

WESTERN SECURITIES



Zeidler Partnership

STADIUM SHOPPING CENTRE

Pre-Application Discussion Document

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1.0 INTRODUCTION

Western Securities, the landowner of the Stadium Shopping Centre, has commenced the process of redeveloping Stadium Shopping Centre into a mixed-use local centre by commissioning Zeidler Partnership Architects & Planners and D.A. Watt Consulting to prepare a comprehensive masterplan for the site.

The masterplanning strategy focusses on a collaborative approach to design with the intention of involving all relevant stakeholders in the design process including community members, local institutions and the City of Calgary Planning, Urban Design, Transportation and Parks departments. At the commencement of the project, the intent and hope was that an open dialogue could be fostered between all stakeholders and that all concerns, aspirations, and issues would be discussed openly in collaborating during the preparation of the masterplan. The intent was that this process would result in a high quality development framework to transform the site into a local centre for the community.

The City informed the land owner and their design team that the procedural structure does not exist for the City to participate collaboratively in the design process. Rather, a formal pre-application submission must be made to obtain City input on design issues.

The purpose of this document is to initiate dialogue with the City of Calgary to obtain input from the Planning, Transportation, Urban Design and Parks departments regarding specific design elements that could be included in a potential site masterplan and the potential transportation system in the vicinity of the site. These are design features that are critical to the success of the masterplan and that the design team feels would enhance the overall quality of the comprehensive masterplan.

The principles that we are seeking input from the City on are as follows:

- * Redevelop the existing strip mall into a mixed use local centre;
- * Achieve a density that is supportive of a dynamic mixed community and that is consistent with the site's existing land use designation;
- * Integrate the new development with the existing context;
- * Achieve a distribution of massing that respects the context of the site and allows for maximum solar gain;
- * Create a network of pedestrian focused streets with a high street as the central spine;
- * Provide Public Spaces that will contribute to providing a "community heart" for University Heights;
- * Incorporate the existing Municipal Reserve into the masterplan as usable, high quality park and public space;
- * Improve the interface between the site and existing green space;

- * Improve Conditions for Pedestrians and Cyclists;
- * Transform the northern lane into a pedestrian focused street;
- * Activate Uxbridge Drive with development that fronts the street and an improved streetscape;
- * Improve Public Transit opportunities by creating two transit hubs integrated with the public realm;
- * Improve vehicular access and movement through the site;
- * Downgrade 16 Avenue from Skeletal to Urban Boulevard and create a "right in/right out" access to 16 Avenue;
- * Provide two Access Points to/from Uxbridge Drive onto the site.

The masterplan concept presented in this report is **not** intended to be treated as a development proposal. Rather, the concept has been prepared to demonstrate to the City how the design elements listed above could be integrated into a masterplan concept that achieves the direction provided by stakeholders from the first stakeholder workshop as well as the design and development aspirations of the landowner.

1.1 Process to date

On February 16, 2011, the Zeidler team conducted an initial stakeholder workshop with representatives of local communities. The City departments mentioned earlier were invited to the workshop, with Liliana Vargas from Transportation Planning attending as an observer.

The purpose of the first workshop was to introduce the process of the masterplanning project, gather input from stakeholders regarding the issues and aspirations for the shopping centre redevelopment and present principles and opportunities for the redevelopment of the site. A summary of the workshop has been provided to the City of Calgary Planning Department.

At the next stakeholder meeting, the Zeidler team intends on presenting to and discussing with stakeholders various masterplan concept options that incorporate the input gained from the first meeting into potential redevelopment scenarios.

Before discussing masterplan options with the stakeholders, the design team requires a clear understanding of the design elements that can be “put on the table” to be potentially included in design scenarios. The team does not wish to present design concepts to the stakeholders that include elements that will not be supported by the City and are therefore not feasible in the long run.

Following the confirmation of design principles discussed in this document, the design team will host a further stakeholder workshop to discuss redevelopment options with stakeholders. Following this meeting, we will take the input gathered to further refine the masterplan into a preferred option for formal submission.

This document presents the background analysis and design rationale for the redevelopment of Stadium Shopping Centre.



Stakeholders discussing masterplanning principles during the workshop



The Stadium Shopping Centre site in it's local context

2.0 Site Context and Relevant Background Information

2.1 Relevant Planning Policy

The masterplan for redeveloping Stadium Shopping will be guided by City of Calgary policy ranging at different levels from city wide to site specific.

Mayor Nenshi's 3 D Principles

Mayor Naheed Nenshi, identifies Density, Diversity and Discovery as the principles that he is promoting for transforming Calgary into a more liveable city. These principles are highly relevant to the Stadium Shopping Centre redevelopment plan and the plan will consider how they are addressed in detail.



City Wide Policy - Municipal Development Plan (MDP) and Calgary Transportation Plan (CTP)

The MDP and CTP set long, medium and short term strategies for establishing the direction of growth and development for Calgary. The focus of these documents is to shape Calgary into a more sustainable city with several specific policies relevant to the Stadium Shopping Centre Project:

- * **Shaping a More Compact Urban Form.** This policy aims to achieve a more compact and efficient use of land and infrastructure, create complete communities, provide more mobility choices and enhance the character of local neighbourhoods. This policy also supports the development of vibrant, transit-supportive mixed use activity centres and corridors.
- * **Creating Great Communities.** This policy promotes the development of better, more complete communities by establishing policy guidance for maintaining quality living and working environments, improving housing diversity and choice, enhancing community character and distinctiveness and providing vibrant public places.

The masterplan for the redevelopment of Stadium Shopping Centre will reflect the planning and transportation guidance established by these high level policy documents.

Major Activity Centres

The MDP identifies 3 scales of “Activity Centres” where future growth of Calgary should be directed. Major Activity Centres (MAC) are the largest scale of targeted area and are identified as areas that “will have the highest density and building heights outside of the Centre City, with the broadest range of land uses.” Also referred to as “mini-downtowns” the MACs are located along the Primary Transit Network and will provide major mixed-use destinations central to larger residential or business areas.

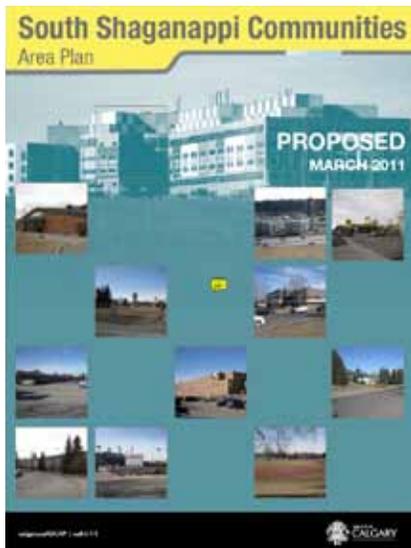
As illustrated in the diagram below, the Stadium Shopping Centre site is surrounded by the Major Activity Centre made up of the Foothills Hospital, McMahon Stadium, University of Calgary and Alberta Children’s Hospital.



Plan showing Stadium Shopping Centre imbedded in the Major Activity Centre.
 source: City of Calgary

South Shaganappi Communities Area Plan

The City of Calgary recently prepared a communities area plan for the South Shaganappi Area. City Council approved the plan on July 4, 2011. The South Shaganappi Communities Area Plan (SSCAP) is a non-statutory document that establishes a 30-year plan for shaping employment, housing, retail, community services, the environment, transportation and supporting infrastructure for the South Shaganappi Area. As no Area Redevelopment Plan or Area Structure Plan exist for the area that Stadium Shopping Centre is situated in, the SSACP is the most relevant planning policy that will guide the type and character of development for Stadium Shopping Centre.



The planning team at the City of Calgary worked closely with local stakeholders including the community associations, institutions and land owners in the preparation of the area plan. The owners of Stadium Shopping Centre and their design consultants were consulted on policy issues specific to Stadium Shopping Centre. The key aspects of the plan that relate to the redevelopment of Stadium Shopping Centre include:

- * **Neighbourhood Activity Centre.** The SSCAP identifies Stadium Shopping Centre as a "Neighbourhood Activity Centre" which provides opportunities for intensification of housing, jobs, retail, services and local activities.
- * **Policy SS1: Stadium Shopping Centre.** Recognizing its strategic importance to the South Shaganappi Area and its potential for redevelopment and intensification, the SSRCS includes a site specific policy intended to guide the redevelopment of the shopping centre. The policy suggests retail, residential, office and hotel as the appropriate main uses for the site, makes the preparation of a Mobility Assessment and Plan (MAP) a requirement of the development and promotes the development of a high quality public realm.

Land Use By-law 1p2007

The Stadium Shopping Centre Site currently has the land-use designation of CC-2 f3.0h46. According to the City of Calgary land use by-law 1p2007, this land use designation allows for a total building area 74,240 sq m with a height limit of 46 meters.

The CC-2 f3.0h46 designation allows for a mix of uses that are compatible with a mixed use local centre. Some of the permitted and discretionary uses in the CC-2 f3.0h46 designation that are appropriate for a mixed-use local centre include: A variety of local retail commercial, restaurants, drinking establishments, fitness centres, financial institutions, medical offices, offices, residential dwelling units and live-work units.

The density and uses that the existing CC-2 f3.0h46 land use designation permits for the Stadium Shopping Centre are well suited to accommodate the redevelopment of the shopping centre into a mixed-use local centre. The landowner and their consultant team feel that all the urban design and transportation principles outlined in this document can be achieved with the site's current land use designation.

- Single Family (R-C1)
- Two-Dwelling (R-C2)
- Low Profile Multifamily (M-C1, max 148 upa, 14m)
- High Density Medium Rise Residential (M-H2, FAR:5, 50m)
- Commercial - Community (C-C2 FAR 3, 46m)
- Commercial - Office (C-O FAR: 0.57, 16m)
- Community Institution (S-CI)
- Community Service (S-CS)
- Recreation (S-R)



2.2 Strategic Location

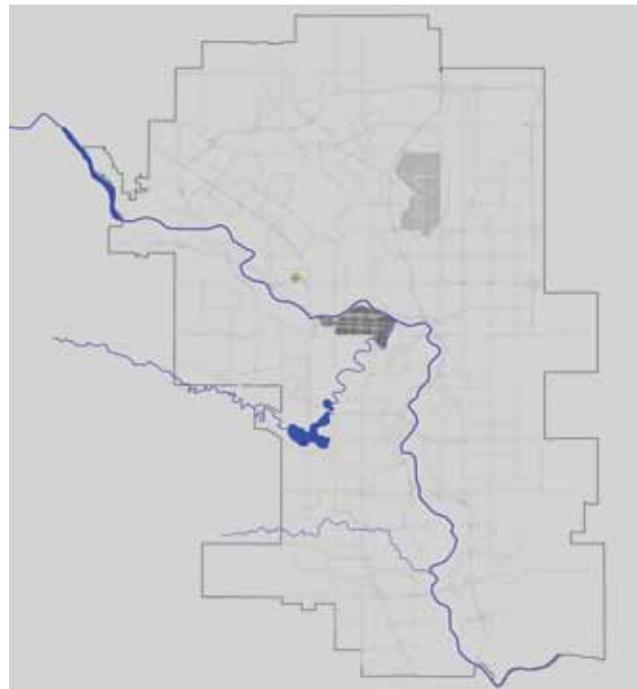
Stadium Shopping Centre is situated at a strategic location that makes it an ideal location for intensification into a mixed-use local centre.

Some of the characteristics of the site at the strategic scale include:

- * Proximity to several established inner-ring suburban communities (University Heights, St. Andrew's Heights, Parkdale),
- * Linkages to major institutions (University of Calgary, Foothills Medical Centre, Alberta Children's Hospital);
- * Imbedded within the NW Calgary Major Activity Centre;
- * Proximity to numerous recreation facilities (Foothills Athletic Park, McMahon Stadium);
- * Direct access to a major transport corridor (16th ave/Trans Canada Hwy);
- * Situated on the proposed Primary Transit Network and the route of the proposed transit service to connect the each of the parts of the NW Major Activity Centre (Foothills Medical Centre, University of Calgary, Alberta Children's Hospital and NW LRT Stations);
- * Strong pedestrian and cycle connections;
- * Proximity (900m) to Banff Trail LRT Station.

Being surrounded by established communities and institutions and strongly connected to the area transportation system, the Stadium shopping centre is well situated to be transformed into a new local centre offering retail, residential and employment opportunities.

Stadium Shopping Centre currently acts as the local centre providing retail amenities to the neighbourhoods of University Heights, St. Andrew's Heights and Parkdale. In its current form, the shopping centre is an underutilization of the site with a site coverage of roughly 25%. The balance of the site is dominated by parking.



Site location in relation to greater Calgary

The diagram below illustrates the Stadium Shopping Centre site's strategic location and connections to major institutions, neighbouring areas and LRT Stations and Downtown Calgary.



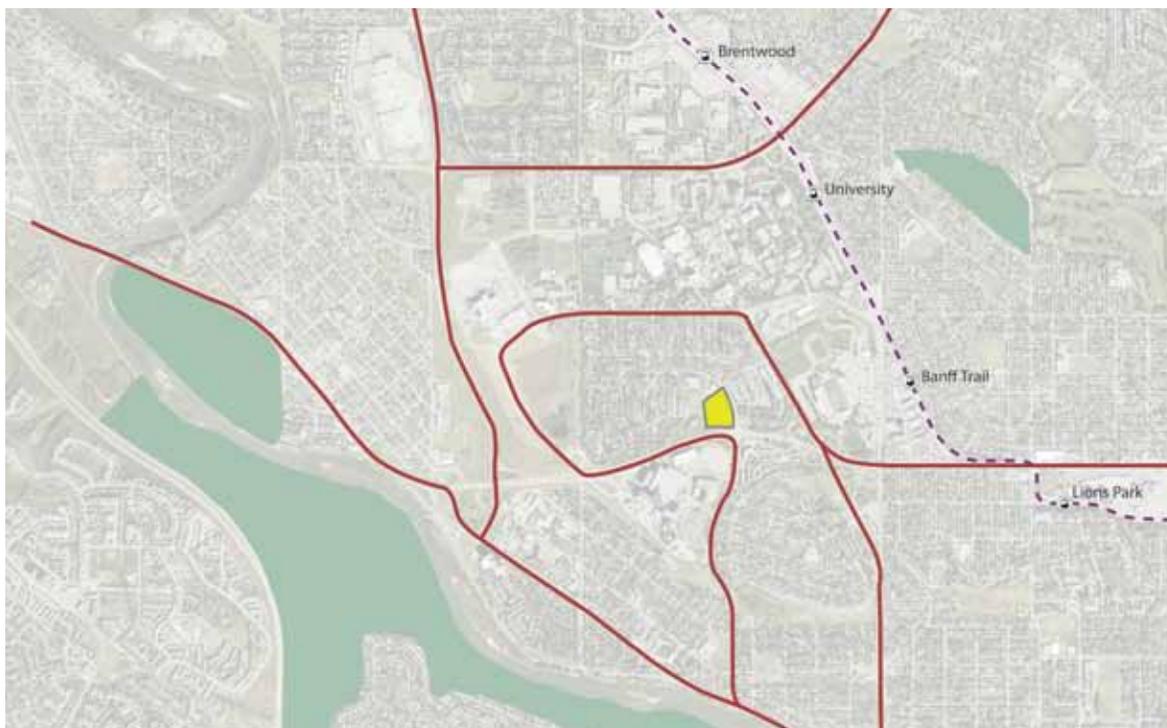
Strategic connections

2.3 Public Transit Connections

The Stadium Shopping Centre site sits on the proposed Primary Transit Network. The proposed Primary Transit Network (illustrated below) essentially encircles the site arriving from the south up 29 Street, heading west on 16th Avenue before turning north again on West Campus Boulevard, east on 24 Avenue and then heading south on University Drive to 16th Avenue.

Currently, a local bus route (#20) provides service to the Stadium Shopping Centre site. Route #20 services the site arriving south from Memorial Drive up 29 Street, crossing 16 Avenue to Uxbridge Drive (existing bus stop is adjacent to the Shell Station) and then turning east on Unwin Road to connect to University Drive heading north. The southbound route runs in the opposite direction. The existing southbound bus stop sits adjacent to Stadium Shopping Centre outside Moose McGuire’s pub.

The site benefits from good access to the C-Train with the Banff Trail station located 800 meters (15min walk) from the site. The pedestrian route to Banff Trail station runs north across the McMahon Stadium site. Currently uninviting, the pedestrian route has the potential to be a strong connection by making some basic improvements.

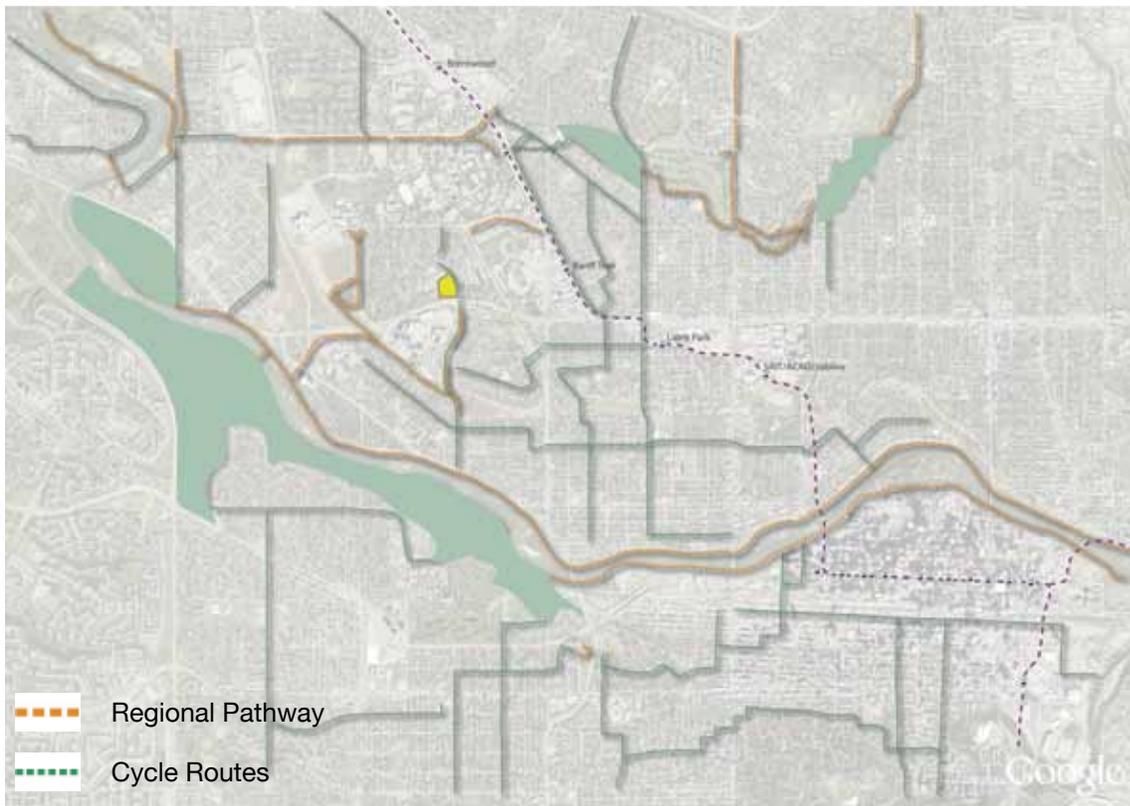


Proposed Primary Transit Network

2.4 Cycle Connections

Stadium Shopping Centre sits with great connections to Calgary's network of designated cycle routes and regional pathways. A designated bikeway that originates at the University of Calgary runs directly adjacent to the site along Uxbridge Drive and continues down 29 Street to the regional pathway that follows the Bow River in both east and west directions. This route is the quickest and safest way for cyclists to connect from the University to Downtown.

Other routes connect via the Foothills Medical Centre campus to Shaganappi and Bowness Road areas and points west and south on the river pathway.



Contextual Cycle Routes and Regional Pathways

2.5 Pedestrian Connections

The Stadium Shopping Centre is characterized by fair to satisfactory pedestrian connections to the communities of University Heights, St. Andrew's Heights and Parkdale, the University of Calgary and the Foothills Medical Centre. During site visits, a high level of pedestrian activity was observed, even in the winter months. The higher level of pedestrian movement could be attributed to the large number of students living in the area who traditionally have a lower level of car ownership. This characteristic demonstrates that the redevelopment of the site into a pedestrian focused local centre could be successful in attracting a large amount of pedestrians.

The drawing opposite illustrates the pedestrian routes and desire lines in the area surrounding Stadium Shopping Centre. The diagram shows that the UofC, Foothills Medical Centre, 3 local communities, Children's Hospital and Banff Trail LRT Station can all be reached within a 15 minute walk.

Although there is a high level of pedestrian activity in and around the site, the Stadium Shopping Centre does not contribute positively to the pedestrian environment. Rather, many aspects of its current built form contribute to creating a hostile pedestrian environment in the area.

Specific points relating to the pedestrian environment of the shopping centre and general area include:

- * Busy, car dominated intersection at 16 Avenue/29 street with very long crossing absent of pedestrian refuges;
- * Unmarked and unlit pedestrian route through McMahon Stadium site to Banff Trail LRT Station;
- * Poor pedestrian environment on Uxbridge Drive due to the lack of frontage and presence of large parking lot;
- * Inhospitable environment for pedestrians crossing through the site. Pedestrians are faced with backs and servicing areas of buildings;
- * Absence of formal pathways through green buffer between the site and 16 Avenue;
- * A pedestrian desire line through the site connecting the green space to the west has been accommodated by people cutting a hole in the fence.



2.6 Building Heights

The drawing below illustrates the heights of buildings in the area surrounding the Stadium Shopping Centre site. The residential community of University Heights, which sits to the north and west of the site mostly consists of low-rise, one and two storey buildings, while the areas to the east and south have numerous tall buildings.

The area east of Uxbridge Drive consists of mostly rental residential accommodation with building heights that range from 3 storeys on the western side reaching up to 17 storeys closer to University Drive. The Foothills medical centre, south of 16 Avenue is made up of a group of larger buildings ranging from 3 to 17 storeys.



-  1- 2 Storeys
-  3 Storeys
-  6 Storeys
-  8 Storeys
-  11 Storeys
-  17 Storeys

2.7 Existing Site Character

In its existing state, the Stadium Shopping Centre site consists of 64,000 square feet of commercial retail in strip mall and freestanding buildings and supporting 512 stall parking lot.

The strip mall accommodates a variety of neighbourhood retail shops including a butcher, fishmonger, bakery, florist, catering company, bank, cat store, restaurants and pubs.

Besides offering local shops and services, the design of the shopping centre does not enhance the neighbourhood in terms of urban quality. As with many developments built in the 1960s, the site was built solely with the purpose of accommodating vehicles and does not address any principles that are considered best practices of urban design.

The specific character of the Shopping Centre includes:

- * The site is dominated by parking;

- * Single fronted retail shops that make a poor pedestrian environment;
- * Absence of any retail frontage on Uxbridge Drive;
- * Backs of building with servicing and mechanical fronting the northern lane/ church and park;
- * Poor pedestrian environment for people crossing the site to access the park. Pedestrians have cut a hole in the fence to achieve their desire line;
- * Poor pedestrian connectivity to the surrounding neighbourhoods;
- * Lack of bus shelters and overall uncomfortable waiting environment at bus stops;
- * Minimal bicycle parking facilities;

The site analysis drawing and site photographs that are presented on the following pages illustrate the existing character of the site.



Photos demonstrating the existing character of the site



Existing well-used pedestrian connections through the site



Existing retail street dominated by parking



Existing lane creates an opportunity to create a new street



View of church from the shopping centre



Existing interface between the shopping centre and green space



Existing view from pub patio



Garbage bins and servicing currently front the green space



Servicing and garbage bins make up the existing interface with the church



high volume of pedestrian movement at existing junction



The existing internal layout has an absence of streetscape

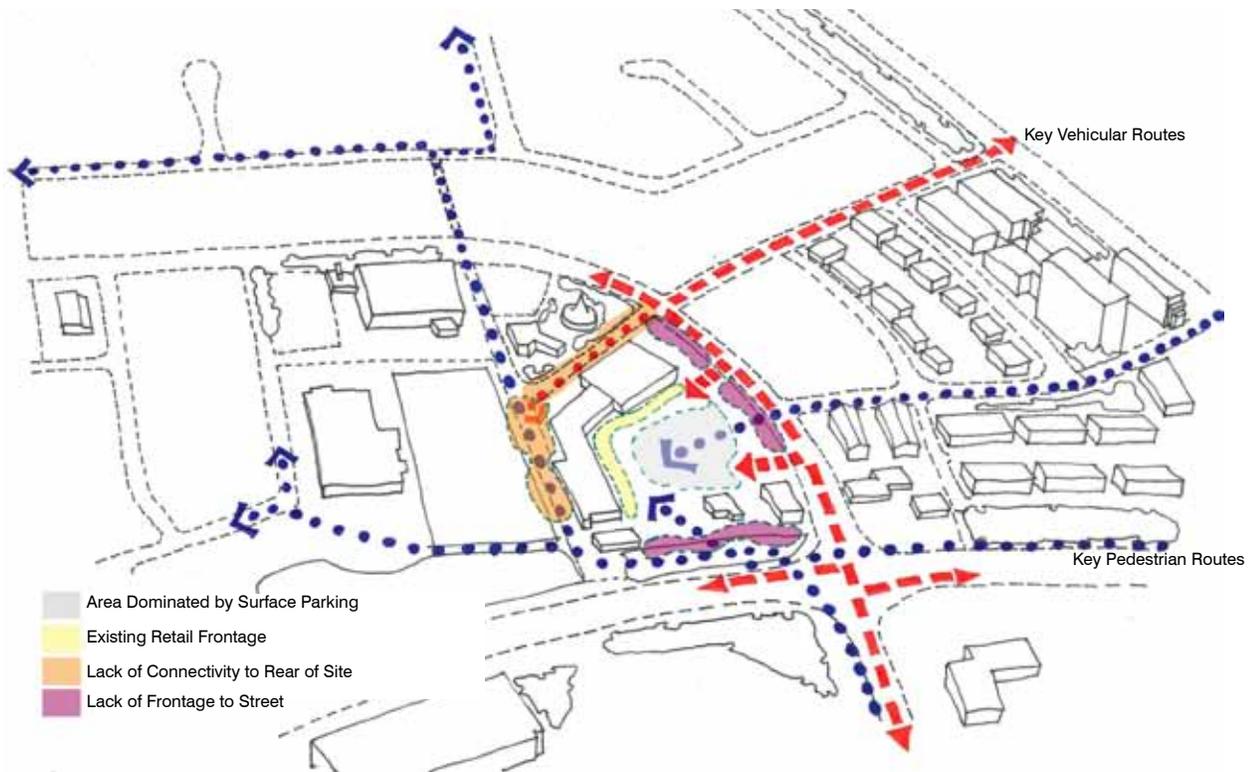


Pedestrians cut across median to achieve their desire line



View from Uxbridge Drive towards shopping centre

Site Analysis



3.0 Vision and Guiding Principles

3.1 Design Vision and Rationale

The over arching design goal for the redevelopment of Stadium Shopping Centre is to transform the current low-intensity, car dominated, 1960s era strip mall into a vibrant, mixed-use development that will act as the local centre hub for surrounding communities and institutions and as a destination for all Calgarians. Like a true village centre, it will be a place where people will gather for work, to live, to shop for their daily needs, to frequent its bars, restaurants and cafés, and to gather with their fellow community members in the public spaces.

This vision responds to many influences shaping the design and development of modern, 21st century Calgary communities. Firstly, City of Calgary planning and transportation policy at all levels from strategic to local demands a shift away from the type of development that has become the norm in North America towards a more sustainable model. Policies such as the Municipal Development Plan, Calgary Transportation Plan, and supporting Local Area Plans no longer support the ubiquitous, use separated, car dominated, low intensity development in favour of the building of more complete communities that are denser, provide a mix of uses and are pedestrian, cyclist and transit friendly.

Further to the direction provided by City of Calgary planning policy, there is a general social and cultural shift towards more sustainable lifestyles. There is clear market demand driven by citizens who are seeking to live in communities where they can walk or bike to do their daily shopping, are closer to work, and have access to high quality public spaces where they can congregate with their neighbours. This pattern of living is inherently more sustainable and is necessary for Calgary to contribute to national and international goals for the preservation of the environment.



Images illustrating the contrast between single, parking dominated development and a mixed use local centre

A growing discourse is forming among built environment professionals on the theory of “sprawl repair” or “suburban retrofitting” as a response to fixing the poor urban fabric that has been the result of 20th century development. These theories focus on finding ways to improve existing underdeveloped communities by identifying opportunities for redevelopment that sensitively integrate with surrounding context. Key to the shift towards the development of a more sustainable built environment is the intensification of underutilized previously developed sites located within existing communities.

The Stadium Shopping Centre site offers a near-perfect location for this type of redevelopment. The following characteristics reinforce the site’s suitability for redevelopment:

- * Its location imbedded within an inner-ring suburb in close proximity to the inner city core;
- * Its location in relation to major institutions (Foothills Health Centre, University of Calgary, Alberta Children’s Hospital);
- * The site being imbedded within the NW Calgary Major Activity Centre;
- * The site benefits from existing servicing;
- * The site is close to the inner city core and is well connected to major transportation corridors and the primary transit network;
- * The existing development does not make efficient use of the site with minimal site coverage, large amount of parking and low-intensity single storey buildings.

The redevelopment presents a live example of a project that responds to City policy and development theories of suburban retrofit. As there are countless underutilized strip malls sitting in existing Calgary communities, this project could act as a high-quality precedent demonstrating how sensitive redevelopment can improve existing communities while achieving the development vision established by the City.



Drawings illustrating the concept of redeveloping a strip mall into mixed-use local centre. source: *Sprawl Repair Manual*

3.2 Principles of Sustainable Communities

The preparation for the Stadium Shopping Centre masterplan will be guided by the following identified principles of sustainable communities. These five principles were developed by drawing on City guidance and the consultant's community design experience and each one will be imbedded in the masterplan concept.

1. Context The context of a site at the strategic and local level is critical to creating a development that has a "sense of place". The site's connections and relationship to the city, historical change and situation within the neighbouring communities are examined to gain a better understanding of context.

2. Connectivity Pedestrian, cycle, transit and vehicle connections within the local community and to city-wide destinations are integral to achieving sustainable communities. The redevelopment of Stadium Shopping Centre will aim to enhance connectivity of all modes of transportation.

3. Variety and Mix of Uses Vibrant, active communities depend on having a variety and mix of uses, especially at the local centre. Stacking uses vertically creates the opportunity for people to live, shop and work in one area and reduces the need for vehicles.

4. Density and Activity A critical mass of people is necessary for communities and local activity centres to flourish. Higher densities and intensity of residential and commercial building supports more retail and community uses and results in higher levels of activity.

5. Discovery and Destinations A high quality public realm and useable, accessible public spaces provide residents of communities with places to gather and encourage them to use modes of transportation other than cars.

Context



Connectivity



Variety and Mixed Use



Density and Activity



Discovery and Destinations

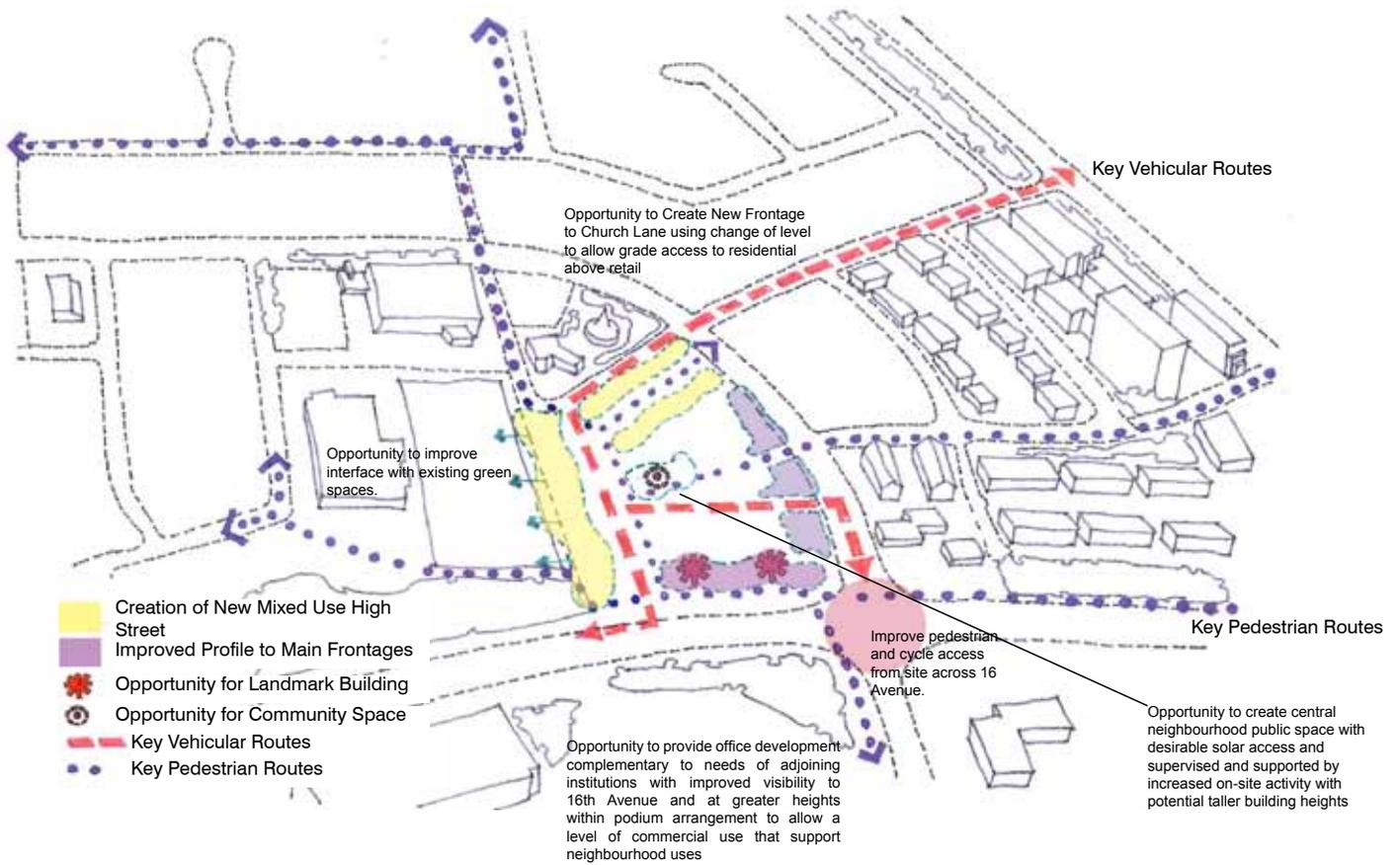


3.3 Design Objectives

The preparation of the redevelopment concept for Stadium Shopping Centre is rooted in best practices in urban design. The masterplan aims to achieve the following objectives:

- * Integrate sensitively with the surrounding communities and context;
- * Provide a compatible mix of uses that combines employment, retail, services, restaurants and residential;
- * Build on the character and assets of the neighbouring communities and institutions;
- * Achieve a high level of sustainability and investigate pursuing LEED for Neighbourhood Design;
- * Provide a network of pedestrian focused streets;
- * Improve accessibility to transit and improve the level of comfort at bus stops;
- * Minimize the negative impact of parking by locating the majority of required parking underground;
- * Lay-out and orientate buildings to maximize the sun exposure for public spaces;
- * Provide a strong interface between the development and the green space located to the west of the site;
- * Provide strong pedestrian and cycle connections between the development and surrounding communities and institutions;
- * Buffer the interior streets and spaces of the development from 16th Avenue;
- * Provide high quality accessible public spaces;
- * Minimize the impact of increased traffic on the surrounding communities;
- * Activate Uxbridge Drive into a pedestrian focused, local street;

The Sketch below illustrates some of the objectives and opportunities for the redevelopment of Stadium Shopping Centre.



4.0 Masterplan Concept Principles

4.1 Introduction

This section presents a masterplan concept that illustrates the specific design principles that our team is seeking input on from the City of Calgary. These principles were developed as a direct response to stakeholder input, City policy (MDP, CTP, SSCAP), site context, site physical conditions and the guiding design principles.

Our team feels that the integration of these principles into the site masterplan is critical for achieving a development that meets the guidance of City Policy, all of the design objectives and the aspirations of the landowner and all relevant stakeholders.

The principles are presented individually with a discussion and demonstration of how the principles could be integrated into a site wide masterplan.

This masterplan concept is not a development proposal. Rather, it is meant to be used to initiate discussion with the City of Calgary regarding the development and masterplanning principles.

In order for the landowner and their design team to move forward with the redevelopment process and to discuss masterplan options with the community and other stakeholders, it is critical that we have a discussion from the City on these principles. The purpose of the pre-application meeting and this document is to obtain City of Calgary feedback and support for these principles so that when the team outlines redevelopment options with stakeholders, there will be confidence that the principles are achievable.

The principles are divided into masterplanning and transportation and are summarized below:

Masterplanning Principles

- * Redevelop the existing strip mall into a mixed use local centre;

- * Achieve a density that is supportive of a dynamic mixed community and that is consistent with the site’s existing land use designation;
- * Integrate the new development with the existing context;
- * Achieve a distribution of massing that respects the context of the site and allows for maximum solar gain;
- * Create a network of pedestrian focused streets with a high street as the central spine;
- * Provide Public Spaces that will contribute to providing a “community heart” for University Heights;
- * Incorporate the 16 ave buffer into the masterplan as usable, high quality park and public space;
- * Improve the interface between the site and green space;

Transportation Principles

- * Improve Conditions for Pedestrians and Cyclists;
- * Transform the northern lane into a pedestrian focused street;
- * Activate Uxbridge Drive with development that fronts the street and an improved streetscape;
- * Improve Public Transit opportunities by creating two transit hubs integrated with the public realm;
- * Improve vehicular access and movement through the site;
- * Downgrade 16 Avenue from Skeletal to Urban Boulevard and Create a “right in/right out” access to 16 Avenue;
- * Provide two Access Points to/from Uxbridge Drive for the site.



4.2 Urban Design Principles

4.2.1 Redevelop the existing strip mall into a mixed use local centre

The most strategic principle guiding the redevelopment process is the redevelopment of single use (commercial retail) shopping centre into a mixed use local centre. This principle is supported by stakeholders and the SSCAP which states:

1) Stadium Shopping Centre will be redeveloped as a vibrant high quality mixed-use development with a broad range of uses and activities with retail uses on the ground floor and appropriate uses above. The main uses could include:

i. Ground floor commercial retail and personal service, and eating and drinking establishments including take outs;

ii. Residential (including residential care and assisted living) on the upper floors;

iii. Office space on the upper floors;

iv. Hotel.

The masterplan concept follows this guidance by suggesting a vertically mixed land use program. Almost the entirety of the development will have an active use on the ground floor, either retail, restaurant, café or residential. The upper floors will consist of either office, hotel or residential uses.

The proposed land use program has been developed to provide a mix of uses that are complimentary to each other, meet the daily needs of the community and has a positive impact on the immediate area.

By vertically integrating local retail and services with residential and employment uses, the redevelopment would provide opportunities for people to be able to work, live and take care of their daily needs in one central location. The opportunities of this mix of uses include:

- * Providing housing opportunities for students and faculty at the University of Calgary and for staff of the Foothills Medical Centre;
- * Providing employment opportunities within walking distance of the communities of University Heights, St. Andrew's Heights and Parkdale;
- * Providing local shops and services for the residents of the above mentioned communities;
- * Providing employment space that is complementary to the university and hospital;
- * Providing restaurants, shops and services for the people working on site;



Mixed-use development



-  Ground floor retail/
Residential Above
-  Residential
-  Ground Floor Retail/
Office Above
-  Restaurant/Residential
Above
-  Restaurant
-  Hotel

Potential land use distribution of masterplan

4.2.2 Achieve a density that is supportive of a dynamic mixed community and that is consistent with the site’s existing land use designation.

As discussed earlier, City of Calgary planning policy promotes the intensification of underutilized sites that are situated within the built area of Calgary and are well served by transit. Intensifying sites such as Stadium Shopping Centre will help achieve the vision of the city as set out in the MDP to limit sprawling development on the edge of the city and enable a more compact urban form.

Redeveloping the site with the land uses and density as outlined earlier will transform the site into a dynamic mixed use local centre. The current land use designation of the site allows for the development of 74,250 square meters. This amount of development is appropriate for this site based on its context described in the analysis sections of the report.

Achieving higher levels of densities can bring the following benefits:

- * A more efficient use of land. Compact development is more sustainable as it uses existing infrastructure more efficiently;

- * Higher densities support a wider mix of uses within walking distance;
- * A wider range of housing types and tenures can be supported in higher density areas;
- * Higher densities provides a larger critical mass to support public transit, making more frequent and convenient service viable;
- * Higher densities provide a larger customer base of people living and working close to businesses, thus making them more viable;
- * Higher densities brings more activity and vitality to public spaces making them viable;
- * Higher densities leads to safer communities by creating more opportunities for passive surveillance;
- * Building to higher densities in existing areas preserves undeveloped greenfield areas on the edge of cities.



Potential building heights of masterplan concept (storeys)

USE	Gross sq m	Gross sq ft
Retail/ Restaurant:	12,328	132,697
Residential:	18,970	204,191
Office:	28,979	311,927
Hotel:	13,230	142,407
Total:	73,507	791,223

Example of Potential Development Program based on Masterplan Concept

4.2.3 Integrate the new development with the existing context.

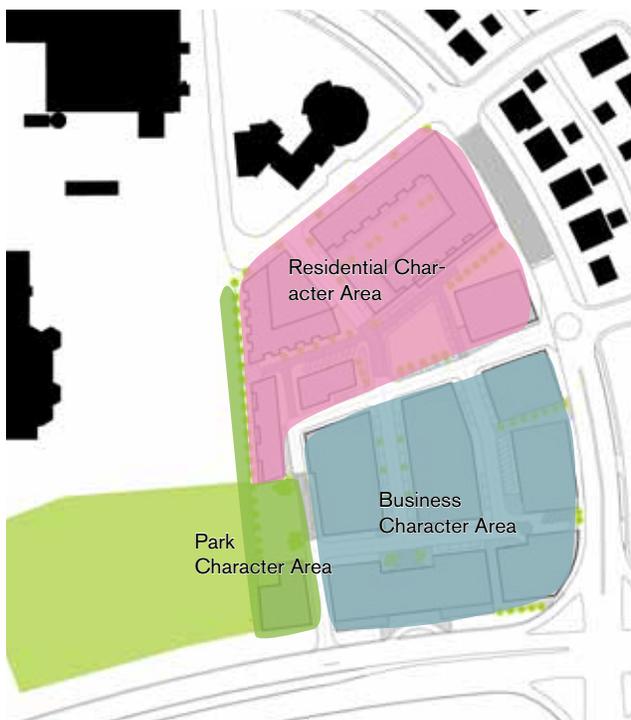
Redeveloping the Stadium Shopping Centre site will bring a multitude of benefits to the area that it sits in, but careful consideration must be made to ensure that the proposed development respects its context and integrates sensitively with neighbouring communities.

During the first stakeholder meeting, residents from neighbouring communities communicated that they were concerned about how the development interfaces with the residential community.

The proposed masterplan concept addresses these concerns in the following ways:

- * Overall building heights are kept mostly to a moderate height (3-5 storeys) throughout the entire development. This is made possible by limiting the amount of surface parking by providing the majority of parking spaces underground;

- * Taller buildings are located at strategic locations (corner of 16th ave and 29 st & nw corner), where they have little direct relationship to the communities;
- * Residential uses are situated in lower height buildings in the northern area of the development creating a more village like character area;
- * The main public square is imbedded in the northeast part of the site with strong connections to the University Heights community;
- * Building heights are kept to 3 and 4 storeys in the northeast part of the site that has the most direct interface with residential areas;
- * Uxbridge Drive will be activated with residential and retail frontages;
- * Office uses are clustered in the southern part of the site where it is more appropriate due to its interface with 16 Avenue and proximity to the hospital;



The northern part of the site would be developed with a residential character to complement the existing residential area.

4.2.4 Achieve a distribution of massing that respects the context of the site and allows for maximum solar gain

The massing diagrams illustrate how the building heights described in the development program can be dispersed throughout the site.

The proposed massing illustrated in this section respects the guidance provided in Policy SS1 of the SSCAP that states:

"The distribution of massing and building heights that is appropriate to the scale of the surrounding context with the tallest buildings on the south end of the site along 16 ave NW tapering to lower height buildings on the north end, while allowing for opportunities for solar gain into the site and areas of public realm"

Key aspects of the proposed massing strategy include:

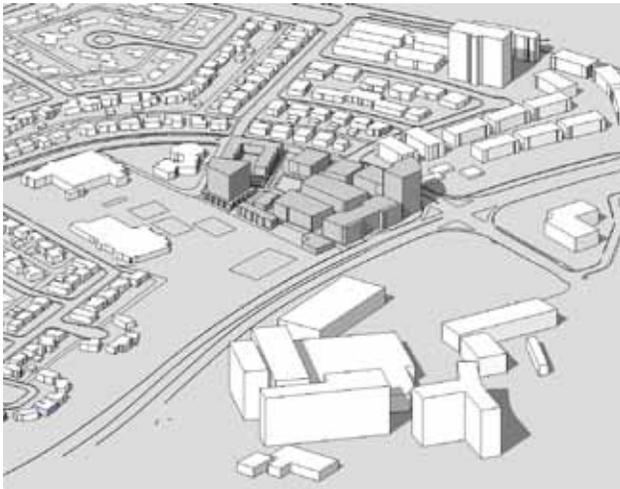
- * The buildings in the northeast corner of the site that have the closest relation with the University Heights community and are kept to lower heights of three and four storeys;
- * The residential buildings that front onto the parks to the west are also of a lower scale;
- * The buildings with office uses located in the southern portion of the site are larger. This accommodates more efficient floor plates and responds to the heights and massing of Foothills medical centre and the buffers the impact of 16 Avenue;
- * The south west corner of the site has no or very low-rise buildings to allow a maximum amount of sun penetration into the site and into the public park;

- * The main plaza in the northeast part of the site enjoys unobstructed sun penetration;
- * The tallest building at 14 storeys is the proposed hotel on the southeast corner of the site. This location is suitable for a tall/ landmark building due to its situation on 16th Avenue, high visibility and proximity to Foothills medical centre and the taller residential buildings to the east of the site.
- * A taller residential building is located at the northwest corner of the site. This building provides a second "anchor" to the southeast corner building and provides views over the park to the west.

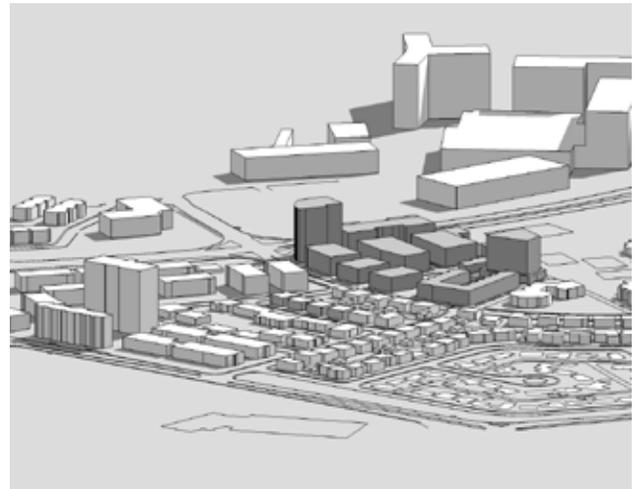


Massing plan showing shadows on June 29 at 4 pm

STADIUM SHOPPING CENTRE - PRE-APPLICATION DISCUSSION DOCUMENT



Massing plan view from SW



Massing plan view from NE



Massing plan view from SE

4.2.5 Create a network of pedestrian focused streets with a high street as the central spine

Most Calgary communities do not have streets at the core of the community, rather the shops and services that are typically found on a high street are located in some form of strip retail centre that is auto focused and not integrated into the community that it serves. In most cases, residents have no alternative than to drive to these strip centres, all but eliminating the opportunities for social activity that high streets provide. It was made clear during the stakeholder workshop that residents of University Heights, Parkdale and St. Andrew's Heights are seeking the opportunity to have a high street experience rather than the auto-focused, use separated retail and service offering so prevalent in our city.

The high street should be the busiest place in the community where people come to shop for their daily groceries and services, meet their friends for coffee on patio, go to work, step out of their door from their apartment above, linger reading a newspaper on a bench, run into their friends.

The best high streets and urban squares achieve a fine grain of development where complete, active streets are integrated by a high level of pedestrian and vehicular connectivity with the neighbourhoods they serve. The street is more than just a retail area fulfilling the servicing needs of the population, but rather a complex weave of uses and housing types, of residential over non-residential uses, of views and routes and spaces to gather in which the unique identity of the place is defined and the population using it gains the character of a community.

The most pleasant streets and public spaces are rich with identity and diversity; permeability and legibility; quality and comfort; uses and activity; and sociability and discovery.



The existing shopping centre has all the retail offerings found on a high street, but in a car focused strip centre.



A high street organizes the same uses in a pedestrian focused environment, along with accommodating cars

STADIUM SHOPPING CENTRE - PRE-APPLICATION DISCUSSION DOCUMENT

The images on this page demonstrate the retail environment of a high street.



4.2.6 Provide Public Spaces that will contribute to providing a “community heart” for University Heights

During the first stakeholder workshop, members of the community strongly expressed their desire to have public spaces incorporated into the masterplan to make up for the existing lack of public spaces in their communities. Policy SS1 in the SSCAP identifies that the provision of public space will be a key aspect of the masterplan.

The masterplan integrates several high quality public spaces into the concept. These public spaces will be activated by their surrounding uses and take advantage of the sun orientation and connections to the surrounding areas. These public spaces include:

- * Park at the southwest corner. This park will be designed to be an extension of the public park/playground that exists to the west of it. A shared surface runs between the park and the buildings to that front it to the east, allowing for ground floor patios to benefit from the western exposure and location on the park. With no buildings flanking the park to the south and west, the park benefits from unobstructed midday, afternoon and evening sun penetration.
- * A green link runs from the park along the western edge of the site. The green link will provide pathways and seating areas and provide an interface between the development and the green spaces to the west.
- * A public plaza is situated in the northeast corner of the site. This large plaza will act as the developments core public space and be activated by retail and restaurant frontages on the ground floor. The plaza will be primarily pedestrianized with a shared surface lane running through it and pedestrian link to Uxbridge Drive.



Sketch of main plaza

STADIUM SHOPPING CENTRE - PRE-APPLICATION DISCUSSION DOCUMENT



The photos below demonstrate the concept of a shared surface street. These streets provide equal balance between pedestrian cyclists and vehicles as well as accommodating parking. The masterplan concept proposes a shared surface street integrated into the public realm of the main square and flanking the proposed park in the southwest part of the site.



Example of a shared surface running between cafes and a plaza. This concept is proposed for the area in the southwest corner of the site.

4.2.7 Incorporate the 16 ave buffer into the masterplan as usable, high quality park and public space.

The provision of the two large public spaces (main plaza and western park) as illustrated in the masterplan concept depends on incorporating the existing municipal reserve that sits between the existing shopping centre and 16th Avenue into the masterplan. By incorporating an equal or greater area into the development as high quality park and public space such as a the public plaza and park, this space could be put to much better use as currently serves little public benefit as it is not currently used as park or public space.

This principal experienced strong acceptance from the community during the first stakeholder workshop and is highlighted in the SSCAP Policy SS1 that states:

"The masterplan should include the following design principles: The integration of the existing Municipal Reserve adjacent to 16 ave NW into the developable area to provide a public gathering space for the local community"



Diagram showing the principle of integrating the buffer into the development.

The newly created spaces would be integrated with the adjacent park and be activated by the development. They would be maintained by the land owners and open to the public 24/7. The pedestrian pathway that runs through the existing buffer would be maintained and improved.

Buildings that would be developed in the place of the green area would be of greater massing that would shield and buffer the interior spaces of the development from traffic, noise and pollution of 16 Avenue.



The buffer is currently used as a route into the shopping centre and into the community. By incorporating the buffer into the development, the pedestrian route would be improved and the space would be better utilized as active public spaces and park area.

4.2.8 Improve the interface between the site and green space.

Currently, the shopping centre “turns its back” on the parks and open space the sit adjacent to the site to the west. Similar to the condition facing the lane, the view from the parks is very poor towards, rubbish bins, loading areas, servicing and blank walls.

Development with active frontages that face the parks, buffered by a green spine would improve the relationship as well as providing surveillance towards the green spaces, making them safer places to be.



The current interface between the site and the park is poor, characterized by servicing, rubbish bins and bare, back walls. The photos below demonstrate how redeveloping could make major improvements.



Diagram showing the principle of improving the interface between the site and the green space to the west.



4.3 Transportation Principles

4.3.1 Improve Conditions for Pedestrians and Cyclists

The masterplan concept aims to improve pedestrian conditions both within the site and in the surrounding area.

The drawing below illustrates the proposed internal pedestrian movement structure and connections to the surrounding areas. The key pedestrian movement elements include:

On site Pedestrian Improvements:

- * A fine grain block structure provides a network of pedestrian friendly streets characterized by uncluttered, wide sidewalks, high quality materials and street furniture and places for resting;
- * Multitude of public spaces providing benches and seating for pedestrians to rest;
- * Zebra or raised crossings provide pedestrian priority at intersections;

- * Shared surface streets give pedestrians equal priority to vehicles
- * Retail frontages that activate the streetscape;
- * Opportunities for sidewalk cafes and retail to spill into the sidewalks;
- * Surface parking lots will be tucked away behind buildings or in courtyards;
- * On-street parking is integrated into the public realm by using a material treatment similar to sidewalk paving;
- * Activation of Uxbridge Drive and the northern lane to a pedestrian friendly streets.



Pedestrian connections will be strengthened by the redevelopment.



Diagram illustrating proposed pedestrian routes

On site Cycle infrastructure Improvements

- * Provide ample cycle parking for retail/short stay users;
- * Provide dedicated secure cycle parking for office and residential;
- * Provide showers and lockers for offices;
- * Investigate creating an on-site cycle sharing scheme.

Surrounding area Pedestrian and Cycle Improvements

- * Improve crossing areas at Unwin Road and Uxbridge Drive;
- * Maintain the pedestrian connection running along the southern edge of the site;
- * Improve pedestrian connections to the parks to the west of the site through the new park and formalizing the route currently through the hole in the fence;

- * Improve crossings at key junctions as marked on plan below by investigating opportunities for dedicated cycle signalling and improved pedestrian infrastructure;
- * Improve the crossing at 24 ave by installing a dedicated bicycle crossing signal;
- * Install a dedicated cycle lane along Uxbridge Drive;
- * Formalise the cycle connection between the site and University of Calgary;
- * Improve the crossing at 16th ave by providing a bicycle box and dedicated cycle signal;
- * Making the current route to the Banff Trail LRT station more attractive for users of the Stadium Site and to other area users;
- * Review opportunities to enhance pedestrian and cycle movements at the 16 Avenue and 29 Street intersection;



-  Junctions for improvement of pedestrian/cyclist crossing
-  Enhanced pedestrian routes

4.3.2 Transform the northern lane into a pedestrian focused street.

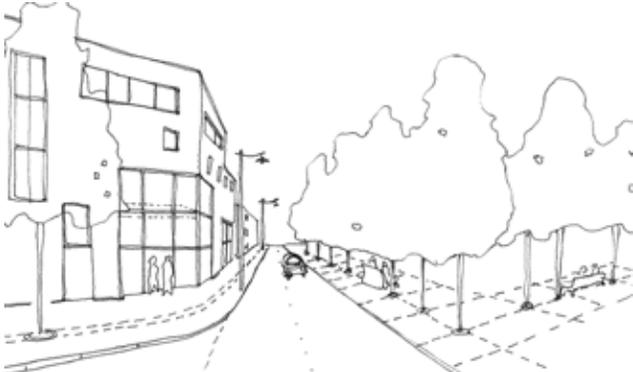
The lane which sits at the north of the site offers a tremendous opportunity to transform an underutilized, poorly fronted driveway into an actively fronted street that would provide greater connectivity to the community along with a much improved interface with the church that shares frontage with it.

Transforming the lane into a street would be a major step in achieving the design objective of creating an improved interface with the community as well as being supported by Policy SS1 in the SSCAP which states:

"The masterplan should include the following design principles: The incorporation of the existing lane on the north of the site into the masterplan to create a connection through the site"



Diagram showing the principle of transforming the lane into a street



Sketch showing how the lane could become a benefit to the community

The street's existing condition consists of acting as a "back" with services, rubbish bins and bare walls fronting the lane and the church. Developing the lane with residential and/or retail frontage and a pedestrian focused and landscaped streetscape would improve the quality of the lane and provide the church with a much more attractive view. A further step to improved connectivity to the community would be to provide a pedestrian/cycle pathway leading to the north.



The condition of the lane could be significantly improved by transforming it into a residential fronted street.



4.3.3 Activate Uxbridge Drive with development that fronts the street and an improved streetscape

With the retail component of the existing shopping centre sitting to the back of the western portion of the site, Uxbridge Drive the pedestrian environment is very poor. Combining development with retail and residential active frontages facing Uxbridge Drive with a streetscape plan that focuses on pedestrian comfort will enhance the character of the street.

Additional suggested potential improvements to Uxbridge Drive :

- * Uxbridge Drive could be improved further if the section that runs between Ulster Road and Unwin Drive was made into raised table or shared surface, meaning that it would be flush with the curb line and receive a special material treatment that would demarcate it as pedestrian focused. This design gesture would allow for pedestrians to cross this portion of the street freely, improving the access to the northbound bus as well as discouraging motorists from short cutting using this route;

- * Investigate narrowing the carriageway and installing a raised table between Ulster and Unwin;
- * Improve access control for Uxbridge Drive commercial uses (potential median coupled with a roundabout at Ulster Road);
- * Modify signal phasing and lane use at 16 Avenue, 29 Street and Uxbridge Drive intersection;
- * Install a dedicated cycle lane (potential physical separation);
- * Widen sidewalks on both sides of street and improve landscaping;
- * Provided Retail/Commercial Frontage on west side;
- * Investigate on-street parking on west side;
- * Install high quality materials, landscaping and street furniture.



The existing character of Uxbridge Drive is inhospitable to pedestrians.



Uxbridge Drive could become an active street accommodating pedestrians, vehicles and cyclists

4.3.4 Improve Public Transit opportunities by creating two transit hubs integrated with the public realm

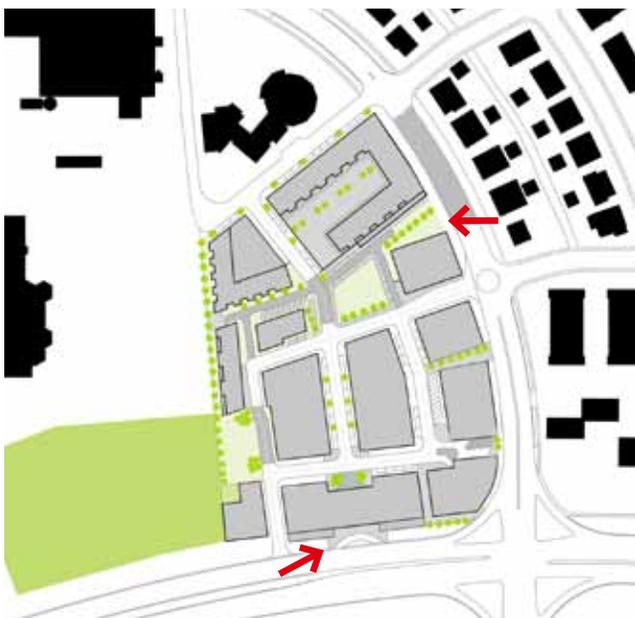
Public transit service is the single most important component of the transportation system serving the Major Activity Centre in this part of the city and the Stadium Shopping Centre site lies in the midst of this “mini-downtown” area. We would like to see the Primary Transit Network traverse the edge of the Stadium Shopping Centre Site.

One of the most important factors in encouraging the use of public transit is providing comfortable waiting areas for patrons. The existing bus stop for people waiting for the #20 bus is uninviting and uncomfortable. The masterplan concept incorporates bus stop “hubs” into the public realm design. These bus hubs will provide comfortable waiting areas along with activity and in the forms of shops and café for people to purchase bus tickets and convenience items while they wait. With Calgary Transit intending to start providing “real time” bus arrival information, their success will be enhanced.

A similar facility on the south side of the 16 Avenue may be appropriate to service the Foothills Medical Centre site, particularly as further development occurs on the northern portion of that site.

The two bus hubs include:

- * An area integrated into the public realm design of the northeast plaza. This hub would provide a waiting area for the existing #20 bus and any other service that may be planned when the West Campus link to Shaganappi Trail is implemented;
- * An area situated at the southern end of the site activated by a public space and shops associated with the retail/office building on the south. This hub would allow for a bus travelling westbound on the Primary Transit Network to stop and pick up passengers waiting in a comfortable area.



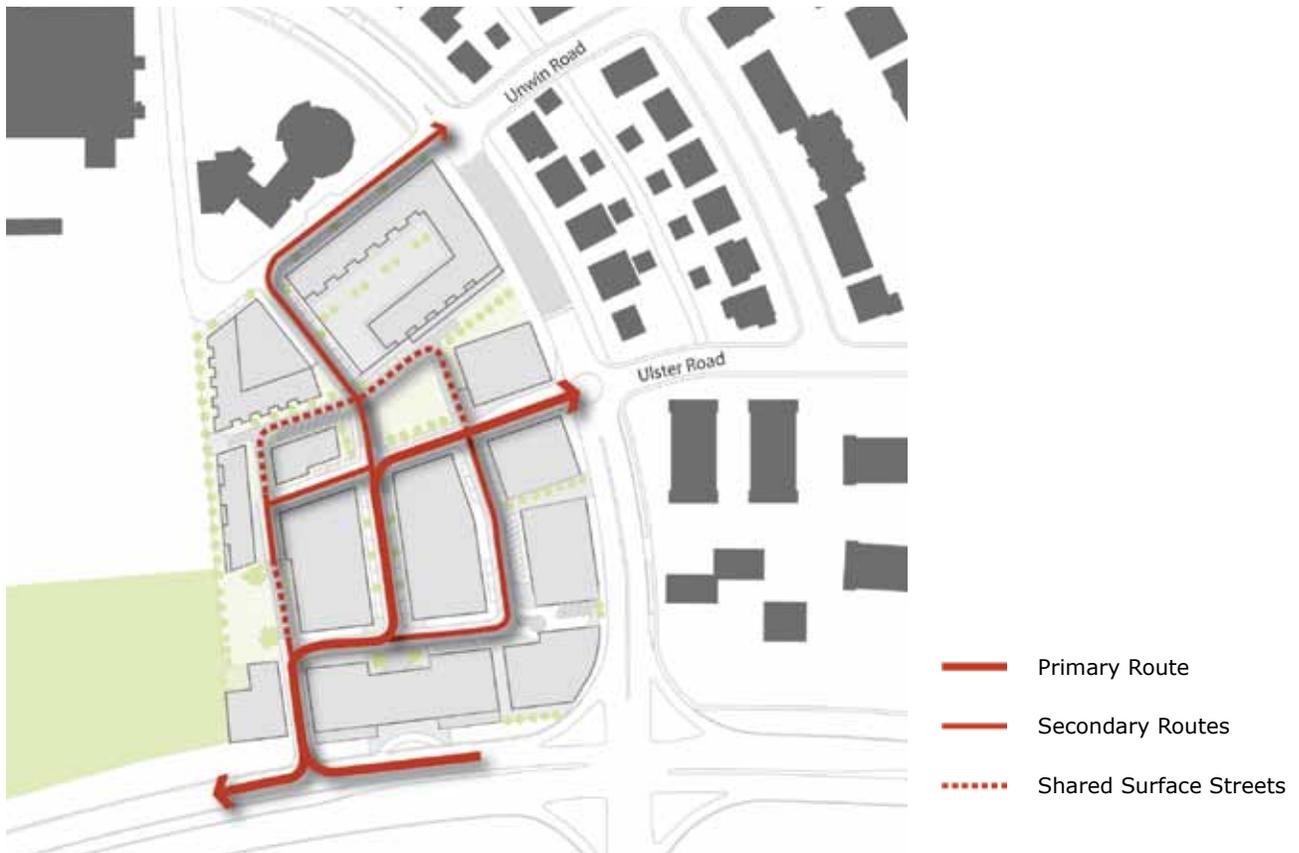
4.3.5 Improve vehicular access and movement through the site

The diagram below demonstrates the proposed site accesses and internal vehicular circulation. It features the following:

- * The fine grain block structure allows for a series of interconnected streets with a clear hierarchy;
- * The suggested primary vehicle route enters the site from the southern entrance off Uxbridge Drive, runs south along the "high street" and exits onto 16 Avenue;
- * The secondary routes include the existing lane which will be transformed into a street, and the east and west-north south streets;

- * A series of "shared surface" streets is proposed running through key public spaces. The design of these streets encourages very low vehicle speeds and provides equal priority to pedestrians, cyclists and vehicles;
- * On street parking is provided in all areas where possible. Parking should be designed to be integrated into the public realm with the use of paving materials that are consistent with footways.

The vehicular movement strategy depends on the incorporation of several critical transportation principles described on the pages that follow.



4.3.6 Downgrade 16 Avenue from Skeletal to Urban Boulevard and Creating a “right in/right out” access to 16 Avenue

Incorporating a direct access point from 16 Avenue to the site will relieve pressure from the 16th Avenue/29 st junction as well as dispersing traffic from Uxbridge Drive and the University Heights community.

This access point would be most readily achieved in association with a change of designation of 16 Avenue from Skeletal Road to Urban Boulevard. The designation of this portion of 16 Avenue to Urban Boulevard appears to be appropriate given the Major Activity Centre (mini-downtown) that straddles 16 Avenue in this area and the need for better access for all modes of travel.

We see the opportunity, in connection with the Stadium Shopping Centre site and the redevelopment/intensification of the area Major Activity Centre to modify the current classification of the 16 Avenue in this area.

16 Avenue is currently designated Urban Boulevard both east of Crowchild Trail and west of Shaganappi Trail. The section between Crowchild and Shaganappi is classified as Skeletal Road. Is this classification appropriate to a road serving urban traffic

and a Major Activity Centre that is essentially a mini-downtown? That classification has its access obstacles and is not conducive to encouraging area redevelopment with its access requirements. We suggest that a lower classification such as Urban Boulevard like most of the rest of 16 Avenue west of Deerfoot would be more appropriate. Within the Stadium Shopping Centre Plan and working with the City and area Stakeholders, we would like to explore alternative configurations to 16 Avenue in this area that are more conducive to the needs of transit users and vehicles, and that allow for effective pedestrian and bicycle movements. We anticipate that this would allow for the widening of 16 Avenue, in the foreseeable future, to 6 driving lanes similar to the standard and configuration between Deerfoot Trail and 19th Street. The need for (and desirability of) protection for a future interchange at 16 Avenue/Uxbridge drive would form part of the review process.



“Right in - Right Out” access to 16th Avenue

4.3.7 Provide two Access Points to/from Uxbridge Drive onto the site

As discussed previously, incorporating the lane into the masterplan design would provide one access point to the site from Uxbridge Drive at the junction with Unwin Road. A second access from Uxbridge Drive is proposed at the junction with Ulster Road. The integration of two accesses benefits the overall pedestrian/cyclist/vehicle movement of the site by achieving greater connectivity to the surrounding area, and matches the existing block structure to the east of the site. Two access points will disperse traffic between them, relieving pressure that would build up with a single access point.

Aligning the two access points with Ulster Road and Unwin Road provides a greater distance between the more southerly access and 16 Avenue than currently exists. This configuration also allow for much improved internal circulation through the site.



Two vehicle access points from Uxbridge Drive