

**EAST VICTORIA PARK
MASTER PLAN BRINGS
BOLD OPPORTUNITIES
FOR CALGARY**



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INTRODUCTION

A BOLD PLAN FOR RIVERS DISTRICT

In 2007, Calgary Municipal Land Corporation (CMLC) was established to redevelop East Village from the ground up—a monumental undertaking to be delivered over 20 years. The momentum underway in East Village is staggering, inspiring, and affirming. Left for dead more than once, the city's oldest neighbourhood (and for decades, its most neglected and downtrodden) is now halfway through its master-planned resurrection as a desirable, walkable, livable riverside destination featuring more than 1,400 new condos and 200,000 square feet of new retail near completion. Watching a new East Village rise against the skyline of downtown Calgary is undeniably exciting. It demonstrates what can happen when collaboration, creativity, determination, passion, and plain old hard work prevail.

Having now completed the lion's share of our planned horizontal infrastructure upgrades and public realm improvements in East Village and its outer fringes, CMLC has a 20-year vision for east Victoria Park within Rivers District that will result in four million square feet of mixed-use development and over 8,000 new residents moving into a vibrant community nestled on

286 acres of Calgary's downtown east side. Specifically to east Victoria Park, the master plan vision has been designed to be flexible enough to imagine and integrate modernized amenities like a new event centre and the delivery of a Stampede Trail retail destination. With funding in place, the expansion of the BMO Centre is on track for completion in 2024 and the development of the Event Centre and 17th Avenue extension are moving ahead. As the development progresses, the plan and community will accommodate and support a variety of entertainment and cultural amenities.

“People are excited about a culture and entertainment district for the city because it's an opportunity to take a part of the eastern portion of downtown and turn it into what is a year-round vibrant, lively space and build upon what is already anchored by some of our most beloved amenities in Stampede Park and activities at the BMO Centre.”

Clare LePan, CMLC





INTRODUCTION

A BOLD PLAN FOR RIVERS DISTRICT CONT'D



This part of downtown Calgary, which includes Stampede Park and the BMO Centre, has long stood as the city's entertainment epicentre. Rather than reinventing it as something it simply isn't, CMLC imagines east Victoria Park as a vibrant, high-density, mixed-use community that draws on the spirit of entertainment that resides in its DNA, as well as its natural surroundings. Integrating the existing urban fabric—including several heritage buildings, the Calgary Stampede Park and the Elbow River—and reshaping east Victoria Park as an active, walkable, accessible community with enhanced connections to adjacent neighbourhoods are among our most important goals.

In east Victoria Park, we have the opportunity to infuse new energy and new life into the district while attracting developers that respect the community's history and envisioned future. This can create all kinds of opportunities for Calgary and for everyone who calls the city home.

"I believe in an increased investment in districts like this that bring people together and use arts and culture as a means of helping to create and activate spaces for Calgarians."

Patti Pon, Calgary Arts Development

Imagine an enhanced Stampede experience and exciting cultural programs year round. Picture an elevated district that improves the lives of neighbouring communities and elevates the destination as a desirable place to live, work and play. Imagine Calgary becoming an "it" destination for travellers across the country and around the globe. Now think about this place and the sense of pride to call it your city. Your home.

“A LOT OF CULTURAL AND ENTERTAINMENT DISTRICTS AROUND THE WORLD EVOLVE ORGANICALLY OR BY ACCIDENT. HERE WE HAVE A CHANCE TO BECOME VERY INTENTIONAL ABOUT WHAT THIS WILL BE AND THAT’S THE MOST AMAZING OPPORTUNITY YOU CAN ASK FOR.”

DAVID LOW, VICTORIA PARK BIA

GUIDING PRINCIPLES FOR SHAPING RIVERS DISTRICT

The vision for Rivers District Master Plan is to create an **AUTHENTIC, CONNECTED, RESILIENT, and VIBRANT** culture and entertainment district in which 8,000 people from diverse backgrounds and across demographics will one day live. Integrating into the city and established downtown neighborhoods, the district will not only become the premier culture and entertainment destination of the region, but also become home to those seeking the excitement and convenience of urban living. Whether attending the famous Calgary Stampede, cheering for the Calgary Flames, meeting a friend at the Calgary Opera, visiting someone in the Victoria Park neighborhood, or enjoying the Elbow River Park, the Rivers District will be an exciting and lively district.



AUTHENTIC

GUIDING PRINCIPLES

An AUTHENTIC Rivers District is a distinct Calgary experience that celebrates the history and heritage of the neighbourhood and city. The master plan:

- Cultivates culture and entertainment identity
- Creates a year-round destination that sustains and expands the potential of the 10-day event
- Builds an inner city community—8,000 residents strong—who are trend setters and event supporters who crave to be at the centre of attraction



CONNECTED

A CONNECTED Rivers District links adjacent neighbourhoods to the district, the river and one another. We seek to redevelop, implement and activate public infrastructure to meet the needs of the community and the City of Calgary as our sole shareholder. The master plan:

- Reknits the urban fabric
- Improves walkability and bikeability
- Creates a network of parks and open spaces
- Connects to the Elbow River



RESILIENT

GUIDING PRINCIPLES

A RESILIENT Rivers District exemplifies best practices for urban infill, economic development, green infrastructure, and transit-oriented design. We will manage the investment in land and infrastructure for optimal financial return. The master plan:

- Promotes economic resiliency
- Encourages environmental sustainability
- Enhances social sustainability
- Attracts private investment and sustains a destination and local economy
- Encourages urban lifestyles that are associated with improved human health



VIBRANT

A VIBRANT Rivers District is an active, mixed-use district, with a series of distinct places and spaces, that is the heart and gathering place for adjacent neighbourhoods and a regional destination. The master plan:

- Promotes inner city density
- Encourages high-quality urban design
- Creates a new and distinct district
- Creates a neighbourhood centre

DEMOGRAPHICS

A DISTRICT FOR THOSE SEEKING THE EXCITEMENT AND CONVENIENCE OF URBAN LIVING

Key learnings from a robust CMLC-led research process involving surveys and focus groups showed that diversity, safety and livability are some of the most important concerns for a spectrum of residents. To create an "east Victoria Park for everyone," the district will offer architecture and home designs that are diverse and respect the area's heritage while appealing to a wide ranging audience and life cycle stages. It will ensure there are a variety of public green spaces and plazas, as well as bike paths and a sidewalk network to connect to adjacent neighbourhoods. A thriving dining scene will appeal to residents and visitors alike while a safety action plan will be put into place to address any concerns.

The Rivers District Master Plan envisions a community that resonates with two distinct demographic segments coined as: *Event Enthusiasts* and *Trend Setters*. Integrating into the city and established downtown neighbourhoods, the district will appeal to those two demographics not only by becoming the premier culture and entertainment destination of the region, but also by becoming home to those seeking the excitement and convenience of urban living.



ATTRACTING EVENT ENTHUSIASTS TO OUR DISTRICT

Event Enthusiasts are thrill seekers who look for an active and action-packed lifestyle. They are Single Professionals, Couple Professionals, and Retirees and they're not particularly cost conscious and don't mind spending on activities and events.

Event Enthusiasts are the epitome of "work to play." Their surroundings need to offer an extensive array of entertainment and cultural attractions as they are always in anticipation of the next event or sports game.

Some couples are starting to think about having a family and how their current neighbourhood will suit their new criteria (e.g. education, playgrounds, suitable residences, etc.). They tend to display less cost consciousness traits, instead using their disposable income on available entertainment options.

"With people coming from Calgary Expo and the Calgary Stampede, a Flames Game, a concert and everything in between, this area is really diverse. So it can't be designed for just one group, it has to be designed for all the different opportunities that exist in that area now."

Kate Thompson, CMLC





DEMOGRAPHICS

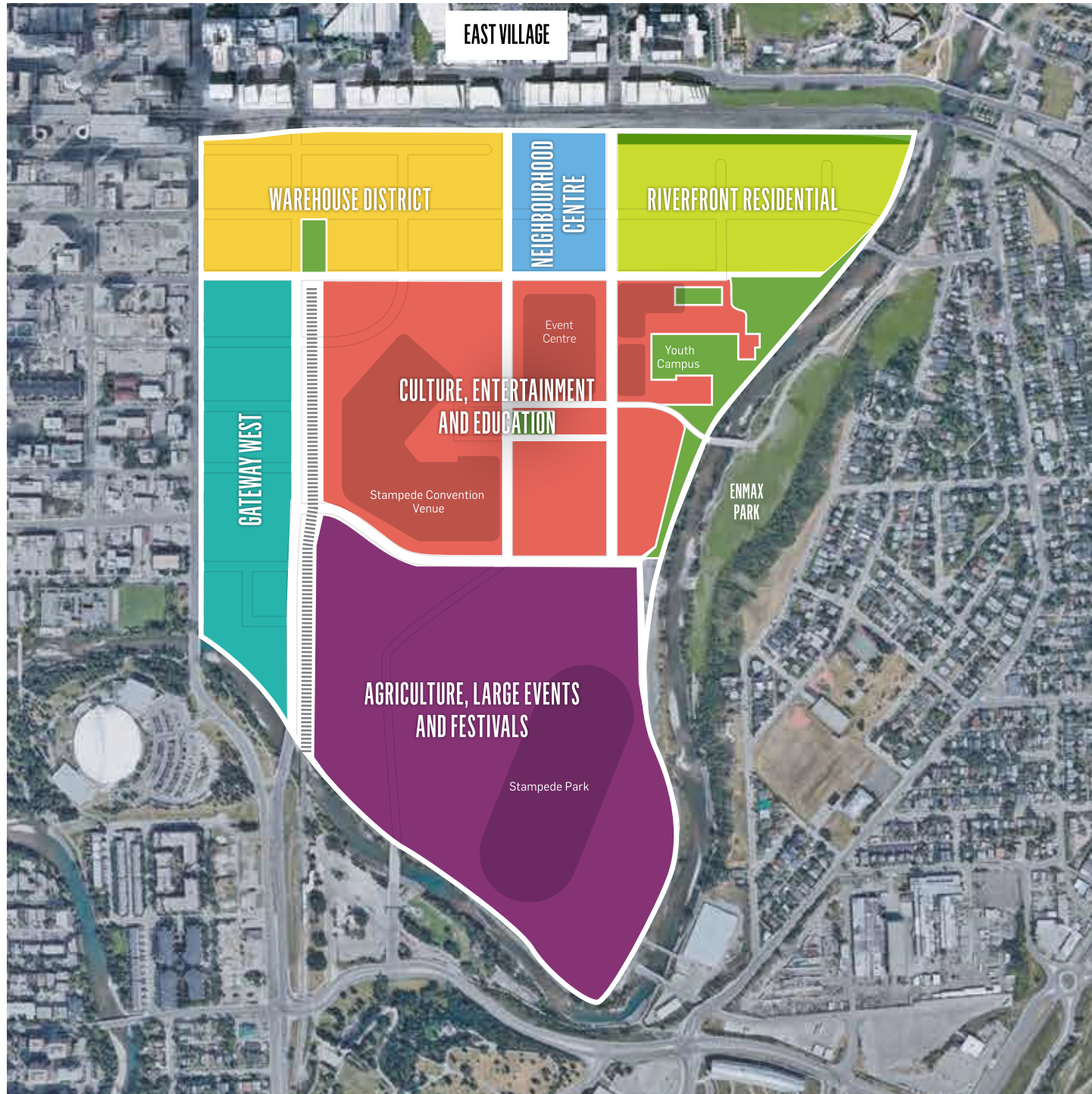
ATTRACTING TREND SETTERS TO OUR DISTRICT

Trend Setters are a fun, dynamic and ambitious subset of the population. This younger segment displays higher risk-taking attributes, and its members aim to be the trendiest amongst their social groups by having the latest and most innovative technology. This segment is made up of Single Professionals, Couple Professionals, and Families.

The target segments enjoy living fun and exciting lives and are always looking for new/exciting experiences. Unsurprisingly, they are not a particularly risk averse subset of the population. They are career-driven individuals and have set themselves ambitious professional goals. In general, they are an active group who try to remain well and fit.

They tend to stay up-to-date with the latest technological trends and consider themselves as early adopters. They believe that products and services should be tailored to their specific needs and are willing to spend more for this customization.

CHARACTER AREAS



CHARACTER AREAS

The east Victoria Park tapestry is designed for nurturing local businesses and diverse residential development. The diversity of the natural qualities and local amenities within east Victoria Park will create a magnetic gathering place, surrounded by a wide spectrum of shopping and residential options.

Character Areas, which help achieve the desired vibe in newly-developing areas, redevelopment and infill areas, contribute to the "look and feel" of neighborhoods, districts, and the entire community. In Rivers District, the following Six Character Areas articulate the unique quality of each sub-area and inform how building forms, land use, and streets in each area interface with each other. The objective is to ensure that a clear identity emerges in each area and that there are clear connections between them.

"When we start to blur the lines between people's living rooms and the spaces in between the streets then I think we create a really thriving, exciting place both to live in but also to visit."

Peter Oliver,
Beltline Neighbourhoods Association



DISTRICT



RESTORED BUILDINGS

CALGARY HERITAGE



HISTORIC BRICK BUILDINGS

UNIQUE STREET EXPERIENCE



CHARACTER AREAS

WAREHOUSE DISTRICT

Located north of 12 Avenue, between Macleod Trail and 4 Street, this district is characterized by a collection of 13 historic brick buildings along 11 and 10 Avenues. A mix of commercial, office and residential spaces will take over these restored warehouses to create a unique street experience.

New buildings will be constructed in a complementary style and use similar materials as those of historic buildings. This motif will continue through the Neighbourhood Centre and Riverfront Residential neighbourhoods.

“You’re walking along this really very interesting pedestrian corridor with historic buildings on one side and really neat, unique architecture on the other side. There’s a constant buzz of activity and a choose-your-own-adventure opportunity starts happening.”

David Low, Victoria Park BIA

- Scale of new development along 10 and 11 Avenues will create an interesting architectural dialogue with the existing historic structures.
- Materials and style will reflect a contemporary industrial warehouse design look.
- Renovations of historic buildings will be artfully done to maintain the historic integrity of the buildings.
- Additions to existing buildings will offer an alternative to new development to preserve an existing, defined urban fabric.

CHARACTER AREAS

NEIGHBOURHOOD CENTRE

This mixed-use area featuring residential towers, office buildings, hotels, restaurants and shops will be vibrant and exciting at any time of day or night. This area will be a contemporary interpretation of the historic Warehouse District, with lower-rise towers built along 11 Avenue to create a more pedestrian scale and urban residential character near the river.

It will also offer excellent transit access and proximity to lively entertainment and cultural amenities. Adjacent to the anticipated Green Line LRT station, the Neighbourhood Centre is the 'knuckle' where Riverfront Residential, Warehouse District, East Village, and the Culture, Entertainment and Education neighbourhoods merge.

- Safe and easily accessible Green Line Station.
- Neighbourhood serving retail and outdoor patio space will create a local gathering place.
- An indoor urban market will become a destination and provide space for local grocers and retailers.
- Wide pedestrian and bicycle connections will link the LRT to the Culture, Entertainment and Education District.



TRANSIT ↑
ACCESS ↓



RESIDENTIAL



RESTAURANTS



& RETAIL

CONDOS

LIVELY



ACTIVE

DIVERSE



WATER



SOCIALLY CONNECTED



EASY ACCESS TO THE ELBOW RIVER

RESIDENTIAL HUB OF THE COMMUNITY

CHARACTER AREAS

RIVERFRONT

RESIDENTIAL

Bordered by the Canadian Pacific Rail and 12 Avenue, and 5 Street to the edge of the Elbow River, this area will be a very livable, pedestrian-friendly destination. Designed for people of all ages to live and thrive in an urban environment, this residential area is characterized by mid-scale urban living with easy access to transit, downtown, regional trails, and the Elbow River.

The relocation of the Victoria Park Transit Facility creates a clear connection between the district and the Elbow River. This lively neighbourhood will provide a transition between the growing Beltline and East Village to the quieter quaint streets of Ramsay.

“The relocation of the transit facility creates riverfront access for residential and mixed-use development and celebrates the Elbow River and this portion of the district.”

Kate Thompson, CMLC

- Townhomes will create a residential scale neighbourhood along the street and transition to taller buildings behind
- Residential units will open up directly onto 10 Avenue Linear Park.
- Pedestrian scale lane development.
- Building of various sizes and materials will create an interesting facade while stoops and front doors will activate the street through daily comings and goings.

CHARACTER AREAS

CULTURE, ENTERTAINMENT AND EDUCATION

A dynamic national destination and centre of civic pride, gathering, activity, history, and modern uses, this district thoughtfully integrates long-standing agricultural, convention, and sports venues with emerging cultural facilities, arts and education, shopping, entertainment, and hotels. Organized around a vibrant festival street, urban plazas, and riverfront access, this district will become a hub of activity. Modern amenities like an expanded BMO Centre, which is underway and set to complete in 2024, the new Event Centre and the Stampede Youth Campus will be integrated with lively festival streets, urban plazas, and riverfront parks.

- The expanded BMO Centre will accommodate a wide variety of conferences.
- A new Event Centre will become the city's iconic live performance venue.
- The Red Line LRT Plaza will create a stronger and highly visible connection between the LRT Station and BMO Convention Centre.
- A new event plaza will be designed as a central gathering space with programming for a variety of occasions, similar to RiverWalk Plaza in East Village.
- Stampede Trail will be designed for flexibility of use and to encourage ongoing programming and activation.



CELEBRATION

FESTIVAL STREET



MODERNIZED AMENITIES HEART OF THE DISTRICT



WORLD-CLASS ATTRACTIONS



HUB OF THE ENTERTAINMENT DISTRICT



RESTAURANTS AND RETAIL



NEIGHBOURHOOD



RESIDENTIAL TOWERS

EAST/ WEST CONNECTION



SIGNATURE ARCHITECTURE

CONNECTING EXISTING COMMUNITIES

CHARACTER AREAS

GATEWAY

WEST

Signature development and architecture along the Elbow River between 1 Street SE and Macleod Trail will announce arrival into downtown Calgary. High-density residential towers with a combination of restaurant, commercial, and office space will line the busy arterials and weave neighbourhoods together, easing the east-west transition, and facilitating the discovery of exciting Beltline communities.

- Signature architecture will announce arrival into downtown Calgary.
- Highly visible commercial edge along Macleod Trail.
- Improved Red Line LRT Station and pedestrian/ bicycle crossings at 17 Avenue will facilitate better connectivity between Beltline and Victoria Park.
- Finer grained retail located on 13 and 17 Avenues.

“The Beltline is a really cool, diverse urban neighbourhood and one of the more vibrant places in Calgary. It’s a place where you have a mixing pot of exciting stuff happening and different kinds of businesses and experiences.”

Peter Oliver,
Beltline Neighbourhoods Association

CHARACTER AREAS

AGRICULTURE, LARGE EVENTS AND FESTIVALS

As Calgary's focus of fun for more than a century, this is where big things happen, year round, day and night—from rodeo to concerts and conferences. Your get-togethers, your good times and your memories are all right here. A thoughtful complement to the Calgary Stampede Concept Plan, the district will create a new pedestrian and vehicular link and increase year-round connectivity to Stampede Park.

Cradled by the Elbow River and home of the Calgary Stampede and a growing agricultural event and exposition business, this district is intended for flexibility, large festivals and event functions, and access.

“The Calgary Stampede’s goals are about welcoming as many people as we can to Stampede Park and giving them the best experience possible. The Rivers District Master Plan, and all of the connections that we’re building to the areas around Stampede Park, is going to do just that.”

Jim Laurendeau, Calgary Stampede



PLAY

FESTIVALS & EVENTS

ENJOY

CALGARY STAMPEDE

LIVE MUSIC

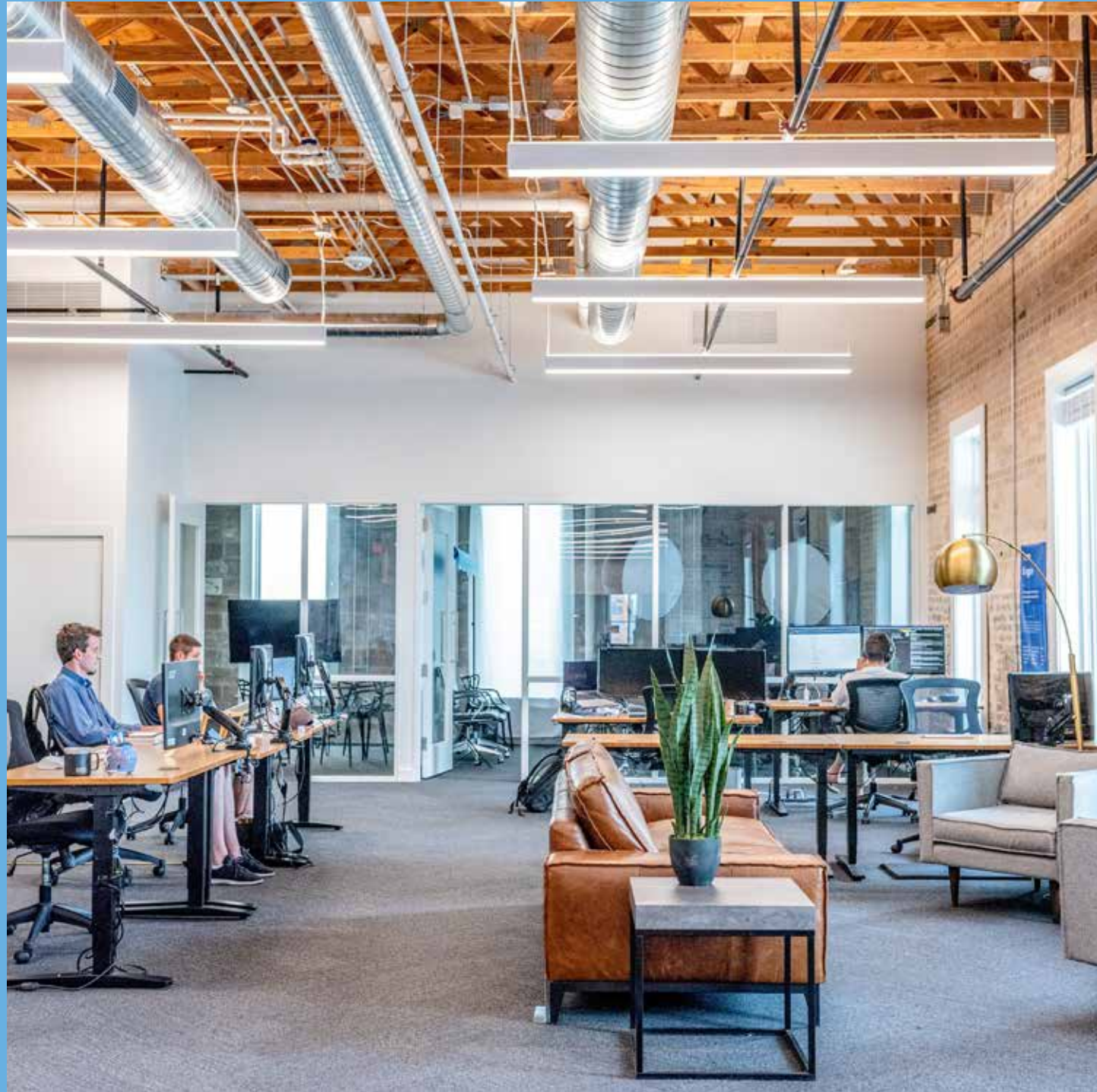




OPEN SPACES

SHAPING RIVERS DISTRICT

Designing an urban culture and entertainment district that functions as a local destination, an urban downtown residential community as well as a national destination requires a connected, pedestrian and bicycle friendly grid of streets where people can easily and safely move around without a car. A fundamental step in achieving this vision is to create an urban framework that encourages a more human scale, walkable and bikeable development pattern. The master plan's street network is intended to perform as part of the open space system with an emphasis on bringing people through the site, on foot and bike, connecting east Victoria Park to existing neighborhoods, transit stations and the river, while balancing the needs of automobile and public transportation. Wide sidewalks, street lighting, generous landscape and/or amenity zones, and shady trees create safe, comfortable pedestrian connections.



INFRASTRUCTURE IMPROVEMENTS

PLANNING AND DESIGNING FOR CONNECTIVITY

We approached the redevelopment of East Village by determining how we could 'connect' it to the core and to surrounding neighbourhoods while attracting development. In east Victoria Park, we are beginning with the same focus on planning and designing for connectivity.



INFRASTRUCTURE IMPROVEMENTS

1 17TH AVENUE EXTENSION + STAMPEDE CROSSING

Linking MacLeod Trail, the Red Line LRT Station, expanded BMO Centre, Stampede Trail, the Elbow River and ENMAX Park.

Aligning with the Stampede Park concept plan, this infrastructure project involves the extension of 17th Avenue SE into Stampede Park to forge a pedestrian and vehicular link that increases connectivity and creates an attractive right of way for new retail and commercial development, as well as the redesign of the Stampede Crossing station. Construction on this project will commence in summer 2020.

2 5TH STREET SE UNDERPASS

Establishing a stronger connection between East Village and surrounding communities via a new 5 Street Underpass.

The design and construction of this underpass is a key piece of infrastructure and part of our commitment to attracting investment while increasing the density, liveability, vibrancy, and development potential of the area.

The underpass creates a critical north-south connection and allows for flexibility on Stampede Trail Festival Street, which can be closed for events and activities while not creating traffic issues. This infrastructure project is being delivered in coordination with the anticipated Green Line LRT.

3 12TH AVENUE PROMENADE

12 Avenue is a primary entryway into the Culture and Entertainment District and is a critical component of the open space framework.

12th Ave and 4th Street SE establish the critical corner or 'heart' of the district. Designed as the landing spot when you arrive into the district, this intersection takes pedestrians south along the Festival street toward Stampede Park, BMO and Event Centre Plaza. It is an easy connection the Green Line LRT station two blocks north and draws visitors east toward the Elbow River and regional trail.

In east Victoria Park, Calgary and its citizens have the kind of chance that comes but once in a lifetime. Not just a new neighbourhood, east Victoria Park will reinvent the downtown Calgary experience in a district that celebrates culture, entertainment and urban life with spaces both new and reimagined.

To learn more about the Rivers District Master Plan visit calgarymlc.ca/riversdistrictmasterplan

**“CALGARIANS FIND WAYS TO
GATHER WHEN THE SPACES THAT
ARE CREATED FOR THEM WELCOME
THEM AND I THINK THAT’S WHAT
THE RIVERS DISTRICT HAS THE
POSSIBILITY OF BEING.”**

PATTI PON, CALGARY ARTS DEVELOPMENT



4,000,000
4,000,000
CONNECTION
8,000
RESIDENTS
150,000
SQUARE FEET OF RETAIL
RESIDENTS
VIBRANT
20 YEAR
MOMENTUM
AUTHENTIC
VISION
SIX
MOMENTUM
VIBRANT
MOMENTUM
VISION
SIX

