

**ATTACHMENT 2
BYLAW 17275
BYLAW 17276
FILE: LDA15-0146
PLACE LA RUE**

DESCRIPTION: AMENDMENT TO THE PLACE LA RUE WEST
NEIGHBOURHOOD AREA STRUCTURE PLAN; PLACE LA
RUE

ZONING BYLAW AMENDMENT from (DC2) Site Specific
Development Control Provision to (DC2) Site Specific
Development Control Provision; PLACE LA RUE

LOCATION: 10003 - 182 Street NW
10034 - 182 Street NW
10035 - 182 Street NW
18104 - 100 Avenue NW

**LEGAL
DESCRIPTION:** Lot 8, 9, 10 and 24, Block 1, Plan 4077KS

APPLICANT: Showtime Entertainment Group
4107 - 99 Street NW
Edmonton AB T6E 3N4

OWNER: Focus Hospitality Management Inc.
17731 103 Avenue NW
Edmonton AB T5S 1N8

1075119 ALBERTA INC, 1172136 ALBERTA LTD, and
1577474 Alberta LTD
782 Whiston Court NW
Edmonton AB T6M 2R2

**ACCEPTANCE OF
APPLICATION:** March 23, 2015

**EXISTING
DEVELOPMENT:** Undeveloped Land

**SUSTAINABLE
DEVELOPMENT'S
RECOMMENDATION:**

That Bylaw 17275 to amend The Place La Rue West
Neighbourhood Area Structure Plan be APPROVED.

That Bylaw 17276 to amend the Zoning Bylaw from (DC2) Site
Specific Development Control Provision to (DC2) Site Specific
Development Control Provision be APPROVED.

DISCUSSION

1. The Application

This application contains two components. The first component is an amendment to *The Place La Rue West Neighbourhood Area Structure Plan* (Bylaw 17275) which proposes to amend the text of the Plan by revising the uses that may exceed a floor area ratio of 0.25 and by removing Spectator sports establishments and Spectator entertainment establishments from the list of prohibited uses on sites abutting 100 Avenue NW. The second component is a proposal to rezone four parcels, totalling approximately 3.64 ha from (DC2) Site Specific Development Control Provision to (DC2) Site Specific Development Control Provision to facilitate the development of a 4,100 person capacity convention and spectator sports/entertainment facility with accessory commercial uses. In addition to the Plan amendment and rezoning application, there is also a road closure application that will proceed to Council independently at a later date.

2. Site and Surrounding Area

The site, comprised of four vacant lots, is located north of 100 Avenue NW at 182 Street NW adjacent to a major entrance to the city. Bordering the site, immediately to the west, is a parcel occupied by the Wingate Inn on a parcel zoned (CHY) Highway Corridor Zone. Further west, is a parcel occupied by the Hampton Inn and Suites Hotel and the Courtyard Edmonton West Hotel on a site zoned (DC2 876-2) Site Specific Development Control Zone. To the north, there are parcels occupied by the Best Western Plus Westwood Inn, the West Edmonton Motor Inn, as well as Lodge Motor Inn on lands zoned (CHY) Highway Corridor Zone. Immediately to the east, the Hyatt Place West Edmonton Hotel is current under construction and, further east is an automobile dealership. To the south, across 100 Avenue NW is the La Perle neighbourhood.



Site Photo: Aerial view of site from south. Site boundaries are approximate.

The subject site is also in close proximity to three of the Edmonton Transit System routes that run along Stony Plain Road NW (Routes 114 and 317) and 178 Street NW (Route 14).

ANALYSIS

1. Compliance with Approved Plans and Land Use Compatibility

The Municipal Development Plan, *The Way We Grow*, identifies the Place La Rue Neighbourhood as an “Industrial / Business” area. As such, this proposal is compatible within the context of the existing and planned surrounding development. Further, this application, through its proposed site design, location, and uses supports the following policies of *The Way We Grow*:

- 5.6.1.2 Encourage new development to locate and organize vehicle parking, vehicle access, service areas and utilities to minimize their impact on the property and surrounding properties and to improve the safety and attractiveness of adjacent streets and other public spaces;
- 5.6.1.3 Encourage new development and redevelopment to locate and design safe and adequate vehicle access for emergency services vehicles;
- 6.3.1.5 Identify opportunities and facilitate redevelopment and intensification to higher value industrial, commercial, and institutional uses in established industrial areas;
- 6.3.1.13 Maintain adequate separation distances between heavy industry and residential and other incompatible uses by addressing risk, nuisance and other impacts through the use of guidelines in the planning process;
- 6.4.1 Attract creative workers and visitors by supporting arts, recreational, education and cultural facilities; and,
- 6.4.1.1 Coordinate land availability, services and infrastructure to support major attractions, such as festivals and sporting events.

The *Place La Rue West Neighbourhood Area Structure Plan* (hereafter referred to as the NASP) designates the subject site as being within Sub-area B – Highway Commercial and Auto Sales District. The NASP envisions 100 Avenue as a major entrance into the city from the west and that commercial uses oriented to the hospitality and tourist industry and to the travelling public are appropriate along this roadway.

Through the pre-application consultation process, the applicant has fulfilled the intent of Objective 3, under Sub-area B which aims to ensure opportunity for resident’s involvement and consultation prior to any new development where rezoning is required.

Additionally, the NASP, through the Land Use Policies of Sub-area B support the application in the following ways:

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- 1 Development will consist of commercial uses providing service primarily to highway traffic including hospitality, tourism, and convenience services catering to the travelling public and automotive sales outlets, and will exclude large scale retail stores, shopping centres and wholesale uses; and,
- 3 Future development that requires zoning change will be regulated by Direct Control to ensure the objectives and policies of this Plan are implemented and to provide opportunity for input from affected property owners.

Land use policy 2 as well as the Discussion section under Sub-area B will be amended to allow for the current development by permitting the proposed entertainment facility to be exempted from the 0.25 maximum floor area ratio allowing a maximum floor area ratio of 0.50. A similar exemption currently exists in Land use policy 2 for hotel development.

Under Section 5.1 – Refusal of Discretionary Uses of the NASP, the following uses will be deleted to facilitate the proposed development:

- 13 Spectator sports establishments; and,
- 14 Spectator entertainment establishments.

The proposed (DC2) Site Specific Development Control Provision includes a number of features that will minimize impact on the surrounding properties and residential area to the south and will ensure the site is designed to be as safe as possible. These features include regulations which will:

- Screen mechanical equipment;
- Minimize the impact of lighting on the site to the residential area to the south;
- Provide screen fencing to minimize the impact of automobile headlights on adjacent hotel and motel operations;
- Prohibit outdoor acoustical devices such as paging and/or loudspeakers, except during special events licensed by the City;
- Require a Crime Prevention Through Environmental Design Assessment as the Development Permit Stage;
- Strictly regulate signage and require that the major digital sign mounted on the south face of the building be de-energized overnight; and,
- That accessory uses must be contained within the principal building with no direct exterior access.

In summary, the proposed plan amendment and rezoning will comply with the intent of all relevant principles and policies of the above noted statutory documents. The proposed development is considered to be compatible with surrounding existing and planned land uses. Further the proposed plan amendment and rezoning 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.

2. Comments from Civic Departments and Utilities

Transportation Services notes that the proposed facility is planned to have primary access off 100 Avenue through 182 Street NW (Anna Street), as well as an outbound only access directly to 100 Avenue NW in the southeast corner of the property. The owner is also pursuing the utilization of existing cross-lot access easements through the adjacent lots to both 180 Street NW in the east, and 184 Street NW in the west to facilitate additional access. Traffic queues during major events are anticipated to be contained largely within the subject site and along 182 Street NW, and major events are typically not anticipated to coincide with peak hours traffic along 100 Avenue NW.

The proposed facility provides a total of 807 parking stalls, resulting in a parking deficiency of 452 stalls (approximately 36%) compared to the requirements as set out in the Zoning Bylaw. The owner has submitted a parking justification outlining the rationale for the reduced parking, which has been reviewed by Transportation Services. While the proposed facility has a maximum capacity of 4100, the number of events where the facility is at maximum capacity will be limited. Furthermore, it is anticipated that patrons of the facility will stay at some of the adjacent hotels, walk, carpool, and utilize taxi services and transit to access the facility, thereby reducing on-site parking requirements. The owner will be required to pursue off-site parking arrangements with adjacent property owners to provide overflow parking capacity with submission of a development application for the site.

In order to facilitate pedestrian access to the site, the owner will be required to construct missing sidewalks along the north side of 100 Avenue NW between 179A Street NW and 184 Street NW, as well as pedestrian connections from the site to 100 Avenue NW and to existing transit service along 184 Street NW.

The applicant will be responsible for the costs of upgrading services necessary to accommodate future development of the site.

A road closure application for 182 Street NW (Anna Street) shall be brought forward to the City Council prior to the submission of a development application for the subject site.

All comments from other affected departments and agencies have been addressed.

3. Parks and School Boards

The Parks Planning Services unit of Sustainable Development, the Edmonton Public School Board, and the Edmonton Catholic School Board have not expressed any concerns regarding the proposed NASP amendment and the proposed rezoning.

4. Surrounding Property Owners' Concerns

On January 11, 2015, the applicant met with the La Perle Community League and made a presentation to its members regarding the proposed sports/entertainment facility. After that meeting, the La Perle Community League held a vote on the proposed development and submitted a letter to the applicant stating that they strongly support the application with two conditions. The two conditions were for a traffic study to be completed and forwarded to the Community League and that any lighting must conform to City Bylaws to ensure that the development does not result in any light intrusive on the privacy and comfort of La Perle residents.

The applicant 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 responses 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 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. That property owner had concerns about how the project would be operated and how automobile headlights may impact ground floor guests of their business.

Sustainable Development addressed those concerns by informing the caller concerned with traffic and parking that this application was reviewed by Transportation Services to ensure those concerns were adequately addressed. Sustainable Development addressed the concerns of the neighbouring property owner by meeting with them to discuss their specific concerns. Sustainable Development also encouraged the applicant and the neighbouring property owner to meet and discuss operations. To also address the neighbouring property owner's concerns, within the text of the DC2 Provision there is a requirement for fence screening along any property line that abuts a parcel where hotel and motel uses are permitted or discretionary.

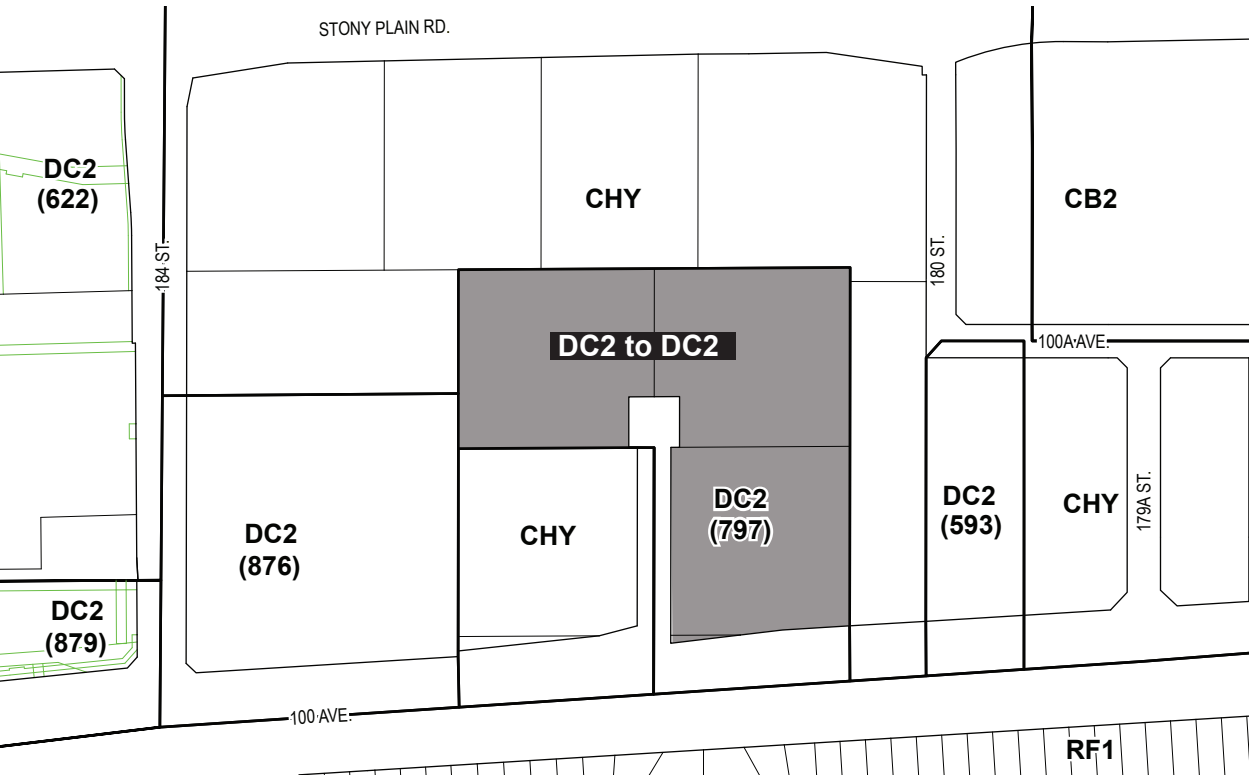
JUSTIFICATION

Sustainable Development recommends that Bylaw 17275 to amend The Place La Rue West Neighbourhood Area Structure Plan be APPROVED and that Bylaw 17276 to amend the Zoning Bylaw from (DC2) Site Specific Development Control Provision to (DC2) Site Specific Development Control Provision be APPROVED on the basis that these applications are in accordance with the principles contained in the *The Way We Grow* and the intent of *The Place La Rue West Neighbourhood Area Structure Plan*, is compatible with surrounding, existing, and planned land uses, and meets the technical requirements of Civic Departments and utility agencies.

ATTACHMENT

2a Maps

Witten by: Christopher Wilcott
Approved by: Tim Ford
Sustainable Development
July 6, 2015



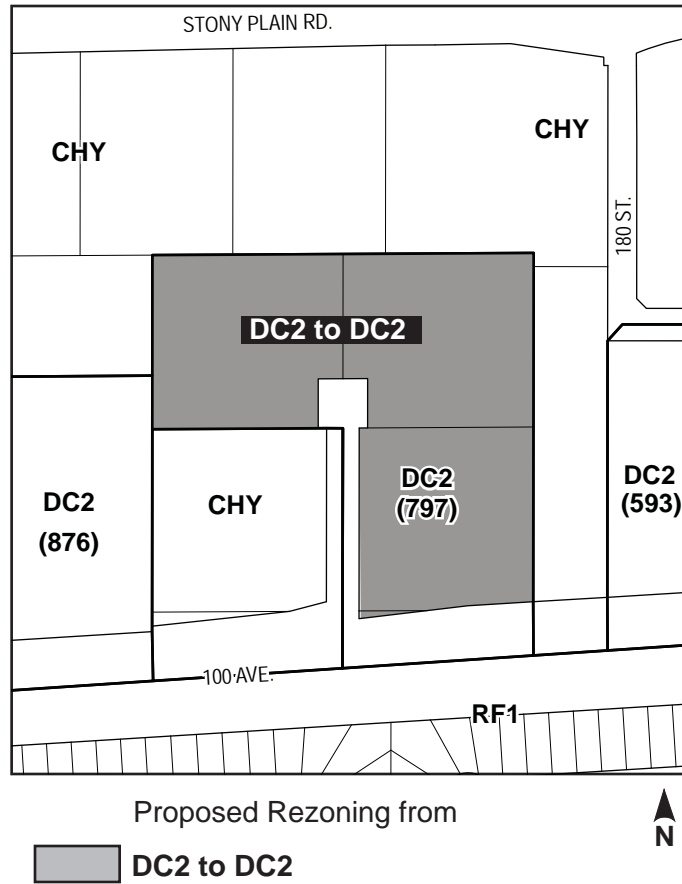
SURROUNDING LAND USE ZONES



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PLACE LARUE, BYLAW 17276

Location: 10003, 10034, 10035 - 182 Street NW,
18104 - 100 Avenue NW



The purpose of proposed Bylaw 17276 is to change the Zoning Bylaw from (DC2) site specific development control provision to (DC2) site specific development control provision, Lots 8, 9, 10 and 24, Block 1, Plan 4077KS, as shown on the above sketch. This provision provides the opportunity for a Mixed-Use Exhibition, Convention, and Spectator Sport/Entertainment Facility in conformance with the associated proposed amendment (Bylaw 17275) to the Place La Rue West Neighbourhood Area Structure Plan. Sustainable Development supports this proposed bylaw.

PROPOSED REZONING

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