

AED REZONING AND PLAN
AMENDMENT



Prepared for:
ICE District Properties JV

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File:
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1.0 INTRODUCTION

Stantec Consulting Ltd. has prepared this report on behalf of ICE District Properties JV in support of tower lighting and signage in ICE District.

This application includes an amendment to the Capital City Downtown Plan, an amendment to the Arena and Entertainment District Zone and a rezoning from Core Commercial Arts (CCA) to Arena and Entertainment District (AED).

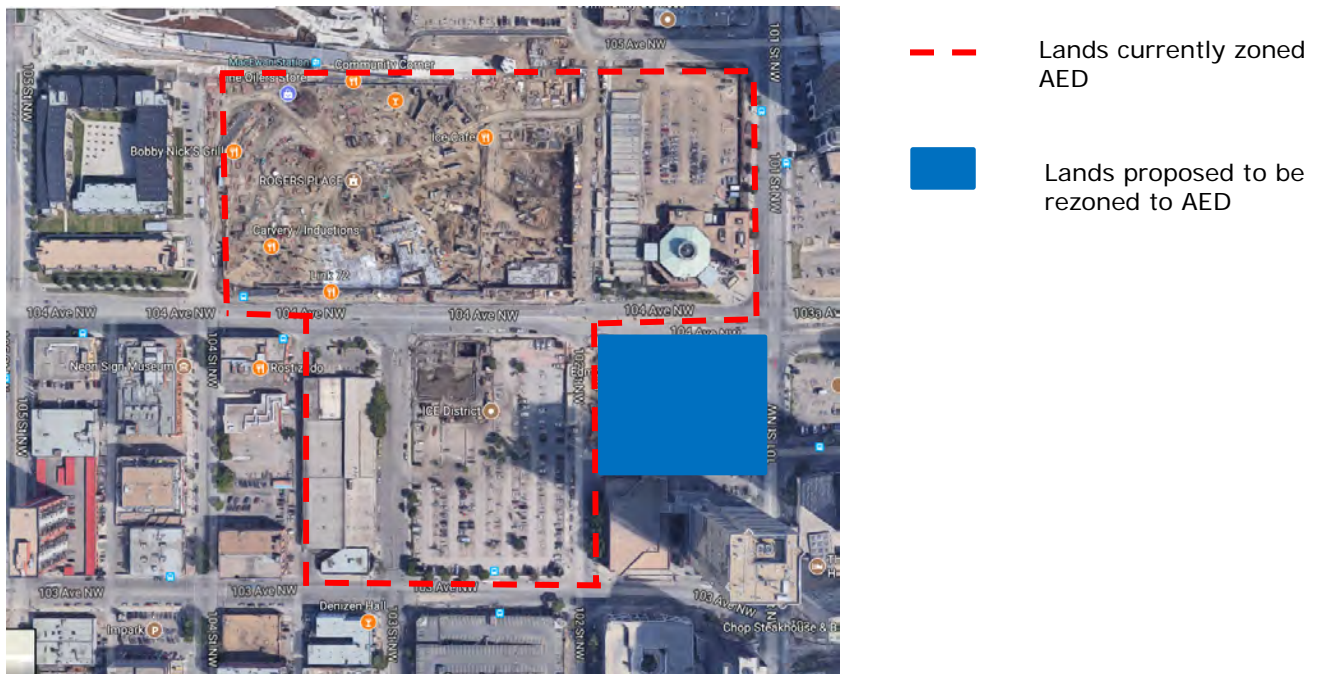
2.0 BACKGROUND

2.1 LOCATION

The amendment to the Capital City Downtown Plan and the rezoning are applicable to a site located at:

- Northern boundary: 104 Avenue
- Eastern boundary: 101 Street
- Southern boundary: alley between 104 and 103 Avenue
- Western boundary: 102 Street

The Arena and Entertainment District Zone amendment will apply to a larger area of lands which are currently zoned AED. This includes the area north of 104 Avenue, south of 105 Avenue and between 101 and 104 Streets as well as the area south of 104 Avenue, north of 103 Avenue and between 102 Street and the alley between 103 and 104 Street.

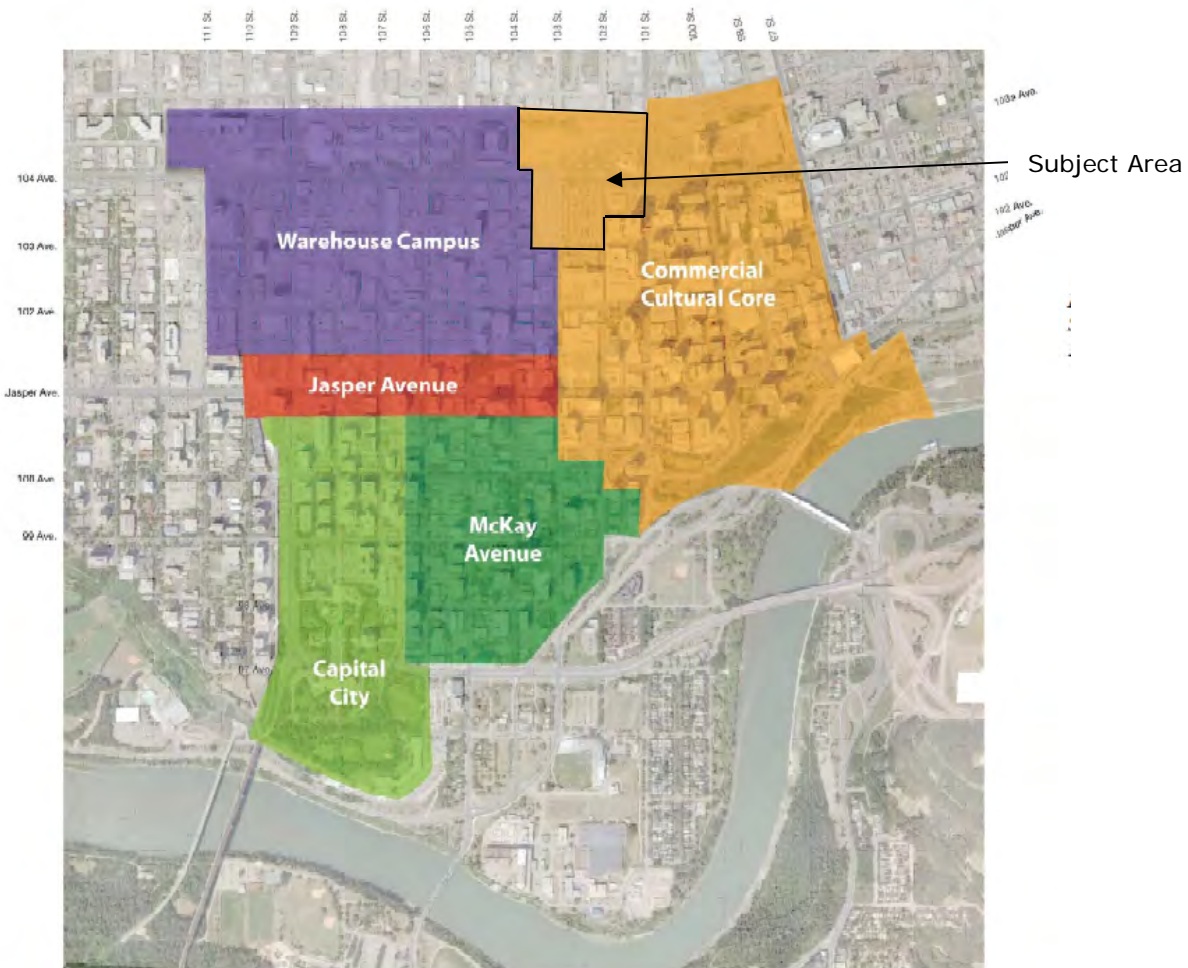


2.2 AREA OVERVIEW

The area is currently developed with Rogers Place and a casino north of 104 Avenue and with Edmonton Tower south of 104 Avenue. Other portions of the lands are currently under construction with development occurring from 102 Street west to the alley between 103 and 104 Street and between 103 and 104 Avenue. The former Baccarat Casino site to the north will be developed in the future.

3.0 CAPITAL CITY DOWNTOWN PLAN AMENDMENT

The subject area is located within the Capital City Downtown Plan. The lands are all within the Commercial Cultural Core area as identified in the map below. The plan supports the development of a Sports and Entertainment District both north and south of 104 Avenue within the Commercial Cultural Core.



Within the Commercial Cultural Core, the lands are further defined into the Station Lands Sub Area 3b for the lands north of 104 Avenue and Commercial Core Sub Area 1 for the lands south of 104 Avenue.



Subject Area

Legend

- Sub Areas
- Commercial Core Sub Area 1
 - Arts District Sub Area 2
 - Station Lands Sub Area 3
 - River's Edge Sub Area 4

- Great Street - Jasper Ave.
- Grand Avenues
- Ceremonial Streets
- Existing + Proposed Heritage Trail Promenade

- Pedestrian Linkages
- Existing Parks / Open Space
- Existing LRT line + Station
- Proposed LRT line + Station
- River Valley Multi Use Trail



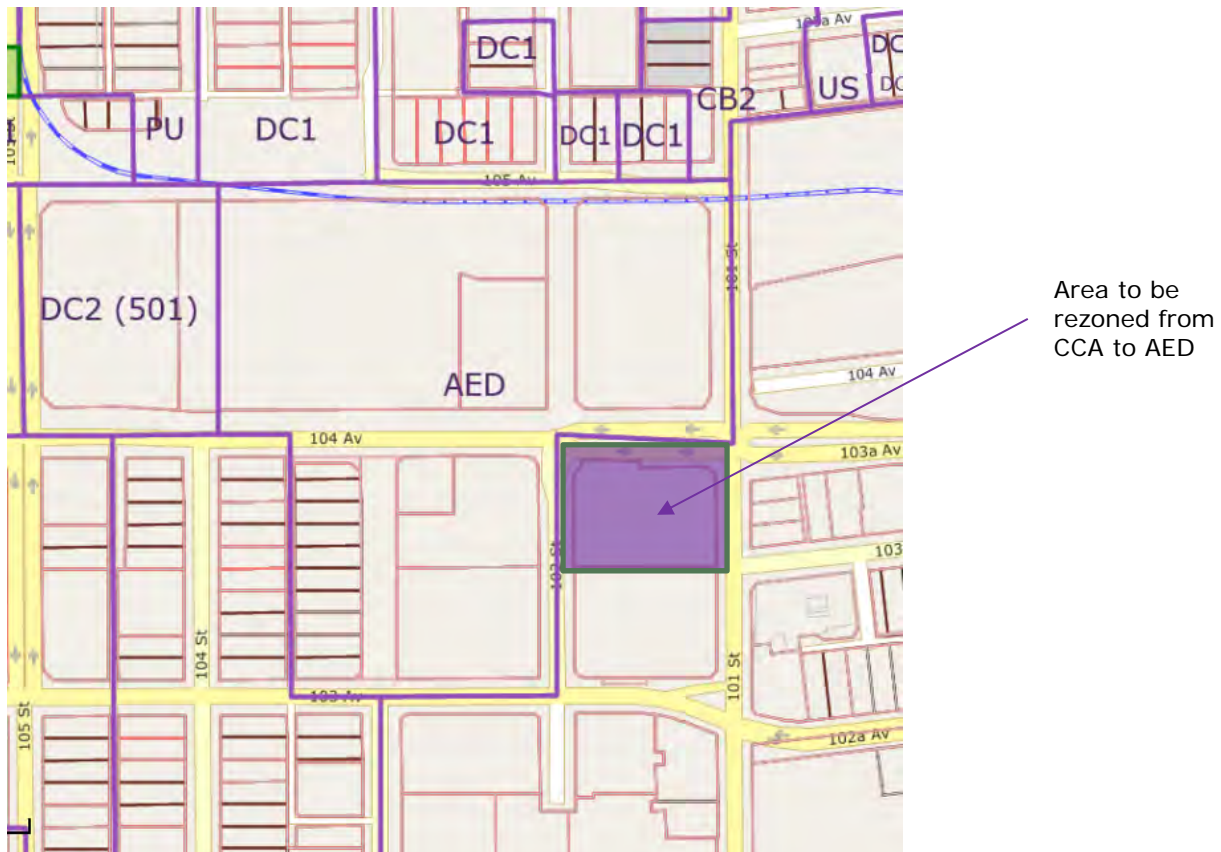
Amend the following within the Capital City Downtown Plan:

Policy	Amendment
Policy CC 3.5 Potential for a Sports and Entertainment District	<p>Delete the following policy:</p> <p>“Support the development of a Sports and Entertainment District in the Downtown located on lands within the Station Lands Area (Sub Area 3b), and on part of the Commercial Core (Sub Area 1) north of 103 Avenue and west of 102 Street. Work with applicants to ensure the overall impact of a large facility on the public realm is positive. Apply the following planning and urban design principles in the review and approval process for proposed development within the Sports and Entertainment District: ”</p> <p>And replace with the following:</p> <p>“Support the development of a Sports and Entertainment District in the Downtown located on lands within the Station Lands Area (Sub Area 3b), and on part of the Commercial Core (Sub Area 1) north of 103 Avenue and west of 101 Street. Work with applicants to ensure the overall impact of a large facility on the public realm is positive. Apply the following planning and urban design principles in the review and approval process for proposed development within the Sports and Entertainment District: ”</p>

4.0 REZONING OF EDMONTON TOWER FROM CCA TO AED

The Arena and Entertainment District Zone currently applies to lands north of 104 Avenue between 101 and 104 Street and south of 104 Avenue between 102 Street and the alley between 103 and 104 Street, as shown below. The application proposes to rezone the area in purple from CCA to AED. The site is currently developed with Edmonton Tower (utilized for office and commercial uses) and is part of ICE District. Edmonton Tower conforms with the regulations of the AED Zone:

- All Uses are in conformance
- FAR is 10.32, AED allows 12.0
- Setbacks are all in conformance (under the CCA the tower received a variance, but meets all setbacks as listed in the AED zone)
- Amenity Area is 3.4%, AED requires a minimum of 3%
- Parking requirements are in conformance
- All other regulations in regards to tower spacing, etc. are the same under both the CCA and AED



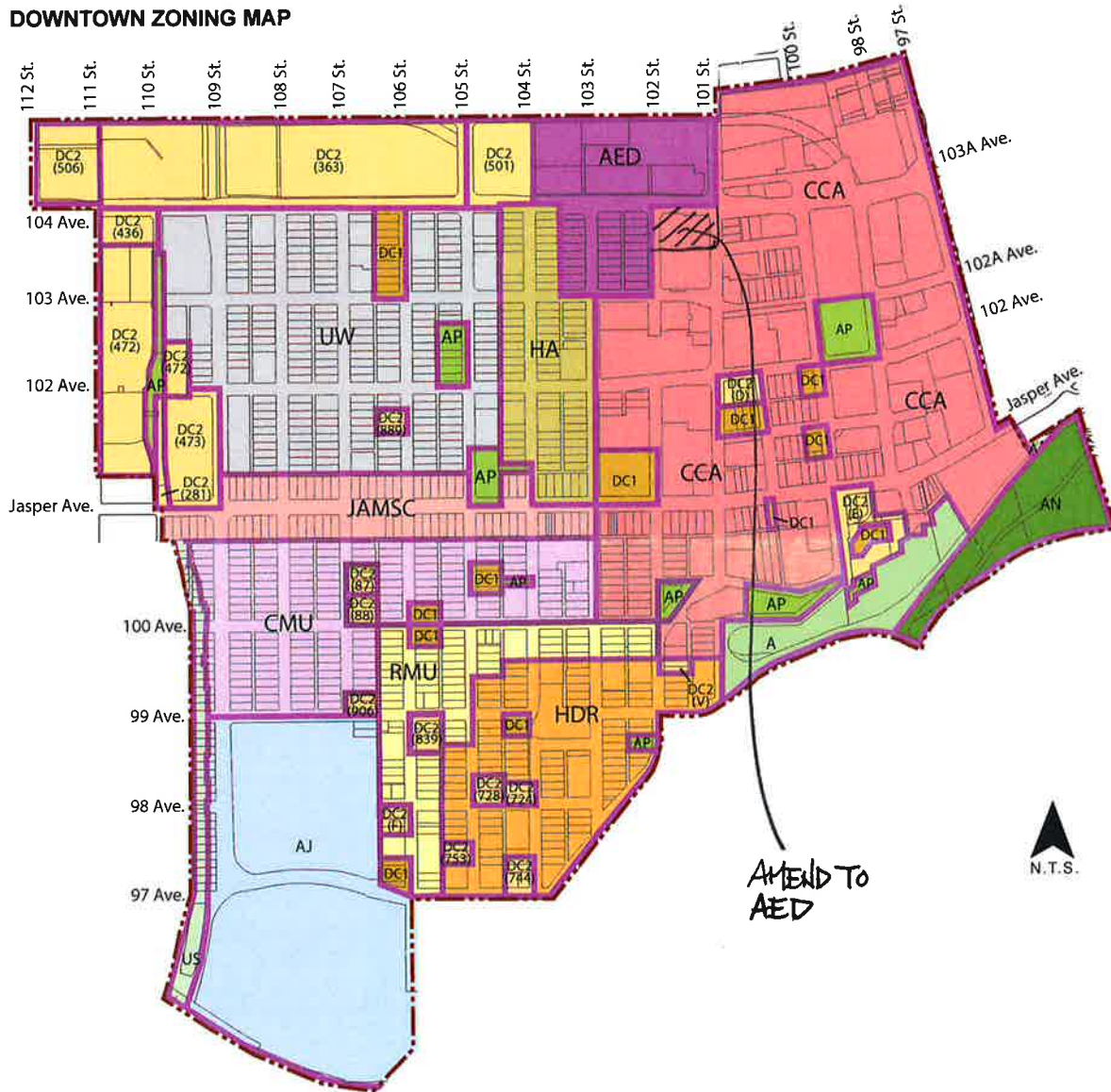
Amendment to Appendices from Downtown Special Area Zones:

1. Appendix 1 Downtown Zoning Map
2. Appendix 2 Downtown Maximum Floor Area Ratio
3. Appendix 3 Downtown Maximum Height Map (Metres)

Special Area, Downtown

Appendix 1 to Section 910 of Bylaw 12800 as amended by Bylaw 15202 and subsequent appropriate Bylaws.

DOWNTOWN ZONING MAP



Legend

Special Area Zones

- AED Arena Entertainment District
- CCA Core Commercial Arts
- CMU Commercial Mixed Use
- HA Heritage Area
- HDR High Density Residential
- JAMSC Jasper Avenue Main Street Commercial
- RMU Residential Mixed Use
- UW Urban Warehouse

Standard Zones

- US Urban Services
- A Metropolitan Recreation
- AJ Alternative Jurisdiction
- AN River Valley Active Node
- AP Public Parks

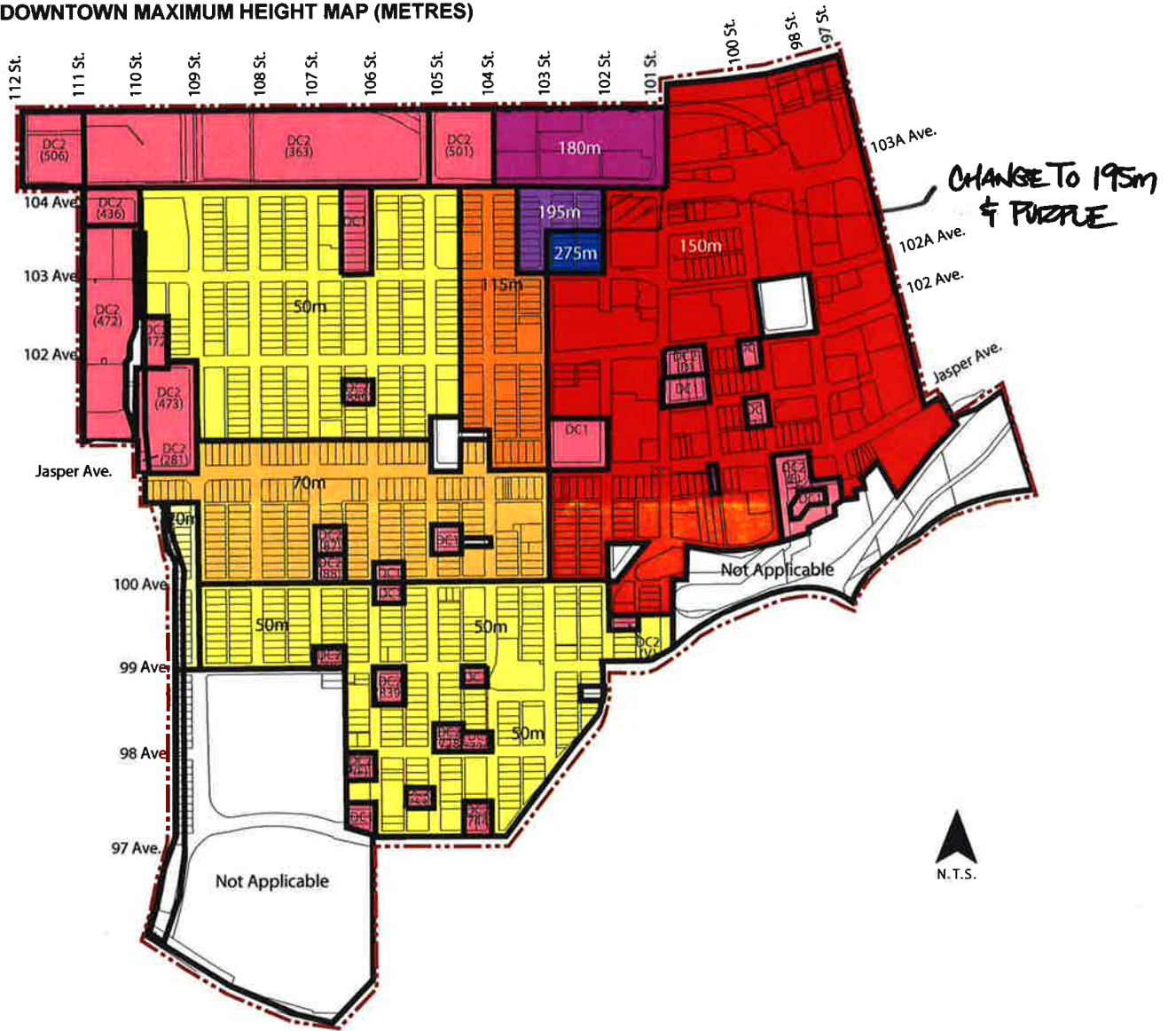
Direct Control Provisions

- DC1 Direct Development Control Provision
- DC2 Site Specific Development Control Provision

Special Area, Downtown

Appendix 3 to Section 910 of Bylaw 12800 as amended by Bylaw 15202 and subsequent appropriate Bylaws.

DOWNTOWN MAXIMUM HEIGHT MAP (METRES)



Legend

- DC1 & DC2 (Direct Development Control Provisions)
Heights individually approved/established by City Council and remain unaltered
- Not Applicable

NB: Maximum height shown does not include discretionary height, where granted by the Development Officer.

5.0 RATIONALE

The proposed plan amendment to the Capital City Downtown Plan and the rezoning from CCA to AED will help to facilitate the development of ICE District as one entity. The public realm for the ICE District has already been established in terms of treatment, colour, aesthetics, signage and visual intensity. The Edmonton Tower was always envisioned to be an integral part of the ICE District, which is why the public realm, building design and signage atop the building is seamless with the ICE District concept. At the time of development of Edmonton Tower, the AED zone was not yet developed. With timing of construction of Edmonton Tower, it proceeded under the existing CCA zoning rather than wait for approval of the AED zone. There was an opportunity later on to rezone to AED but based on where construction of Edmonton Tower was at and the conditions that had to be met with the development permit, it did not make sense to rezone the property.

101 Street and 104 Avenue serves as one of the gateways into the ICE District, rezoning the property to AED will help in providing better consistency in signage, and marketing of this gateway as well as to the area. The opposite side of 104th Avenue is already zoned AED. The rezoning will provide a gateway from the east into ICE District. The zoning will also help to facilitate the development of an overall signage and lighting scheme for ICE District. The area is intended to create a lively atmosphere through animation of the area with lighting, public art, signage, gathering spaces, and an improved public realm. The proposed lighting/signage will help to create excitement in an entertainment district, with capabilities to animate the site and buildings for special events such as Canada Day, PRIDE, New Years Eve; to celebrate our local sports teams such as the Oilers; or to help provide colour and lighting especially in our long dark winters. Colour schemes can be lined up with other areas of the City such as the high level bridge celebrating themes, special days/events or people.

ICE District is an entertainment district which is intended to be lively, animated, lit and exciting. The signage and the lighting help to create a sense of arrival to ICE District. This is similar to arriving in areas such as Times Square, LA Live, etc. These are all unique areas in a city that are defined by lighting and signage which play a large part in activating the area.