

NM2008-APRIL 08

RE: Amendment to the Centre City Plan and Land Use Bylaw 1 P2007 to Provide Specific Direction for Street Level Uses Within the Stephen Avenue Mall Retail Area.

ALDERMAN DRUH FARRELL & ALDERMAN JOHN MAR

WHEREAS Stephen Avenue is the premier retail street in Calgary;

AND WHEREAS buildings along Stephen Avenue are experiencing street level tenant turnover with increasing interest for street level office uses;

AND WHEREAS continuous retail frontage is essential to the overall success of a retail street;

AND WHEREAS the original intent of the Stephen Avenue Retail Area going back to the 1966 Downtown Plan was for continuous retail frontage within the area with office and other non-retail uses above;

AND WHEREAS the intent of this original policy has been modified over time to allow for the consideration of non-retail uses at street level, making the achievement of the original intent more difficult;

AND WHEREAS the Centre City Plan, 2007 places a renewed emphasis on increasing street level pedestrian activity;

AND WHEREAS concern has recently been expressed by the Calgary Downtown Association about street level vitality throughout the Centre City and particularly on Stephen Avenue;

AND WHEREAS The City and the Calgary Downtown Association has initiated a Downtown Retail District Strategy to support and expand the downtown retail sector;

AND WHEREAS Land Use Bylaw 1P2007 has instituted limitations on non-retail uses at the street level along commercial corridors throughout The City;

NOW THEREFORE BE IT RESOLVED that Administration:

- i. Prepare amendments to the Centre City Plan and Land Use Bylaw 1P2007 to provide more specific policy for the Stephen Avenue Retail Area including: extending its eastern boundary from 1 Street SE to Macleod Trail; limiting street level uses to retail and restaurant; and limiting the size and storefront width of street level retail financial services. These amendments shall be brought forward to Council no later than September, 2008.
- ii. Consider the intent of this Notice of Motion, until the above amendments are brought forward to Council, when evaluating development permit applications along Stephen Avenue from 7 Street SW to Macleod Trail SE and limit street level uses to retail, restaurant or other similar active uses.