



STADIUM YARDS REZONING

REZONING FROM DC1 TO DC1

PUBLIC HEARING AUGUST 17, 2021

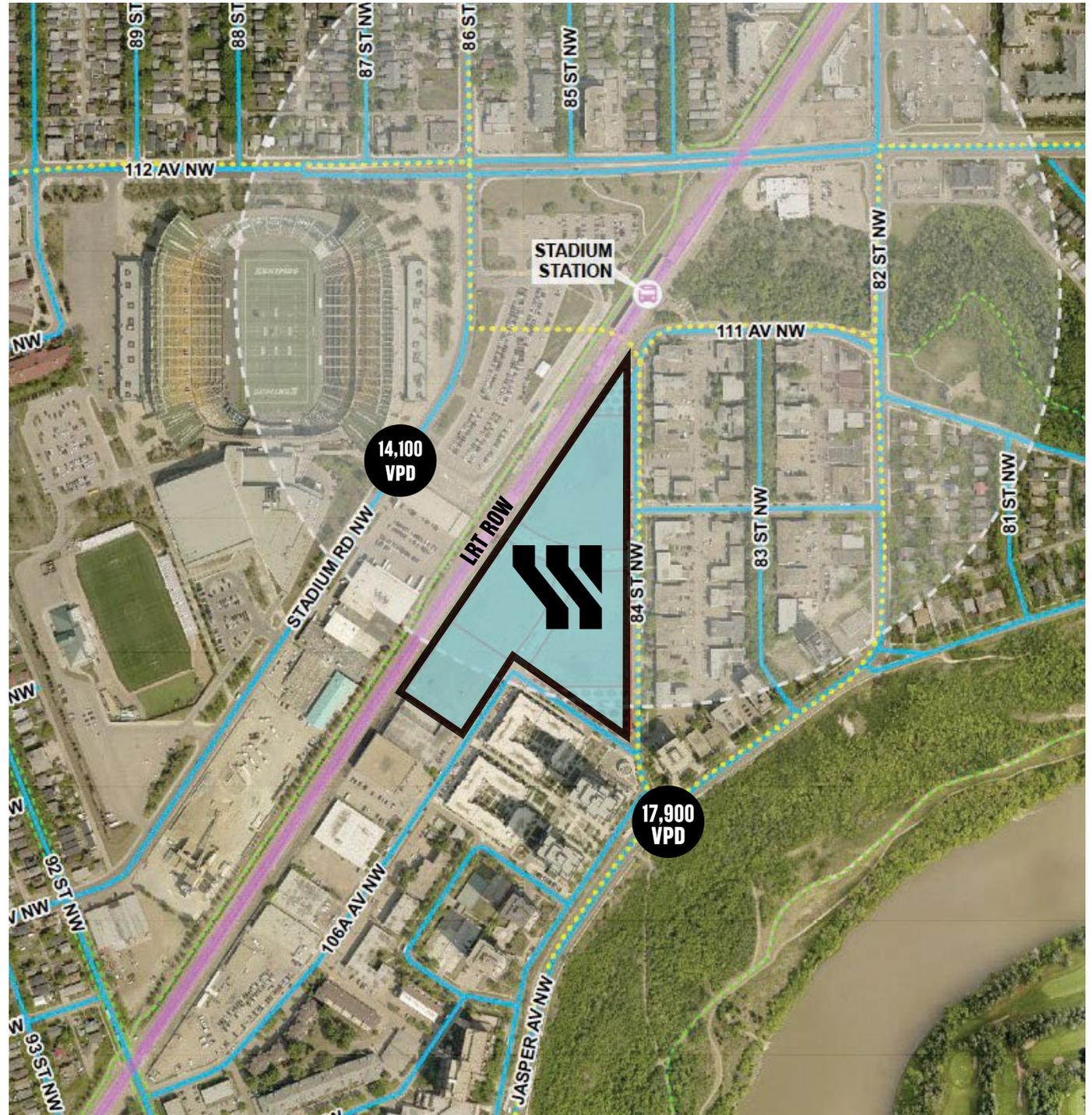
SITE LOCATION

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

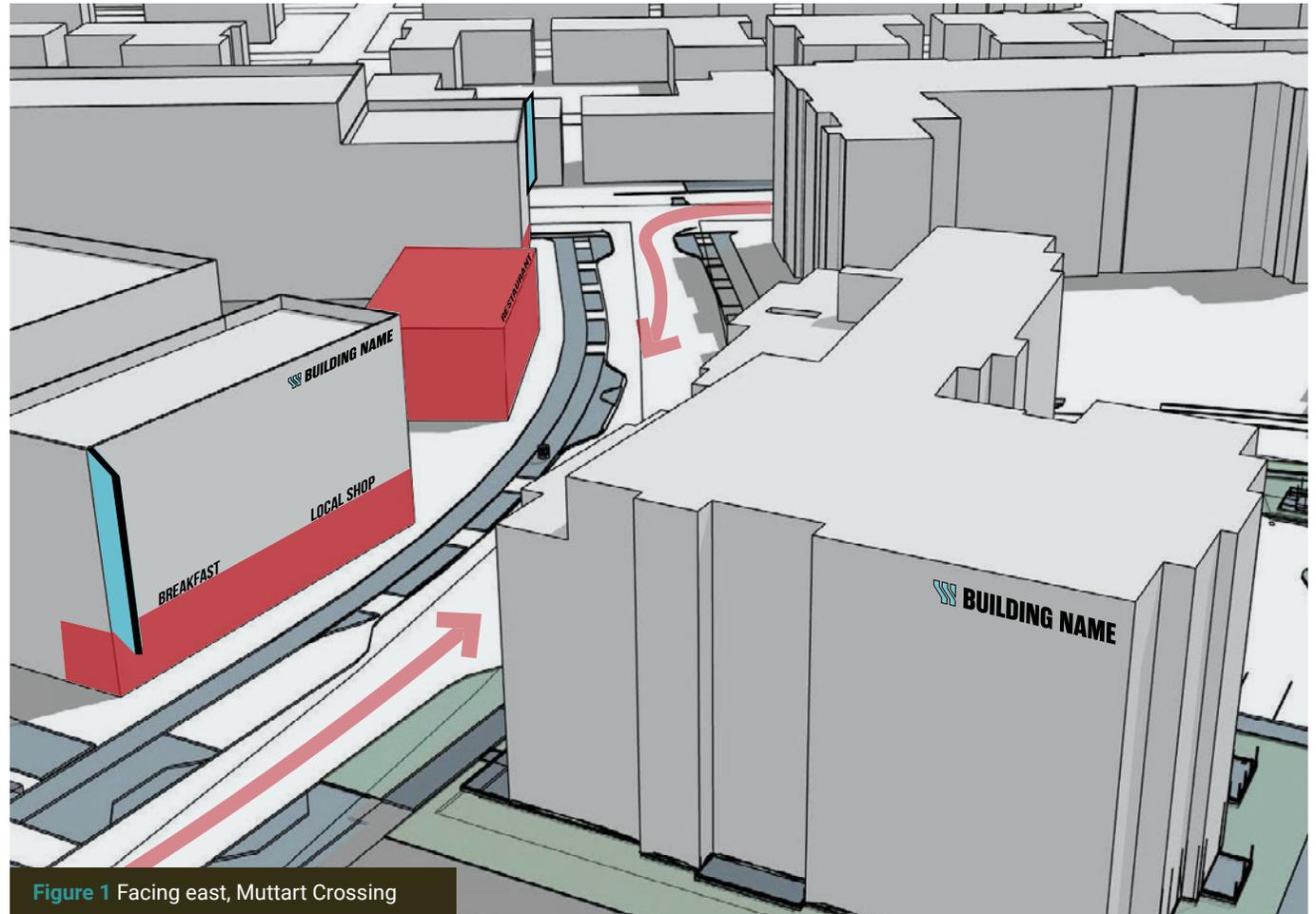


Figure 1 Facing east, Muttart Crossing

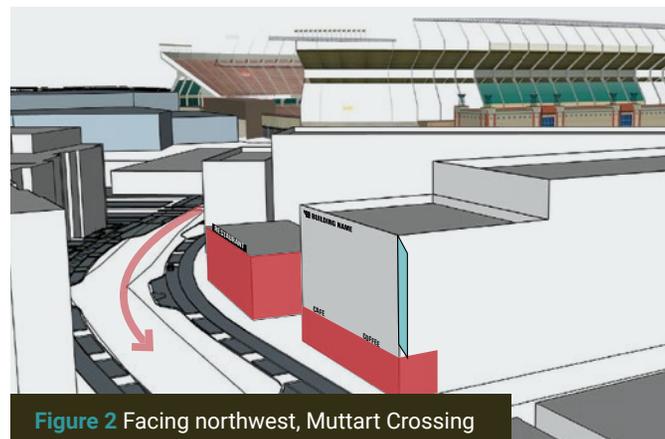


Figure 2 Facing northwest, Muttart Crossing

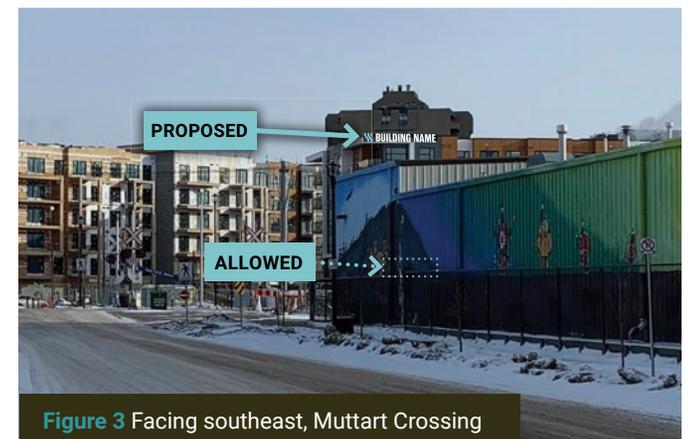
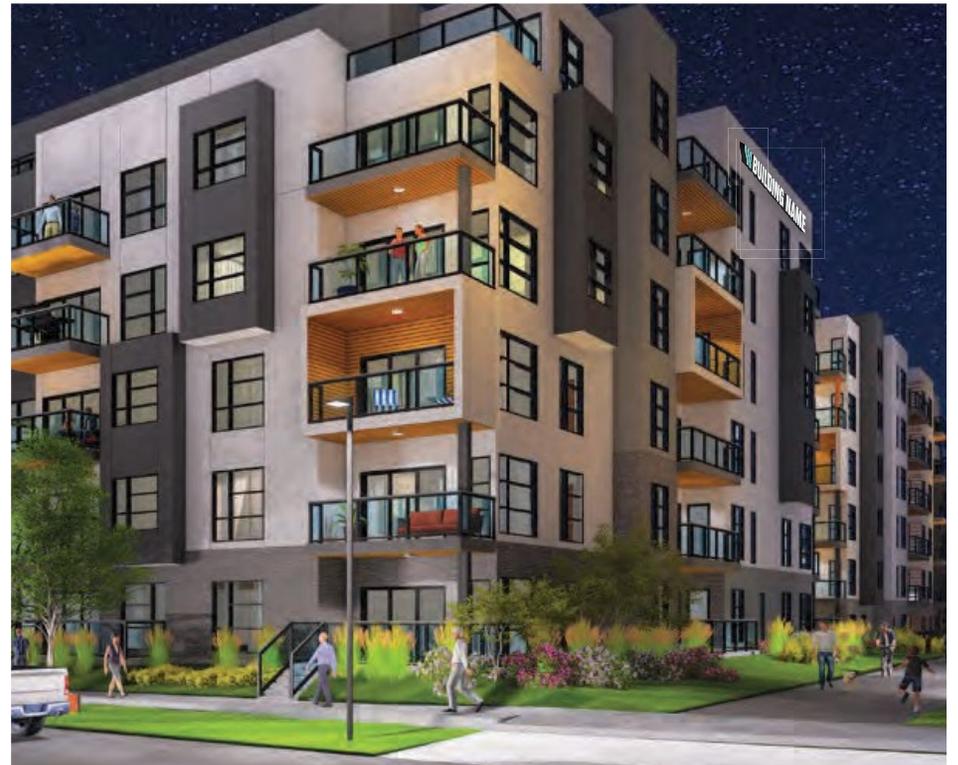


Figure 3 Facing southeast, Muttart Crossing

INSPIRATION

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





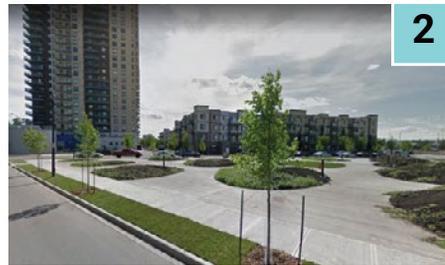
THANK YOU



CONTEXT



1



2



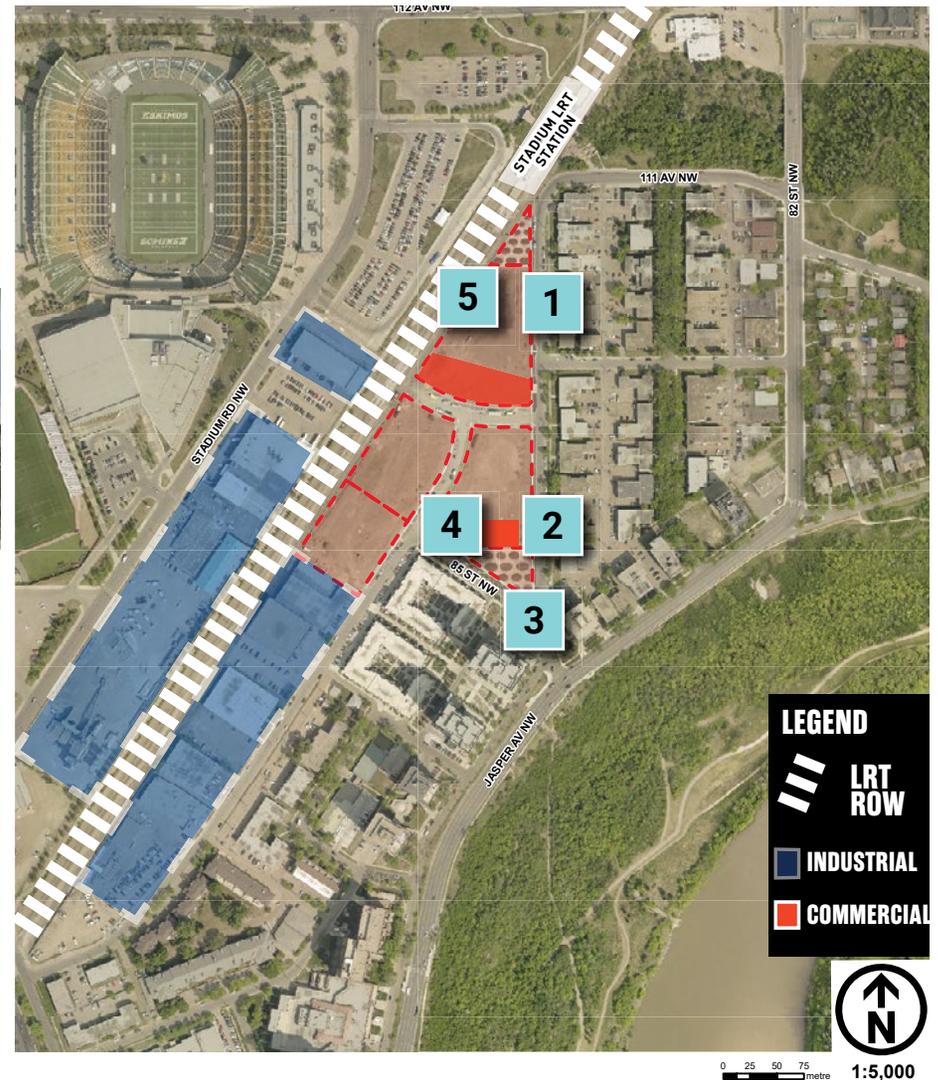
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4



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