

Bylaw 17275

Amendment to the Place LaRue West Neighbourhood Area Structure Plan

Purpose

To facilitate the development of a mixed-use exhibition and convention facility/spectator entertainment and sports establishment.

Readings

Bylaw 17275 is ready for three readings after the public hearing has been held. If Council wishes to give three readings during a single meeting, Council must unanimously agree "That Bylaw 17275 be considered for third reading."

Advertising and Signing

This Bylaw has been advertised in the Edmonton Journal on Friday, June 19, 2015, and Saturday, June 27, 2015. The Bylaw can be passed following third reading.

Position of Administration

Administration supports this Bylaw.

Report

This application proposes to amend the text of the *Place La Rue Neighbourhood Area Structure Plan* to facilitate the development of a mixed-use exhibition and convention facility/spectator entertainment and sports establishment. There is an associated rezoning application, Bylaw 17276, with this Plan amendment.

The changes in the text of the Plan are as follows:

- Amending the types of development that may exceed 0.25 floor area ratio to include Exhibition and Convention Facilities, Spectator Entertainment Establishments, and Spectator Sports Establishments in the Land Use Policies of Sub-area B. The maximum floor area ratio for these uses is proposed to be 0.50.
- Amending the Discussion points in Sub-area B to facilitate the floor area ratio exemption for the above listed uses.
- Removing Spectator Entertainment Establishments and Spectator Sports Establishments from the list in Section 5.1 - Refusal of Discretionary Uses.

The proposed plan amendment complies with the intent of relevant principles and policies of the relevant Statutory Plans and Policies and will facilitate the associated rezoning application.

There are no outstanding technical concerns from civic departments and utility agencies regarding this proposed Plan amendment.

Policy

The proposed Plan amendment complies with the following principles and policies of the Municipal Development Plan, *The Way We Grow*:

- 6.3.1.5 Identify opportunities and facilitate redevelopment and intensification to higher value industrial, commercial, and institutional uses in established industrial areas
- 6.4.1 Attract creative workers and visitors by supporting arts, recreational, education, and cultural facilities
- 6.4.1.1 Coordinate land availability, services and infrastructure to support major attractions, such as festivals and sporting events

Further, the proposed Plan amendment will also help to achieve *The Way We Grow*'s intention (Policy 5.7.1.5) of creating a sense of arrival to the city along major city entrance corridors.

Corporate Outcomes

This application supports the City of Edmonton's strategic goal of having a globally competitive and entrepreneurial business climate and of having a community in which Edmontonians are connected to the city in which they live work and play.

Public Consultation

On January 11, 2015, the applicant met with the La Perle Community League and made a presentation to its members regarding the proposed facility which resulted in a letter of support from the Community League.

The applicant also sent out pre-application notification letters to surrounding property owners, the La Perle Community League and the West Edmonton Communities Council Area Council in February 2015. The applicant reported that he did not receive any response to the pre-application notification.

When the applicant submitted their application for plan amendment and rezoning to the City, there were letters of support from two of the hotel operators in the immediate vicinity of the subject site.

Advanced notification of the proposed amendment and rezoning was sent to the surrounding property owners, the La Perle Community League, and the West Edmonton Communities Council Area Council on April 17, 2015. As a result of the advance notification, Sustainable Development received one call of concern based on the potential traffic and parking impact and one neighbouring property owner contacted Sustainable Development enquiring about the project. A summary of these enquiries and Sustainable Development's responses can be found in the associated report.

Attachments

1. Bylaw 17275
2. Sustainable Development report