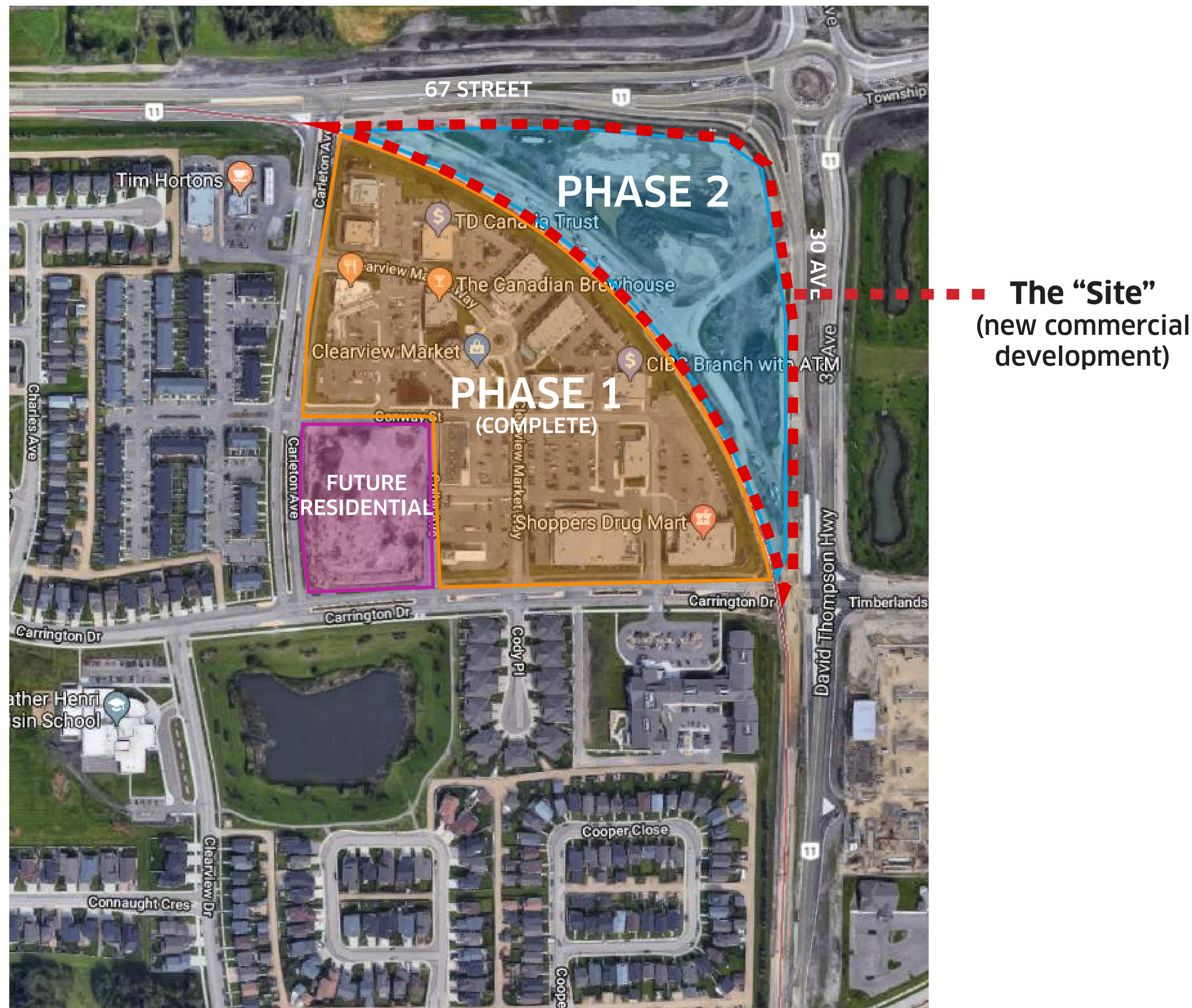


Clearview Market Square Phase 2

Background



In June 2017, the City of Red Deer Council approved a bylaw to realign the intersection of 67 Street and 30 Avenue, leaving approximately 10.5 acres of land (**the “Site”**) to the south west of the new intersection as vacant developable land. Anders East Developments LP (managed by Melcor Developments Ltd. (Melcor)) has acquired the land and is planning a new commercial centre that will integrate with the existing first phase of Clearview Market Square. The second phase of Clearview Market Square will be a commercial retail centre building off the synergies of the existing development.

Several tenants of Clearview Market Square have expressed interest in understanding the existing and future relationship between buildings, parking, and pedestrian area. In July 2017, Council rescinded a portion of the originally approved site plan and design package for the next phase of development, to allow these items to be addressed with a new site plan and input from the existing tenants. Melcor is also seeking to amend the DC-27 to incorporate the updated site plan and to increase the likelihood that additional uses could be included in Phase 2. By doing so this will help to provide a broader range of services to the surrounding community. These amendments include:

- **Allowing for Motor Vehicle Services as a discretionary use such as a lube shop or tire shop.**
 - There is no lube shop or tire shop in Phase 1.
- **Giving the Development Officer the authority to approve Motor Vehicle Services and Restaurants with drive-throughs (discretionary uses), if they align with the site plan.**
 - There is only one drive through restaurant in Phase 1 (Drive-through restaurants may reduce parking demand as customers often do not park when they visit these establishments).
- **Other minor revisions to update the DC27 with the plans for Phase 2.**

Please refer to the new site plan and the revised DC27 (following boards) and share your thoughts.

Public Engagement and Planning Timeline

Over the past few months we have held one-on-one stakeholder interviews (shopping centre tenants), to discuss Phase 2. We are now in the process of finalizing the Site Plan so that we can submit a land use development application in early Fall. Before we submit we wanted to present the Site Plan to the public and gather additional feedback. We are also creating a What We Heard report that will be complementary to our application and will include the feedback from this event and past engagement.

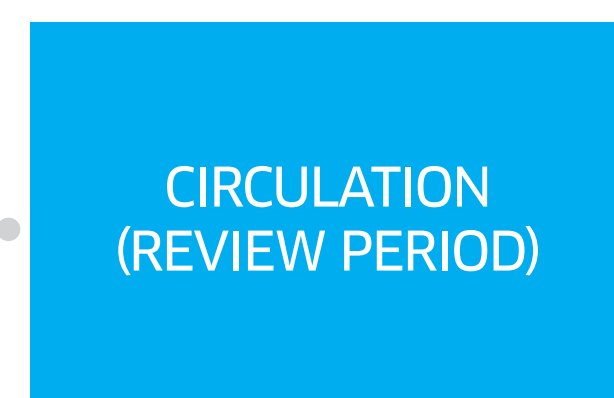
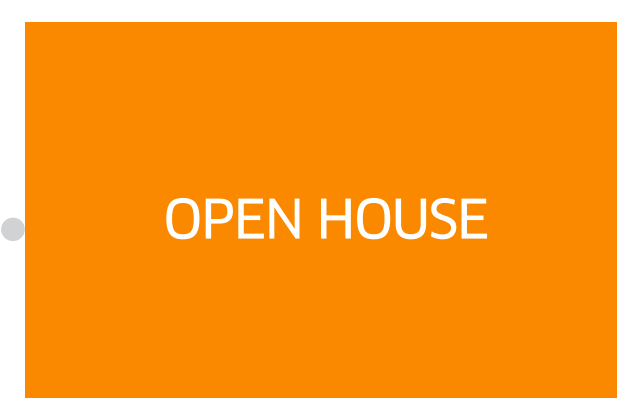
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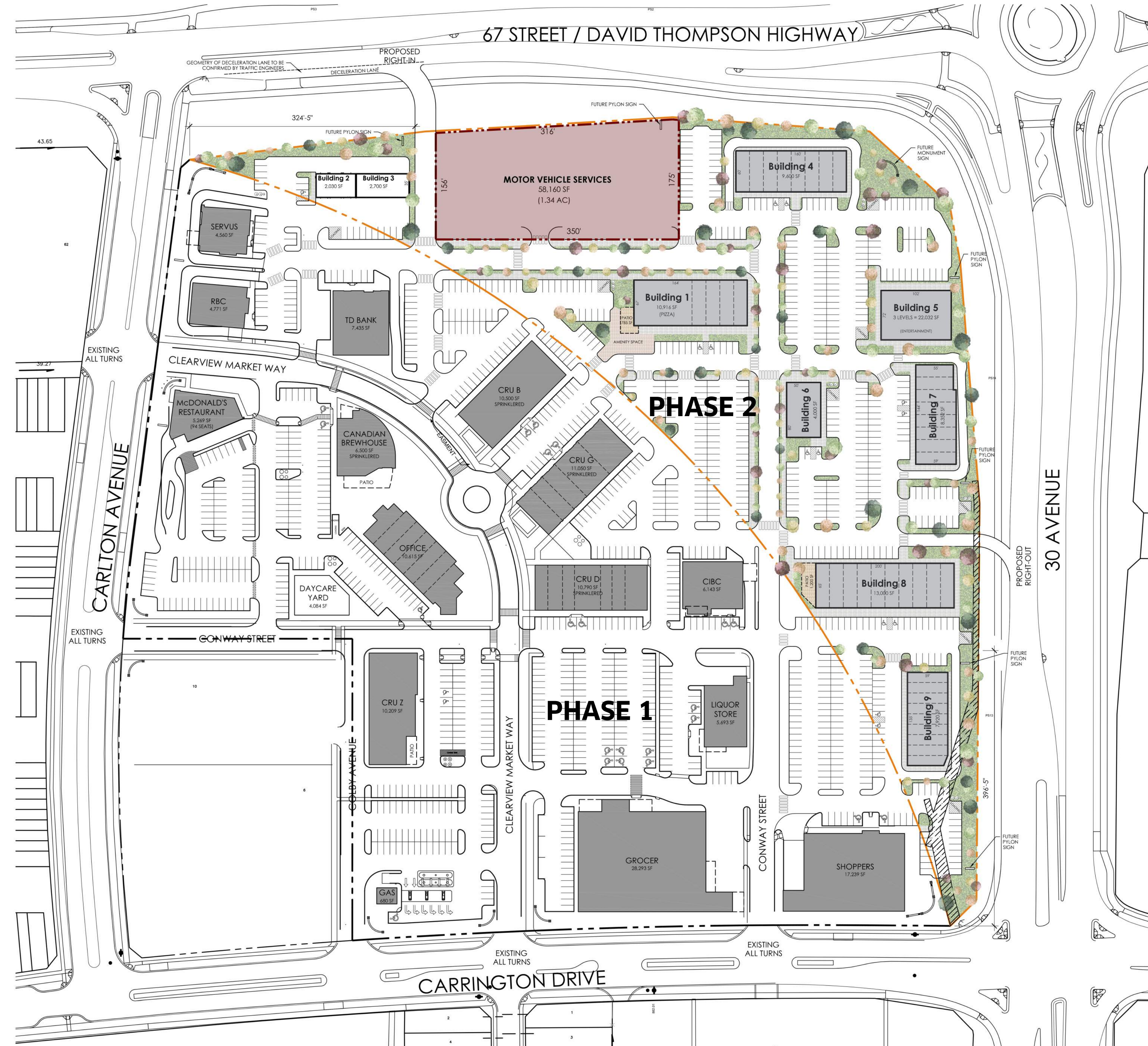


WE ARE HERE!



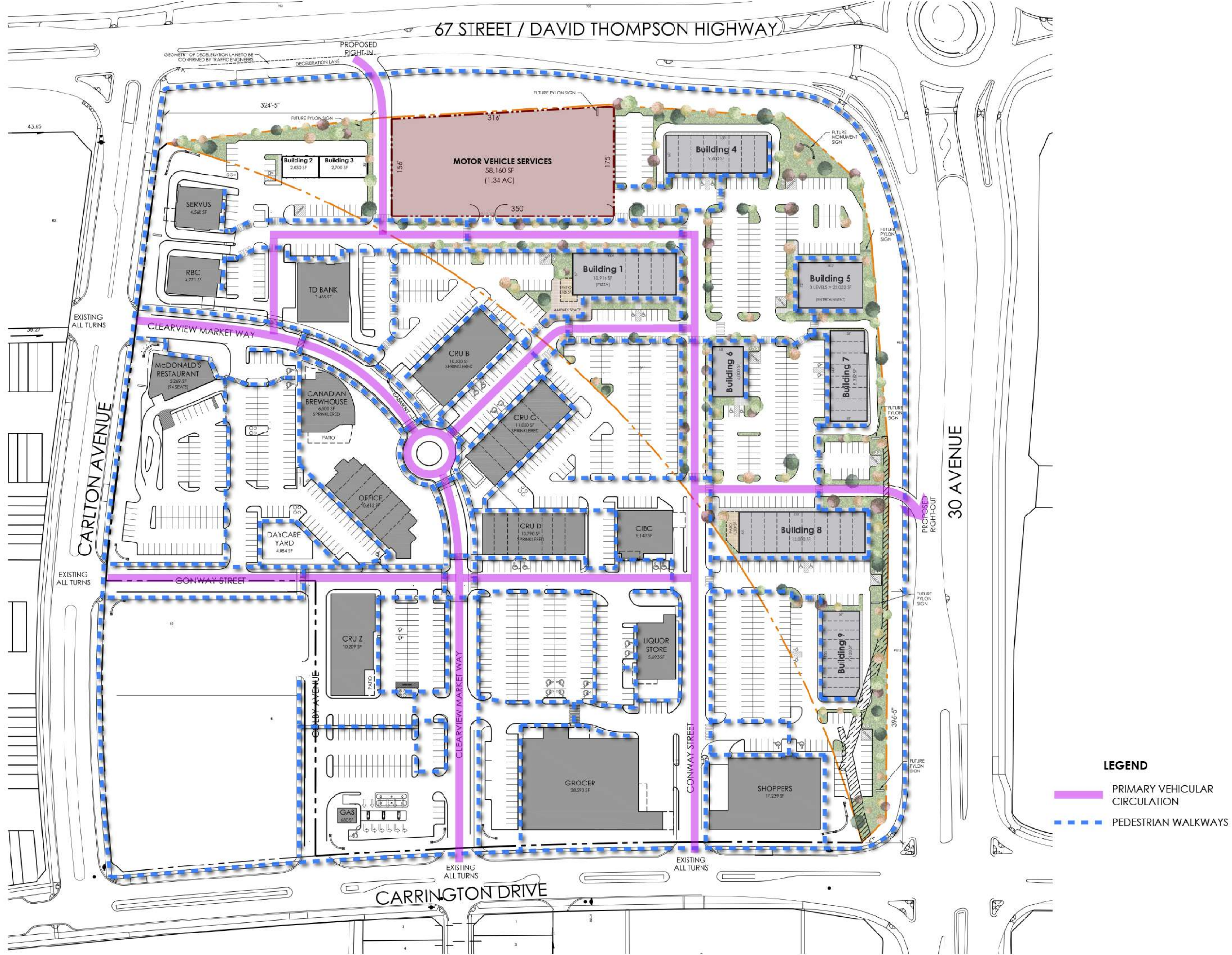
Clearview Market Square Phase 2

Site Plan



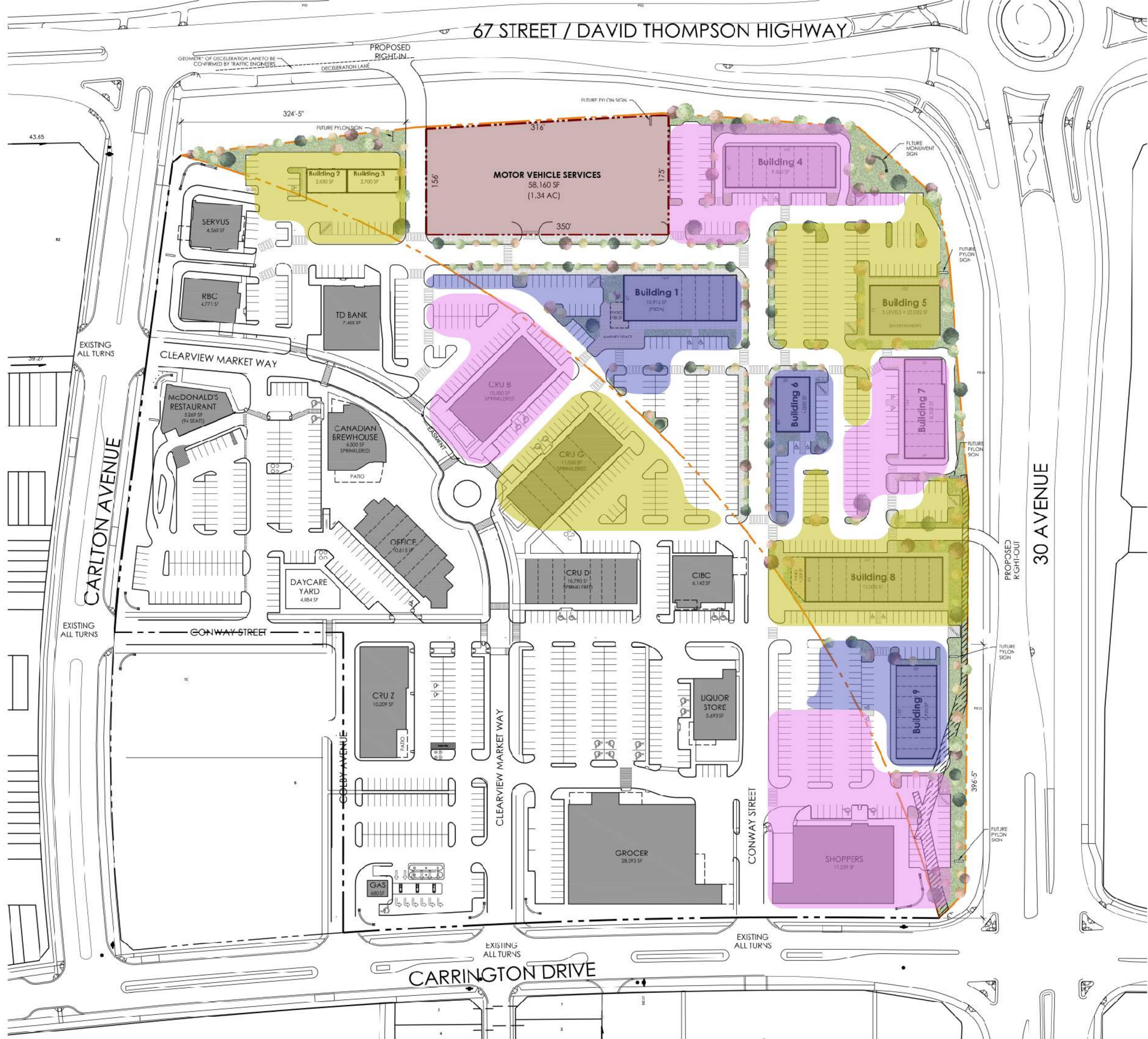
Clearview Market Square Phase 2

Circulation



Clearview Market Square Phase 2

Parking Allocation



Clearview Market Square Phase 2

Revised DC (27) -Zoning Bylaw Amendment

18.20.7 Direct Control District No. 27 Neighbourhood Centre DC (27)

General Purpose

This district shall apply only to the Clearview North Neighbourhood Centre site (the Site). Its purpose is to allow for and encourage a variety of commercial, limited office, residential, civic, cultural and recreational uses that primarily serve the local neighbourhoods. These uses shall be distributed throughout a comprehensively designed development area that emphasizes sustainability and compact pedestrian-friendly urban development. The regulations shall apply to both Phase 1 and 2 of the area depicted on Map P17, unless otherwise specified in the regulations.

Added this section as Map P17 should be revised to depict Phase 1 and Phase 2. Revised Map P17 attached at end of document.

1. Permitted and Discretionary Uses Table

(a) Permitted Uses

- i. Building Sign
- ii. Commercial Entertainment Facility.
- iii. Commercial Recreation Facility.
- iv. Commercial Service Facility.
- v. Day Care Facility.
- vi. Freestanding Sign.
- vii. Home Music Instructor/Instruction, subject to section 4.7 (10).
- viii. Home Occupations which, in the opinion of the Development Officer, will not generate additional traffic.
- ix. Merchandise sales and/or rental (excluding industrial goods, motor vehicles, machinery, Cannabis Retail Sales and fuel and all uses where the primary focus is adult oriented merchandise and/or entertainment).
- x. Multi-Attached residential Building without commercial or with commercial at or above the ground floor and with residential above, with a minimum density of 35 dwelling units/hectare.
- xi. Multiple Family Building without commercial or with commercial at or above the ground floor and with residential above, with a minimum density of 35 dwelling units/hectare.
- xii. park.
- xiii. Restaurant without drive-through,
- xiv. DELETED

(b) Discretionary Uses

- i. Accessory Building or Use.
- ii. Assisted Living Facility without commercial or with commercial at or above the ground floor and with residential above, with a minimum density of 35 dwelling units/hectare.
- iii. Drinking Establishment (adult entertainment prohibited).
- iv. Dynamic Fascia Sign.
- v. Dynamic Freestanding Sign.
- vi. Institutional Service Facility.
- vii. Office
- viii. Sale of fuel
- ix. Outdoor Display of Goods.
- x. Parking Lot/Parking Structure.
- xi. Restaurant with drive-through
- xii. DELETED
- xiii. Car wash facility on westerly +33.02m (0.310 ha) of Lot 81, Block 7, Plan 102 5689 (62 Carleton Avenue)
- xiv. Show Home or Raffle Home.
- xv. Motor Vehicle Service or Repair, excluding Motor Vehicle Sales (for Phase 2 only)

Included this use to permit uses such as a lube shop, tire shop and/or car wash.

- 1 3357/B-2013
- 2 3357/T-2015
- 3 Correction #29
- 4 3357/A-2012, 3357/I-2013
- 5 3357/I-2013

2. Approving Authority

The approving authority for applications for development approval in this district shall be as follows:

- (a) the Development Authority, in the case of:
 - i. Applications for a Permitted Use up to 50,000 square feet (4,645 m2) which are compliant with the provisions of this district and the Site Plan and Design Package;
 - ii. an application for a Discretionary Use in an existing approved building; and
 - iii. an application for Restaurant with Drive Through if compliant with Site Plan and Design Package
 - iv. an application for Motor Vehicle Service or Repair, excluding Motor Vehicle Sales (for Phase 2 only)
- (b) City Council in the case of:
 - i. an application for a Permitted Use over 50,000 square feet (4,645 m2);
 - ii. an application for a Permitted Use which does not comply with the provisions of this district; and applications for

Restaurant with Drive Through uses are depicted on the Site Plan and Design Package that will go to Council for approval. The inclusion of this provision will negate the need to return to Council for approval for this use and allow the Development Authority to approve the use.

Motor Vehicle Service or Repair, excluding Motor Vehicle Sales uses are depicted on the Site Plan and Design Package that will go to Council for approval. The inclusion of this provision will negate the need to return to Council for approval for this use and allow the Development Authority to approve the use.

Discretionary Use except as noted in subsection (a) (ii).

- (c) For Phase 1, the Development Authority may permit deviation from the Site Plan and Design Package as described in this bylaw, where the proposed changes are deemed by the Development Authority to be minor in scale or are changes that will result in an equal or greater standard of development than that outlined in the Site Plan and Design Package;
- (d) For Phase 1, where the Development Authority deems that the proposed deviation from the Site Plan and Design Package is major in scale or will result in a lower standard of development than that outlined in the Site Plan and Design Package as described in this bylaw, these changes must be approved by City Council."
- (e) For Phase 2, the Development Authority may permit deviation from the Site Plan and Design Package, where the proposed changes constitute a reduction, enlargement, alteration or addition to a building, landscaping or parking or placement of a building, landscaping or parking, if the proposed development complies with the Use(s) prescribed in this Bylaw and would not, in their opinion unduly interfere with the amenities of the surrounding area.

Inserted wording "For Phase 1".

Inserted wording "For Phase 1".

New section inserted to give Development Authority further discretion regarding approvals.

3. Concept Design

(a) All development within this district shall comply with:

- (i) the Site Plan and Design Package approved by Council, which shall comply with the provisions of this district and which shall describe in detail the following aspects of development:
 - (A) buildings;
 - (B) landscaping;
 - (C) architecture;
 - (D) public spaces;
 - (E) parking;
 - (F) pathways and roadways; and
 - (G) signage;
- (ii) the Key Elements listed in subsection (6) below; and
- (iii) the Neighbourhood Centre Concept Design set out in the following sketch;



Clearview Market Square Phase 2

Revised DC (27) -Zoning Bylaw Amendment

4. General Design Guidelines

- (a) The site plan, the relationship between buildings, structures and open space, the architectural treatment of buildings, the provision and architecture of landscaped open space, and the parking layout, and all other development standards shall be subject to approval by the approving authority, which may impose, as a condition of approval of any development, such standards as are reasonably necessary to ensure that the development will create the character of the envisioned Neighbourhood Centre district and will achieve the following objectives:
- i. be consistent with the East Hill Major Area Structure Plan and the corresponding Neighbourhood Area Structure Plans within the mixed use area;
 - ii. be consistent with the East Hill Town Centre Design Guidelines;
 - iii. be consistent with the parking requirements of the Land Use Bylaw;
 - iv. reflect the objective of capturing a blend of office, higher density residential and commercial in a pedestrian friendly environment;
 - v. where the development is adjacent to private/public sidewalks, have a design of front, side and rear façade which are of comparable architectural treatment;
 - vi. be consistent with the following building height regulations:
- (b) Each of the Key Elements in the Neighbourhood Centre Concept Design has been assigned a priority from 1 (highest)- to 6 (lowest). In instances where the suggested characteristics of one or more elements contradict each other, priority shall be given to the element with the highest priority.

Storeys	Requirements
Minimum	2 storeys or 6.5 m (or such other lower minimum height which may be established by City Council for buildings under 7,500 square feet)
Maximum	8 storeys or 38.5 m (except where adjacent to single family buildings in which case the maximum shall be 4 storeys or 19.2 m)
Greater than 4 Storeys	In the case of buildings adjacent to a public or private sidewalk or park, the façade of the fifth storey and above shall be stepped back a minimum of 1 metre from the lower storeys, in order to maintain a human scale.
Equal to 4 Storeys	Buildings that are four storeys tall shall treat the third and fourth storeys with materials and colours which are different, from but complementary with, the first and second storeys;
Equal to 4 Storeys	N/A

(c) Key Elements

The following are the Key Elements of the Neighbourhood Centre Concept Design:

i. Hard Surface Public Spaces: Priority 1

Purpose and Location:

A place for social interaction such as: gathering, public entertainment, displays, markets, or similar activities. At minimum, these spaces shall be placed wherever the main Pedestrian Promenade intersects with one or more pathways. In general, wherever multiple pathways intersect a public space shall be considered. There must be at least two hard surface public spaces:

- (1) One that acts as a gateway in the general vicinity of the southwest corner of the Site.
- (2) One that is located at the point (a relatively central location) where the Regional Trail Pathway intersects with the Pedestrian Promenade.

Components and Programming:

These spaces should include permanent or dynamic public art exhibitions, water fountains, monuments, or any human scale physical component adding a unique character to the space. Street furniture such as benches and tables may be added as permanent features to the space, but the temporary addition of such features is possible.

Design and Relationship with Adjacent Buildings:

These spaces shall be defined by adjacent buildings, essentially creating an "outdoor room", where the building "façades" act as walls. Adjacent building facades shall address the space via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements. The ground surface of these spaces shall primarily be made of hard materials such as stone, brick or concrete. Plants/ vegetation may be used intermittently throughout the space to add character and to soften the environment. Trees may be incorporated into the space in order to provide shelter from the elements throughout the year.

Linkages:

These spaces shall be clearly connected, physically and/ or visually, to other public spaces and residential uses via at least two of the following linkages: **the pedestrian promenade the regional trail pathway, local pedestrian pathways or vehicular pedestrian pathways.**

If one of the aforementioned "pathways" terminates in a public space, the visual "terminus" shall be treated with a "significant physical element" creating a "vista". Examples of these "significant physical element" are: an architecturally significant building or building feature, a monument, sculpture, etc. If there is a significant natural element at the terminus, then that natural feature may be used as the significant physical element.

ii. Pedestrian Promenade: Priority 2

Purpose and Location:

Draws people into the Site, and connects the local off Site and on Site residential population with local amenities, business and activities. The corridor also acts as the "spine" of the neighbourhood town centre from which the rest of the neighbourhood town centre and greater community can be accessed. The pedestrian Promenade shall be anchored at the southwest corner of the Site by a Hard Surface Public space and runs through the centre of the Site eventually being anchored in the north / northeast of the Site.

Design and Relationship with Adjacent Buildings:

Adjacent building facades address the space via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements. The ground surface of this space is primarily made of hard materials such as stone, brick, concrete or creatively treated asphalt. Plants/ landscaping may be used intermittently throughout the space to add character and to soften the environment. Trees line the corridor providing shelter from the elements throughout the year.

Components and Programming:

This space may include features such as; permanent or dynamic public art exhibitions, water fountains, monuments, or any human scale physical component adding a unique character to the space.

Places to sit shall be frequently provided via street furniture and/ or landscaping. Where any other major pathway intersects this space, information shall be provided directing people to amenities, businesses and activities. This information can be provided via: signage, kiosks, small vendors etc.

This space may also be used as a place for social interaction providing a space for activities such as; recreation, gathering, public entertainment, displays, markets and similar activities.

iii. Regional Trail Pathway: Priority 3

Purpose and Location:

A continuation of the existing regional trail system. The Regional Trail Pathway, shall be anchored by two small welcoming spaces, and shall connect the existing trail system to the future development to the east. These spaces shall be landmarks that draw people in to the Site. Each of the anchor spaces shall be at relatively opposite ends of the Site, with one being located in the general vicinity of the northwest corner.

Components and Programming:

Vegetation is used continuously throughout the pathway clearly distinguishing the pathway as the "regional green path system". This vegetation may include but is not limited to: Trees, shrubs and grass. Places to sit are intermittently provided via street furniture and/ or landscaping. Where any other major pathway intersects this space, information is provided directing people to amenities, businesses and activities. This information can be provided via: signage, kiosks, small vendors etc.

Design and Relationship with Adjacent Buildings:

Where possible, adjacent building facades should address the pathway via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements. Plants/ vegetation may be used intermittently throughout the space to add character and to soften the environment.

iv. Open Green Spaces: Priority 4

Purpose and Location:

To be used as an alternative to a hard surface public space, these spaces shall be places to enjoy a more "natural" setting. Physical elements may include existing natural features or constructed features. In general wherever multiple pathways intersect there is potential for a open green space or any form of public space.

Design and Relationship with Adjacent Buildings:

Clearview Market Square Phase 2

Revised DC (27) -Zoning Bylaw Amendment

These spaces shall be adjacent to buildings that address the space via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements. Adjacent buildings shall at minimum overlook the spaces through windows providing a perceived surveillance of the spaces.

Components and Programming:

Places to sit shall be sporadically provided via street furniture and/ or landscaping. The landscaping should at minimum contain some aspects of the local natural environment or be entirely native to Red Deer/ Alberta. These spaces may include features such as; permanent or dynamic public art exhibitions, water fountains, monuments, or any human scale physical component adding a unique character to the space.

These spaces may also be used as a place for social interaction providing a space for activities such as; recreation, gathering, public entertainment, displays, markets, etc.

v. Vehicular Pathways: Priority 5

Purpose and Location:

Vehicular pathways shall provide non-curvilinear direct two-way access for motorized vehicles, to the neighbourhood centre amenities, activities, businesses, transit stops and parking. There shall be a minimum of 1 access point on the west edge of the Site and 1 at the south edge of the Site to the satisfaction of Engineering Services.

Components:

When possible street parking should be provided. Where any major pathway intersects with the vehicular pathway, pedestrians are given priority via crosswalks. These pathways may also consist of pedestrian oriented sidewalks separated from the vehicle path by boulevards. These boulevards shall contain some or all of the following physical elements: Lighting fixtures, trees, signage, or similar elements. Sidewalks and boulevards are at minimum on 1 side of the right of way at all points.

Design and Relationship with Adjacent Buildings:

Where possible, adjacent building facades should address the right of way via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements. Plants/ vegetation may be used intermittently throughout the space to add character and to soften the environment.

vi. Local Pedestrian Pathways: Priority 6

Purpose and Location:

Shall provide direct access for pedestrians to the neighbourhood town centre amenities, public spaces, activities, businesses and parking areas.

Components and Programming:

These pathways shall be defined throughout the neighbourhood town centre via consistent ground material treatment, lighting, signage and when possible boulevards containing trees.

Design and Relationship with Adjacent Buildings:

Where possible, adjacent building facades should address the pathway via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements. Plants/ vegetation may be used intermittently throughout the space to add character and to soften the environment.

General Land Use

vii. Primarily Residential Area

Purpose and Location:

This general area shall consist of residential uses. Commercial uses shall be considered on the ground floor in this area.

Interface and Relationship with Adjacent Uses:

When a building in this area is adjacent to a public space, or a pathway, the fronting walls/ surface shall address the space/ pathway via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements.

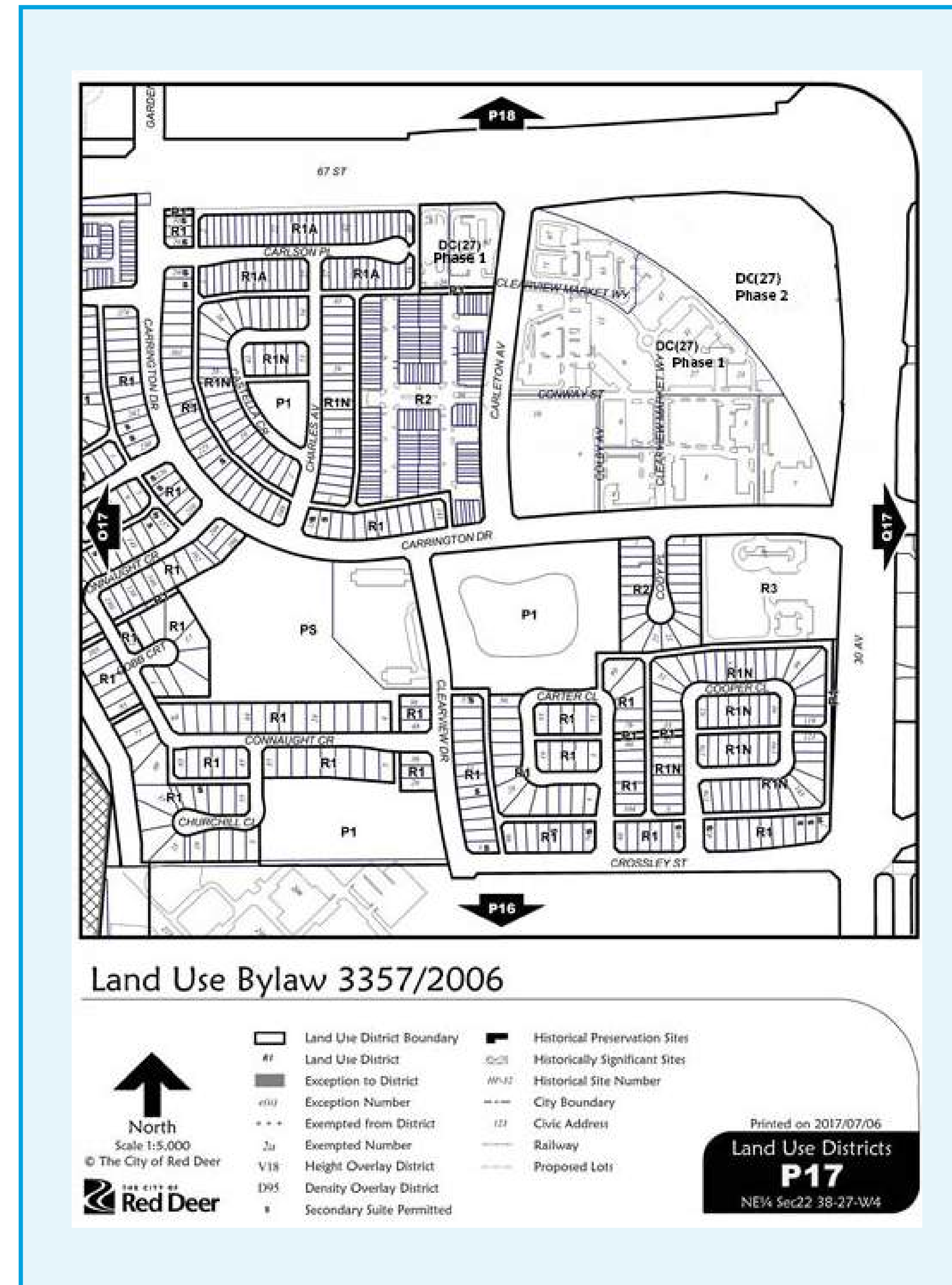
viii. Primarily Retail Commercial

Purpose and Location:

This general area shall consist of commercial uses. Office uses serving the local area are encouraged throughout this area. Residential uses should be considered above the ground floor.

Design and Relationship with Adjacent Uses:

When a building in this area is adjacent to a public space, or a pathway, the fronting walls/ surface shall address the space/ pathway via some or all of the following elements: entrances/ doorways, windows, patios, or clearly defined and architecturally interesting corridors leading to any of the aforementioned elements.



Revised the map to depict Phase 1 and Phase 2.