

(MRC) Marquis Retail Centre Zone

1. General Purpose

The purpose of this Zone is to provide for a mix of multi-tenant and stand alone commercial Uses. Large format stand-alone retail should be located towards the outside edges of the Town Centre, and transition to smaller format commercial, service and mixed uses towards the transit station.

2. Permitted Uses

1. Animal Hospitals and Shelters
2. Apartment Hotels
3. Bars and Neighbourhood Pubs
4. Business Support Services
5. Child Care Services
6. Commercial Schools
7. Convenience Retail Stores
8. Drive-in Food Services
9. Flea Market
10. Gas Bars
11. General Retail Stores
12. Government Services
13. Greenhouses, Plant Nurseries and Market Gardens
14. Health Services
15. Hotels
16. Indoor Participant Recreation Services
17. Major Alcohol Sales
18. Major Amusement Establishments
19. Minor Alcohol Sales
20. Minor Amusement Establishments
21. Minor Service Stations
22. Nightclubs
23. Outdoor Participant Recreation Services
24. Personal Service Shops
25. Private Clubs
26. Professional, Financial and Office Support Services
27. Private Education Services
28. Public Education Services
29. Public Libraries and Cultural Exhibits
30. Publicly Accessible Private Park
31. Rapid Drive-through Vehicle Services
32. Restaurants
33. Specialty Food Services
34. Spectator Entertainment Establishments
35. Urban Indoor Farms

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36. Urban Gardens
37. Urban Outdoor Farms
38. Veterinary Services
39. Warehouse Sales
40. Fascia On-premises Signs
41. Freestanding On-premises Signs
42. Temporary On-premises Signs

3. Discretionary Uses

1. Automotive and Equipment Repair Shops
2. Carnivals
3. Community Recreation Services
4. Creation and Production Establishments
5. Equipment Rentals
6. Media Studios
7. Mobile Catering Food Services
8. Protective and Emergency Services
9. Recycled Materials Drop-off Centres
10. Recycling Depots
11. Religious Assembly
12. Secondhand Stores
13. Fascia Off-premises Signs
14. Freestanding Off-premises Signs
15. Major Digital Signs
16. Minor Digital Off-premises Signs
17. Minor Digital On-premises Off-premises Signs
18. Minor Digital On-premises Signs
19. Projecting On-premises Signs
20. Roof On-premises Signs
21. Temporary Off-premises Signs

4. Development Regulations for Permitted and Discretionary Uses

1. The maximum Floor Area Ratio for the Site shall be 0.25.
2. The maximum building Height shall be 26.0 m.
3. A minimum Setback of:
 - a. 4.5 m shall be required where a Site abuts a public roadway, other than a Lane, or
 - b. 3.0 m shall be required where the property line is adjacent to a Site that lists Apartment Housing as a Permitted Use.
4. A minimum Building Setback of 6.0 m shall be required from the property line that is adjacent to Manning Drive, as it is a designated dangerous goods route. This Setback shall be increased as required by the approved risk assessment, as illustrated in Appendix III of this Zone. Where a

conflict arises, the risk assessment (Advisian, April 3, 2017) regulations shall prevail, for the following Uses:

- a. Apartment Hotels
 - b. Child Care Services
 - c. Health Services
 - d. Hotels, Private Clubs
 - e. Private Education Services
 - f. Public Education Services
 - g. Spectator Entertainment Establishments
 - h. Community Recreation Services
 - i. Protective and Emergency Services
 - j. Religious Assembly
5. All mechanical equipment shall be concealed from street level view by screening in a manner compatible with the architectural character of the building or by incorporating it within the building.
 6. Equipment Rentals Uses shall be permitted only where all equipment and goods for rent are contained within an enclosed building
 7. Signs shall comply with the regulations found in Section 59 and Schedule 59F.
 8. Signs shall be designed and located to complement the architectural theme and context of the Marquis Town Centre.
 9. A Comprehensive Sign Design Plan and Schedule, consistent with the overall intent of subsection 59.3 of the Zoning Bylaw, shall be prepared for the development and submitted, with the Development Application, to be approved by the Development Officer.
 10. Notwithstanding Schedule 59F, the following regulations shall apply:
 - a. the maximum permitted Height for Freestanding Signs shall be 10 m, except where located adjacent to Manning Drive, the maximum Height shall be 12 m;
 - b. There shall be a maximum of 10 Free Standing On-premises and Freestanding Off-premises signs adjacent to Manning Drive, as shown in Appendix I. However, all Freestanding On-premises Signs, Freestanding Off-premises Signs, Major Digital signs, Minor Digital Off-premises Signs, Minor Digital On-premises Off-premises Signs, and Minor Digital On-premises Signs shall adhere to separation space requirements as per Schedule 59F of the Zoning Bylaw
 - c. Freestanding On-premise Signs less than 2.0 m in Height and with a Copy Area of 10 m² or less do not require separation distance, when located at access points to the Town Centre, as generally shown on Appendix I
 - d. Temporary Freestanding On-premises Signs shall not exceed a maximum Copy Area of 1.45 m².
 - e. Digital Signs and Digital Sign panels that are part of the same Freestanding Sign structure adjacent to Manning Drive shall have a maximum Height of 12.0 m;
 - f. the maximum Copy Area for Minor Digital Signs shall be 20 m²;
 - g. the maximum Copy Area for Major Digital Signs shall be 20 m²;
 - h. All Major Digital Signs shall be oriented inwardly on the site, facing areas such as public open space. Major Digital Signs shall not be oriented towards a public roadway.

- i. Consultation with and approval by Alberta Transportation is required for all sign permit applications for Minor Digital On-premises Signs, Minor Digital Off-premises Signs, and Minor Digital On-premises Off-premises Signs adjacent to Manning Drive.
- j. illuminated Signs and Digital Signs shall be designed, located or screened so as to reduce visual and light impacts on any surrounding residential premises.
- k. Roof On-Premises signs shall not exceed a maximum Height of 16.0 m from grade.

5. Design Regulations

1. Site Planning and Design

- a. Large format buildings with Commercial Uses, with Floor Area of 5000 m² or greater, shall be generally located within Area A as shown in Appendix I.
- b. Commercial Uses, with Floor Area of less than 5000 m² shall be generally located within Area B as shown in Appendix I.
- c. Surface Parking Areas shall be screened, with methods such as, but not limited to, Commercial Uses, landscaping, or berming from public roadways other than a Lane.

2. Building Design and Architectural Standards

- a. Exterior finishing materials shall include a mix of complimentary, high quality materials such as a combination of brick, stone, concrete and stucco, or a combination of concrete fibre board, wood, and complimentary window and trim treatment.
- b. Building facades facing public roadways shall be articulated with architectural elements such as columns, ribs, pilasters or piers, changes in plane (e.g. recesses and projections), changes in building finishes, materials and textures, or features so that no one portion of the façade is longer than 15.0 m.
- c. Buildings shall have consistent or complimentary materials, colours, and architectural design elements to establish an architectural theme.
- d. Main building entry points shall be clearly identifiable through the use of recesses, outdoor patios, display windows, planters, walls, or other similar design elements.
- e. Buildings shall incorporate exterior and decorative lighting to enhance building architecture and landscaping elements.
- f. The roof line of buildings shall consist of: sloped roofs of varying pitches which may be finished in any combination of materials such as but not limited to metal, wood shakes, asphalt shingles, clay tiles, or roof materials having a similar texture and appearance; or flat roofs where they are concealed by parapet walls that include articulation and use of design elements that are in harmony with the principal architectural theme that reduce any perceived mass and linearity of large buildings and add architectural interest.

3. Pedestrian Environment

- a. Direct pedestrian connections and linkages shall be provided to sidewalks, in general accordance with Appendix II.
- b. Direct linkages shall be provided within the Town Centre for pedestrians utilizing clearly demarcated walkways, lighting and signage systems.

- c. Buildings shall incorporate features to improve pedestrian comfort, with techniques such as, but not limited to, linear transparency at ground level, wall niches, seating areas, overhead weather protection, and distinct entrance features.
 - d. Pedestrian connections to building entrances, amenities and transit shall be convenient, safe, and well lit, with distinct paving, or Landscaping to define the connections where practical.
 - e. Site amenities such as public art, seating areas, street furniture, small parks, squares, or plazas shall be provided in general conformance with Appendix I.
 - f. Sidewalks in front of main entrances of large format buildings shall be developed to a minimum width of 3.65 m to reduce pedestrian conflict.
4. Landscaping
- a. Landscaping shall be provided in accordance with Section 55 of the Zoning Bylaw.
 - b. A registered Landscape Architect shall prepare the landscape plan, to ensure Landscaping is coordinated to provide a cohesive appearance.
 - c. A landscaped buffer shall be provided along Manning Drive and the northeast edge of the Town Centre.
 - d. Lighting shall be provided in accordance with Section 51 of the Zoning Bylaw.

6. Access, Circulation, and Parking

1. Loading, storage and trash collection areas shall be screened and located to the rear or sides of the principal building.
2. Any surface parking area having 40 or more parking spaces shall provide a minimum 10 m² landscaped island every 40 stalls, to provide interruption of the view of the parking lot.
3. Off-street parking shall be in accordance with Section 54 of the Zoning Bylaw.
4. Notwithstanding 6.3 above, supplied parking may be shared between uses if a Shared Use Parking Impact Assessment is submitted-that demonstrates, to the satisfaction of the Development Officer, by virtue of the use, character, or location of the proposed development and its relationship to public transit facilities and any other available parking facilities, the parking required for the proposed development may be less than any minimum set out in Section 54.2 Schedule 1.
5. Parking Garages shall be screened from view where visible from a public roadway, other than a lane, through methods such as public art, architectural screening, Landscaping, Residential Related Uses or Commercial Uses and Community, Educational, Recreational and Cultural Service Uses.
6. Bicycle parking shall be provided in accordance with Section 54.3 of the Zoning Bylaw.
7. A staged Access Management Plan shall be provided at each development permit stage to the satisfaction of the Development Officer, identifying the proposed access locations to the site. Through each development permit submission, the Access Management Plan shall be updated resulting in an overall access plan at the final development permit stage.