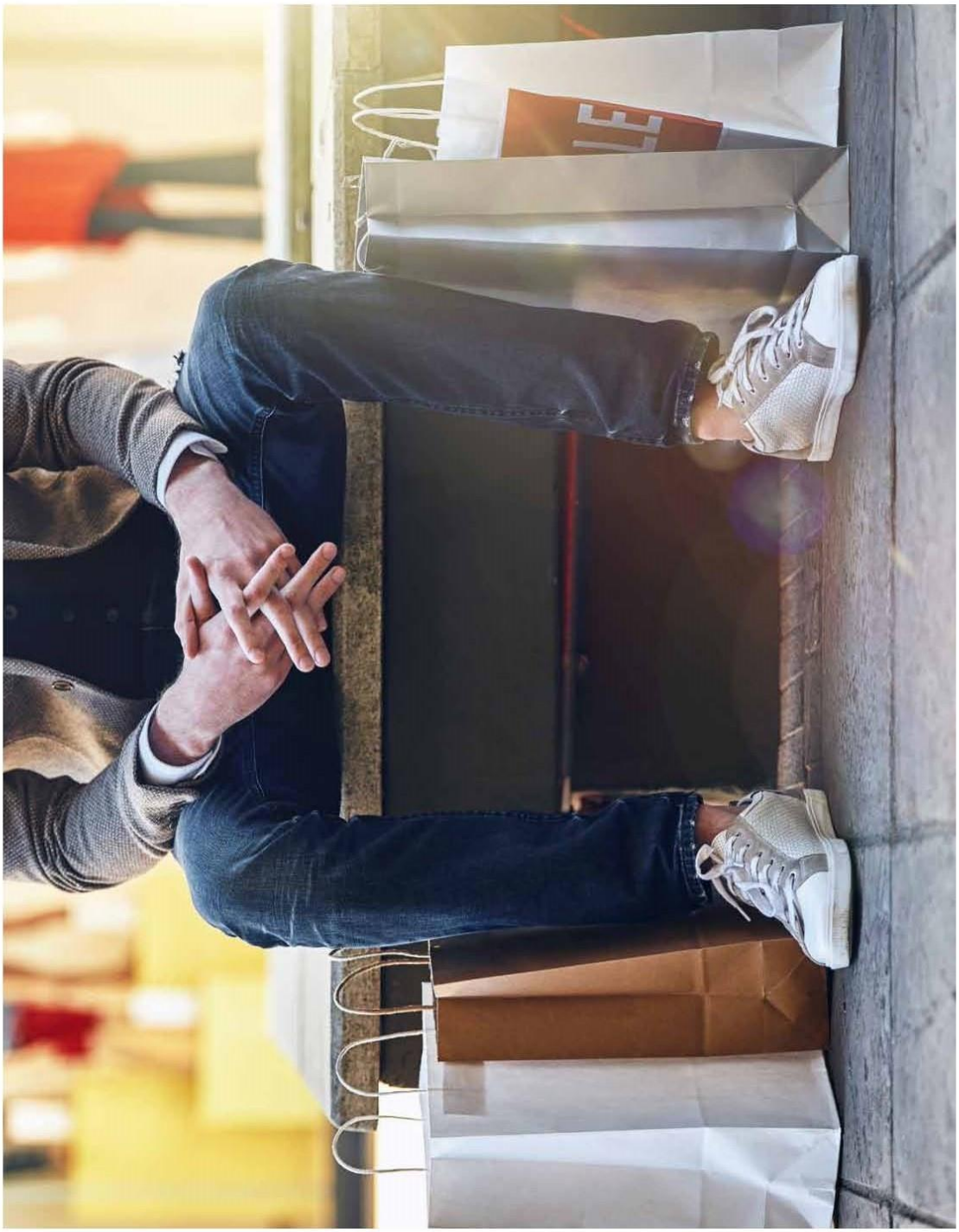

RETAIL OPPORTUNITY STUDY

Project Objectives

The intent of this study is to determine the extent, mix and nodal orientation of retail-commercial uses for the Rivers District Primary Study Area. The study also includes a detailed demand analysis based on spending from:

- Trade area residents
- Local area office workers
- Convention delegates
- Event Centre attendees

The study concludes with a market-based analysis of supportable retail floor area over the 2026 to 2036 period.

Retail Industry/Market Trends

National

The most critical trend is the rise of omnichannel retailing driven by the rise of the digital marketplace and its blending with physical space. Online sales are projected to grow from $19.4 to $39.9 billion between 2013 and 2019 – growth which is expected to have a major impact on brick and mortar retailers.

Provincial

Economic challenges related to contractions in the oil and gas sector have resulted in a decline in retail sales per capita levels in Alberta since 2014. Despite the decline, Alberta still leads all provinces in Canada in terms of retail spending per capita. Coupled with strong anticipated provincial GDP growth over the next several years, this bodes well for helping to support a healthy retail sector, provided that new supply is added at a moderate pace.

Calgary

Since 2014, vacancy rates for office and retail storefronts (especially along 17 SW and Stephen Ave) have been increasing while putting downward pressure on rental rates. However, the rate of retail vacancy in these street-front districts has been surprisingly resilient in the face of major disruption in the Downtown office sector.

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Calgary Event Trends

Events in Calgary are highly seasonal. Pro and semi-pro sporting events are the most popular with residents. Concerts gain popularity in hockey's offseason. This has much to do with venue availability as many large concerts use hockey arenas as venues.

Calgary convention numbers have been declining since 2011. Nationally, there is a growing demand for conference and convention space, though Calgary currently lacks the types of spaces that are in highest demand. Plans to expand the BMO Centre to become the Convention Venue to include more exhibit, ballroom and meeting space have the potential to attract more events and provide a better experience for visiting delegates.

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Competitive Retail Inventory

A key aspect of the retail study involved the compilation of detailed retail-commercial inventories for important nodes in the vicinity of the Study Area. In all, the study inventoried 1.6 million square feet of retail space, and 445 businesses averaging 3,000 square feet each. The table and map below provide a summary compilation of these competitive district inventories, combining floor area figures from five key areas:

- 17 Avenue SW - West
- 17 Avenue SW - East
- 12 Avenue SW
- 14 Street SW
- 1 Street SW

CATEGORY	TOTAL AREA (SQ. FT)	% TOTAL AREA	COUNT	AVERAGE SIZE (SQ. FT)
Retail	567,000	34.4%	142	4,000
Full Service Restaurant	669,000	40.6%	164	4,000
Quick Service Restaurant	64,000	3.9%	30	2,000
Specialty Foods	53,000	3.2%	18	3,000
Coffee	48,000	2.9%	18	3,000
Pharmacy	48,000	2.9%	8	6,000
Entertainment	80,000	4.9%	26	3,000
Personal Service	47,000	2.8%	14	3,000
Convenience	51,000	3.1%	14	4,000
Liquor	16,000	1.0%	6	3,000
Tobacco	5,000	0.3%	5	1,000
TOTAL	1,649,000	100%	445	3,000

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Retail Demand Analysis

Retail demand analysis was undertaken for the east Victoria Park neighbourhood based on projected growth, spending and anticipated patronage patterns within a defined trade area. Local-serving retail (e.g. supermarkets and specialty foods) will draw primarily from the Primary Trade Area (Rivers District Primary Study Area), while more broadly appealing retail and restaurant food & beverage uses will draw from a wider geographical array of trade areas. The population of east Victoria Park was approximately 1,200 people in 2016 and is projected to grow to more than 8,000 residents by 2036.

Over the 2026 to 2036 period, trade area residents will account for the majority (over 70%) of total on-site spending and floor area support, with conference delegates and event attendees contributing smaller, though significant shares of overall patronage.

As a proportion of trade area resident support, the local Primary Trade Area (east Victoria Park) is expected to play an increasingly important role within the trade area resident segment, accounting for roughly 10% of all resident support in 2026, but growing to 16% by 2036.

Floor Space Support

As the Rivers District Primary Study Area evolves as both a thriving residential community and cultural and commercial event hub, additional retail and restaurant floor area market support will be realized. The table shows potential demand for additional retail-commercial floor area by category under two scenarios: one in which a potential event centre is developed on-site and one in which the existing facility remains.

By 2036, and accounting for spending elsewhere in Calgary, Convention Venue delegates are expected to support nearly 9,000 square feet of commercial space within Victoria Park, of which over 85% will be restaurant food and beverage uses.

Demand for additional floor area in most categories is relatively unaffected by the potential redevelopment of the event centre. However, potential demand for food & beverage and service commercial space is anticipated to be greater if a potential event centre is developed within east Victoria Park.

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RETAIL FLOOR SPACE PROGRAM—VICTORIA PARK*	NEW EVENT CENTRE				EXISTING FACILITY			
	2026		2036		2026		2036	
CATEGORY	SF GLA	%	SF GLA	%	SF GLA	%	SF GLA	%
Supermarkets & Other Grocery	18,000	14%	23,000	16%	18,000	15%	23,000	16%
Convenience Stores	1,000	1%	1,000	1%	1,000	1%	1,000	1%
Specialty Food Stores	1,000	0%	1,000	1%	1,000	0%	1,000	1%
Beer, Wine, Liquor Stores	4,000	3%	5,000	3%	4,000	3%	5,000	3%
Health & Personal Care	4,000	3%	6,000	4%	4,000	3%	6,000	4%
Clothing Stores	8,000	6%	9,000	6%	8,000	6%	9,000	6%
Shoe Stores	1,000	1%	1,000	1%	1,000	1%	1,000	1%
Sporting Goods, Hobbies, Books, Music Stores	4,000	3%	4,000	3%	4,000	3%	4,000	3%
General Merchandise Stores	6,000	4%	7,000	5%	6,000	4%	7,000	5%
Miscellaneous Store Retailers	2,000	2%	2,000	2%	2,000	2%	2,000	2%
Food & Beverage	59,000	45%	64,000	43%	54,000	44%	60,000	42%
Service Commercial @ 25%	21,000	16%	23,000	16%	19,000	16%	22,000	15%
GRAND TOTAL	129,000	100%	148,000	100%	123,000	100%	143,000	100%

*As per market share estimates.

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1. 12th Ave. Neighbourhood Node

High potential for:

- Convenience Lifestyle
- Restaurant Food & Beverage (Broad mix, including specialty coffee/tea)
- Personal/Professional Services

2. 12th Ave. Cultural District

High potential for:

- Full-Service Restaurant Food & Beverage
- Quick-Service Restaurants
- Programmable Event Space

3. Stampede Trail

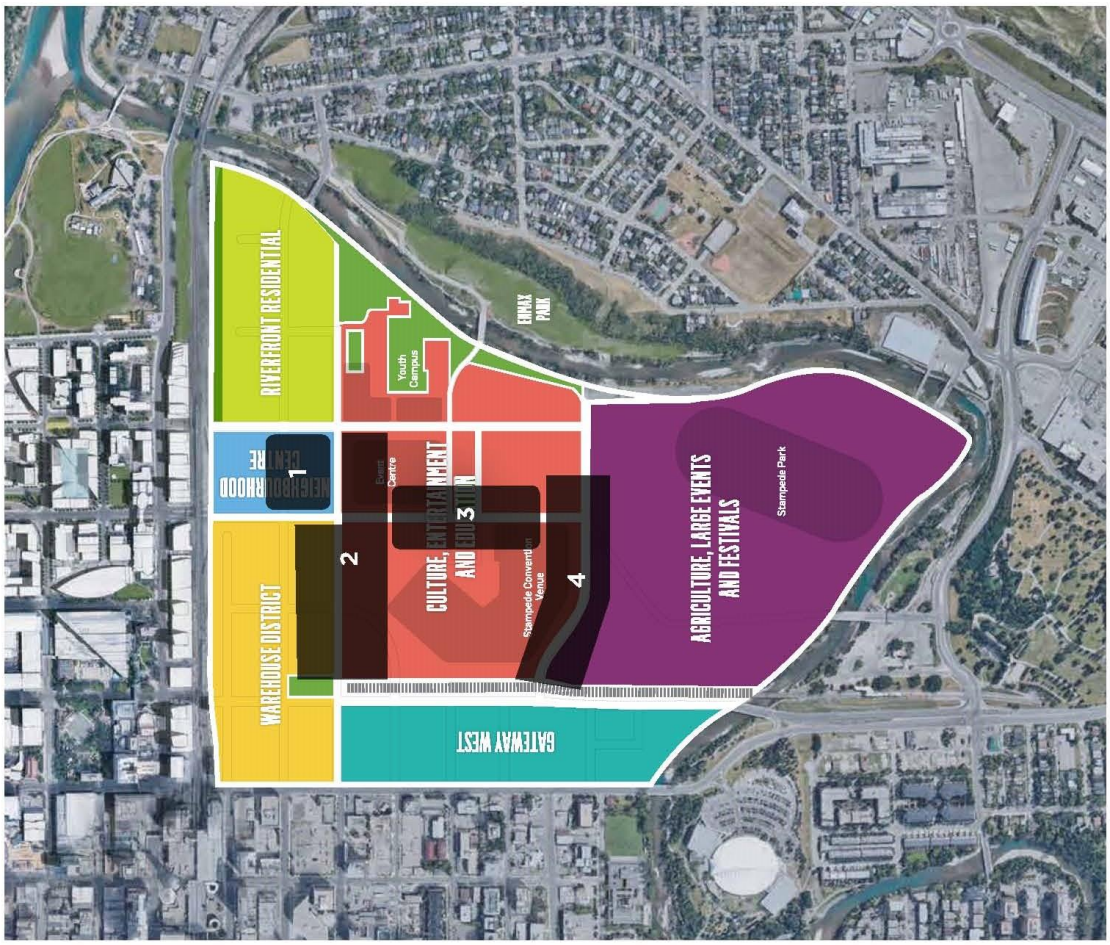
High potential for:

- Destination Restaurant Food & Beverage
- Specialty Retail/Clothing
- Custom Local Manufacturers
- Event/Programmable Space

4. 17th Ave. Commercial District

High potential for:

- Restaurant Food & Beverage (Broad mix, including Quick-Service restaurants, coffee)
- Professional Services
- Sports/Health Specialists



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Retail Character Nodes

The retail analysis, which accounts for existing and emerging retail supply in adjacent neighbourhoods and nodes (including East Village), indicates market support for approximately 130,000 sq. ft. of retail, restaurant, and service floor area by 2026 and 150,000 sq. ft. by 2036.

Given the geographical size of the area, as well as the importance of 12 and 17 Avenues and the orientation of major non-retail anchors both existing and proposed, it will be vital to concentrate future retail-commercial uses in high priority locations that are connected - both physically and functionally.

A connected series of complementary nodes also creates an opportunity to cater to a variety of key target markets, including local residents, workers, Convention Venue delegates, and event centre attendees. It will be critical to establish strong nodes centred at both 4 Street and 12 Avenue and 4 Street and 17 Avenue in order to help drive interest and support for a more unique specialized mix of uses north/south along Stampede Trail.

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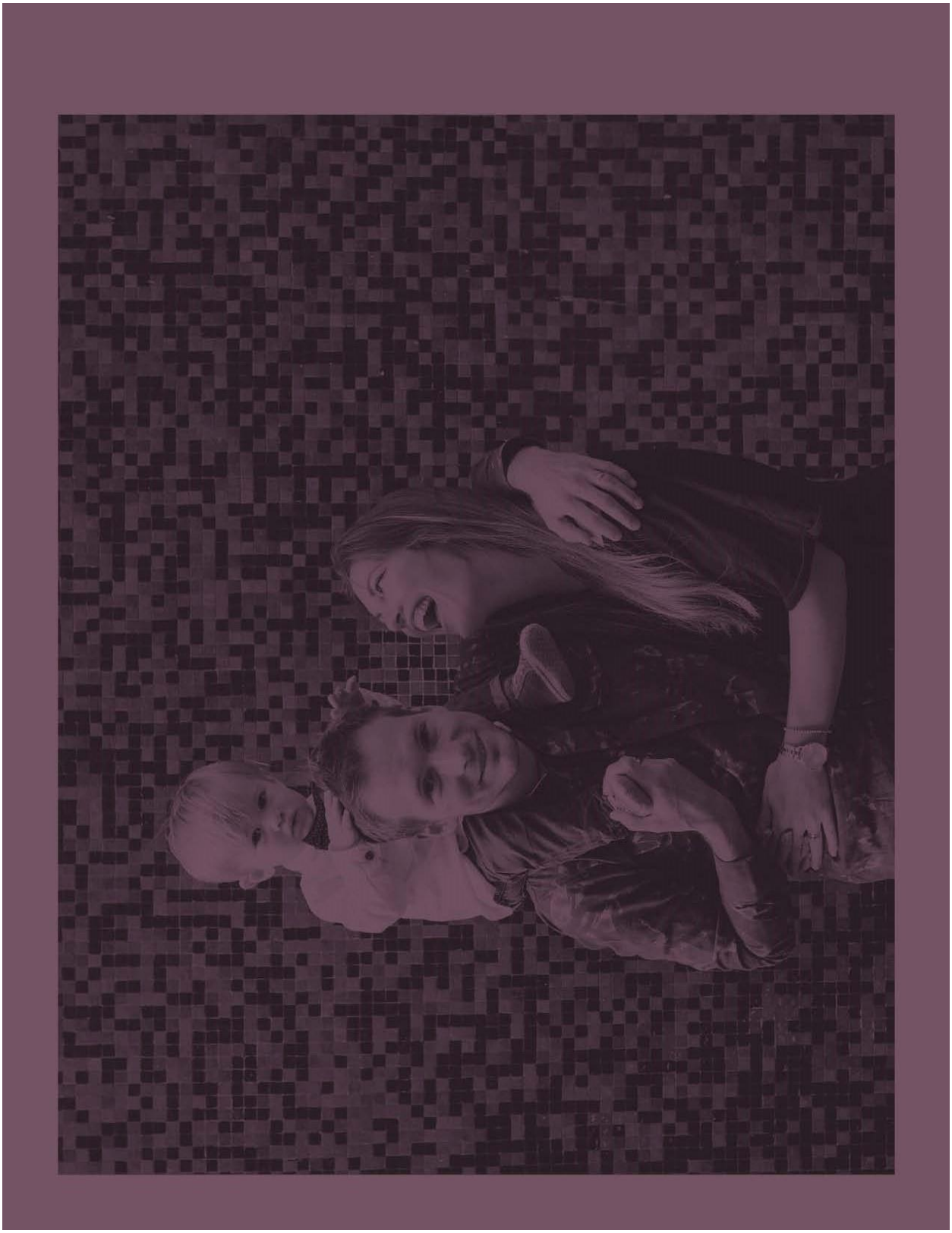

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CHAPTER 9

DEMOGRAPHICS

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ROLAND BERGER: MAPPING FUTURE RESIDENTS

Who would be attracted to live in east Victoria Park? To understand the profiles of potential new residents, two important questions were asked: Who would want to live in a culture and entertainment district in Calgary (east Victoria Park), and what are their demographic and psychographic profiles?

Roland Berger is familiar with Calgary and the Rivers District through its work identifying potential residential targets for East Village. In that case, research surfaced a cohort seeking an urban lifestyle in largely suburban Calgary. This significant group, identified as Urban Explorers, prioritized walkability to their work and leisure, vibrant streets, cohesive community, connections to nature, and lively retail and entertainment opportunities. Targeting, communicating, engaging and marketing to this group gave East Village its early and ongoing successes.

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For east Victoria Park, Roland Berger provided an equally comprehensive study using a three-stage approach.

1. Benchmark four comparable entertainment districts with strong sport and entertainment attractions (Toronto's Entertainment District; Vancouver's Granville Island; Los Angeles' LA Live, The District in Nashville as well as Ballpark Village in St Louis)
2. Conduct an in-depth market study of future residents of Victoria Park
3. Formulate the results and implications for the development of Victoria Park

The study concludes with a market-based analysis of supportable retail floor area over the 2026 to 2036 period.

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Research Findings: Determining Distinct Profiles For East Victoria Park

Two key Roland Berger trademarked tools were used to identify the target markets: the RB City Profiler™ and the RB Profiler™, proprietary tools that were developed to allow for the measuring, visualization and analysis of the needs and values of individuals or groups of people to understand their neighbourhood preferences.

The RB City Profiler maps respondents' living needs by defining the attractiveness of a place to live in 8 macro categories: Atmosphere, Culture, Events/Sport, Shopping, Educational Landscape, Infrastructure/Business, Natural Landscape, Family/Cost of Living.

The RB Profiler illustrates the segments' needs and values in 18 fundamental factors: Vitality, Aesthetics, Family & Friends, Thrill & Fun, Status, Trendiness, Protech, Achievement, Customization, Quality, Service, Security, Total Cost, Smart Shopping, Simplicity, Tranquility, Health, Society & Nature.

Approximately 2,000 people participated in the Calgary survey, 22% of whom were residents of east Victoria Park and its surroundings. The primary segmentation of the results revealed four distinct profiles based on living needs. Two of those profiles proved interesting for east Victoria Park based on their fit within the district. A segment's attractiveness was measured based on the following three attributes:

1. Strong emphasis on sports, entertainment, and cultural attractions when selecting a neighbourhood
2. Appreciation of an urban lifestyle/atmosphere and likelihood of utilizing its inherent benefits (e.g. nearby shopping, sports, events, bars/restaurants, etc.), which will ultimately enhance east Victoria Park's vibrancy
3. Willingness to spend on nearby events/attractions and modern/stylish housing

A segment's fit within east Victoria Park was measured based on five primary criteria:

1. Match between their ideal neighbourhood and vision for east Victoria Park
2. Finding their desired residence type in east Victoria Park
3. Having their most important neighbourhood criteria fulfilled in east Victoria Park
4. Preference towards living in a downtown neighbourhood
5. Plans to remain in Calgary

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Trend Setters and Event Enthusiasts: Identifying the East Victoria Park Resident

During Phase 2 of the project, a detailed online survey was distributed to a wide audience of Calgary residents in different age brackets as well as to focus groups. Also surveyed were residents of communities near east Victoria Park to collect first-hand insight into opinions, suggestions and potential concerns. Of the 1,910 who participated, 22% were residents of east Victoria Park and its surroundings. Demographic and psychographic data was collected and used to segment the population based on their primary living needs and subsequently by their life cycle stages.

Eighteen unique groups were identified and measured against the benchmark results to understand how these groups behaved in Calgary. The findings were segmented into four distinct profiles based on living needs: Outdoor Adventurer, Foundation Builder, Event Enthusiast, and Trend Setter.

To understand the strengths and weaknesses of the district, focus groups were engaged and asked to assess the four profiles developed in the Calgary survey. Event Enthusiast and Trend Setter—those attracted to exciting atmospheres, culture, events/sport and shopping relative to the other groupings—proved most interesting for east Victoria Park.

Event Enthusiasts are thrill seekers who look for an active and action-packed lifestyle. They're not particularly cost conscious and don't mind spending on activities and events. This segment is made up of Single Professionals, Couple Professionals, and Single Retirees.

Trend Setters are a fun, dynamic and ambitious subset of the population. This younger segment displays higher risk-taking attributes, and its members aim to be the trendiest amongst their social groups by having the latest and most innovative technology. This segment is made up of Single Professionals, Couple Professionals, and Families.

The target segments share similar city profiles—they value neighbourhoods that offer a vibrant entertainment and cultural scene. In addition, they are fun and ambitious groups that enjoy thrilling adventures and cutting-edge/exclusive products.

Survey results showed that Event Enthusiasts and Trend Setters in all lifestyle stages "live" outside their home. They are the epitome of "work to play," and some defining factors of what that lifestyle means are below:

- When choosing a place to live, they seek neighbourhoods that allow them to maximize their entertainment-focused lifestyle with their surroundings that offer an extensive array of entertainment, sports and cultural attractions
- They're a fun and ambitious group that enjoys thrilling adventures and new/exciting experiences. They're not particularly risk-averse
- They tend to stay up-to-date with technological trends and consider themselves early adopters of cutting-edge/exclusive products. They believe the products and services should be tailored to their specific needs and are willing to spend more for this customization
- Cost consciousness is not at the forefront of their personalities, instead using their disposable income on available entertainment options. They reject the notion of searching for the best deals
- They're career-driven and have ambitious professional goals
- They're an active group who try to remain well and fit

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East Victoria Park: Fresh Vision, Researched Recommendations

To provide concrete input for the Master Plan, key learnings from the entire project (benchmark, Calgary survey and focus groups) were synthesized and grouped according to the RB City Evaluation Matrix: Well-being, Leisure, Infrastructure. Together, these recommendations are designed to help identify the important factors that shape Victoria Park into a livable community with a spectrum of residents.

Well-Being: Livability, Diversity, Safety

- Develop a safety action plan to address residents' concerns (including public drug use and panhandling)
- Create "an east Victoria Park for everyone" with a spectrum of brick & mortar features appealing to a wide ranging audience (age, gender, price point, etc.)
- Maintain high standards for the quality and diversity of east Victoria Park's architecture
- Ensure architecture is complimentary with east Victoria Park's culture and heritage
- Develop east Victoria Park as the pinnacle of Calgary's sport and culture entertainment offering with a focus on consistent programming
- Ensure to offer parks and public green spaces

Leisure: Entertainment, Shopping and Sports

- Include daily shopping/lifestyle needs within the master plan of east Victoria Park
- Avoid big box stores and focus on creating a unique shopping experience (local retailers, cultural offerings, multiple price points, etc.)
- Create a thriving dining scene that appeals to locals and visitors through unique (i.e. no chain restaurants) bars and restaurants,offering a wide selection of food types, that encourage meetings, special occasions and sports-viewing
- Offer local residents promotions, discounts, passes and exclusive offers to encourage active participation in the district
- Create an optional mailing list with all upcoming events

Infrastructure: Connectivity, Green Space and Movement

- Offer a spectrum of residential developments (mixed density)
- Address affordability concerns through a variety of price points
- Ensure east Victoria Park is connected with transit options (LRT, bus)
- Develop bike path and sidewalk network (connected with adjacent neighbourhoods)
- Develop appropriate crowd and traffic mitigation measures to reduce impacts on residents (e.g. connectivity, public transit, adequate indoor parking, soundproofing materials, entrances away from main arteries, etc.)

Progress: Educational Landscape

- Craft family oriented communication strategy addressing the location of nearby schools
- Ensure children have access to green space and playgrounds

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