



CITY PLANNING REPORT **REZONING,** OLIVER

12021 – 102 AVENUE NW

To allow for an additional use, Breweries, Wineries, and Distilleries and a reduced setback to the recent approved and historically designated West End Telephone Exchange Building, Oliver.



RECOMMENDATION AND JUSTIFICATION

City Planning is in SUPPORT of this application because it:

- continues the adaptive reuse of a building that is of historical significance with minor amendments to the previously approved bylaw,
- is compatible with the surrounding neighbourhood, and
- conforms to the recently amended Oliver Area Redevelopment Plan

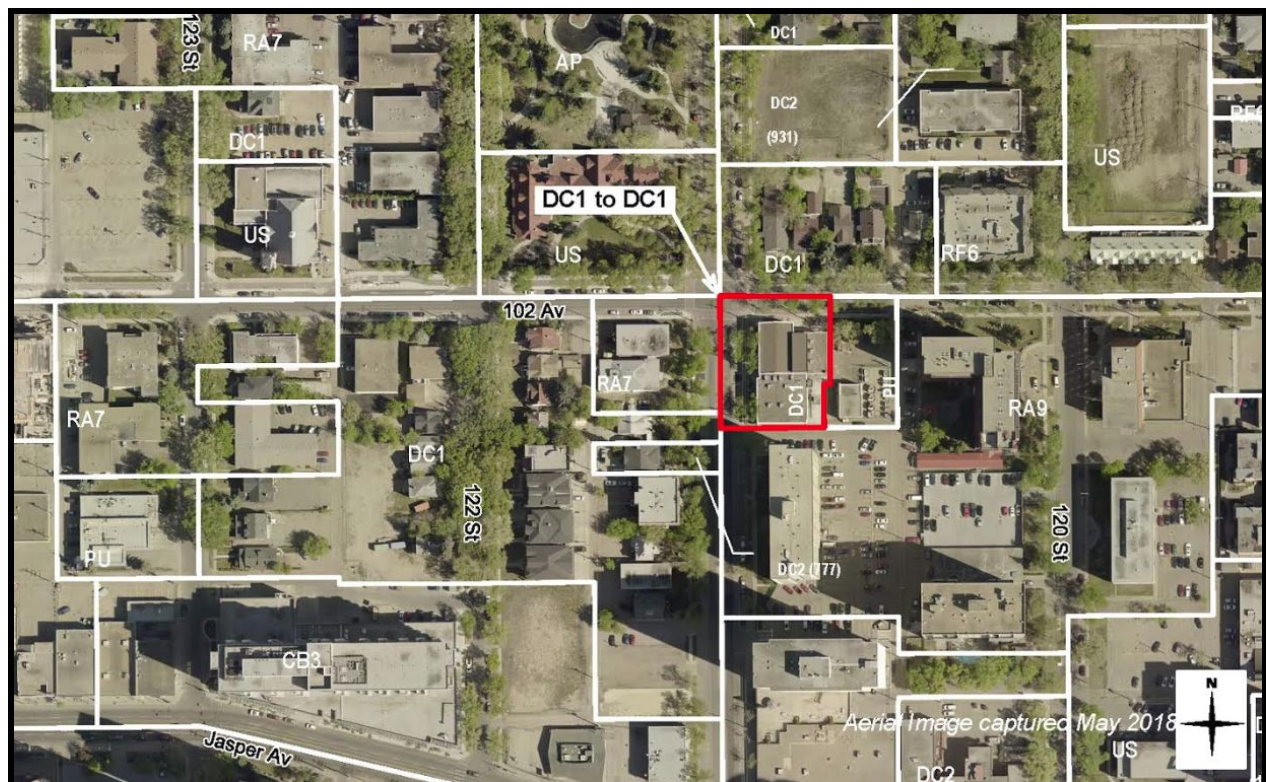
THE APPLICATION

Charter Bylaw 19001 will revise the recently approved Bylaw to allow the opportunity for repurposing of the West End Telephone Exchange Building for a limited range of commercial uses and preservation of historical elements of the building.

The intent is to add Breweries, Wineries, and Distilleries Use as a use, remove the setback requirements for the platform structure, and provide administrative updates to reflect that the building is now Municipally Designated and there has been a subdivision from the parent parcel which included land to the east.

SITE AND SURROUNDING AREA

The site is 0.11 ha, upon which is a building historically known as the West End Telephone Exchange Building, now known as the Oliver Exchange Building.



AERIAL VIEW OF APPLICATION AREA

	EXISTING ZONING	CURRENT USE
SUBJECT SITE	(PU) Public Utility Zone	Oliver Exchange Building (West End Telephone Exchange Building)
CONTEXT		
North, across 102 Avenue NW	(DC1) Direct Development Control Provision	Single detached residential to commercial conversion: <i>Whole Health Centre, Tooth Works Dentistry, Hall & Van Campenhout</i>
East	(PU) Public Utility Zone	EPCOR sub-station
South, across a Lane	(RA9) High Rise Apartment Zone	14 Storey Apartment House, <i>Signature Place</i>
West, across 121 Street NW	(RA7) Low Rise Apartment Zone	2 ½ Storey Apartment Houses



PLANNING ANALYSIS

The West End Telephone Exchange Building was designated April 24, 2018, through Bylaw 18012. The building is now called the Oliver Exchange and contains many successful businesses. The application seeks to add an additional complementary use, Breweries, Wineries, and Distilleries and reduce the setbacks of platform structures (balconies) facing the lane. The

platform structure will be subject to standard privacy screening requirements that help to offset any additional impacts on neighbouring properties.

Together, the application continues the adaptive reuse of a building that is of historical significance with minor amendments to the previously approved bylaw, is compatible with the surrounding neighbourhood, and conforms to the recently amended Oliver Area Redevelopment Plan.

TECHNICAL REVIEW

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

PUBLIC ENGAGEMENT

ADVANCE NOTICE July 16, 2019	<ul style="list-style-type: none">• Number of recipients: 184• No responses received
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City Planning recommends that City Council **APPROVE** this application.

APPENDICES

- 1 DC1 Track Changes
- 2 Application Summary

SCHEDULE “B”

(DC1) Direct Development Control Provision

1. General Purpose

To accommodate the retention of historic facades and key character defining elements, restoration and adaptive reuse of the West End Telephone Exchange Building with a limited range of commercial uses.

2. Area of Applicability

This Provision shall apply to Lot 17A,; Block 20,; Plan 1723133, ~~Lots 16-17, Block 20, Plan 4423 AJ and a portion of Lot 18, Block 20, Plan 4423 AJ~~ located east of 121 Street NW and south of 102 Avenue NW, as shown on Schedule “A” of this Bylaw adopting this Provision, ~~and as shown on the attached survey plan attached as Appendix 2 to this Provision,~~ Oliver.

3. Uses

- a. Bars and Neighbourhood Pubs
- b. Breweries, Wineries, and Distilleries
- c. Business Support Services
- d. Child Care Services
- e. Commercial Schools
- f. Creation and Production Establishments
- g. General Retail Stores
- h. Government Services
- i. Health Services
- j. Indoor Participant Recreation Services
- k. Media Studios
- l. Personal Service Shops
- m. Private Clubs
- n. Professional, Financial and Office Support Services
- o. Restaurants
- p. Specialty Food Services
- q. Fascia On-premises Signs
- r. Freestanding On-premises Signs
- s. Projecting On-premises Signs

4. **Development Regulations**

- a. The development shall be in general conformance with Appendix 1 - Site Plan, to the satisfaction of the Development Officer.
- b. The maximum Floor Area Ratio shall be 2.0.
- c. The maximum building Height shall not exceed 10 m.
- d. Building setbacks shall be as per the existing building and as generally shown on Appendix 1 – Site Plan and shall include:
 - i. a minimum 1.5 m distance from the eastern historic façade of the building to the adjacent eastern DC1 zoning line, as shown on Appendix 1; and
 - ii. a minimum 3 m distance from the southeast historic facade of the building to the southeastern DC1 zoning line, as shown on Appendix 1.
- e. Bars and Neighbourhood Pubs shall be limited to less than 200 occupants and 240 m² of Public Space.
- f. A Platform Structure may be developed in general accordance with Appendix 1 – Site Plan. ~~There shall be no Set and shall include a minimum 1.5 m Setback and shall provide screening to ensure visual privacy for adjacent Uses, to the satisfaction of the back along the eEast and sSouth Lot lLines. -Development Officer.~~
- g. ~~Prior to issuance of a development permit the owners shall enter into an Encroachment Agreement for the portion of the existing building that encroaches onto the lane to the south (Road Plan 172-1450), as identified on Appendix 1— Site Plan to the satisfaction of the Development Officer in consultation with Transportation Services.~~
- h. ~~Prior to the issuance of a Development Permit on Lot 18, Block 20, Plan 4423AJ, either consolidation of a portion of Lot 18, Block 20, Plan 4423 AJ that is subject to this provision (as shown on Appendix 2, the attached survey plan) with Lots 16 and 17, Block 20, Plan 4423 AJ shall be required or the owners shall enter into an Encroachment Agreement for the portion of Lot 18, Block 20 Plan 4423AJ that is subject to this provision (as shown on Appendix 2, the attached survey plan).~~
- i. Any rooftop mechanical equipment shall be concealed by screening in a manner compatible with the architectural character of the building, or concealed by incorporating it within the building.

5. **Parking and Loading**

- a. There shall be no requirement for off-street vehicular Accessory parking.
- b. One off-street vehicular loading facility with a minimum dimension of 2.6 m width with a minimum clear length of 5.5 m shall be provided.
- c. Vehicular access to and from the Site shall be restricted to the rear Lane and shall require an access easement through the adjacent parcel to the east, prior to the issuance of a Development Permit.
- d. The number of Bicycle Parking spaces required shall be calculated as 1.0 Bicycle Parking space per 100 m² of gross Floor Area, regardless of Use. Bicycle parking facilities shall be located in a safe, secure, and easily accessible manner, to the satisfaction of the Development Officer, in consultation with Transportation Services.

- e. Waste collection areas shall be screened from view or enclosed within the building, to the satisfaction of the Development Officer, in consultation with Waste Management and Transportation Services.

6. **Landscaping**

- a. A Landscape Plan prepared by a registered Landscape Architect shall be submitted prior to the issuance of a Development Permit, to the satisfaction of the Development Officer.
- b. The Landscape Plan shall include pavement materials, exterior lighting, street furniture elements, pedestrian seating areas, sizes and species of new tree plantings, and other detailed Landscaping elements. The Landscape Plan shall include design of the adjacent public realm.

7. **Exterior Lighting**

- a. Decorative and security lighting shall be designed and finished in a manner consistent with the architectural theme of the development and will be provided to ensure a well-lit environment for the pedestrians, and to accentuate architectural elements, to the satisfaction of the Development Officer.
- b. Exterior lighting associated with the historic facades shall be to the satisfaction of the Development Officer in consultation with the Heritage Officer.

8. **Heritage Regulations**

- a. The West End Telephone Exchange is a Designated Municipal Historic Resource. Exterior alterations and additions shall be sympathetic to and compatible with the historic facades of the West End Telephone Exchange to the satisfaction of the Development Officer in consultation with the Heritage Officer. The following standards and guidelines shall be applied when reviewing development applications for the West End Telephone Exchange:
 - i. The General Guidelines for Rehabilitation contained in The City of Edmonton Bylaw 18012, Bylaw to Designate the West End Telephone Exchange a Municipal Historic Resource; and
 - ii. The Standards and Guidelines for the Conservation of Historic Places in Canada.
- a. ~~The historic facades of the West End Telephone Exchange (as identified on Appendix 1) shall be retained.~~
- b. ~~Development of the historic West End Telephone Exchange shall be in accordance with the following regulations and to the satisfaction of the Development Officer in consultation with the Heritage Officer:~~
 - i. ~~Exterior alterations, restoration and additions shall be sympathetic to and compatible with, and not negatively impact the historic West End Telephone Exchange.~~
 - ii. ~~The Standards and Guidelines for the Conservation of Historic Places in Canada shall be applied when reviewing Development Permit applications for the building and the property on which it is located.~~
 - iii. ~~The retention of the historic facades, shall maintain the key character defining elements of the West End Telephone Exchange building. The key character defining elements shall include:~~
 - A. ~~Red brick exterior;~~

- B. ~~Horizontal masonry banding and cornice;~~
- C. ~~Cast concrete parapet cap, sills, keystones and door lintel inscribed — with the words “Telephone Exchange”;~~
- D. ~~Distinctive raised parapets at the north gable end;~~
- E. ~~Distinctive multi-panel semi-circular attic window;~~
- F. ~~The pattern and style of construction of all original windows.~~
- iv. ~~Sympathetic alterations may be considered on the ground floor of the West End Telephone Exchange Building, including the conversion of some windows to entrances, where alterations provide opportunity to open the building to the street/ground level activity and are necessary to facilitate the repurposing of the building. Entrances shall be limited to a maximum of four on the historic north and west facades.~~
- v. ~~Rooftop alterations (i.e. clearstory, mechanical equipment) shall be designed in a manner not to distract from the historic character of the West End Telephone Exchange building and shall be Setback from the parapet of the historic facades and screened where appropriate.~~

9. **Urban Design**

- a. The south façade adjacent to the lane shall retain the existing red brick south façade, to the satisfaction of the Development Officer.
- b. There shall be a distinct material differentiation between the historic façade and the south portion of the existing building.
- c. Modifications to the south portion of the building shall ensure alterations are sympathetic to the modern design of the existing building and allow opportunities to open the building to the street in order to facilitate the repurposing of the building and enhancement of the public realm.

10. **Signage**

- a. A Comprehensive Sign Design Plan with a focus on pedestrian-oriented signage, promoting building identity, and compatibility with the historic character of the West End Telephone Exchange building, shall be prepared for the development and submitted with the Development Application, to be approved by the Development Officer in consultation with the Heritage Officer.
- b. Signage shall compliment the pedestrian-oriented commercial environment and shall be designed to minimize impact to the adjacent residential.
- c. In additions to clause 9(b), Signage shall be provided in accordance with Schedule 59E of the Edmonton Zoning Bylaw, except that:
 - i. The maximum Height of a Freestanding Sign shall be 2.0 m;
 - ii. Freestanding Signs shall be limited to two;
 - iii. A Projecting sign may be used to identify businesses that are located entirely at or above the second Storey level;
 - iv. The top of a Projecting Sign on a building two Storeys or higher shall not extend more than 75 cm above the floor of the second, nor higher than the windowsill level of the second;
 - v. No back lit Signs shall be allowed facing 121 Street NW;
 - vi. Fascia On-premises Signs may be permitted on the south elevation, to the satisfaction of the Development Officer and Transportation Planning and Engineering; however, they shall

- I. consist only of a company logo or an Identification Sign formed of individual letters;
 - II. be limited to one Sign per tenant;
 - III. be a minimum of 2.5 m above grade (or not below the existing south façade projection) and not extend above the roof of the building; and
 - IV. not be back lit.
- d. A maximum of 10% of a window area and a maximum of 10% of any first Storey glazing area may be covered from the interior of the building for the purposes of signage or advertising. The remainder of the window area shall remain free from obstruction.

APPLICATION SUMMARY

INFORMATION

Application Type:	Rezoning,
Charter Bylaw(s):	19001
Location:	south of 102 Avenue NW and east of 120 Street NW
Address(es):	12021 – 102 AVENUE NW
Legal Description(s):	Plan 1723133 Blk 20 Lot 17A
Site Area:	.011
Neighbourhood:	Oliver
Notified Community Organization(s):	Oliver Community League
Applicant:	Beljan

PLANNING FRAMEWORK

Current Zone(s) and Overlay(s):	(DC1) Direct Development Control Provision
Proposed Zone(s) and Overlay(s):	(DC1) Direct Development Control Provision
Plan(s) in Effect:	Oliver ARP
Historic Status:	see report for details

Written By:	Don Read
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Branch:	City Planning
Section:	Planning Coordination