

Edmonton Design Committee
Formal Submission: Rezoning
October 16, 2018



ICE District Tower Lighting AED Zone Amendment



ICE DISTRICT PROPERTIES

SHUGARMAN
ARCHITECTURE+DESIGN INC

 **Stantec**

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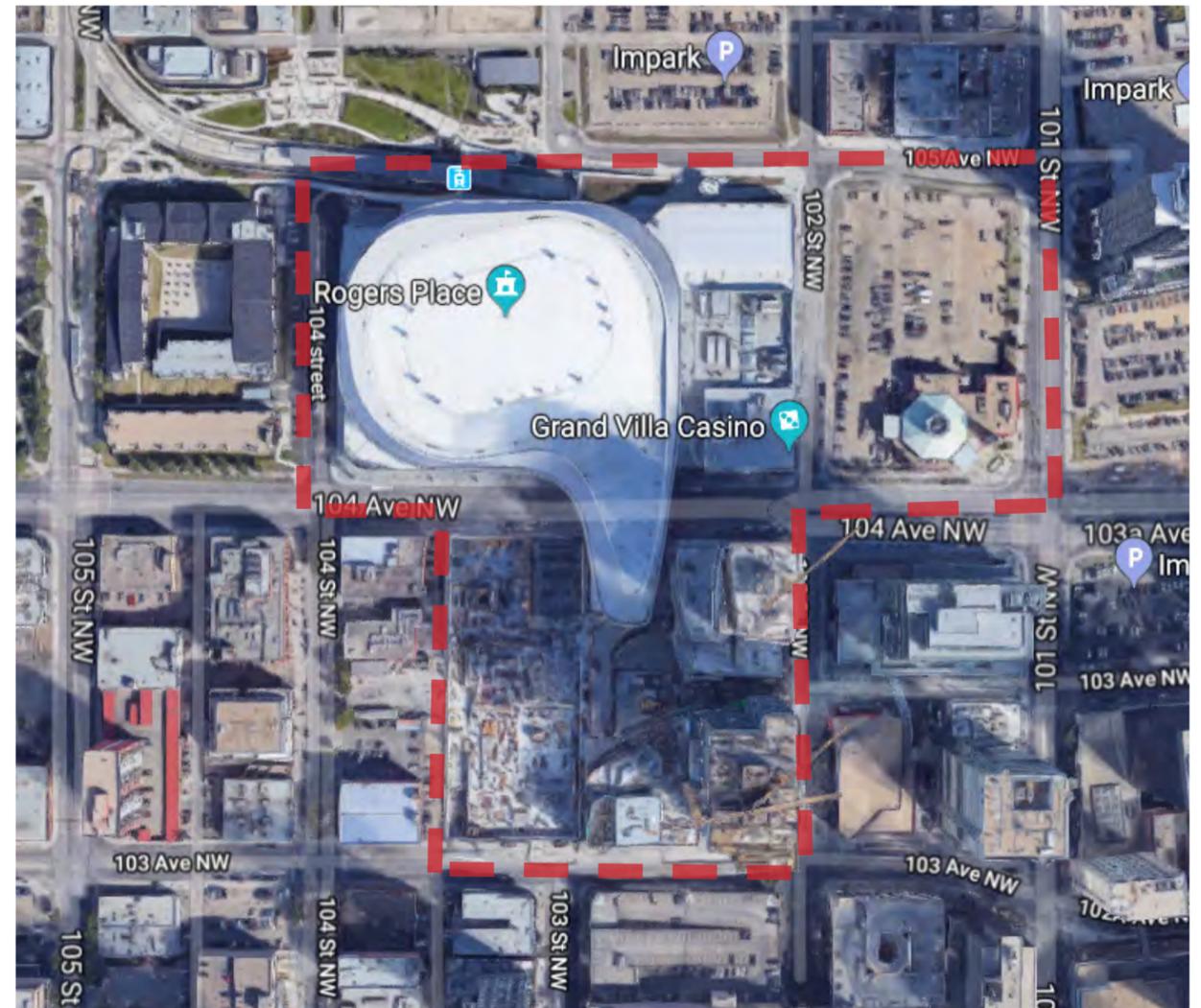


01 Project Description

The application area is located within the boundaries of **Downtown Edmonton** and the **Capital City Downtown Plan**.

Currently, the area as shown in the figure at right in red is zoned **AED – Arena and Entertainment District**. The application proposes to amend the AED zone to allow for additional lighting and signage to animate the Entertainment District. The AED Zone amendment applies to lands located north of 104 Avenue, south of 105 Avenue, and between 101 and 104 Streets, as well as the area south of 104 Avenue, north of 103 Avenue, and between 102 Street and the alley between 103 and 104 Streets.

The application proposes to amend the AED Zone to facilitate the development of an overall lighting scheme for ICE District.



02 Context

North of 104 Avenue, the site is currently developed with Rogers Place between 102 and 104 Street and with the former Baccarat Casino Site between 101 and 102 Street. South of 104 Avenue, the site is currently under construction with the JW Marriott Hotel, Stantec Tower, an open plaza, and the former Greyhound site.

To the North of the site is the Central McDougall Neighbourhood. The lands are currently under-developed with surface parking lots and vacant lots.

To the east of the site are office towers - EPCOR Tower, Edmonton Tower and Bell Tower.

To the south of the site is Edmonton City Centre Mall and an open air parking structure.

To the west of the site is Square 104 apartments as well as a mix of commercial buildings, including the Mercer Building and Affordable Storage.



03 Project Data

Municipal Address & Legal Description:	<p>10220 – 104 Avenue (Lot 5, Block 9E, Plan 1425251) 10214 – 104 Avenue (Lot 9, Block (9E, Plan 1721523) 10104 – 104 Avenue (Lot 7, Block 9E, Plan 1425251) 10324 – 103 Street (Lot 10, Block 2, Plan 1722545) 10255 – 104 Avenue (Lot 3, Block 2, Plan 1620220) 10270 – 103 Avenue (Lot 11, Block 2, Plan 1722545) 10220 – 103 Avenue (Lot 6, Block 2, Plan 1722545) 10344 – 102 Street (Lot 2, Block 2, Plan 1722545)</p> <p>(SL1=Legends, SL3=Office/Commercial Podium of Stantec Tower, SL4=Sky Residences, SL5=Office Development of Stantec Tower, SL7=Block BG/Greyhound Podium, SL8=-Block BG/Greyhound Tower Development, SL9=Public Plaza)</p>
Capital City Downtown Plan:	Commercial Cultural Core
Zoning:	Arena and Entertainment District (AED) Zone
Existing Uses:	Rogers Place, JW Marriott Hotel, Stantec Tower
Developer:	ICE District Properties JV
Consultant Team:	Shugarman Architecture, Stantec Consulting

04 Proposed Amendment

The amendment to the AED Zone will help to facilitate the development of an overall signage and lighting scheme for ICE District. The area is intended to create a lively atmosphere through animation of the area with lighting, public art, signage, gathering spaces, and an improved public realm. The proposed lighting/signage will help to create excitement in an entertainment district, with capabilities to animate the site and buildings for special events such as Canada Day, PRIDE, New Years Eve; to celebrate our local sports teams such as the Oilers; to help promote events and activities at the new Royal Alberta Museum or at the Shaw Conference Centre; or to help provide colour, lighting and ambiance fitting for ICE District, especially in our long dark winters. Colour schemes can be aligned with those in other areas of the City: for example, with the high level bridge when celebrating themes, special days/events, or people.

ICE District is an entertainment district which is intended to be lively, animated, lit and exciting. The signage and lighting help create a distinct identity to ICE District. This is similar to arriving in areas such as Times Square, LA Live, etc. These are all unique areas in a city that are defined by lighting and signage which play a large part in activating the area and generating excitement for Edmontonians and visitors to the City.



Arena and Entertainment (AED) Zone Amendment

g. Signage

Delete g.i. "At each Development Permit Stage, a Comprehensive Sign Design Plan and Schedule for the subject development permit stage shall be submitted in support of the land use concept and design that are integral in establishing the special character and ambiance associated with major destination sports, retail and entertainment **Uses** for approval of the Development Officer. The sign plans shall be designed to contribute to a lively, colourful and exciting **pedestrian** environment. The sign plans shall incorporate all previous development permit stages, resulting in an overall sign plan at the final development permit stage."

And replace with the following:

"g.i. At each Development Permit Stage, a Comprehensive Sign Design Plan and Schedule for the subject development permit stage shall be submitted in support of the land use concept and design that are integral in establishing the special character and ambiance associated with major destination sports, retail and entertainment **districts** for approval of the Development Officer. The sign plans shall be designed to contribute to a lively, colourful and exciting environment. The sign plans shall incorporate all previous development permit stages, resulting in an overall sign plan at the final development permit stage."

Add the following regulation after g.v.:

"g.vi. Signage shall be permitted above Grade and may be incorporated into the lighting scheme of buildings and of the overall District. The lighting scheme and signage may change based on seasons, events, celebrations, advertisements, etc."

Arena and Entertainment (AED) Zone Amendment

j. Exterior Lighting

Delete j.i. "Enhanced lighting at Grade shall be provided to improve the pedestrian environment and address the long night associated with a winter city. Detailed lighting plans shall be submitted with each Development Permit Stage."

And replace with the following:

"j.i. Enhanced lighting at Grade shall be provided to improve the pedestrian environment. **Enhanced lighting shall also be incorporated above Grade for towers to address the long nights associated with a winter city as well as add to the vibrancy and excitement of an Arena and Entertainment District.** Detailed lighting plans shall be submitted with each Development Permit Stage."





05 Principles of Urban Design

The Edmonton Design Committee (EDC) provides Principles of Urban Design which express the aspiration of the EDC. The three overarching Principles – Urbanism, Design Excellence, and Scale, Connections and Context – ensure that good urban design is achieved in the City of Edmonton.

The proposed changes to the AED zone address these three Principles of Urban Design.



Principle A: Urbanism

“Strive to create and restore the existing urban fabric within the metropolitan region. Create real communities and diverse districts. Respect Edmonton’s built legacy.”

A1 Creating + Enhancing the City

A2 Creating + Enhancing the Neighbourhood, District + Corridor

A3 Creating + Enhancing the Block, Street + Building

Principle A: Urbanism

Principle	The Project Addresses Principle A by:
A1 - Creating + Enhancing the City	<ul style="list-style-type: none"> • The proposed changes to the AED zone will add to the excitement of the Arena & Entertainment District, providing a destination for residents & visitors. • It will attract more people to the Downtown and surrounding areas. • The area is well connected to transit, both the LRT and bus service.
A2 - Creating + Enhancing the Neighbourhood, District + Corridor	<ul style="list-style-type: none"> • As a winter city, the lighting will help animate the District throughout the year. • The lighting creates a more inviting environment. • The area is well connected for various modes of transportation – pedestrians, cyclists, transit, etc.
A3 - Creating + Enhancing the Block, Street + Building	<ul style="list-style-type: none"> • The lighting and signage will enhance the street, block and building by providing light, activity, and public art. • Lighting helps to encourage a safe environment. • The lighting and signage provide for animation in the day and evening.

Principle B: Design Excellence

“Exemplify design excellence by incorporating, translating, and interpreting all three design principles to the greatest extent possible, consistent with the best contemporary practices.”

B1 Sustainability is an Integral Component of the Design

B2 Integration and Encouragement of Public Arts and Culture

B3 Celebrate the Winter City + Edmonton’s Climate

B4 Durable, Permanent and Timeless Materials

B5 Appropriate Use of Innovation

Principle B: Design Excellence

Principle	The Project Addresses Principle B by:
<p>B1 - Sustainability is an Integral Component of the Design</p>	<ul style="list-style-type: none"> • Sustainability is an important aspect of the District. • Use of LED lighting whenever possible.
<p>B2 - Integration and Encouragement of Public Arts and Culture</p>	<ul style="list-style-type: none"> • Lighting can serve as Public Art and transform the appearance of buildings. • Signage can help to promote the City's arts and culture.
<p>B3 - Celebrate the Winter City + Edmonton's Climate</p>	<ul style="list-style-type: none"> • Lighting helps to reduce the long dark nights associated with a winter city. • The lighting will help to enliven the winterscape with colour and animation. • The lighting will create visual interest.

Principle B: Design Excellence

Principle	The Project Addresses Principle B by:
<p>B4 - Durable, Permanent and Timeless Materials</p>	<ul style="list-style-type: none"> The lighting and signage can be adjusted in colour, intensity, and graphics to change with time.
<p>B5 - Appropriate Use of Innovation</p>	<ul style="list-style-type: none"> As an entertainment district, lighting plays an important role in animating and bringing excitement to the streets and the neighbourhood.



Principle C: Scale, Connections, & Context

“Demonstrates appropriate scale, integration of design elements, and fits within the context of the precinct.”

C1: Exemplify Neighbourliness

C2: Celebrate + Respect Heritage

C3: Enhance + Preserve Connections

Principle C: Scale, Connections, & Context

Principle	The Project Addresses Principle C by:
C1 – Exemplify Neighbourliness: Celebrate, Engage, and Enhance the Unique Context of Location	<ul style="list-style-type: none"> • As an entertainment district, the area is unique not only to the Downtown but to the City. The lighting and signage enhance the uniqueness of the area. • The lighting has the ability to be dimmed, turned on and off, etc.
C2 – Celebrate + Respect Heritage	<ul style="list-style-type: none"> • As a new area to the Downtown and the city, the Arena and Entertainment District will contribute to a new culture and heritage in the City. The lighting and signage can be changed and have the opportunity to celebrate the City’s heritage and events happening in the City.
C3 – Enhance + Preserve Connections	<ul style="list-style-type: none"> • Connections are provided through and around the Arena and Entertainment District. The lighting will help to make it a safer and more inviting area.





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