



PLAN AMENDMENT AND REZONING STRATHCONA

10325 – 83 Avenue NW

To allow for a Spectator Entertainment Establishment



RECOMMENDATION AND JUSTIFICATION

Sustainable Development is in SUPPORT of this application because it allows for the continued operation of an established local theatre within a core entertainment area.

THE APPLICATION

1. BYLAW 18164 to amend the Strathcona Area Redevelopment Plan.
2. BYLAW 18165 to amend the Zoning Bylaw from a (DC1) Direct Development Control Provision to a new (DC1) Direct Development Control Provision.

The amendment to the Strathcona Area Redevelopment Plan (ARP) is to replace the existing (DC1) Historical Commercial Direct Development Control Provision, which is contained within it, with a new proposed DC1 Provision. The proposed DC1 Provision adjusts regulations for the Sub Area dealing with the recently renovated Varscona theatre to ensure conformance with zoning.

SITE AND SURROUNDING AREA

The site is within the core commercial and entertainment district of Old Strathcona.



AERIAL VIEW OF APPLICATION AREA

	EXISTING ZONING	CURRENT USE
SUBJECT SITE	(DC1) Direct Development Control Provision	Varscona Theatre
CONTEXT		
North	(DC1) Direct Development Control Provision	Walterdale Theatre
East	(DC1) Direct Development Control Provision	Mixture of residential and commercial uses
South	(DC1) Direct Development Control Provision	Primarily commercial uses (Whyte Avenue)
West	(DC1) Direct Development Control Provision	Primarily commercial uses



NORTH FAÇADE OF COMPLETED BUILDING



WEST FAÇADE OF COMPLETED BUILDING

BACKGROUND

The current Sub Area for the theatre was approved by City Council on October 20, 2014. The Sub Area allowed for the renovation and expansion of the Varcona Theatre and associated Development Permits and Building Permits for this work were approved on November 20, 2014 and August 25, 2015 respectively. After construction completion, it was observed that the completed building did not conform to the approved permit drawings or the DC1 Provision Sub Area approved by City Council. Variation was noted in the following areas:

- Parapet/roofline;
- Brick patterning and detailing;
- Entrance canopy and entryway; and
- Stucco and metal reveals on elevations.

The applicant's explanation for the majority of these changes is that during construction, more information was discovered about the state of the existing building and that changes to the proposed addition were required for structural reasons. The applicant felt the exterior changes were minor in nature and that consulting with the City was not required and there was also concern about delays this might cause relative to a tight construction schedule and budget.

The applicant has stated that it is not structurally possible to build the existing building according to previous approvals, therefore the only way to bring the building into conformance is to seek a rezoning that adjusts the zone to what has been built and then, if approved by City Council, pursue subsequent new Development Permits and Building Permits retroactively.

PLANNING ANALYSIS

The building originally approved by City Council was designed through extensive and detailed discussions involving the applicant and the City's heritage planners. It was a design that included specific design details that respected the heritage character of the street and area while ensuring it was able to function as a modern theatre building. As a result of the changes, the building has lost some of the important design details, such as the Edwardian style roof line, cornice and method of making a corner entrance prominent. However, it is recognized that the building still reflects traditional materials found in the area and maintains a ground level window design typical of a pedestrian oriented area. The new design requires some minor adjustments to regulations of the Sub Area within the DC1 Provision as well as new appendices to accurately represent the now existing building. Appendix 1 to this report is a comparison of the changes to both the text and appendices, including comparisons of renderings of the approved design and the built design.

TECHNICAL REVIEW

All comments from affected City Departments and utility agencies have been addressed.

PUBLIC ENGAGEMENT

ADVANCE NOTICE May 11, 2016	<ul style="list-style-type: none">• Number of recipients: 559• No responses received.
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CONCLUSION

Urban Form and Corporate Strategic Development recommends that City Council APPROVE this application.

APPENDICES

- 1 Current and Proposed DC1 Comparison
- 2 Application Summary

Red underlined text = added text

7. Sub Area 2: Spectator Entertainment Establishment – 83rd Avenue NW

a) General Purpose

The General Purpose of Sub Area 2 of the DC1 Historical Commercial Direct Development Control Provision is to address design regulations for the specific Use of a Spectator Entertainment Establishment, to ensure that development is architecturally sensitive to the historic buildings within this Provision, while ensuring consistency and functionality of this particular Use. Unless specifically excluded or modified in the following sections, all Uses and Development Regulations in Section 4 and 5 of the DC1 Historical Commercial Direct Development Control Provision shall apply to Sub Area 2.

b) Area of Application

As shown on Map 9, this Sub Area comprises land legally described as Lots 19 - 22, Block 68, Plan I. As shown on Appendix I of this Sub Area, the Sub Area is further divided into Area 'A', being Lots 19, 20 and the westerly 6.1 metres of Lot 21, and Area 'B', being the remaining eastern portion of Lot 21 and Lot 22. Area 'B' contains the Strathcona Public Market building, a building on the Inventory of Historic Resources in Edmonton. The following Uses and Clauses of this Sub Area apply to Area 'A' and not Area 'B' which remains subject to the broader DC1 Provision.

c) Rationale

Notwithstanding Section 3 of this Provision, recognizing that 83 Avenue NW is not the primary pedestrian oriented shopping street that is 82 Avenue NW, this Sub Area allows for the redevelopment of the Varscona Theatre with architectural and design regulations more fitting of this Use, but still reflecting the scale and historic nature of the area.

d) Development Regulations

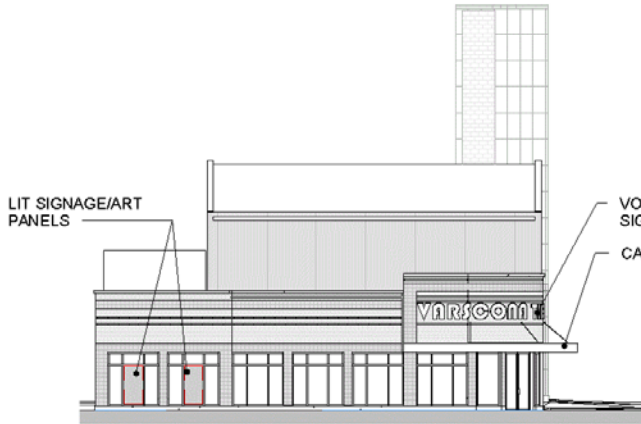
- i. Unless specifically excluded or modified in the following sections, all development regulations in section 5 of the DC1 Historical Commercial Direct Development Control Provision shall apply to Sub Area 2.
- ii. Notwithstanding Section 4 of this Provision, Spectator Entertainment Establishments shall be limited to a maximum gross Floor Area of 1,600m² and a spectator capacity of 350.
- iii. Development of the site shall be in general conformance with Appendices I and II of this Sub Area.
- iv. Notwithstanding Section 5.b of this Provision, the maximum building Height shall not exceed 14.0m with the exception of the tower feature in existence at the time of the passing of this Bylaw amendment.
- v. Notwithstanding Section 5.k of this Provision, development Setbacks shall comply with those shown on Appendix I. The development shall not be required to build to the Side Lot Lines as necessitated by the pre-existing utility right of way on the west, and the pre-existing building on the east.
- vi. Notwithstanding Section 5.d of this Provision, 12 bicycle parking spaces shall be provided as generally shown on Appendix I of this Sub Area.

- vii. Notwithstanding Section 5.e and 5.f of this Provision, one off-street vehicular loading space shall be provided in general accordance with Appendix I of this Sub Area to the satisfaction of the Development Officer and Transportation Services.
- viii. The garbage enclosure area shall be located in general accordance with Appendix I of this Sub Area and shall be screened from view from adjacent Sites and public roadways in accordance with the provisions of Section 55 of the Zoning Bylaw. The garbage enclosure area shall be designed to the satisfaction of the Development Officer in consultation with Waste Management and Transportation Services.
- ix. Notwithstanding Section 5.r of this Provision, fascia signage shall be allowed as generally shown in appendix II of this Sub Area.
- x. Notwithstanding Section 5.q of this Provision, an awning/canopy shall be allowed to serve as weather protection projecting no more than 2.0m from the main façade as shown on Appendices I and II of this Sub Area. An Encroachment Agreement shall be required for that portion of the projection that extends into road right-of-way. This awning/canopy shall be provided in a manner consistent with the architectural character of the building to the satisfaction of the Development Officer in consultation with the Heritage Officer. Notwithstanding Section 5.r of this Provision, the awning/canopy may also serve as a surface for projecting or fascia signs which may be illuminated from an external source or backlit if only the lettering is backlit;
- xi. Notwithstanding Section 5.r of this Provision, a Fascia On-premises Sign shall be allowed on windows as shown on Appendix II of this Sub Area. This signage shall be provided integrated into the architectural character of the building to the satisfaction of the Development Officer and Heritage Officer.
- xii. Decorative and security lighting shall be designed and finished in a manner consistent with the design and finishing of the development. It may include a combination of building mounted and landscape lighting fixtures and shall be provided to ensure a well-lit and safe environment for pedestrians and to highlight the development at night time, to the satisfaction of the Development Officer in consultation with the Heritage Officer.
- xiii. With the exception of roof scuppers and air ducts extending from the upper rear portion of the east and north Façades, all mechanical equipment, including roof mechanical units, shall be concealed by screening in a manner compatible with the architectural character of the building or concealed by incorporating it within the building, to the satisfaction of the Development Officer in consultation with the Heritage Officer.
- xiv. Notwithstanding Section 5.o(i) of this Provision, major vertical elements are not required at 10 m intervals in the Façades.
- xv. Notwithstanding Section 5.p of this provision, building facades in the sub area shall comply with the following:
 - A. The architectural style shall reflect the function of the building and the character of the street as service oriented.
 - B. The street level portion of the building facing 83 Avenue NW and the flanking lane to the west shall be of unified design and be a cohesive

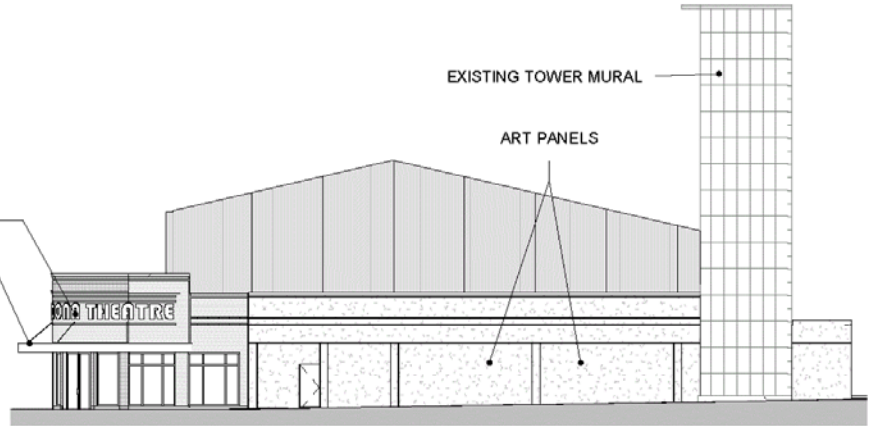
element along the street and lane.

- C. Traditional materials like brick, wood, pressed metal and cast stone shall be used at street level, facing 83 Avenue NW and on the portion of the west façade near the main entrance of the building to ensure consistency with the rest of the DC1 Provision. This shall contribute to the historical nature of the area to the satisfaction of the Development Officer in consultation with the Heritage Officer.
- D. The 83 Avenue NW façade shall have architectural treatments, including clear glass windows, that allows viewing into the building to promote a positive pedestrian-oriented street. This may include large window openings, full height windows and/or windows that physically open to ensure a pedestrian connection to the lobby and foyer of the building.
- E. The entry shall be distinct from the Façade by incorporating features such as pediments, elevational changes in height and brick articulation.

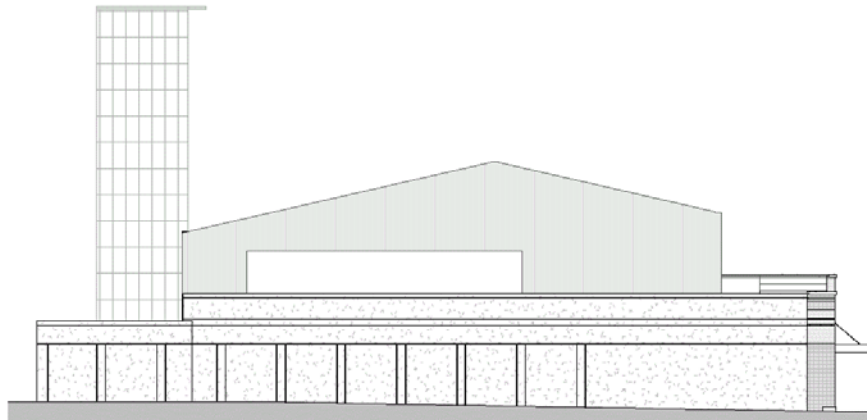
Previously Approved Elevations



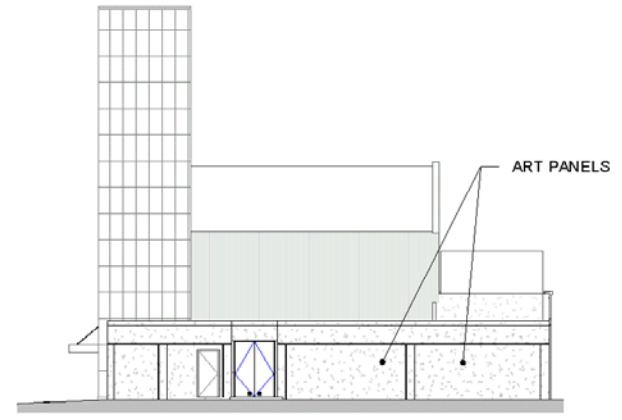
NORTH ELEVATION



WEST ELEVATION

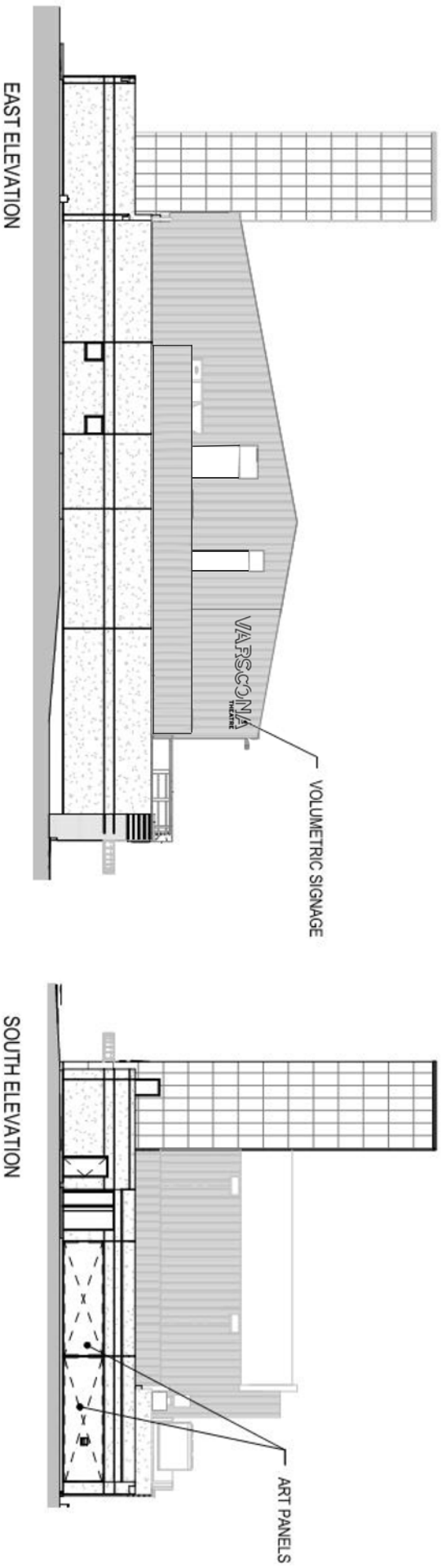
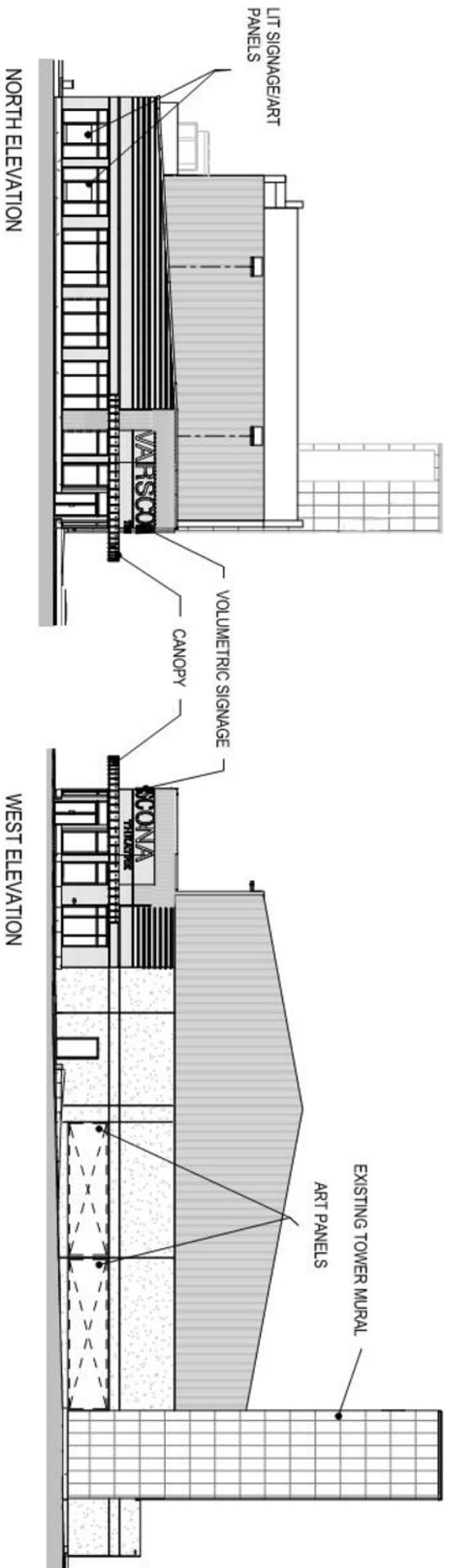


EAST ELEVATION



SOUTH ELEVATION

As Built Elevations



VARSCONA RENOVATION
APPENDIX II: ELEVATIONS

Rendering of Approved Design



Photo of Built Design



Rendering of Approved Design



Photo of Built Design



Rendering of Approved Design



Photo of Built Design



Rendering of Approved Design



Photo of Built Design



APPLICATION SUMMARY

INFORMATION

Application Type:	Plan Amendment and Rezoning
Bylaw(s):	18164 & 18165
Location:	South side of 83 Avenue NW between Gateway Boulevard NW and 104 Street NW
Address(es):	10325 – 83 Avenue NW
Legal Description(s):	Lots 19-22, Block 68, Plan RN I
Site Area:	1,624 m ²
Neighbourhood:	Strathcona
Ward - Councillor:	8 – Henderson
Notified Community Organization(s):	Central Area Council of Community Area Council, Queen Alexandra Community League, Ritchie Community League, Strathcona Centre Community League, Old Strathcona Business Revitalization Zone
Applicant:	Group2 Architecture, Interior Design

PLANNING FRAMEWORK

Current Zone(s) and Overlay(s):	(DC1) Direct Development Control Provision and Whyte Avenue Commercial Overlay
Proposed Zone(s) and Overlay(s):	(DC1) Direct Development Control Provision and Whyte Avenue Commercial Overlay
Plan(s) in Effect:	Strathcona Area Redevelopment Plan
Historic Status:	<ul style="list-style-type: none"> • Adjacent building on the same site is the Strathcona Public Market building on the Inventory of Historic Resources in Edmonton • Site is within the designated Old Strathcona Provincial Historic Area

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 Department: Urban Form and Corporate Strategic Development
 Section: Planning Coordination