



# STADIUM YARDS REZONING

**REZONING FROM DC1 TO DC1**

**PUBLIC HEARING** AUGUST 17, 2021



# SITE LOCATION

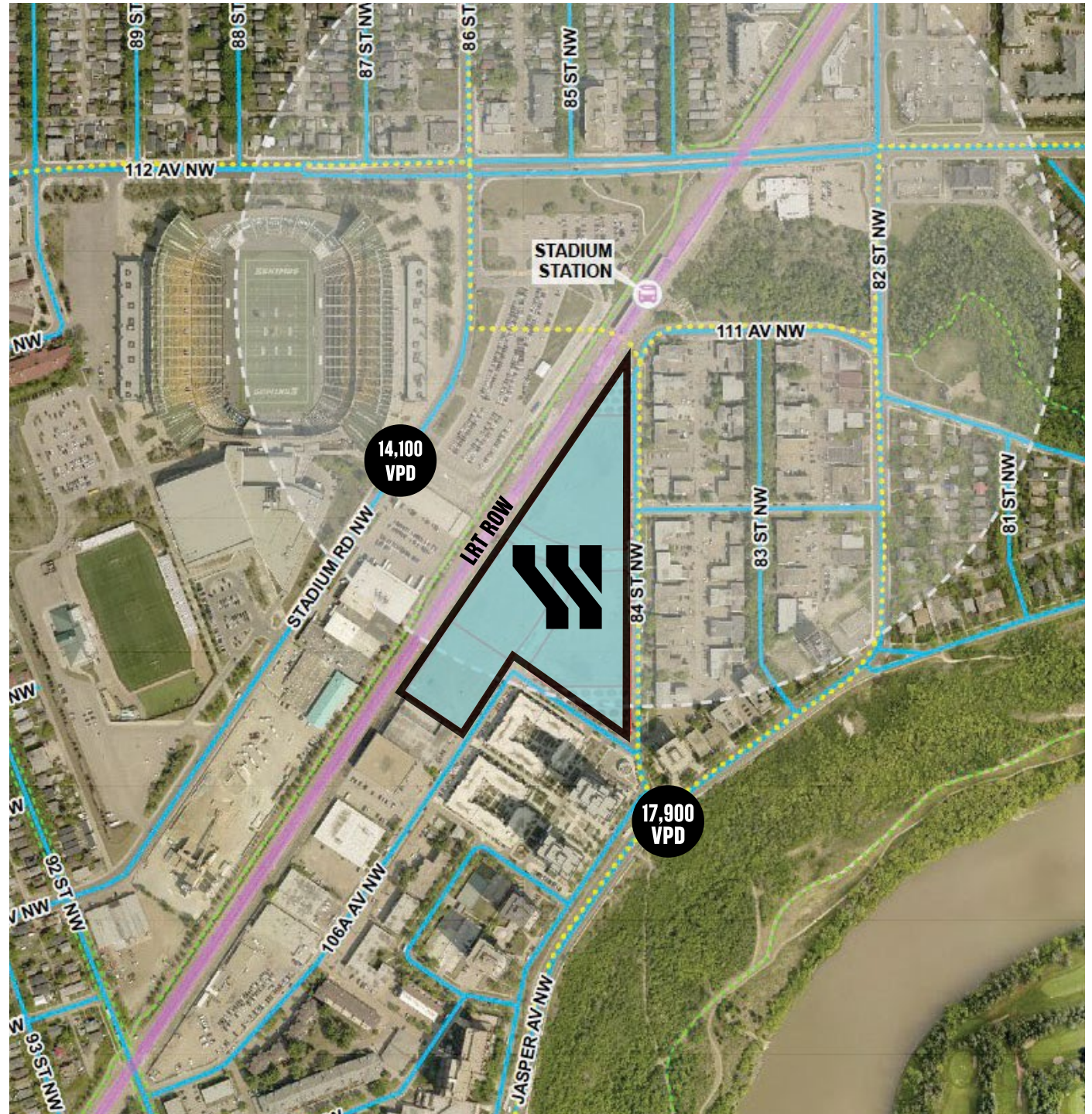
8450, 8490-106A  
Avenue NW  
10954-84 Street NW  
10619 Muttart Crossing





# CONTEXT

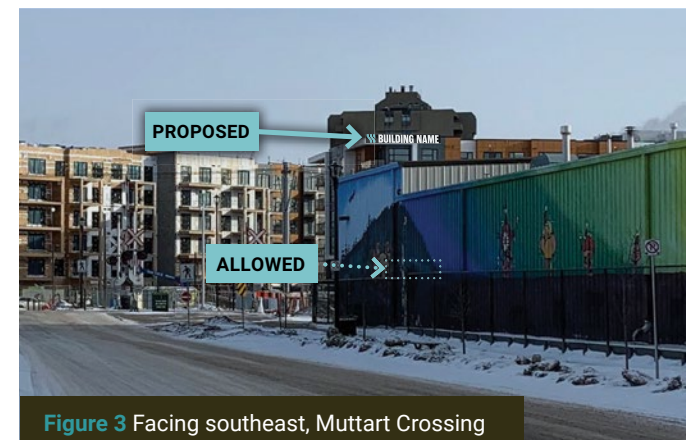
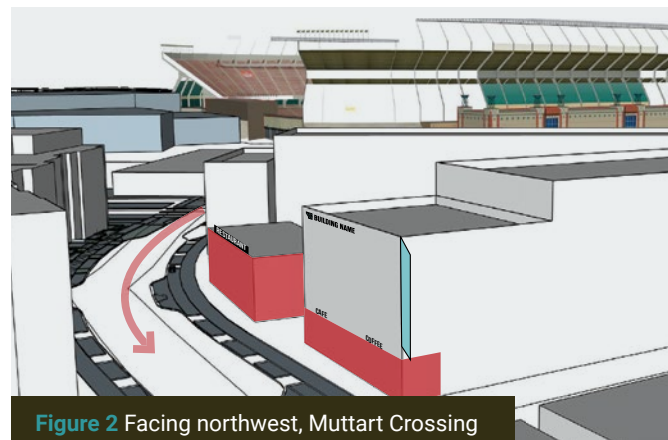
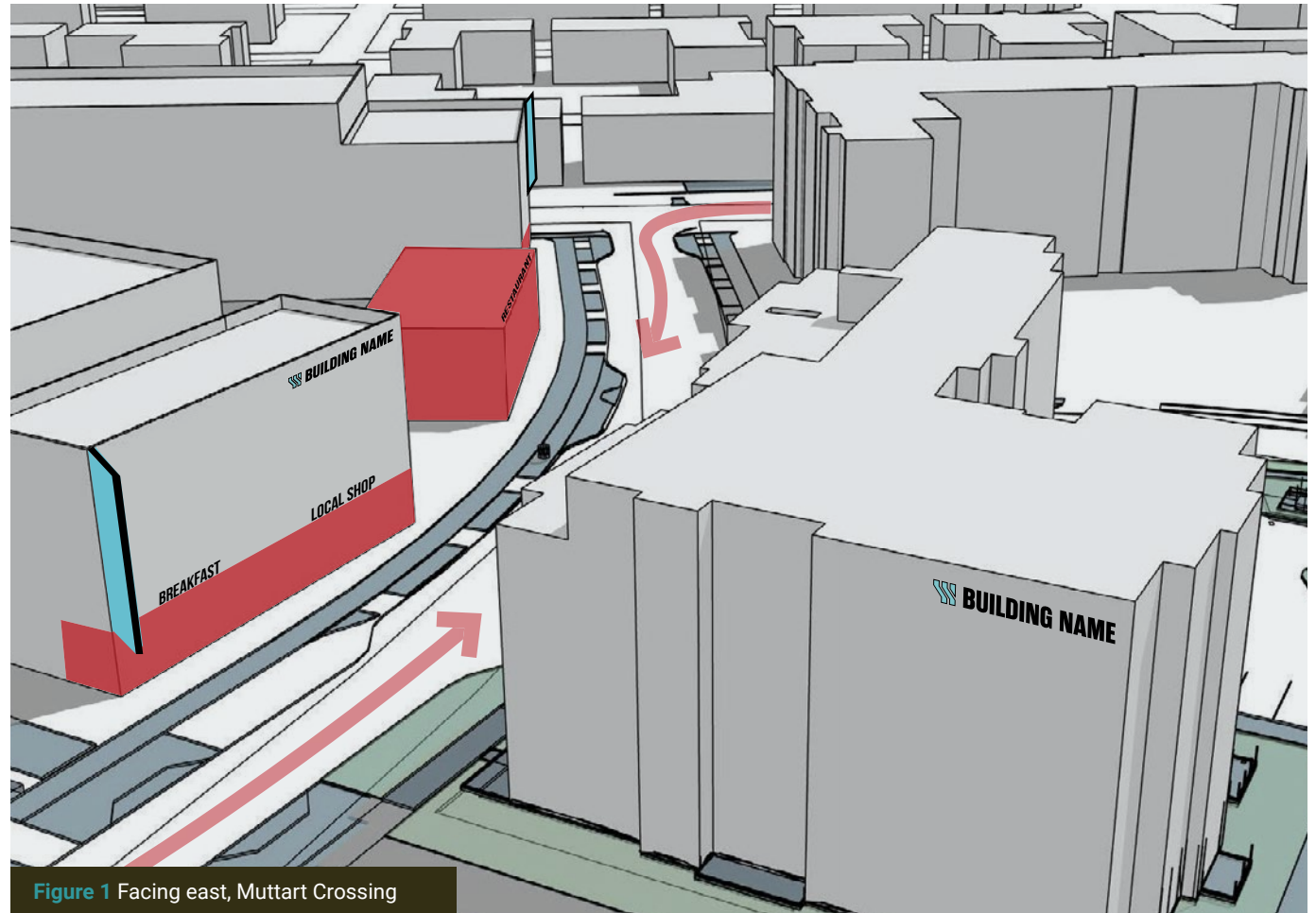
- Edmonton's newest urban village
- Strategic transit oriented development site
- Approximately 300m from Stadium Station
- Approximately 32,000 vehicle trips per day along Jasper Ave & Stadium Rd (pre-covid)





# CHALLENGES

- Curved roads make visibility into the site difficult
- Existing signage regulations result in signage that cannot be seen from Jasper Avenue or Stadium Road
- Proposed signage regulations will allow for signs at heights that are visible to passersby
- Visible signage that draws visitors to Stadium Yards is critical to diminish the location challenges and support the viability of the commercial uses proposed





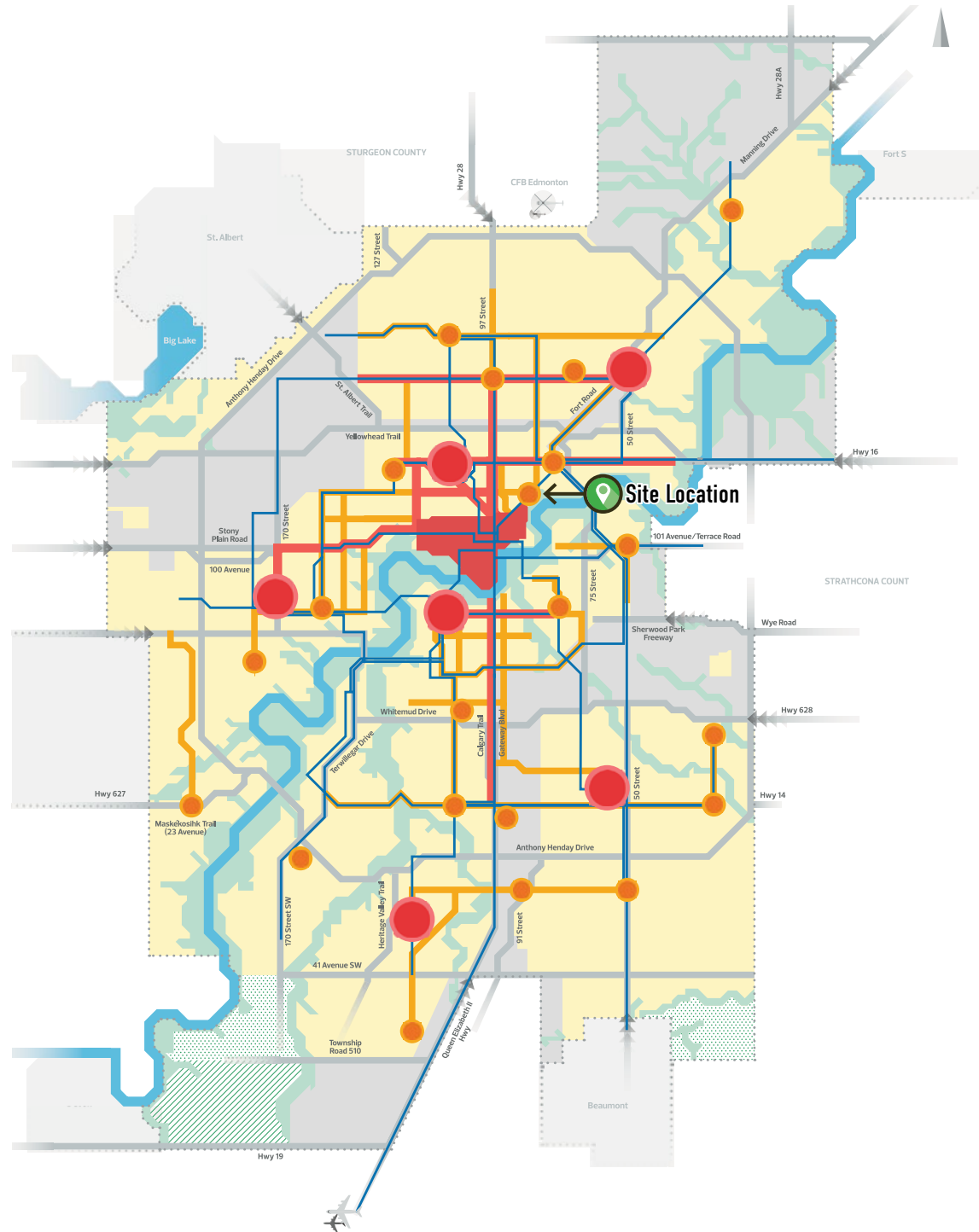
# INSPIRATION

- Innovative and creative signage
- Celebrates unique sense of space
- Design excellence
- Provides easier navigation



## ALIGNMENT WITH CITY PLAN & STADIUM STATION ARP

- Promotes & celebrates distinct communities
- Supports a vibrant local economy
- Supports the mixed-use, urban village concept
- Creates placemaking opportunities
- Encourages wayfinding excellence







THANK YOU

# REZONING FROM DC1 TO DC1



Data Sources: Edmonton Open Data Imagery: 2019 Orthophoto (EOD)  
Feb 23, 2021 - 10:20 AM  
W:\2012-07 Stadium Yards Rezoning\_Rohit 2020Dec06\5.0 Technical\5.1 Technical Production\5.1.2 GIS\_Maps\2012-07\_StadiumYards\2012-07\_StadiumYards.aprx

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# CONTEXT



1



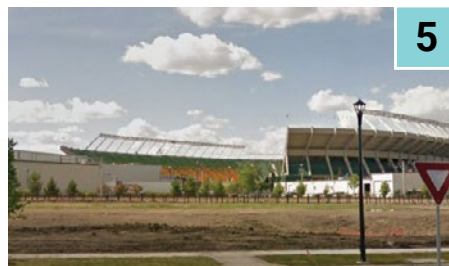
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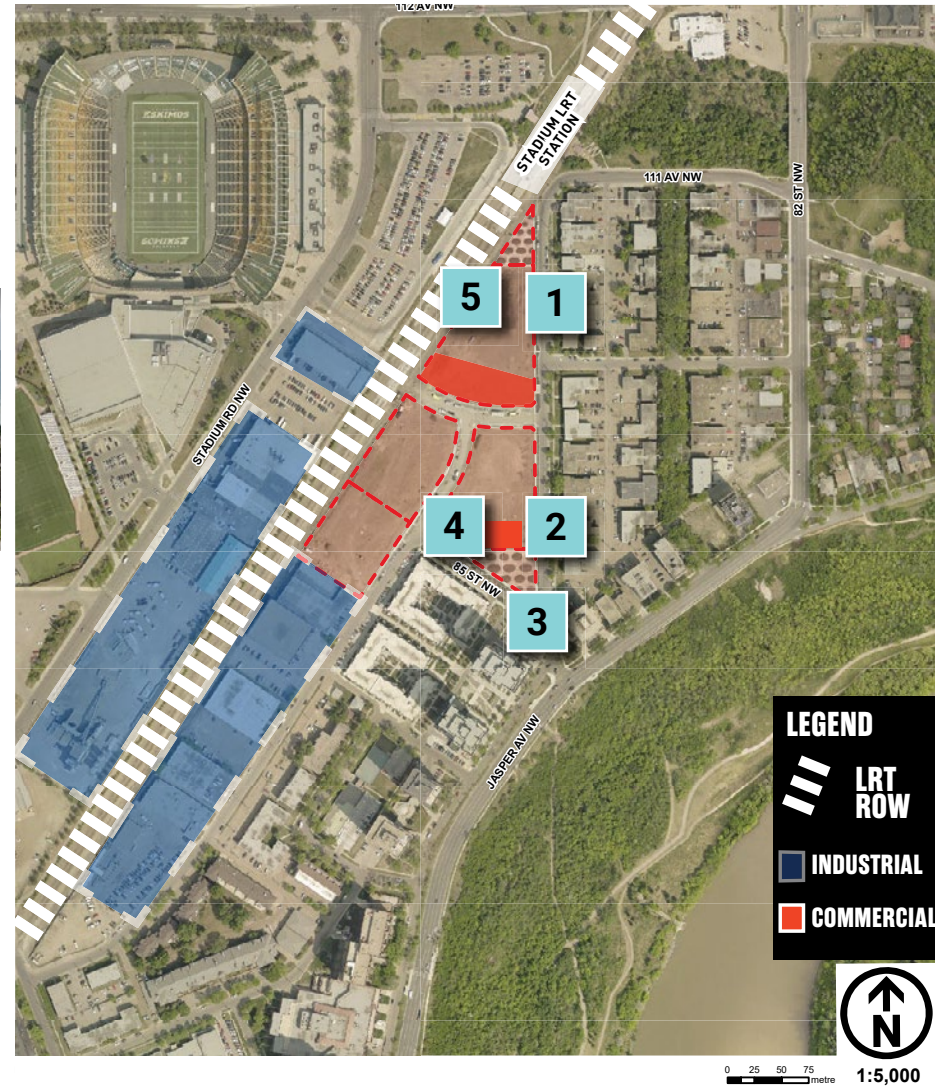
3



4



5



1	Looking North
2	Looking Southwest toward Edgewater
3	Looking south toward Jasper Avenue & River Valley
4	Looking East
5	Looking West from Site