

Place LaRue West Neighbourhood Area Structure Plan

Office Consolidation May 13, 2019

*Prepared by:
Development Services
Urban Planning and Economy
City of Edmonton*

Bylaw 13377 was adopted by Council in June 2004. In May 2019, this document was consolidated by virtue of the incorporation of the following bylaws:

- Bylaw 13377* Approved June 30, 2004 (to adopt Place LaRue West Neighbourhood Area Structure Plan)
- Bylaw 14064* Approved October 18, 2005 (to amend the Place LaRue West Neighbourhood Area Structure Plan)
- Bylaw 15660* Approved May 18, 2011 (to remove all references and polices to the former mobile home development)
- Bylaw 17275* Approved July 6, 2015 (to revise the uses which may exceed a 0.25 floor area ratio and remove spectator establishments from the list of prohibited uses on sites abutting 100 Avenue NW)
- Bylaw 17625* Approved April 18, 2016 (to include text to a commercial land use policy to allow rezoning to a standard commercial zone for a specific portion of the Place LaRue West Neighbourhood Area Structure Plan)
- Bylaw 18235* Approved Dec.4, 2017 (add to clause 4.2 (2) “0.25 except for hotel development and *commercial office complexes* that will not exceed a floor area ratio of 0.75.”)
- Bylaw 18840* Approved May 13, 2019 (add policy that the property that is the subject of Charter Bylaw 18841 be allowed a Floor Area Ratio of 0.40,)

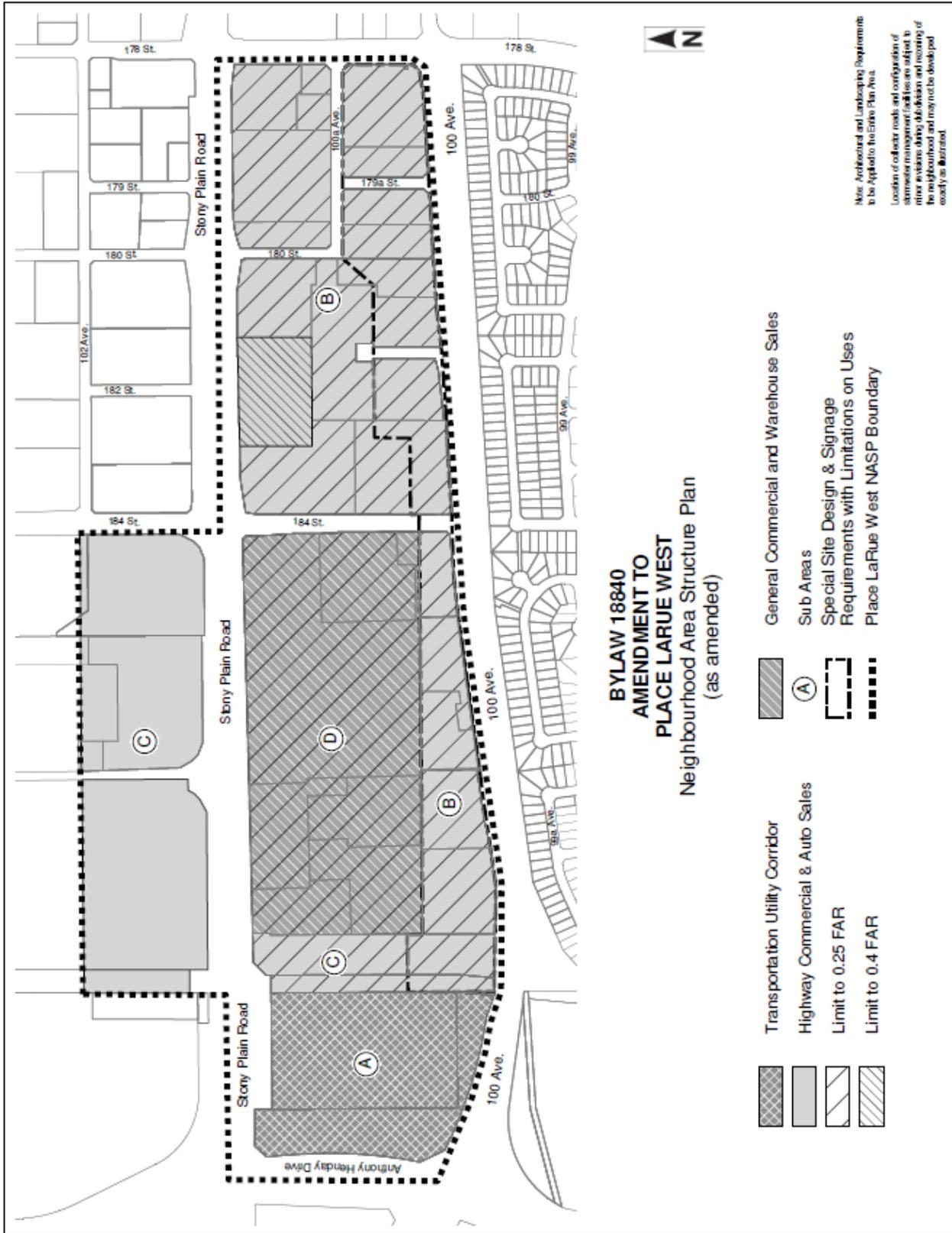
Editor’s Note:

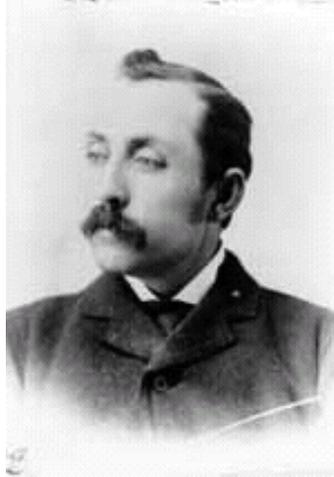
This is an office consolidation edition of the Place LaRue West Neighbourhood Area Structure Plan, Bylaw 13377, as approved by City Council on June 30, 2004.

For the sake of clarity, new maps and a standardized format were utilized in this Plan. Where it provides clarity, names of City departments have been standardized to reflect their present titles. Furthermore, all reasonable attempts were made to accurately reflect the original Bylaws. All text changes are noted in the right margin and are italicized where applicable.

This office consolidation is intended for convenience only. In case of uncertainty, the reader is advised to consult the original Bylaws, available at the office of the City Clerk.

City of Edmonton
Urban Planning and Economy





Place LaRue West Neighbourhood Area Structure Plan

Prepared by the

**City of Edmonton
Urban Planning and Economy**

June 2004

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1.0 CONTEXT

1.1 Plan Location

The Place LaRue business area extends from 170 Street to Anthony Henday Drive between couplet arterial roadways, 100 Avenue and Stony Plain Road, which are major entrance and exit routes for the west side of the city. Place LaRue is part of a larger regional level commercial and industrial corridor that extends along Stony Plain Road from 149 Street to the City limits. The entire corridor is governed by Council approved plans, with the exception of the westerly two thirds of Place LaRue.

Major portions of the corridor west of 178 Street including the westerly two thirds of Place LaRue remain underdeveloped. The Plan area therefore consists of that unplanned part of Place LaRue west of 178 Street. It also includes lands on the north side of Stony Plain Road between 184 Street and Anthony Henday Drive in the neighbouring Sunwapta industrial area. Figure 1 shows the Plan area boundary and the context for the study area.

1.2 Council Authority to Prepare the Plan

Interest in preparing an Area Structure Plan arose in response to a rezoning application in 2001 for a 27-hectare regional shopping centre in the largely undeveloped western half of Place LaRue. Nearby residential and commercial stakeholders opposed the rezoning, citing a number of concerns throughout west Edmonton. The absence of public policy to guide new development in the westerly two thirds of Place LaRue, the only unplanned part of the regional Stony Plain Road corridor, was one of the concerns.

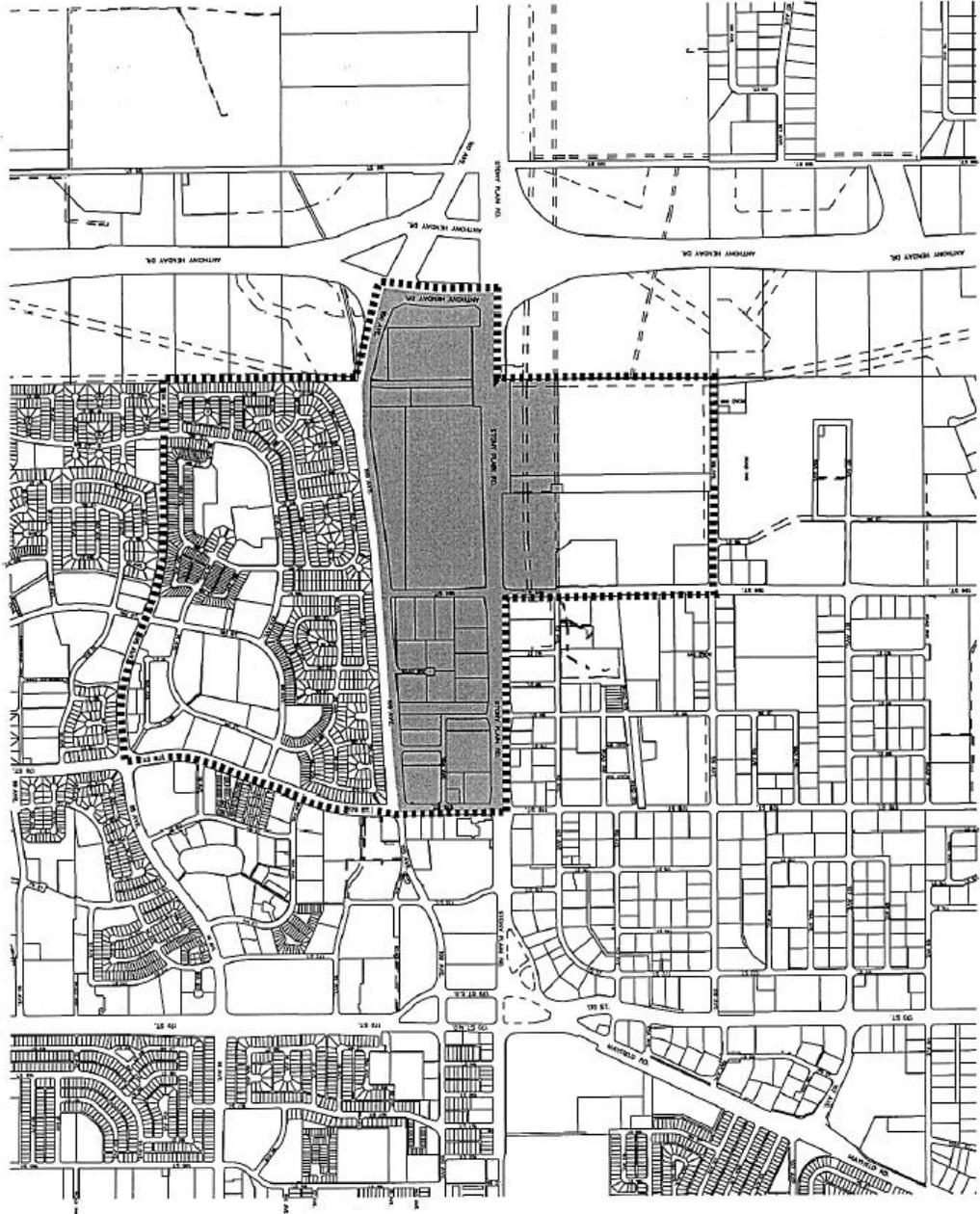
At that time a proposal to expand the West Edmonton Mall town centre further south added to concerns about the affects of increased commercial growth in west Edmonton. Many stakeholders felt a larger planning study was needed for the entire business corridor from 178 Street to the western City limits. On October 31, 2001, the Executive Committee of Council requested a report on the resources required for such a study.

On considering the advice in that report, City Council directed on March 5, 2002:

- that a Neighbourhood Area Structure Plan be prepared for the unplanned portion of the Stony Plain Road corridor between 178 Street and Anthony Henday Drive;



Place LaRue – West
Neighbourhood Area Structure Plan



- that the study area for the Plan be enlarged to ensure any affects upon the adjacent industrial area to the north and residential area to the south are considered;
- that a detailed traffic assessment of the west Edmonton roadway network be completed; and
- that a special urban design study to enhance the Stony Plain Road entrance into the city be undertaken.

Transportation Planning and Engineering subsequently completed a detailed traffic assessment of the west Edmonton roadway network (WETS). That assessment and its findings were used in the preparation of this Plan. The urban design study was delayed until the land use pattern for Place LaRue was established through the planning process.

Amended by Editor

1.3 Physical Characteristics

There are no natural physical features that should be preserved or that would significantly influence future land use patterns in the Plan area. Local soil conditions should be tested in advance of specific developments to ensure that conditions are suitable for projects.

1.4 Existing Development Patterns and Planning Influences

The Plan area presently features a general pattern of development characterized by:

- a mix of business and residential uses east of 184 Street, including hospitality, retail and service activities, a mobile home park, and vacant land along 100 Avenue;
- mainly vacant land west of 184 Street, except for a *private corporation* north of Stony Plain Road and the recent development of a *private* department store south of Stony Plain Road; and
- power transmission lines, a small agricultural holding (plant nursery and dwelling) and intersections with Anthony Henday Drive at the western edge of the Plan area.

Amended by Editor

The current land use is shown in Figure 2.

Approved plans for surrounding areas influence the Plan area, such as the low density housing within the La Perle neighbourhood. Existing plans for the neighbouring business areas promote specific types of commercial and industrial activities based largely on the historic and current functions of Stony Plain Road and 100 Avenue. Over time the changing design and functions of those roads have altered the suitability of both existing development and potential business opportunities.

Historically, before the 100 Avenue inbound roadway was built, Stony Plain Road was the primary western route both to and from Edmonton and consequently land along the north side is designated for hospitality and convenience services for tourists, visitors and the travelling public. Industrial and auto sales uses requiring large sites, few services and ready access to regional and interprovincial highways are also encouraged. The new 100 Avenue road effectively usurped Stony Plain Road's gateway function, but created new opportunities for the east half of Place LaRue. There the City's plans call for a broad range of retail and service uses in moderate density developments requiring large sites and exposure to high volumes of traffic on both outbound (Stony Plain Road) and inbound (100 Avenue) routes. The plans also promote hospitality and convenience services for tourists, visitors and the travelling public along the inbound 100 Avenue.

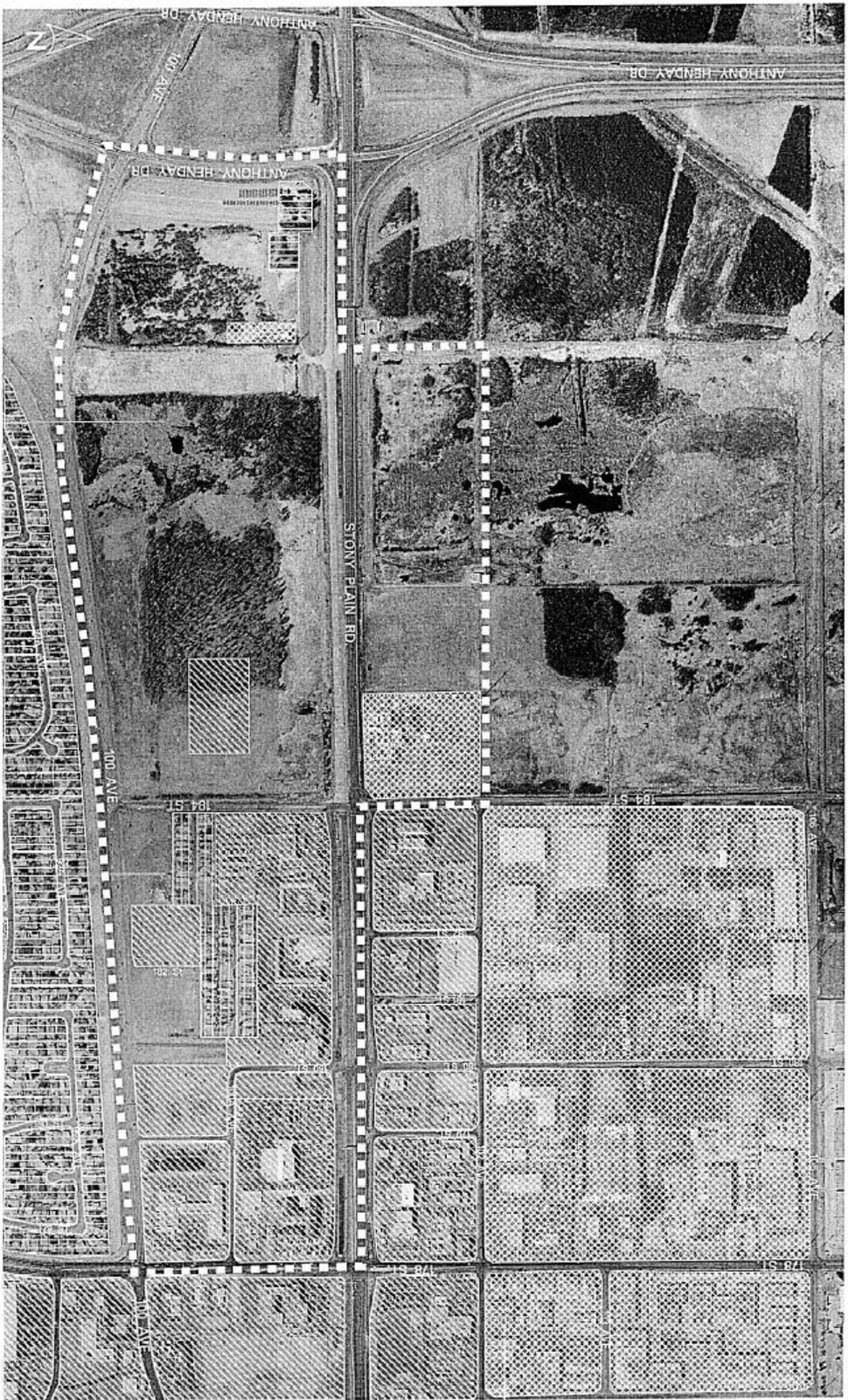
Development along Stony Plain Road now relies mainly on that road's function as a major commuter route, predominantly for outbound traffic. Emergent market demand for retail uses that require large open sites for low density development readily accessible to high traffic volumes conflicts with its designation for hospitality and service uses catering to inbound visitors and travellers. Figure 3 shows the existing transportation system.

This explains why there is such a diversity of zoning categories in the Plan area, allowing both high and low density general commercial, hospitality, light industrial and residential uses. The entire plan area is also regulated by the Major Commercial Corridor Overlay to ensure that development along both arterial roads is visually attractive and safe for pedestrian and motor vehicle traffic.

- LEGEND**
-  Plan Area
 -  Commercial
 -  Residential

-  Mobile Home Park
-  Business/Industrial

Place LaRue – West
 Neighbourhood Area Structure Plan
 Figure 2
 Existing Land Use



2.0 ISSUES IDENTIFICATION

2.1 Stakeholder Groups

Public participation initially involved two main groups reflecting a diverse range of interests. One group consisted of existing business operators and the owners of vacant property in the Plan area itself. Leaders of nearby Community Leagues and the Civics Committee of the La Perle Community comprised the second group, along with a number of interested citizens involved at the time in a *private department stores* rezoning proposal west of 184 Street. Once the initial draft of the Plan was prepared, other interests emerged. They included tenants of the mobile home park in the Plan area and several representatives of business interests from outside the Plan area, including West Edmonton Mall.

Amended by Editor

2.2 Businesses and Landowners Input and Issues

Throughout the planning process the main concern of business operators and owners and developers of vacant lands in the Plan area was uncertainty about the ultimate economic development potential of their properties. They viewed this area as a logical extension of the intensively developed urban part of the greater Stony Plain Road business corridor, where clustering of a wide variety of commercial activities is advantageous to economic growth, to a competitive environment, and to commuter and nearby resident populations. At the same time they noted the unique role the area plays in reflecting the City's image.

Members of this group acknowledged that the primary role of Stony Plain Road had changed and consequently that exclusively highway oriented hospitality and tourism services is no longer an appropriate use, but may be more appropriate along the 100 Avenue inbound route. Most advocated an extensively broad range of choice for potential commercial uses, like that allowed further east in Jasper Place, Mayfield Common, Stone and Morin industrial areas, Terra Losa and eastern Place LaRue, to similarly serve the local regional population as well as commuter traffic.

The predominant issues raised by this stakeholder group included:

- limitations on the types of commercial uses and on development density on both sides of Stony Plain Road that disallow the greatest variety of commercial opportunities.
- the trend toward increased use of Direct Control to regulate development, in place of conventional commercial Zones that provide a balance of certainty and flexibility and that allow for

development and redevelopment to adapt quickly to market conditions.

- inconsistency of standards and practice for attractive design and landscaping along 100 Avenue and Stony Plain Road.

2.3 Residential Communities Input and Issues

Members of the nearby communities raised a wide variety of concerns about existing and future development in the Plan area and throughout west Edmonton. They cited experiences of traffic congestion, road noise and neighbourhood disturbances near the Terra Losa and West Edmonton Mall areas, and wondered if similar forms of development in the Plan area may produce similar effects.

Many residents living directly south of 100 Avenue were concerned that the 5 metre high earth berm separating them from that arterial route would not adequately prevent intrusions into their privacy by multi-storey buildings, lights and illuminated signs and certain kinds of activities north of the roadway. Figure 4 demonstrates the separation between the commercial area and the nearest housing. Though Edmonton's standard for separation of low density housing from multi-storey commercial development under similar circumstances is normally about 25 to 35 metres, this remained a significant concern throughout the planning process.

Concerns were expressed about the capacity of Stony Plain Road and 100 Avenue to handle increased traffic volumes, from not only new Place LaRue West development but also from growing populations in the west, north and south using Stony Plain Road, 100 Avenue and Anthony Henday Drive to enter the city. Of concern too was the City's ability to maintain safe and efficient intersection operations.

The appearance of development was a further concern. Participants frequently expressed dissatisfaction with the quality of recent commercial projects in eastern Place LaRue and along Stony Plain Road, often noting in particular unattractive building facades, low levels of perimeter landscaping, and the clutter of signs and entrances. Similar concerns were raised about the impression such images may have on tourists and visitors to Edmonton and on regional commuters if the same standards are applied in the Plan area.

Community issues may be summarized in three categories: concerns about land use compatibility and privacy, traffic disruption, and appearance and aesthetics.

Land Use Compatibility and Privacy:

- loss of privacy on residential sites due to views from upper storeys of multi-storey commercial buildings.
- noise generated by commercial activities, such as outdoor public address systems at car dealerships or late night licensed establishments, disturbing nearby residents.
- intrusive commercial lighting disturbing nearby residents.
- noisy or disorderly behaviour from certain types of business such as bars and alcohol sales that may disrupt residential areas due to proximity.

Traffic Disruption:

- inadequacy of area roads capacity to accommodate traffic volumes generated by full development of the Plan area north of 100 Avenue and south of Stony Plain Road, compounded by future traffic increases on 170 and 178 Streets, from the west, and from Anthony Henday Drive.
- disruption of nearby communities by traffic attracted to commercial uses shortcutting through them, or by raising noise levels or causing congestion on perimeter roadways.
- potential impediments to access or use of public transportation and transit routing.
- inadequacy of the 100 Avenue berm to protect adjacent residents from traffic noise.
- increase in traffic on 178 Street and Stony Plain Road with removal of the 184 Street truck route between Stony Plain Road and 100 Avenue.

Appearance and Aesthetics:

- inadequacy of the City's architectural design and landscaping standards for commercial developments at both the edges and interiors of sites.
- inconsistency of standards and practice for attractive building design, signage and landscaping along 100 Avenue and Stony Plain Road.
- potential for development along 100 Avenue to generate a poor image of the city for tourists, visitors and commuters.

2.4 Mobile Home Park Tenants and Other Stakeholders Outside the Plan Area

Public information meetings later in the plan preparation process resulted in some additional issues being raised. Tenants of the mobile home park felt that City policy advocating commercial redevelopment of that site would undermine any sense of long-term stability, and the owner's conversion of the site for other economic purposes would cause them considerable inconvenience, expense and loss of investment.

Several operators and owners of businesses and commercial developments outside the Plan area, including West Edmonton Mall, opposed any proposal that would allow a broad range of commercial opportunities at competitive densities in the Plan area. The concern was that moderate to high density shopping centres at this key location would unfairly draw market share away from the established west end commercial focal points such as the West Edmonton Mall town centre and other shopping districts in the greater Stony Plain Road business corridor and the 170 Street corridor.

The resultant issues raised by these stakeholder groups included:

- uncertainty and instability about the long-term security of existing mobile home park tenancies and dislocation of residents.
- excess of commercial floor space in the greater west Edmonton district and consequent negative affects upon the economic stability of both existing and future commercial areas.

2.5 City Council Direction, April 2003

Following analysis of stakeholder input, issues and technical submissions, the final draft of the Place LaRue West Plan was presented to Council during a Public Hearing in April of 2003. For sites along Stony Plain Road, the proposed Plan had recommended the broadest available range of medium to high density commercial uses that typically require large sites with exposure and access to high volumes of commuter traffic. An emphasis on businesses catering to the hospitality and tourism industry was proposed for sites along 100 Avenue. Use and development restrictions were recommended for sites immediately north of 100 Avenue, closest to the La Perle community. Design and traffic circulation principles similar to those employed in the Edmonton Zoning Bylaw for major commercial corridors were proposed.

The business operators and commercial landowners stakeholder group was generally satisfied with the proposed Plan at that time and in particular with the recommendation that conventional Zones be used to regulate land use. The communities stakeholder group supported much of the Plan but recommended greater limitations be placed on development, particularly nearest the La Perle neighbourhood. The mobile home park tenants' concerns were raised, and representations were made in opposition to the densities proposed for new development. Certain other issues arose during the Hearing, including a call for more location opportunities for automobile sales businesses, and dissatisfaction with the use of conventional Zones and the notification and appeal processes to monitor and implement the Plan's policies.

On consideration of the proposed Plan and input from the public, City Council directed that amendments be made and that the Plan be resubmitted for further consideration. The objectives and policies of the Place LaRue West Neighbourhood Area Structure Plan that follow are therefore based on those directions.

3.0 PLAN OBJECTIVES AND THE DEVELOPMENT CONCEPT

3.1 Plan Edmonton

Plan Edmonton, the City's Municipal Development Plan, identifies the Plan area for use as a "business and employment area". *Plan Edmonton* supports the development of the Plan area for a compatible mixture of business and employment activities that make effective use of the transportation and servicing systems and provide an attractive development with minimal disruption to adjacent residential communities.

3.2 Plan Objectives

The Objectives for the Plan have been derived from a consideration of a number of factors including:

- the issues and concerns of neighbouring residents and residents of the mobile home park;
- the existing function of this commercial corridor in relation to other commercial development in the balance of the Stony Plain Road corridor;
- City policy contained in *Plan Edmonton*, the City's Municipal Development Plan; and
- the directives of Council upon consideration of the first draft of the Neighbourhood Area Structure Plan.

Objectives of the Plan

1. *To establish long-term assurance for landowners, occupants, neighbouring communities and the public as to the range, pattern and forms of land use activities and development to be allowed, and the manner by which transition and change will occur.*
2. *To maintain the Place LaRue West Plan area as a business and employment district, with emphasis on commercial uses serving visitors, tourists and the travelling public, with expanded opportunity for automotive sales and rentals, with an appropriate location and size of land for a broad range of large scale retail, warehouse sales and general commercial uses, and with the sensitive phasing out of residential enclaves.*
3. *To ensure that the intensity, form and quality of development is compatible with the efficient functioning of the transportation network and servicing available to the area, with nearby residential communities and with the area's role as an entranceway to the city.*

3.3 Development Concept

The following planning directions will implement the Objectives and will be used in making future decisions about development of the area. Those directions are illustrated as the Development Concept for the Plan area shown in Figure 5. To provide for effective application of both common and exceptional planning directions and policies based on location, the Plan area is divided into 4 sub-areas.

Bylaw 14064
October 18, 2005

Planning Directions

1. Highway commercial uses as defined in this Plan and automotive sales will be appropriate business activities along both Stony Plain Road and 100 Avenue. An Area for a broad range of large scale general commercial and warehouse sales uses is designated south of Stony Plain Road and west of 184 Street.
2. Residential and industrial developments are not appropriate for the Plan area.
3. The intensity of development will be more specifically regulated on all sites south of Stony Plain Road.
4. Site design, signage, and types of use will be more specifically regulated on all sites abutting 100 Avenue.
5. The timing for redevelopment of the mobile home park will be conditional upon the preparation of an acceptable phasing and transition plan.
6. Landscaping and architectural requirements appropriate for major commercial corridors will be strictly applied to all development along Stony Plain Road and 100 Avenue, with particular attention to the appearance for visitors arriving from the west.
7. There will be a requirement for access easements between various properties so that access from all commercial developments to 100 Avenue or Stony Plain Road can be provided without major disruption to traffic flow on the arterial roads.

Bylaw 14064
October 18, 2005

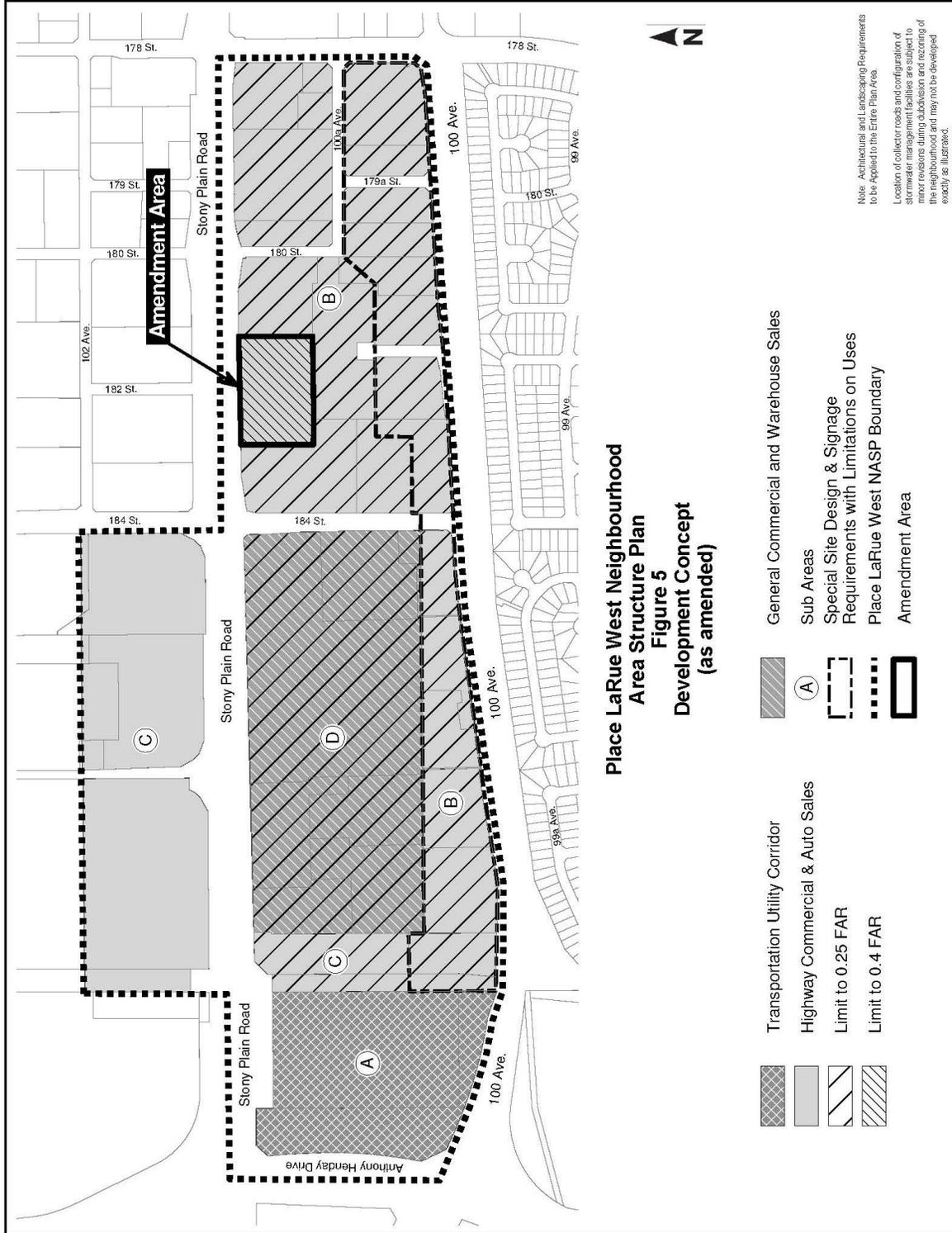
Discussion

- 100 Avenue continues to be a major entrance into the city from the west. Those commercial uses oriented to the hospitality and tourist industry and to the travelling public are appropriate along an arterial road functioning as a major entrance.
- Automotive sales have been developed extensively on Stony Plain Road both within and outside the Plan area, to the extent that there is a concentration of these uses and a certain level of market recognition. That commercial use is therefore an

appropriate activity in the area and will complement the industrial area to the north and benefit from exposure and access to high traffic volumes on Stony Plain Road and 100 Avenue.

- There are a number of major commercial concentrations in the west Edmonton district including Mayfield Common, the West Edmonton Mall town centre, and the node of shopping centres immediately east of the Plan area in Terra Rosa and eastern Place LaRue. The function of Place LaRue West should be to complement rather than compete with these established economic centres.
- A rezoning application to allow large scale general retail sales, and a development permit application for warehouse sales were approved for two major sites south of Stony Plain Road and west of 184 Street prior to completion of this plan. The precedent for general business and warehouse sales use is therefore recognized south of Stony Plain Road and west of 184 Street.
- Most of the Plan area is zoned for some form of commercial use, with the exception of the mobile home park and an adjoining vacant site. It is likely that development will occur on most sites under the existing zoning. However in the event that any land is rezoned, it is Council's preference that new development south of Stony Plain Road be regulated by Direct Control so that density and built form may be limited and to provide more opportunity for affected communities and property owners to influence the design and content of new projects.

Bylaw 14064
October 18, 2005



Bylaw 18440, May 13, 2019

4.0 OBJECTIVES AND POLICIES FOR THE SUB-AREAS

For the purpose of providing direction and implementing the Plan objectives, the Plan area is divided into 3 sub-areas, as shown in Figure 5.

4.1 Sub-Area A - Transportation and Utilities Corridor

Sub-area A consists of those lands at the westernmost edge of the Plan area, characterized by the rights-of-way and intersections of Stony Plain Road and 100 Avenue with Anthony Henday Drive, a primary urban traffic distribution corridor, and by the rights-of-way of major municipal and regional utilities distribution lines.

Objectives

- 1. To preserve land for essential city and regional roadway and utilities distribution purposes.*
- 2. To ensure any interim development does not impose a burden on infrastructure services including traffic circulation.*
- 3. To provide for alternative development opportunities in the event lands are released for other purposes.*

Land Use Policies

To implement these objectives, it is Council policy that:

1. Development will be restricted to facilities for vehicular circulation and the distribution of utilities.
2. Alternative interim development will be restricted to low intensity agriculturally based uses that do not generate excessive traffic. More intensive agriculturally based uses may be allowed if:
 - a) transportation studies to determine the type and volume of traffic to be generated by the development are completed to the City's satisfaction, and
 - b) the site is consolidated with commercial property to the east or access easements are provided to allow vehicular access across those lands in a manner that will not have a negative affect upon any arterial road.
3. The objectives and policies of sub-areas B or C will apply to any land released for private ownership and development, subject to the above conditions for intensive development.

Discussion

- This sub-area contains land committed to long term transportation and utility use, as part of the larger Transportation and Utility Corridor established by the Province of Alberta. The development of a grade separated interchange will use up a certain amount of land but the facility design plans that will establish the exact land requirements have not been completed.
- This land should remain undeveloped except for the possibility of short-term non-permanent low intensity uses.
- The Government of Alberta presently owns all of the land west of the *power* transmission right-of-way in this sub-area. The Province advised the City that no part of the area is surplus to their requirements, and that this land will remain under the jurisdiction of the Province.
- If, when the final interchange design is finalized, some of the land is not required for either transportation or utility distribution purposes, and any land is declared surplus, it should be developed as an extension of the directly adjacent sub-area.
- Due to the proximity of these lands to a major intersection, vehicular access should only be through the lands to the east, with no direct access to the arterial roads. Access easements would be required with adjacent property owners.

Amended by Editor

4.2 Sub-area B - Highway Commercial and Auto Sales District

Sub-area B consists of those lands south of Stony Plain Road and east of 184 Street plus those lands fronting onto 100 Avenue. One characteristic of this sub-area is the historical precedence of mixed business activities attracted by Stony Plain Road's changing role over the years. These include hospitality and convenience services catering to the travelling public and automobile sales outlets requiring large open sites with few services but exposure to high volumes of traffic. Moderately sized vacant or underdeveloped sites with direct exposure and accessibility to the more recent 100 Avenue entranceway to the city also characterize this sub-area.

Objectives

1. *To preserve the highway oriented commercial function of this area, while accommodating automotive sales.*
2. *To limit the intensity of development south of Stony Plain Road.*
3. *To ensure opportunity for residents' involvement and consultation prior to any new development where rezoning is required.*

4. *To provide aesthetic and cohesive streetscape development along Stony Plain Road and 100 Avenue.*
5. *To protect the privacy of residents south of 100 Avenue.*
6. ***(Deleted)***

*Bylaw 15660
May 18, 2011*

Land Use Policies

To implement these objectives, it is Council policy that:

1. Development will consist of commercial uses providing service primarily to highway traffic including hospitality, tourism and convenience services catering to the travelling public, and automotive sales outlets, and will exclude large scale retail stores, shopping centres and wholesale uses.
2. *The intensity of development will not exceed a height of 4 storeys or a floor area ratio of 0.25, except for Exhibition and Convention Facilities, Spectator Entertainment Establishment, and Spectator Sports Establishment development that will not exceed a floor area ratio of 0.50, or for hotel development [and commercial office complexes] that will not exceed a floor area ratio of 0.75.*
3. *Notwithstanding the FAR identified in Policy 2, the property fronting onto the Stony Plain service road, which is the subject of Charter Bylaw 18841, will not exceed a Floor Area Ratio of 0.40.*
4. Future development that requires zoning change will be regulated by Direct Control to ensure the objectives and policies of this Plan are implemented and to provide opportunity for input from affected property owners.
5. *Landscaping, site design, building location and architectural provisions of the Major Commercial Corridor Overlay will be incorporated into a DC Provision in a manner suited to the purpose of the Provision while maintaining the objectives of the Overlay to ensure a visually attractive and safe major corridor. Landscaped Setbacks on Stony Plain Road, 100 Avenue and intersecting arterial roads will not be less than 7.5m regardless of building size and height, except in locations along Stony Plain Road where a service road exists, a landscaped Setback, a minimum of 6.0 m along the service road facing Stony Plain Road NW shall be provided.*
6. The uses described in Section 5.1 will not be permitted on properties with frontage on 100 Avenue, where they are discretionary in the existing Zone and will not be allowed as uses in any future Direct Control Provision. Site design and signage will comply with the guidelines outlined in Sections 5.2 and 5.3.
7. ***(Deleted)*** *Notwithstanding the above, a portion of Lot 9, Block 1, Plan 4077 KS may be rezoned to a standard Commercial Zone to allow future development or expansion of existing uses.*

*Bylaw 17275
July 6, 2015*

*Bylaw 18235
Dec. 4, 2017*

*Bylaw 18840,
May 13, 2019*

*Bylaw 18840
May 13, 2019*

*Bylaw 15660
May 18, 2011*

*Bylaw 17625
April 16, 2016*

Discussion

- The northern and eastern parts of the Sub-area are already zoned for hospitality and travellers' services or automobile sales, and developed accordingly. Those sites therefore comply with the policies of the Plan as to use, but not as to development intensity.
- Most of the land abutting 100 Avenue is vacant but zoned for moderate density highway oriented hospitality uses, or residential purposes. The mobile home park east of 184 Street is zoned and developed for that form of residential use. Most sites therefore comply with the policies of the Plan as to use but not as to development intensity. Residential zoned sites do not comply, but are expected to eventually convert to commercial use to benefit from higher economic returns.
- The intent is to maintain the existing form of development and the existing function of the sub-area as a hospitality, tourist and highway services corridor.
- Policies and guidelines regarding uses, site design and signage address privacy concerns expressed by residents south of 100 Avenue. If land is rezoned, they would prohibit certain uses that may be noisy or intrusive, and may reduce the possibility that lighting and signage will be visible or obtrusive to residents.
- *Limitations on floor area ratio to 0.25 were requested by residents and by Council to ensure that traffic in the area does not become excessive. An exception will be made for Exhibition and Convention Facilities, Spectator Entertainment Establishments, and Spectator Sports Establishments that may have a floor area ratio of up to 0.50. Similarly, an exception will be made for hotels that may have a floor area ratio of up to 0.75. Current development examples illustrate that it would be difficult to construct a hotel within a 0.25 FAR, whereas a FAR of 0.75 is achievable. Hotels are an important use in the highway commercial area and this concession is required to ensure that they remain viable.*
- *Development of the Site that is the subject of Charter Bylaw 18841, for high quality, vehicle-oriented commercial uses, requires a FAR of 0.40 and therefore an exemption from the limitation to 0.25 FAR for the area that was imposed at the time of plan approval.*
- The standards of the Zoning Bylaw Major Commercial Corridor Overlay should be applied consistently throughout the Plan area to ensure attractive design and buffering along arterial routes.
- *(Deleted)*

Bylaw 17275
July 6, 2015

Bylaw 18840
May 13, 2019

Bylaw 15660
May 18, 2011

4.3 Sub-Area C – Highway Commercial and Auto Sales District

Bylaw 14064
October 18, 2005

Sub-Area C consists of those lands north, and a small area south, of Stony Plain Road west of 184 Street, as outlined on Figure 5. It is characterized by spacious expanses of largely vacant land with direct exposure and access to high volumes of outbound traffic on Stony Plain Road and ready access to other primary City and regional highway systems including Anthony Henday Drive.

Objectives

- 1. To preserve the highway oriented commercial function of this area with a broad range of choice for service, highway commercial and auto sales uses.*
- 2. To provide aesthetic and cohesive streetscape development along Stony Plain Road.*
- 3. To limit the intensity of development south of Stony Plain Road.*

Land Use Policies

To Implement these objectives, it is Council policy that:

1. Development will consist of commercial uses providing service primarily to highway traffic including hospitality, tourism, and convenience services catering to the travelling public and automotive sales outlets.
2. Landscaping, site design, building location, and architectural provisions of the Major Commercial Corridor Overlay will be strictly applied and adhered to. Landscaped yards on Stony Plain Road and intersecting arterial roads will not be less than 7.5 metres regardless of building size and height. A consistent standard of perimeter landscaped screening, an average of not less than 0.75 metre in height, will be provided through a combination of shrub planting and berms along arterial roads.
3. The intensity of development south of Stony Plain Road will not exceed a floor area ratio of 0.25 except for hotel development that will not exceed a floor area ratio of 0.75.

Discussion

- There are some sites within Sub-Area C with conventional zoning that allows general retail and warehouse sales development. Development that is consistent with permitted uses under the existing zoning can continue to occur, but all future rezoning applications must be consistent with the land use policies of the Plan.
- Development south of Stony Plain Road could potentially have a greater affect upon adjacent residents and for this reason,

intensity of development should be regulated by Direct Control, to the same floor area ratios applicable to abutting lands to the east. Development of the area north of Stony Plain Road will have less effect on La Perle residents, and therefore the use of Direct Control zoning is not considered necessary.

- The standards of the Zoning Bylaw Major Commercial Corridors Overlay should be applied consistently throughout the Plan area to ensure attractive design and buffering along arterial routes.

4.4 Sub-Area D – Limited General Commercial and Warehouse Sales District

*Bylaw 14064
October 18, 2005*

Sub-Area D consists of those lands south of Stony Plain Road, west of 184 Street, as outlined on Figure 5. It is characterized by an existing large format shopping centre, currently under development; and a vacant parcel west of the shopping centre, upon a portion of which a large warehouse sales building has been issued a development permit under existing IB - Industrial Business Zoning. The Sub-Area features direct exposure and access to high volumes of outbound traffic on Stony Plain Road and ready access to other primary City and regional highway systems including Anthony Henday Drive.

Objectives

- 1. To accommodate a node of large format commercial developments offering retail shopping, general business and warehouse sales uses serving a broad market area.*
- 2. To limit the intensity of development south of Stony Plain Road.*
- 3. To limit uses that would have a negative impact on adjacent residential neighbourhoods in terms of night time noise and disturbance.*
- 4. To ensure opportunity for residents' involvement and consultation prior to any new development where rezoning is required.*
- 5. To provide aesthetic and cohesive streetscape development along Stony Plain Road.*

Land Use Policies

To implement these objectives, it is Council policy that:

1. Development will consist of a broad range of commercial/retail, service, wholesale, warehouse sales, office and general business

- uses that typically require large sites with extensive open areas for parking or storage, and that typically rely on exposure to and ready access to and from high volumes of traffic.
2. The intensity of development south of Stony Plain Road will not exceed a floor area ratio of 0.25 except for hotel development that will not exceed a floor area ratio of 0.75.
 3. Night clubs, and neighbourhood bars and pubs for over 200 occupants will not be permitted. Bars and neighbourhood pubs for less than 200 occupants may be permitted as accessory uses to a hotel or motel or restaurant.
 4. Future development south of Stony Plain Road that requires zoning change will be regulated by Direct Control to ensure the objectives and policies of this Plan are implemented and to provide opportunity for input from affected property owners.
 5. Landscaping, site design, building location, and architectural provisions of the Major Commercial Corridor Overlay will be strictly applied and adhered to. Landscaped yards on Stony Plain Road and intersecting arterial roads will not be less than 7.5 metres regardless of building size and height. A consistent standard of perimeter landscaped screening, an average of not less than 0.75 metre in height, will be provided through a combination of shrub planting and berms along arterial roads.

Discussion

- Council approval of a Direct Control Provision for a large format retail shopping centre with Wal-Mart as the primary anchor at the southwest corner of 184 Street and Stony Plain Road established a precedent for land south of Stony Plain Road. Council limited the floor area ratio to 0.25, imposed regulations similar to those of the Zoning Bylaw Major Commercial Corridor Overlay, and decreased the range of uses to reduce potential impacts on La Perle residents.
- Development of the area south of Stony Plain Road could potentially have a greater affect upon adjacent residents and for this reason, regulation through Direct Control is required, and uses that have greater potential for night time noise and disturbance should be prohibited or limited in size and location.
- Limitations on floor area ratio to 0.25 for sites south of Stony Plain Road were requested by residents and by Council to ensure that traffic in the area does not become excessive. An exception will be made for hotels that may have a ratio of up to 0.75. Current development examples illustrate that it would be difficult to construct a hotel at 0.25 FAR.
- The standards of the Zoning Bylaw Major Commercial Corridor Overlay should be applied consistently throughout the plan area to ensure attractive design and buffering along arterial routes.

5.0 DEVELOPMENT GUIDELINES

The following development guidelines relating to refusal of uses, site design and signage for discretionary permits will be applied to development proposals within sub-area B of the Plan area.

All development is subject to the Edmonton Zoning Bylaw, and as such all new development must comply with that Bylaw. However if the desired development is for discretionary uses in a conventional Zone or requires any variance, the Development Officer may implement these guidelines by refusing the permit or imposing additional restrictions. If the desired development requires a rezoning of the property, site-specific regulations may be imposed through Direct Control, and in such cases the guidelines may be implemented in that form of land use control.

These development guidelines cannot be imposed where no rezoning is required and where the requested use is “permitted” under the conventional Zone and no relaxation or variance is given to the regulations of the Zone.

5.1 Refusal of Discretionary Uses

The following uses are not to be approved on any site abutting 100 Avenue where they are discretionary in the Zone, or included in any future Direct Control Provision.

1. Auctioning establishments
2. Bars and neighborhood pubs for more than 200 occupants and 240 m² of public space
3. Carnivals
4. Flea markets
5. Hotels and apartment hotels over 14m in height
6. Major alcohol sales.
7. Major amusement establishments
8. Nightclubs
9. Non accessory parking
10. Outdoor amusement establishments
11. Private clubs
12. Deleted
13. Deleted
14. Truck and mobile home sales or rentals.

*Bylaw 17275
July 6, 2015*

5.2 Site Design Guidelines

These guidelines are to be applied to properties with frontage on 100 Avenue in the approval of all discretionary permits and in an

all future Direct Control Provisions to ensure the privacy of residents south of 100 Avenue.

1. All habitable room windows in hotels and apartment hotels above 10 m in height are to be oriented east/west only with no south facing habitable room windows.
2. All exterior lighting is to be designed so that illumination is indirect from all angles when viewed off-site and not intrude into neighboring sites to the south. Lighting fixtures and apparatus are to not exceed a height of 10 m.
3. External loud speakers or other loud sound-generating equipment is not allowed.
4. Barbed wire, chain link fencing, unscreened outdoor storage of material and trailer storage is not allowed.

5.3 Signage Guidelines

These guidelines will be applied to properties with frontage on 100 Avenue in the approval of all discretionary permits and in an all future Direct Control Provisions to ensure the privacy of residents south of 100 Avenue.

1. Any sign listed as a discretionary use in a Zone is not allowed.
2. Animated and bright perimeter signage is to be designed to minimize light pollution and visual intrusion into residential properties south of 100 Avenue.
3. Any lighting on a sign higher than 10m and more than 7.5m north of 100 Avenue is to be oriented east/west and not face south.
4. Any signage developed on a south-facing wall above 10 m in height or attached to a any building above 10 m in height that abuts 100 Avenue is to be backlit and designed to prevent light from emitting toward residential areas south of 100 Avenue.
5. Signs are allowed within required yards if they are developed as a feature of the landscaped yard but are not to exceed a height of 10 m and any illumination is to be backlit only.

6.0 PARKS, RECREATION AND URBAN DESIGN

Objectives:

- 1. That priority be given to separation of residential and commercial uses through landscaping.*
- 2. That the public rights-of-way for Stony Plain Road and 100 Avenue be developed to a consistent urban design standard.*

Policies

To implement these objectives, it is Council policy that:

1. All Municipal Reserve dedications owing as a result of subdivision will be acquired and redistributed to other areas according to priorities established by the City.
2. Funds will be proposed in the 2005 budget year to install a row of coniferous trees along the apex of the berm.
3. Additional funds will be allocated, possibly as part of the west end entrance study's landscaping recommendations, to further enhance the appearance of the 100 Avenue berm.

6.1 Municipal Reserve Requirements

There are no schools or parks planned or required within the Plan area.

6.2 Landscaping the 100 Avenue Berm

Through the planning process La Perle residents advocated for more landscaping on the berm that separates their community from traffic on 100 Avenue, and from future commercial activities along 100 Avenue and further north to Stony Plain Road. One aim was to reduce the potential for light penetration from commercial uses through additional screening. This would consist of 3 m high coniferous trees planted every 3 m along the top of the berm. In the initial review of the draft Plan in April 2003, City Council agreed that enhanced landscaping of the berm would provide a better visual barrier between housing and commercial uses. Enhanced landscaping may also improve the appearance of the berm for adjacent residents and fir users of the 100 Avenue entranceway.

6.3 West End Entrance Study

A common concern shared by business operators, commercial landowners and local residents was the affect unsightly views along 100 Avenue may have on the City's image. Council directed that a

review of signage, landscaping, lighting and utilities within the Stony Plain Road corridor right-of-way and of development of private property visible from the roadway be undertaken.

The purpose of an urban design study of the Stony Plain Road corridor is to establish a distinctive and attractive image or identity for drivers approaching the city from the west. Elements of such a “signature” identity include landscaping as well as utilities infrastructure and signage. There may therefore be an opportunity for further improvements to the Plan area based on the results of that study.

7.0 TRANSPORTATION

In conjunction with the preparation of the Plan, *Transportation Planning and Engineering* was directed to prepare the West Edmonton Traffic Study (WETS). This functional review provided a detailed assessment of the operational characteristics of current and future traffic volumes on Stony Plain Road, 100 Avenue, 170 Street and 178 Street, in an area bounded by Anthony Henday Drive and 165 Street, from Whitemud Drive in the south to 105 Avenue in the north. A micro-simulation model was used to assess traffic characteristics and mitigation measures were proposed to improve problem areas. In addition, Traffic Impact Assessments done for some development proposals added to the City's confidence that traffic capacity and operations can be maintained.

Amended by Editor

Objectives:

1. *To facilitate safe and efficient traffic circulation both on sites within the Plan area and on major roadways through and adjacent to the Plan area.*
2. *To ensure the cost of minor modifications and improvements to the roadway system necessary to provide adequate capacity for new development will be borne and implemented by the proponents of the new development.*
3. *To ensure developers in the Plan area equitably share the cost of arterial roadway development.*

Policies

To implement these objectives, it is Council policy that:

1. Direct vehicular access for sites to and from Stony Plain Road and 100 Avenue will be limited to selected locations and shared through access easements and cross-lot traffic circulation as shown in Figure 6.
2. Development projects will include walkways and related facilities to provide for safe and convenient pedestrian and bicycle circulation among buildings on a site, between sites, and to connect to public walkways and bicycle routes off-site.
3. Roadway and intersection improvements will be required as per the West Edmonton Traffic Study (WETS) and landowners benefiting from such improvements will bear a share of the cost at the time of development permit application.
4. A portion of the cost of constructing and upgrading arterial roadways will be assessed to the undeveloped land in the Plan area through the City's Arterial Roadways Assessment program as discussed in Section 7.3 and shown in Figure 6.

7.1 Access Configurations

The proliferation of separate access points for numerous commercial developments frequently impedes the effectiveness, efficiency and safety of major arterial roadways. In the Plan area, this is compounded by the proximity of major grade separated interchanges planned for both Stony Plain Road and 100 Avenue with Anthony Henday Drive in the future. A new collector roadway, 186 Street north of Stony Plain Road, with a signalized all-directional intersection will serve the traffic needs of shopping centre and general commercial developments both north and south of Stony Plain Road. Sites west of 184 Street will be required to have access easements to allow shared vehicular circulation across sites to Stony Plain Road, 100 Avenue and 184 Street. Vehicular access to and from lands in Sub-area A will be limited to the existing service road along Stony Plain Road. The existing median break at approximately 190 Street will be closed as it will interfere with the future interchange at Anthony Henday Drive and Stony Plain Road. Figure 6 shows the proposed access configurations for sites within the Plan area.

Safe and convenient pedestrian movement between buildings on a site and between sites is a priority for major shopping centre development. For conventional Zones in the Plan area, the Zoning Bylaw Major Commercial Corridor Overlay ensures this requirement is fulfilled. It should also be incorporated into any Direct Control Provision.

7.2 Traffic Impact Assessments

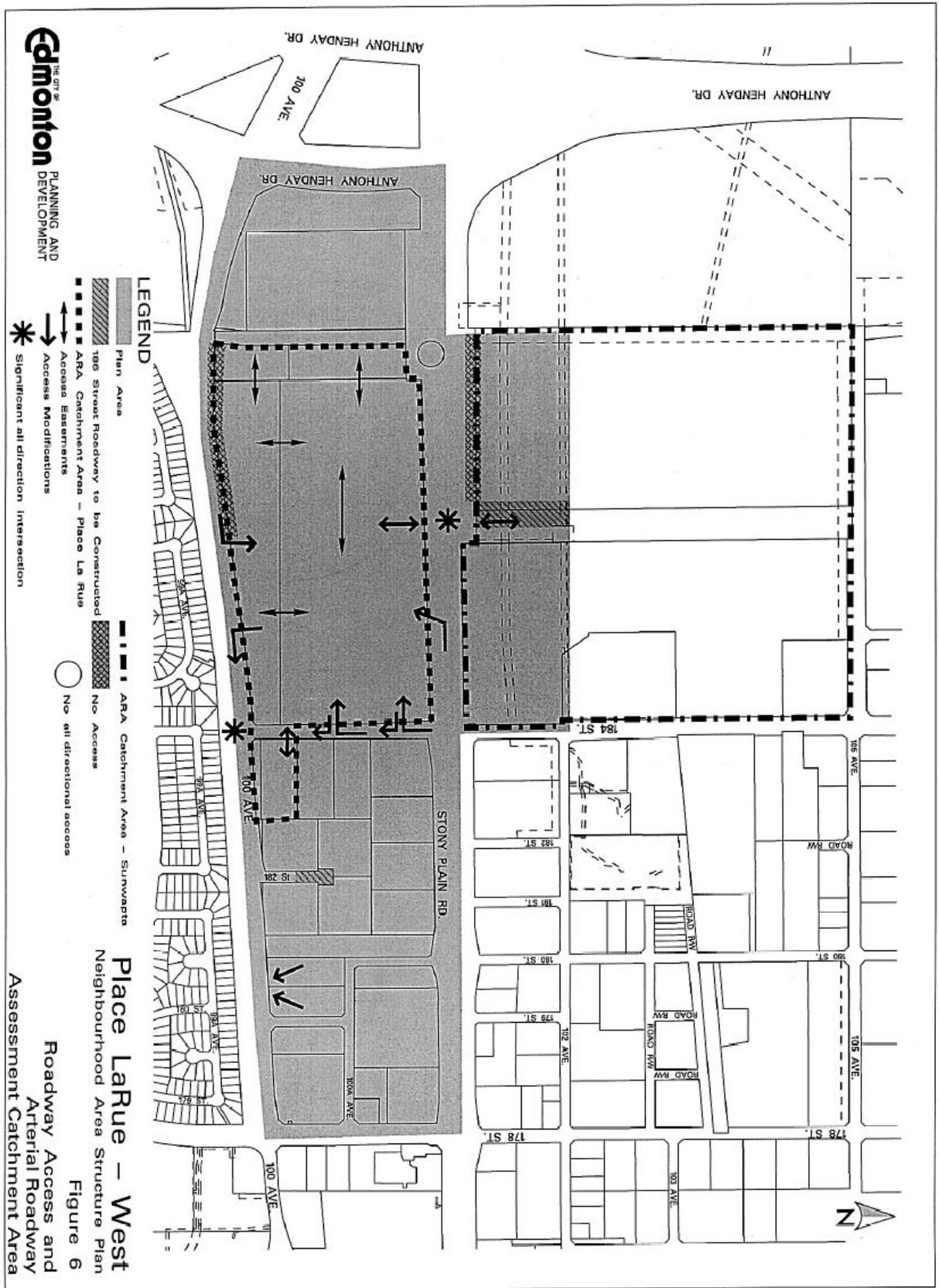
An analysis of the transportation impacts of the future land use was undertaken by Ward Consulting Group Inc., described in a supplementary report entitled *Traffic Impact Assessment (TIA) – West Stony Plain Road Corridor*. The Ward TIA concludes that traffic generated by the future development of the Plan Area can be accommodated on the existing roadway network within acceptable service levels, with appropriate mitigation measures.

An analysis of the transportation impacts for proposed amendments to the Northwest Industrial Area Outline Plan for land in Sunwapta north of Stony Plain Road was also recently completed by Infrastructure Systems Ltd. as described in a report entitled *Princeton Developments- Sunwapta Commercial /Industrial Traffic Impact Assessment*. This assessment built on the previous work for Place LaRue West done by Ward Consulting Group Inc.

7.3 Arterial Roadway Assessment Programs (ARA)

To accommodate future development in the area, it is necessary to upgrade 184 Street to the first 3 lanes of an ultimate urban roadway. Upgrading of Stony Plain Road has been initiated in order to develop accesses and a new intersection at 186 Street. An additional lane may be necessary on Stony Plain Road west of 184 Street to accommodate traffic generated by development in Sunwapta and Place LaRue.

The City's Arterial Roadway Assessment program ensures that arterial roadway construction costs are equitably shared among developers of land within a designated area. All land within the defined area is required to contribute to the Arterial Roadway Assessment at the development stage. Funds from the defined area are then allocated to construction of arterial roadways within the same defined area. Arterial Roadway Assessment areas are required in both Sunwapta north of Stony Plain Road and in the west part of Place LaRue as shown in Figure 6.



8.0 SERVICING STRATEGY

A detailed description of servicing for the Plan area is available under separate cover (*“Infrastructure Report including Water, Sanitary and Stormwater for Place La Rue West Neighbourhood/Area Structure Plan”*). Development of vacant land will necessitate the extension of the existing services and infrastructure. All areas east of 184 St are fully serviced.

Objective:

1. *To ensure that the development of lands within the Plan area adheres to current utility servicing requirements and standards as established by the City of Edmonton.*

Policies

To implement this objective, it is Council policy that:

1. Adequate levels of service will be provided and paid for by developers as part of the subdivision and development permit approval processes.

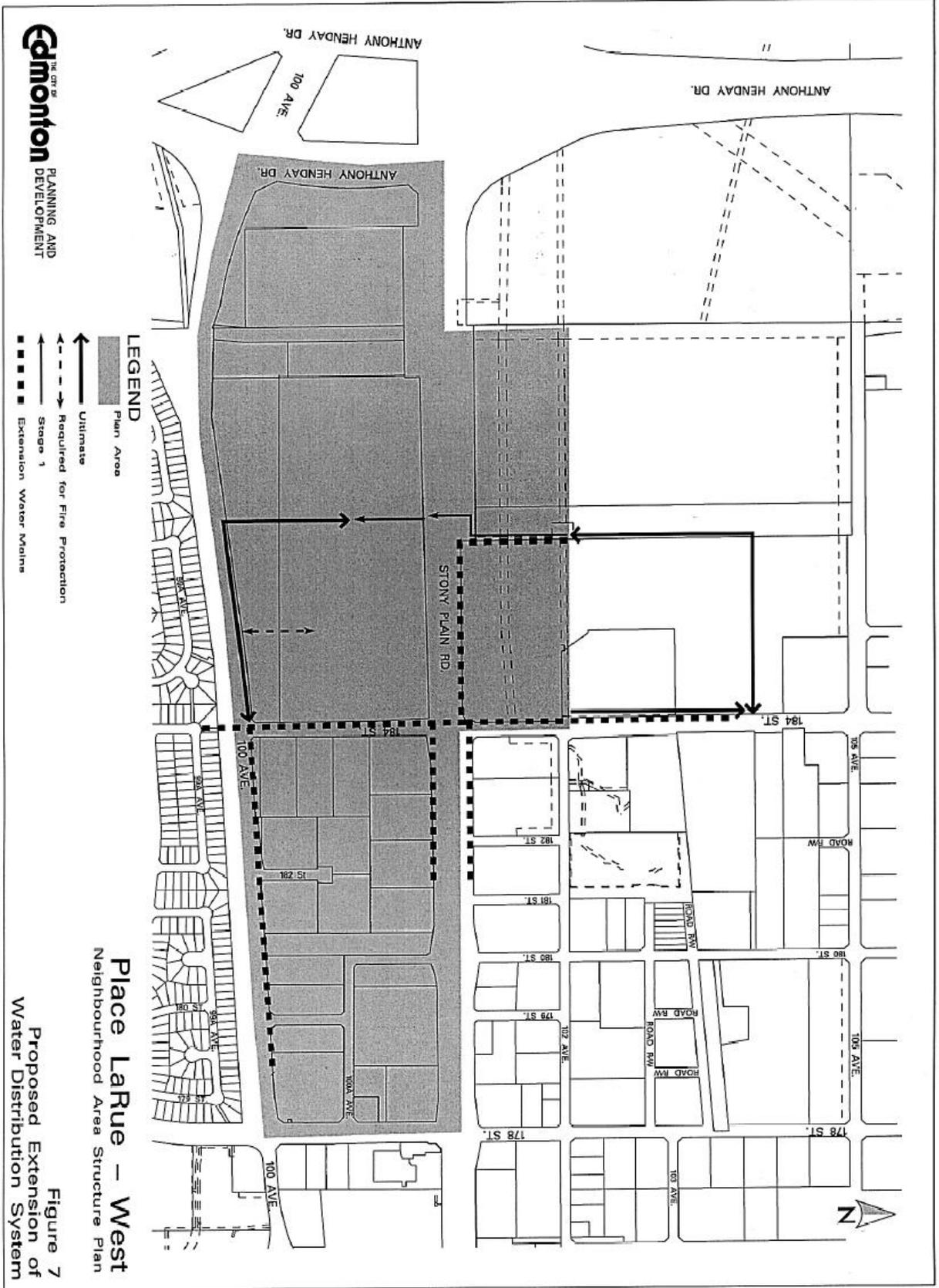
8.1 Proposed Extension to Existing Water Distribution System.

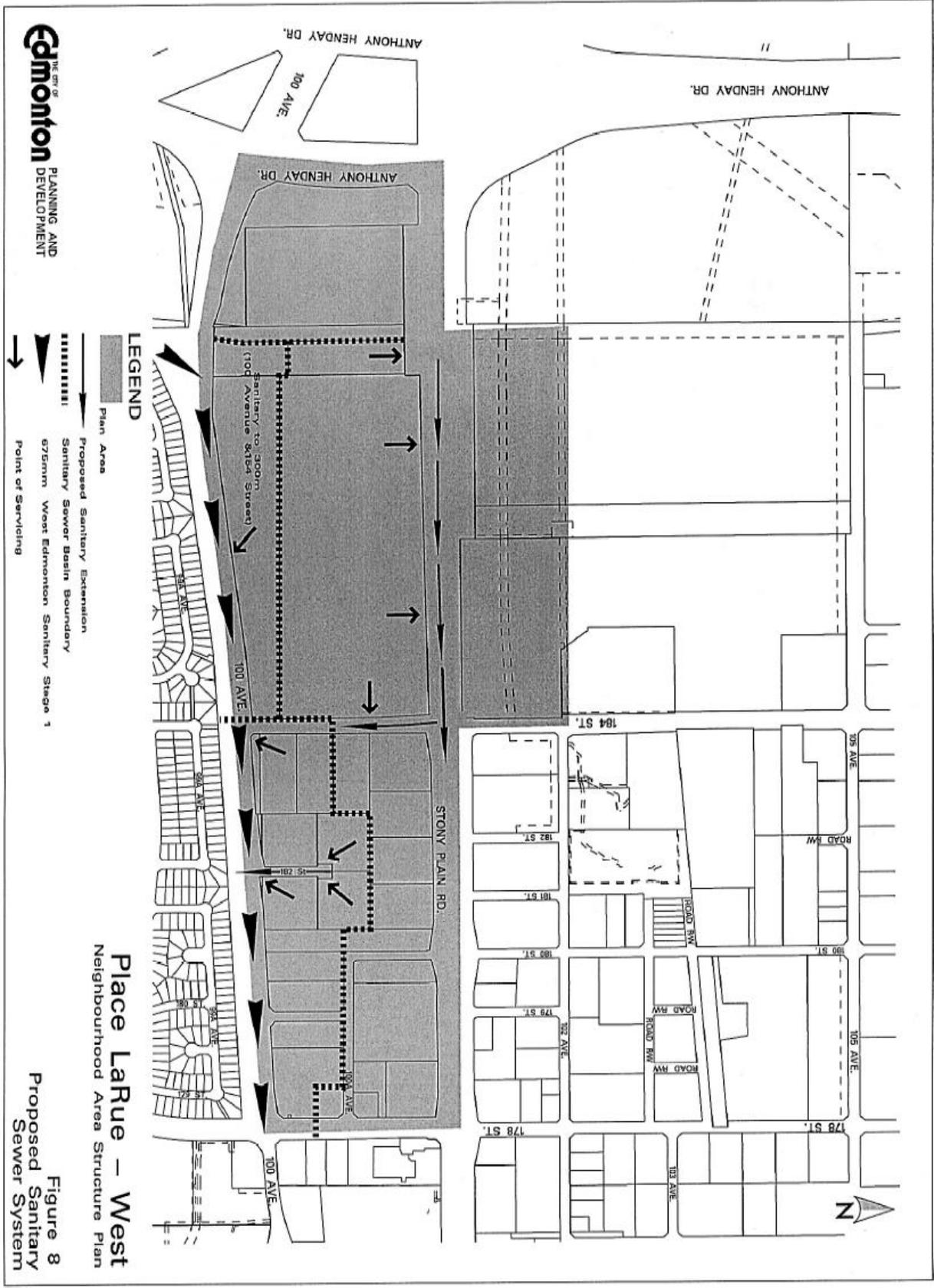
The water supply for the area east of 184 Street is fully developed. The existing system of water mains which is installed within the eastern portion of the Plan area will be extended westward to serve remaining portions of the Plan area by means of a looped pattern of interconnected water distribution mains. The interim and ultimate water service can be accommodated through extension of the existing facilities to the area west of 184 St. The proposed extension of the existing water distribution system within the Plan area is illustrated conceptually in Figure 7. Applicants and owners will be responsible for all related costs of any modifications or additions to the existing water infrastructure at the time of development to the satisfaction of the servicing utility and the City of Edmonton.

8.2 Sanitary and Stormwater Sewer Systems

The proposed extension of the existing sanitary sewer and storm sewer systems within the Plan area is illustrated conceptually in Figure 8 and Figure 9. Servicing exists for all developments east of 184 Street and it is not shown.

Costs for required sewer system extensions will be the responsibility of the benefited property owners. Cost sharing may be established to allow the distribution of these costs between the benefiting lands and property owners. The details of this cost sharing will be dependent on the final configuration of the lands and

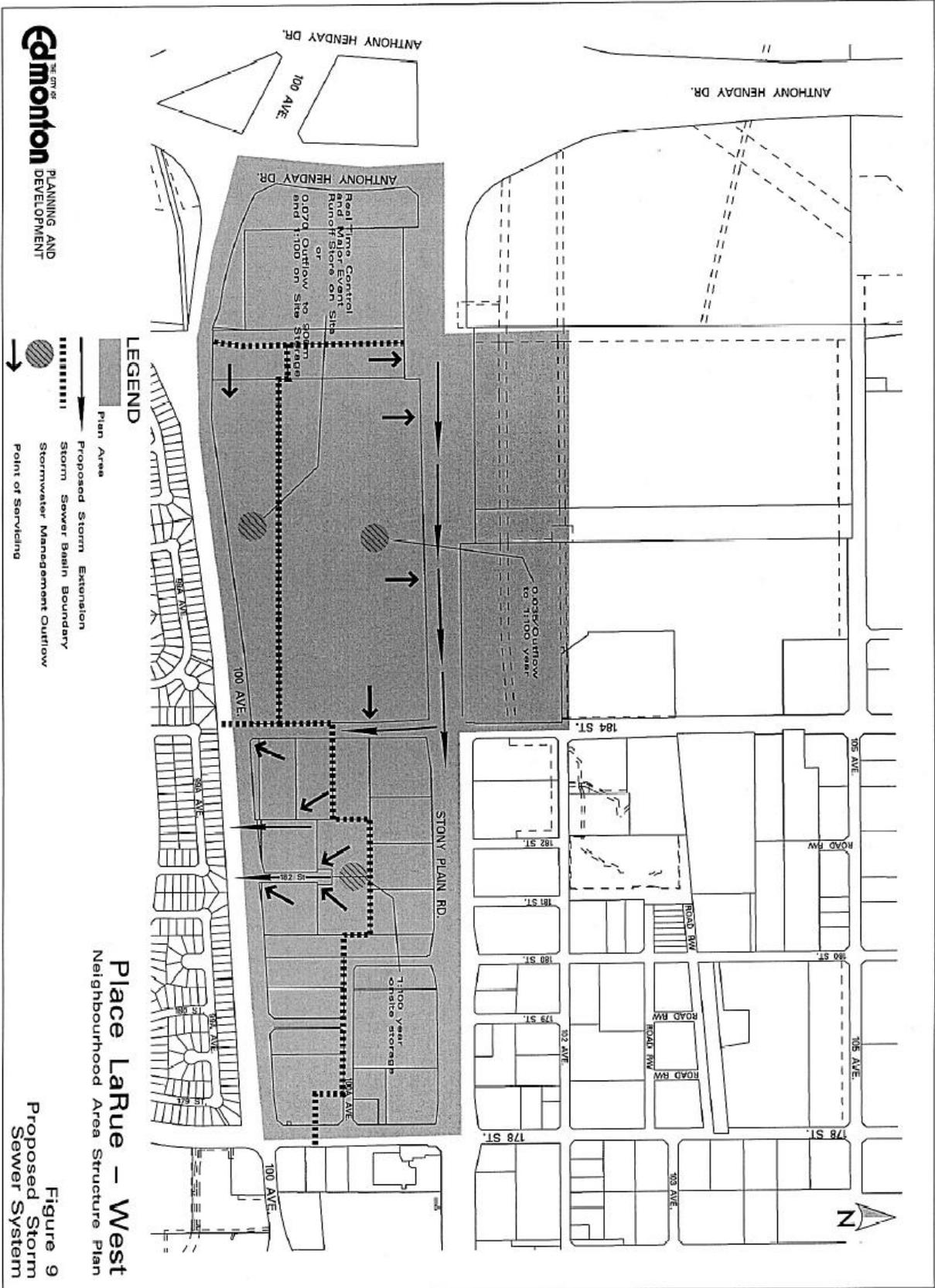




Edmonton THE CITY OF
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- LEGEND**
- Plan Area
 - Proposed Sanitary Extension
 - Sanitary Sewer Basin Boundary
 - 575mm West Edmonton Sanitary Stage 1
 - Point of Servicing

Place LaRue – West
 Neighbourhood Area Structure Plan
 Figure 8
 Proposed Sanitary Sewer System



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LEGEND

- Plan Area
- Proposed Storm Extension
- Storm Sewer Basin Boundary
- Stormwater Management Outflow
- Point of Servicing

Place LaRue - West
 Neighbourhood Area Structure Plan
 Figure 9
 Proposed Storm
 Sewer System

the systems extensions and will be addressed through terms of the required servicing agreements. There is outstanding sewer trunk cost sharing assessments to be paid by developments in the study area. Developing properties west of 184 Street will also be assessed a Sanitary Trunk Sewer Charge further to the Sewers Bylaw. Final analysis of the drainage assessments will be carried out at the servicing agreement or development permit stage for individual development proposals.

8.3 Other Utilities

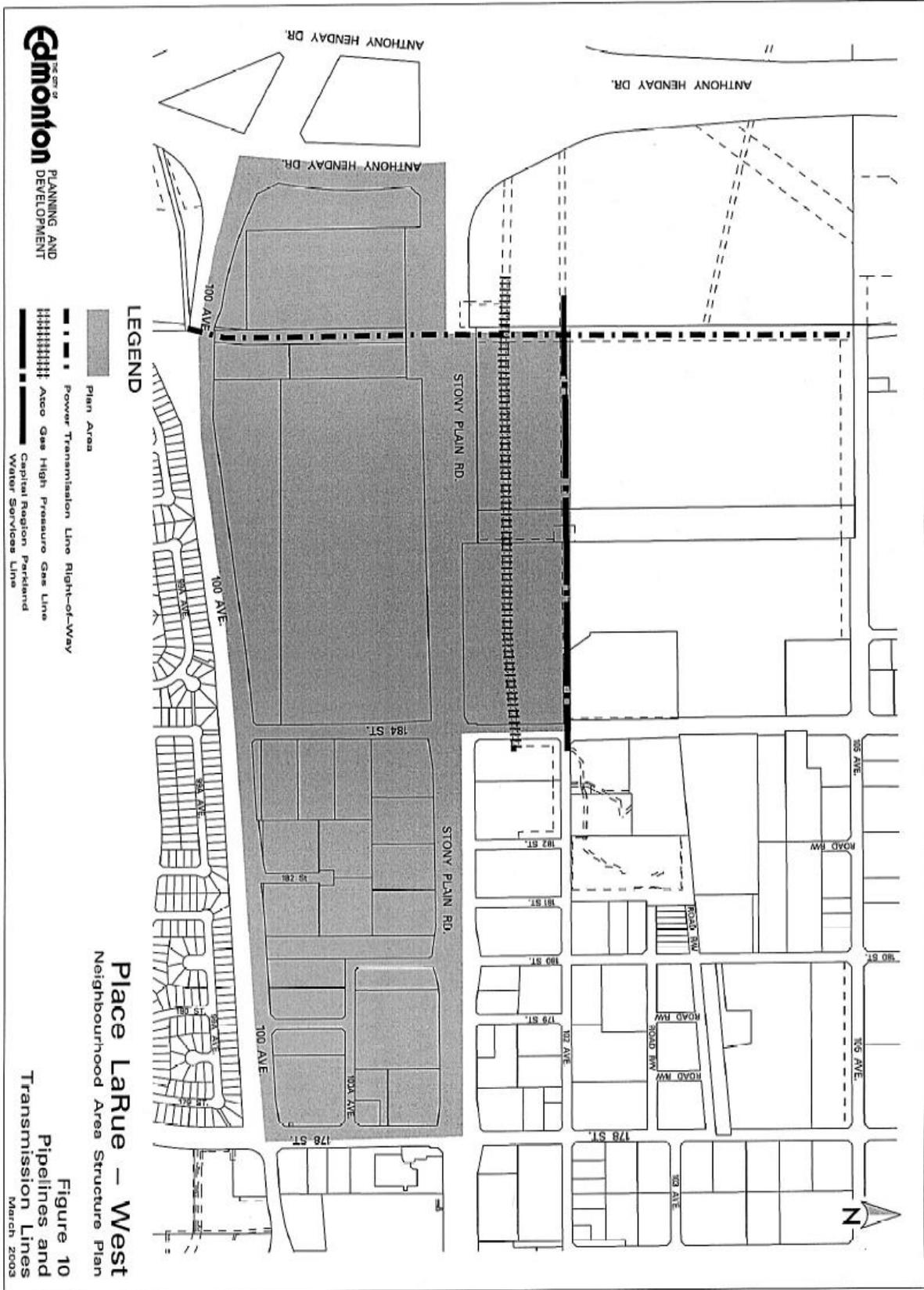
Power, gas and telephone services are readily available to the Plan area.

Several significant pipeline and power transmission line rights-of-way and facilities as shown in Figure 10 traverse the Plan area. These are described as follows:

- Power 250 kV aerial transmission line.
- Parkland water main and meter chamber located north of and parallel to Stony Plain Road at about 102 Avenue.
- High-pressure natural gas pipeline about 90 metres north of and parallel to Stony Plain Road.

Amended by Editor

Development adjacent to high-pressure pipelines will require appropriate building setbacks. These will be determined in accordance with guidelines and standards established from time to time by the Administration, and implemented through conditional development and subdivision approvals. Examples include the *Draft Interim Guidelines for the Integration of Transmission Pipelines and Urban Development* and the *Policy Guidelines for the Integration of Resource Operations and Urban Development, 1985*.



Edmonton THE CITY OF
 PLANNING AND DEVELOPMENT

- LEGEND**
- Plan Area
 - Power Transmission Line Right-of-Way
 - Atco Gas High Pressure Gas Line
 - Capital Region Portland Water Services Line

Place LaRue – West
 Neighbourhood Area Structure Plan
 Figure 10
 Pipelines and
 Transmission Lines
 March 2003