

ATHABASCA POWER CENTRE

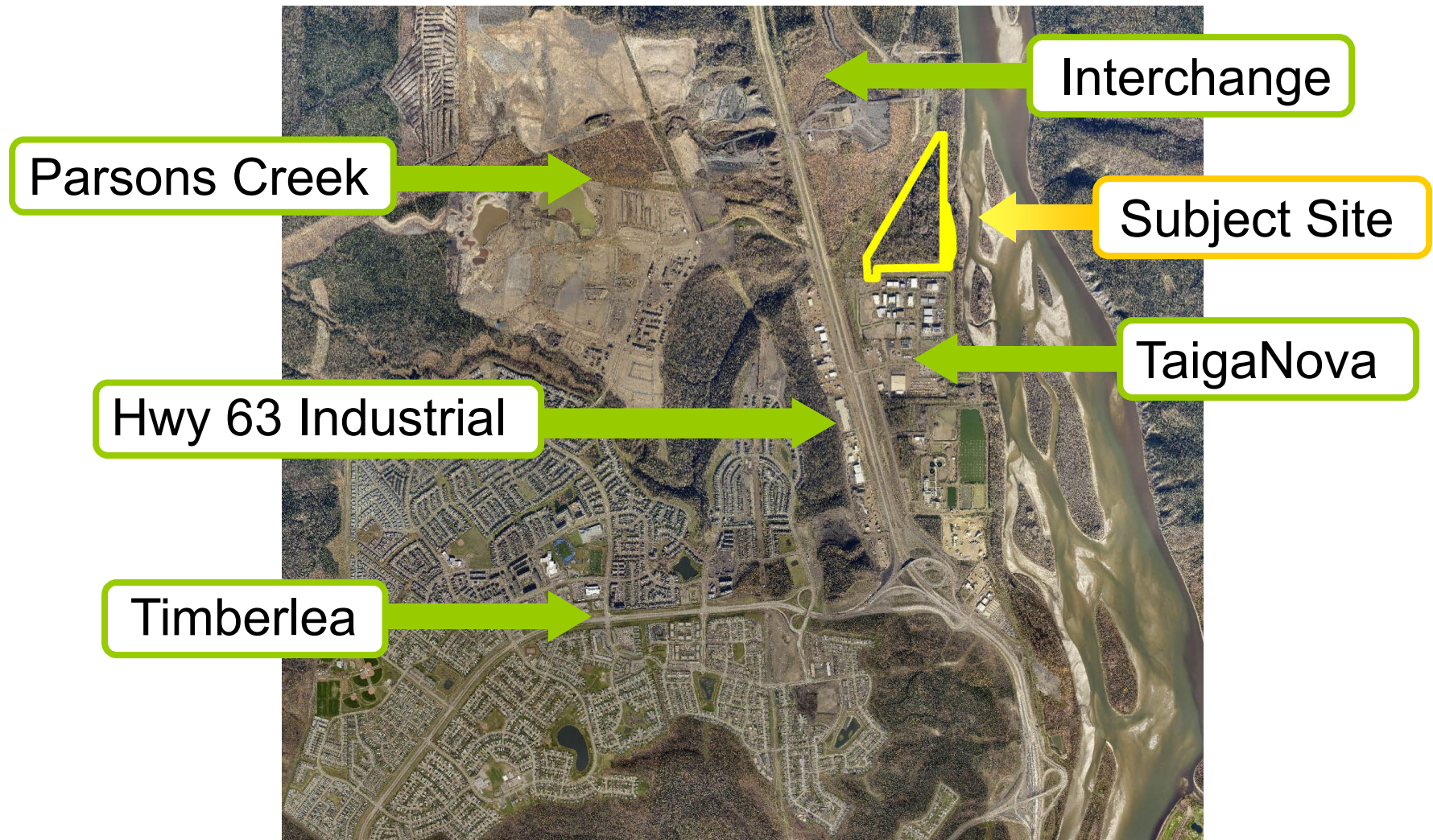
AREA STRUCTURE PLAN (ASP)

August 26, 2014
Planning & Development

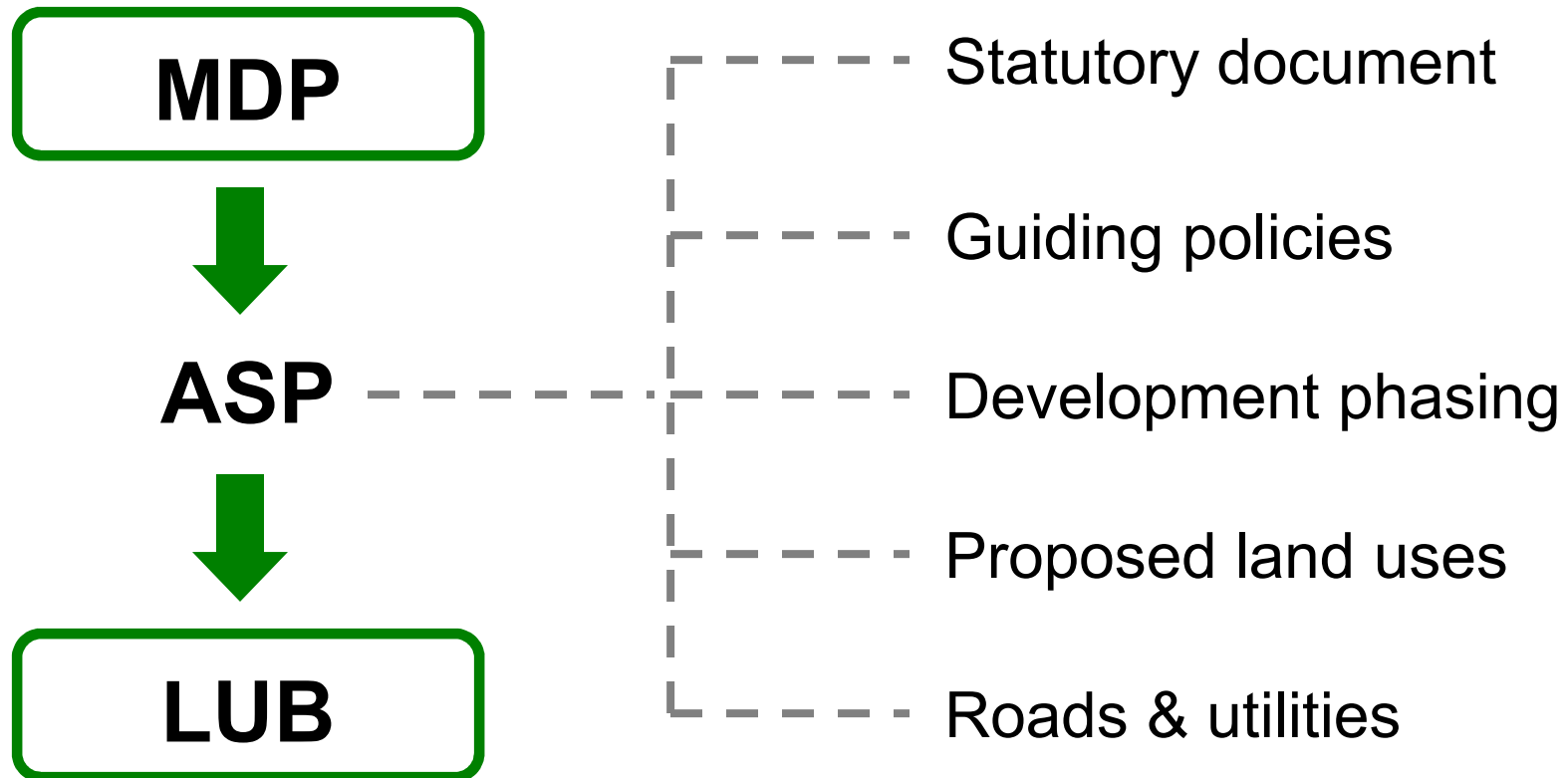
Purpose

- 1 Adopt Athabasca Power Centre ASP
- 2 Amend Land Use Bylaw
- 3 Repeal Highway 63 North ASP

Site & Context



Role of an Area Structure Plan (ASP)



Rationale

- 1 Commercial & Industrial Land Use Study (CILUS)
- 2 Business Inventory & Gap Analysis
- 3 Municipal Development Plan (MDP)

Commercial & Industrial Land Use Study (2010)

Actually providing



2.44 m² per person

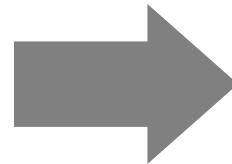
But we need



4.18 m² per person



188,500 m²
shortfall



Nearly 1 South
Edmonton Common

Business Inventory & Gap Analysis (2010)

Food & entertainment

General retail

Sporting goods

Hobby, music, books

Home furnishings

Electronics & appliances

Building & garden supplies

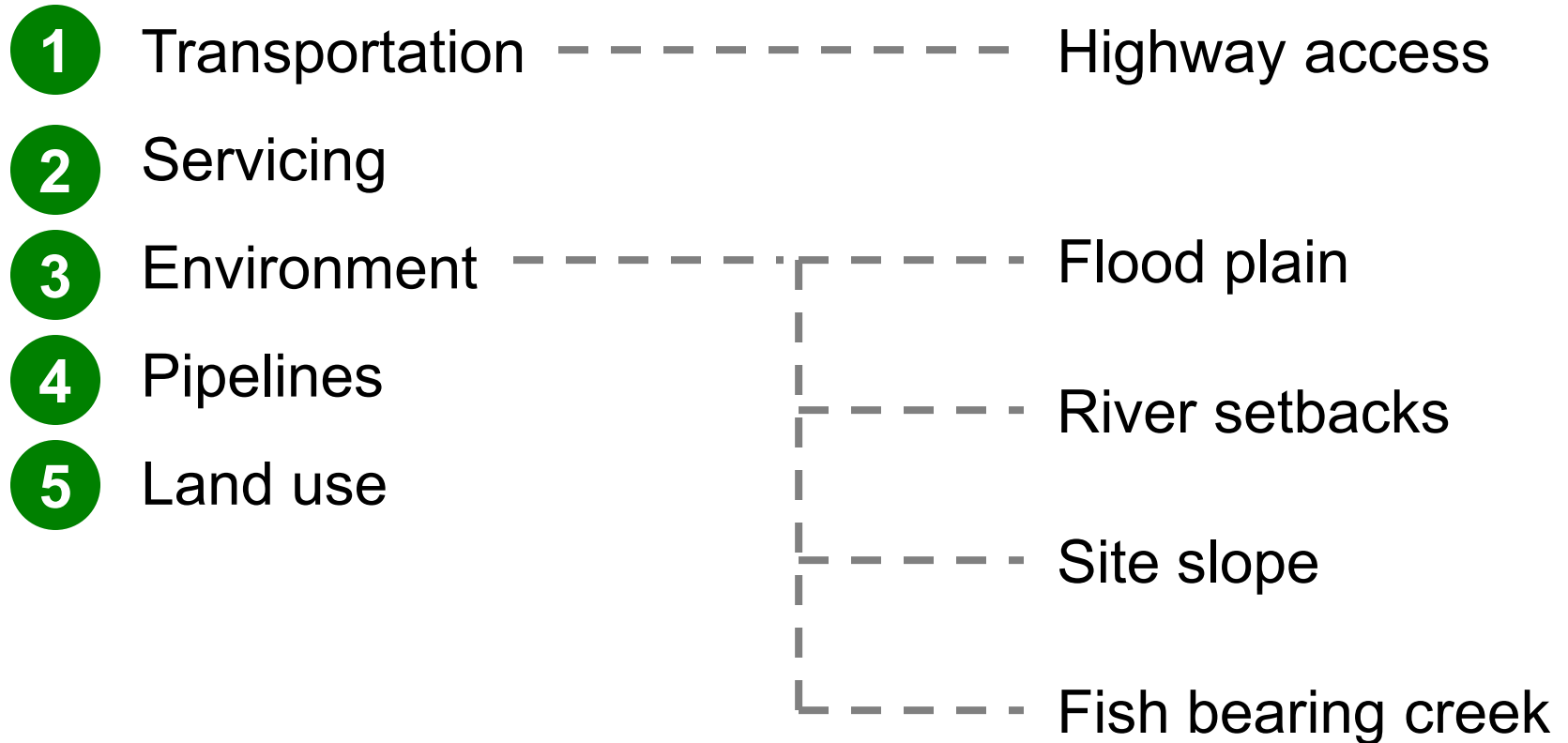
Municipal Development Plan (2011)



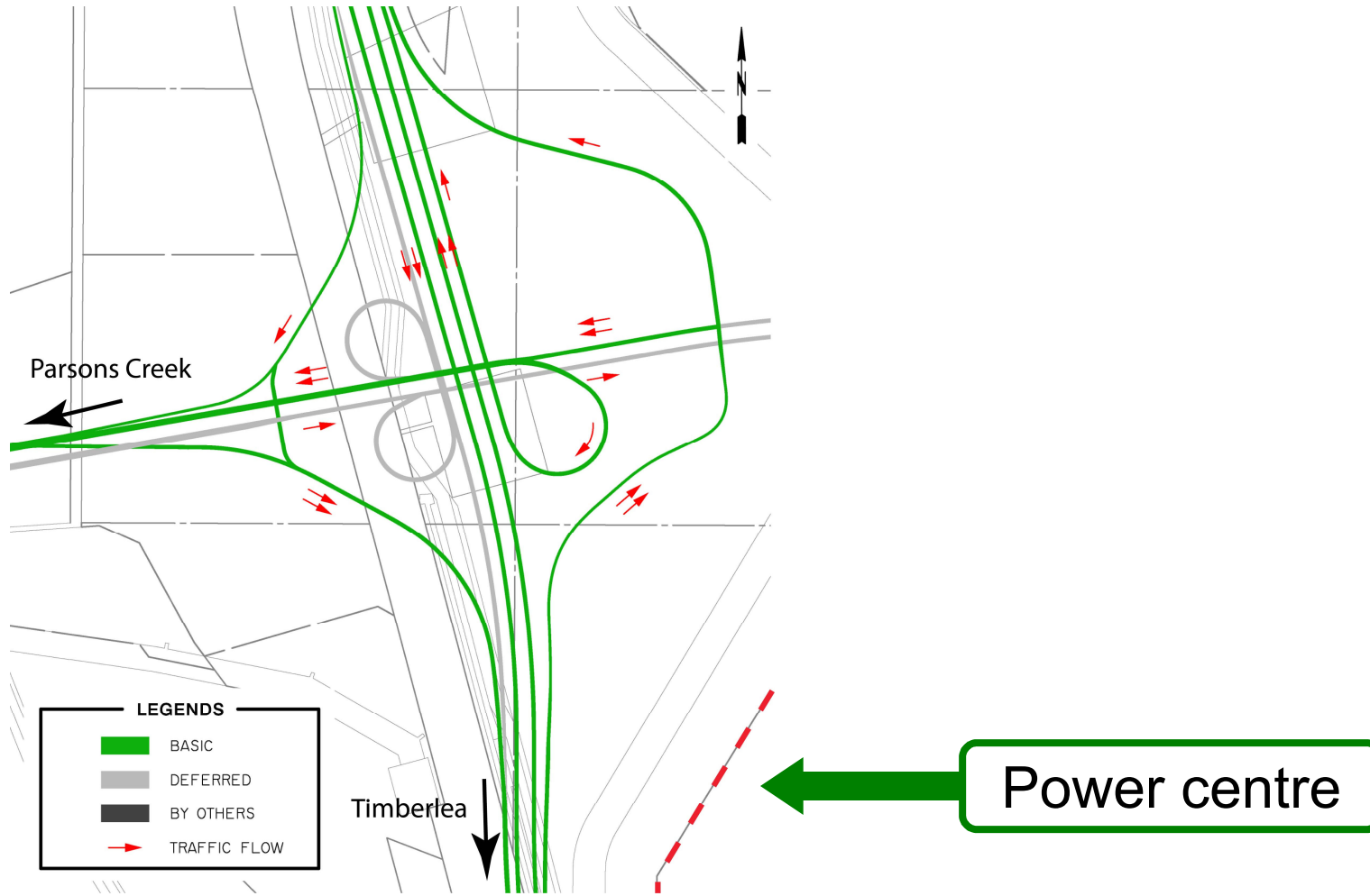
Creating the ASP

- 1 Background research
- 2 Design charrette
- 3 Public review

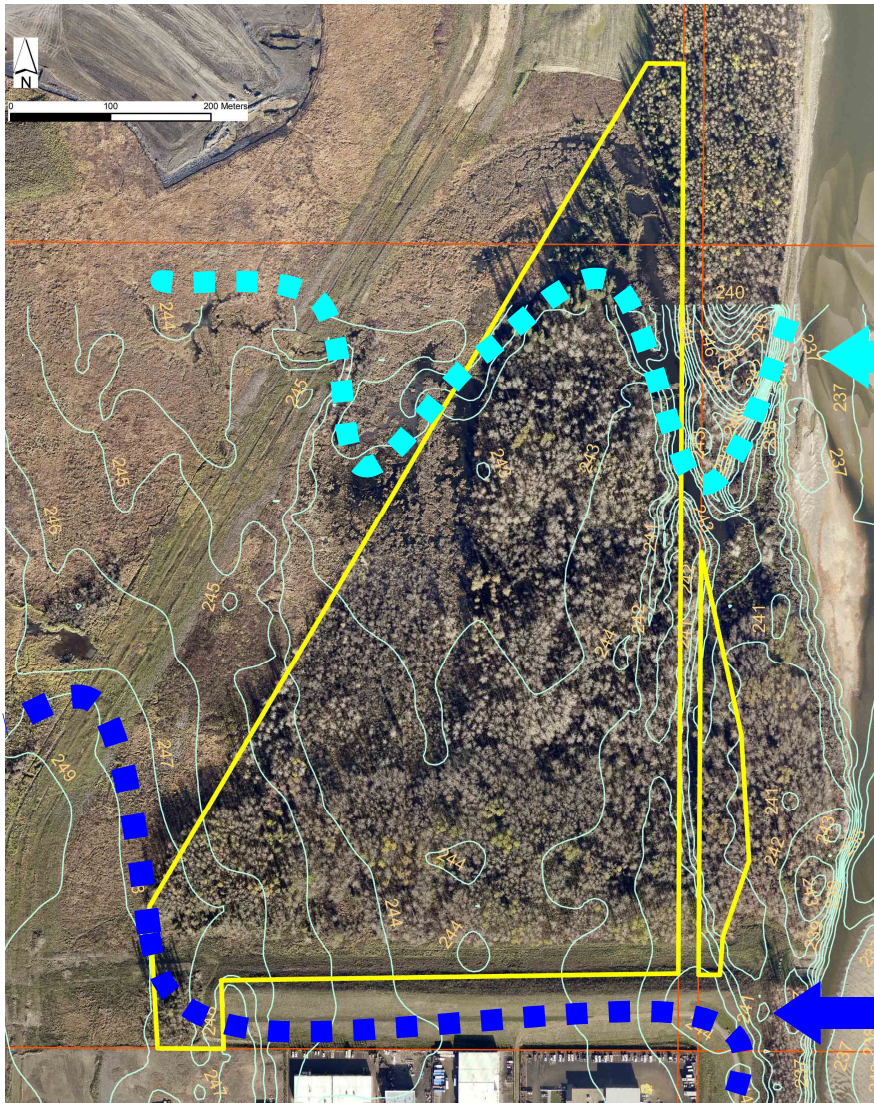
Background Research



Transportation: Phase 1 – Parsons Interchange



Environment



Approximate
location of
Goat's Head
Creek

Approximate
248 m contour

Design Charrette



Collaboration



Transparency



Efficiency

What we did:

Idea generation

Analyzing constraints

Multiple concepts



Charrette Participants

Municipal

Community Services
Culture
Economic Development
Emergency Management
Engineering
Parks
Public Operations
Planning and Development

External

Alberta Infrastructure
Alberta Transportation
HDR Corporation
CitySpaces Consulting

Public Participation



Public feedback

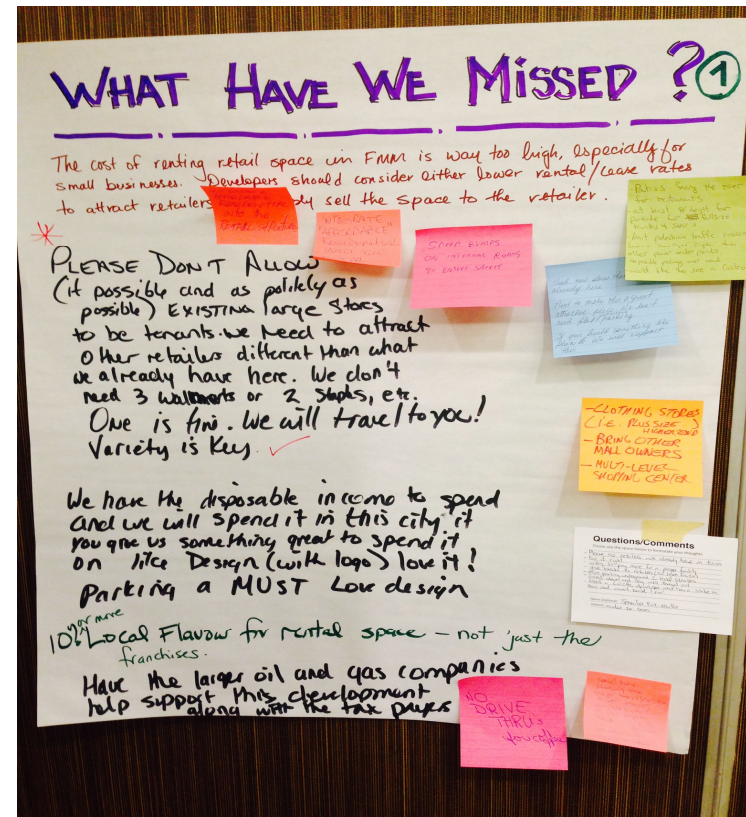


Developer feedback

What was critiqued:

Assumptions & ideas

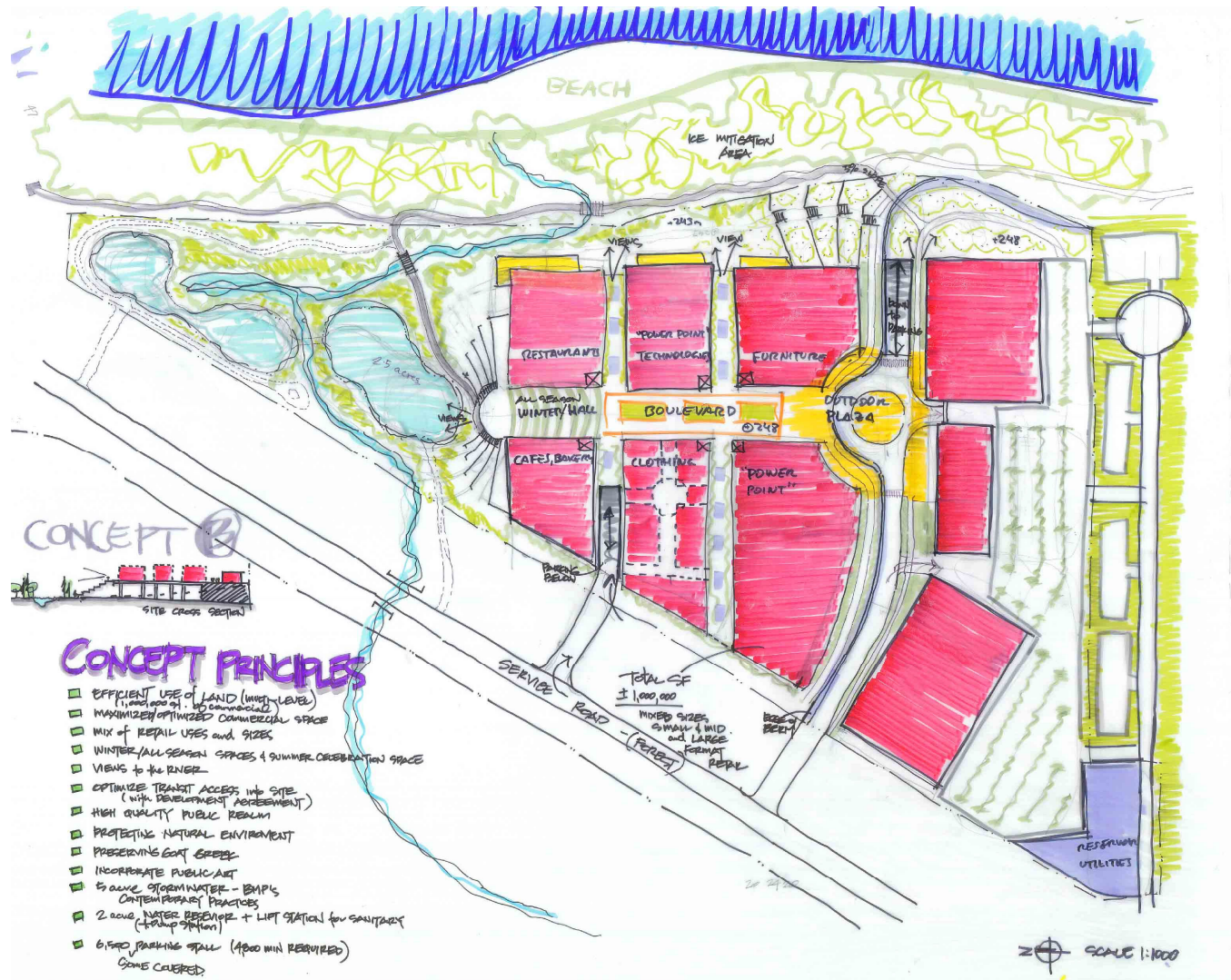
Development concepts



Charrette Concept #1



Charrette Concept #2



Hybrid Concept (Approximately 50 net acres)



155,000 sq. ft

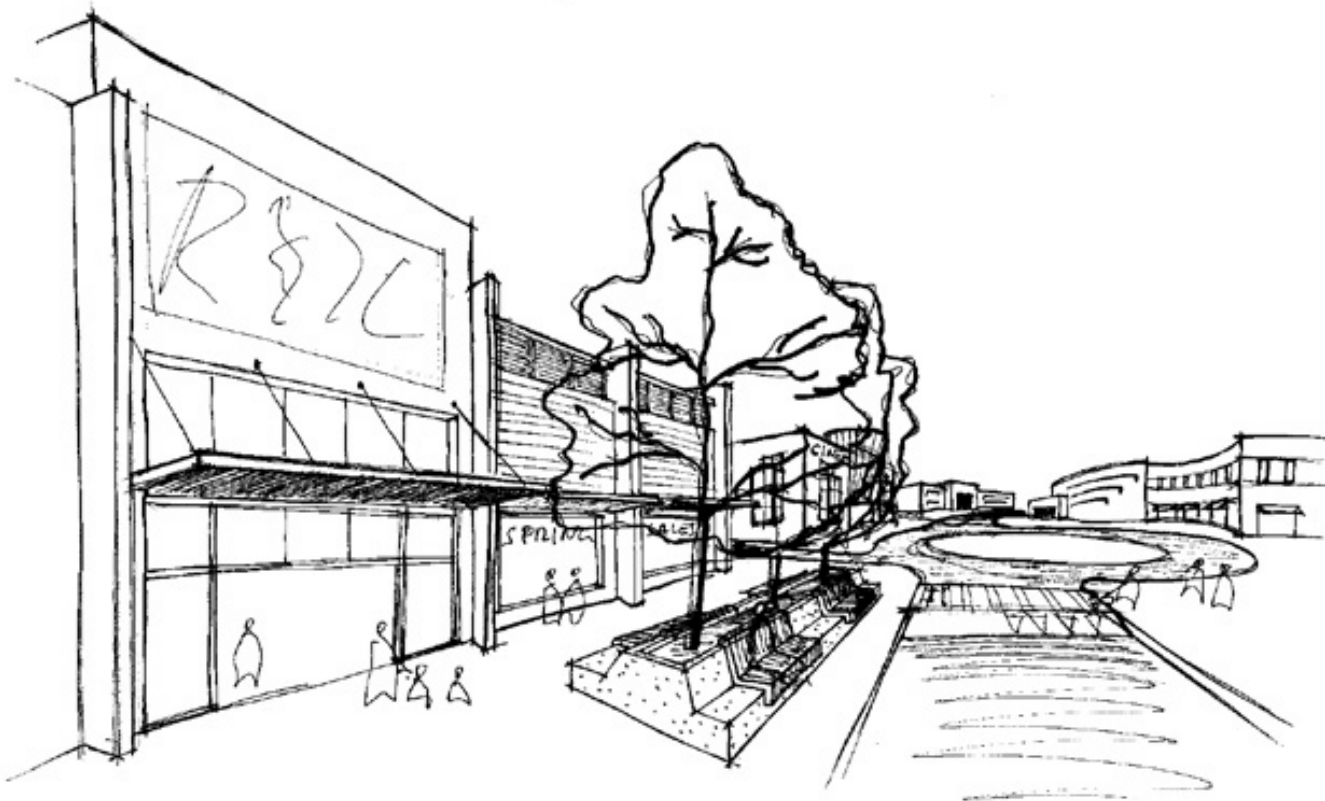
27,000 sq. ft

The site plan illustrates the proposed development at the intersection of St. Albert Trail and Element Drive North. The plan is divided into several parcels, with Parcel A and Parcel B being the primary focus. Parcel A is a large, irregularly shaped lot on the left side of the plan, containing a large building footprint of 155,000 SF. Parcel B is a large, rectangular lot in the center of the plan, containing several smaller building footprints. The plan also shows various parking lots, streets, and other features. Green arrows point to the locations of the proposed 155,000 SF building and the existing building on Parcel B.

Principle 1

Create a diverse, regional commercial development with a focus on **large format retail**

BIG-BOX VOLUME ARTICULATION

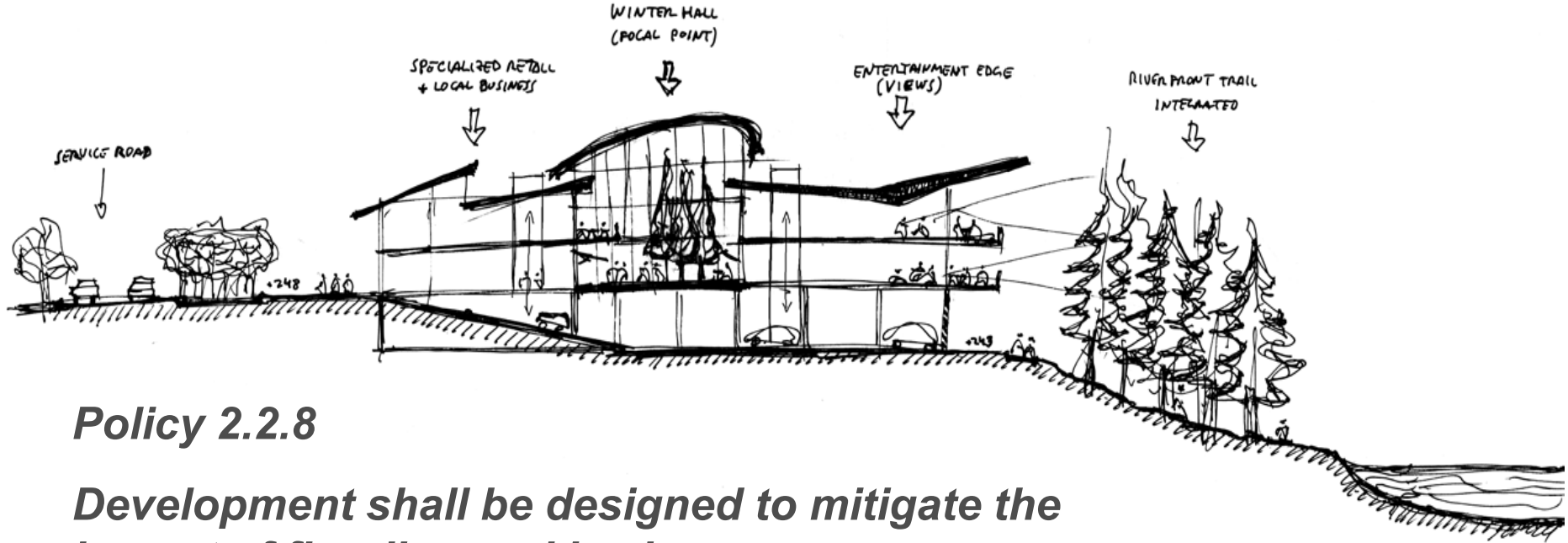


Policy 2.1.1

Development shall consist of a mix of retail development, large format retail and supporting uses.

Principle 2

Respect **sensitive environmental** features

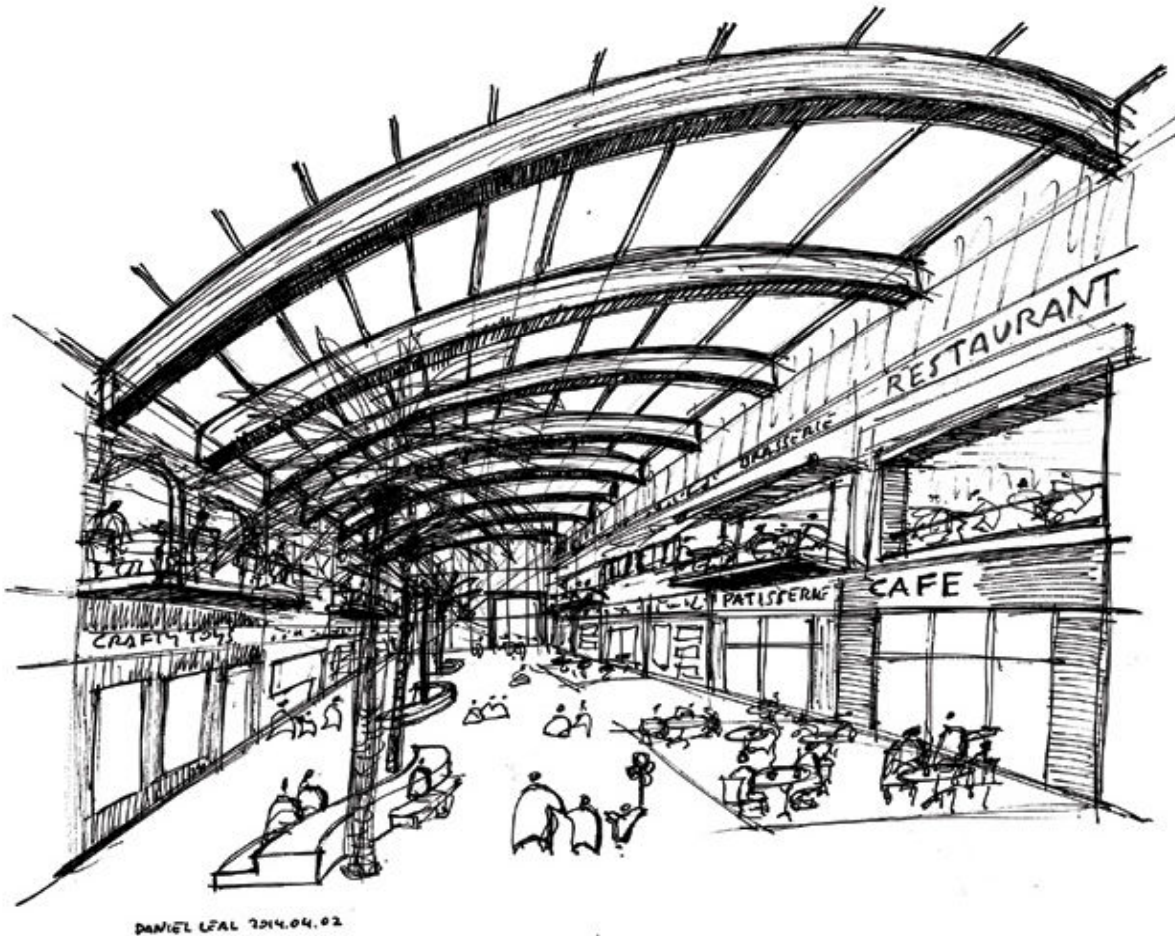


Policy 2.2.8

Development shall be designed to mitigate the impact of flooding and ice jams.

Principle 3

Create a **sense of place** through **quality public spaces** and urban design



Policy 2.3.9

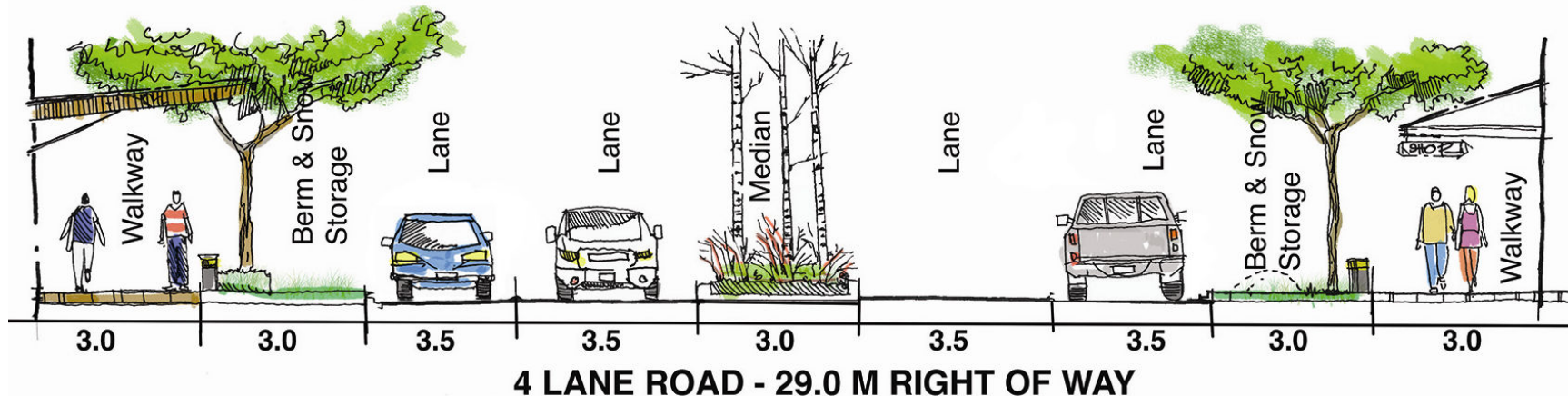
*Amenity space(s)
shall include a
pedestrian
boulevard.*

Principle 4

Provide **safe, comfortable & efficient movement** throughout the site

Policy 2.4.1

Provide safe and efficient vehicular movement between shops, amenity spaces & parking areas.

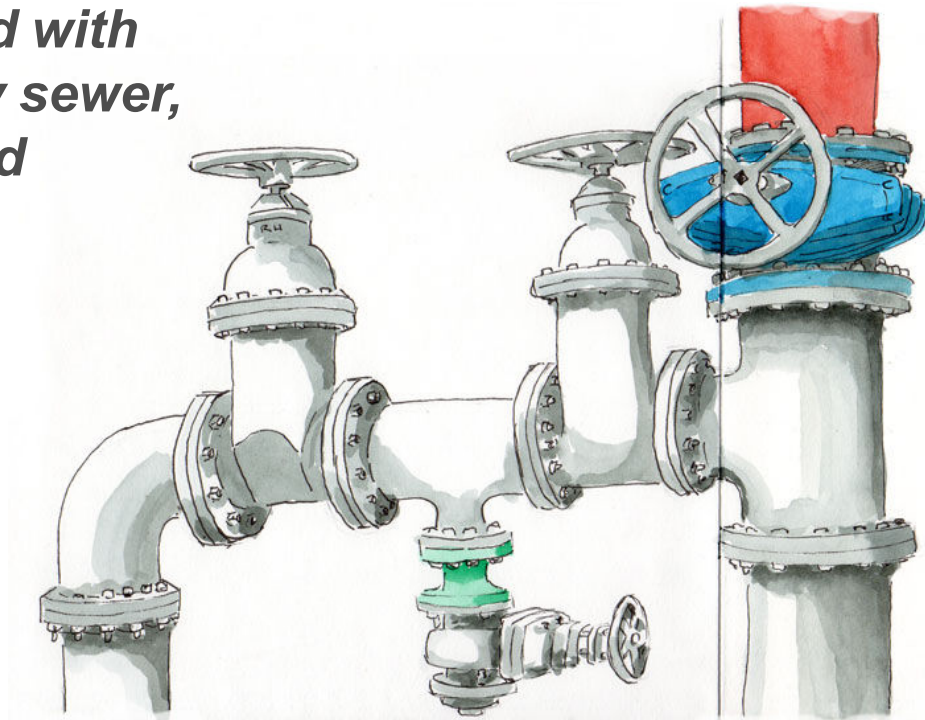


Principle 5

Provide efficient **servicing & infrastructure** that serves the **full build-out** of the site

Policy 2.5.2

The site shall be serviced with municipal water, sanitary sewer, a stormwater system, and shallow utilities.



Implementing the ASP

- 1 Land Use Bylaw Amendment
- 2 Urban Service Area expansion

Land Use Bylaw Amendment

From **Parks & Recreation (PR)**



To **Shopping Centre Commercial (C3)**



Shopping Centre Commercial District

Examples of Permitted Uses*

Commercial Entertainment Facility

Financial Institution

Gas Bar

Office

Retail Store

Shopping Centre

Examples of Discretionary Uses*

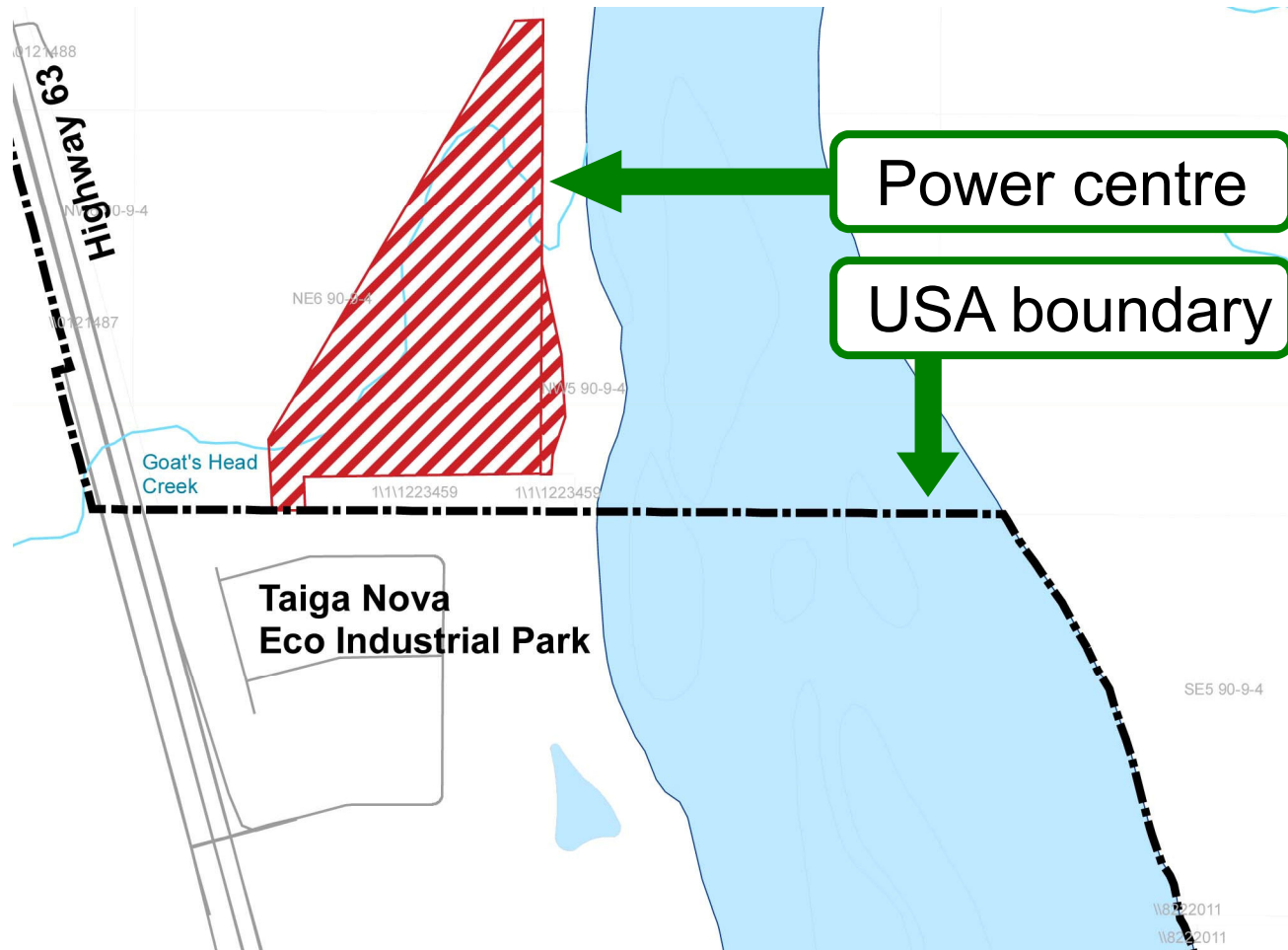
Drinking Lounge

Food Service

Hotel

**Complete listing found in Bylaw No. 99/059*

Urban Service Area (USA) Expansion



Thank you