

# A BOLD PLAN FOR RIVERS DISTRICT

Designing an urban culture and entertainment district



# THE EAST IS RISING!

There's momentum, investment, growth and energy everywhere on the east side of Calgary—and east Victoria Park is part of it.

In 2007, Calgary Municipal Land Corporation (CMLC) was established to redevelop East Village from the ground up—a monumental undertaking to be delivered over 20 years. The momentum underway in East Village is staggering, inspiring and affirming. Left for dead more than once, the city's oldest neighbourhood (and for decades, its most neglected and downtrodden) is now halfway through its master-planned resurrection as a desirable, walkable, livable riverside destination. Watching a new East Village rise against the skyline of downtown Calgary is undeniably exciting. It demonstrates what can happen when collaboration, creativity, determination, passion and plain old hard work prevail.

Having now completed the lion's share of our planned horizontal infrastructure upgrades and public realm improvements in East Village, CMLC is creating a vision for east Victoria Park within Rivers District—a 20-year vision that will result in four million square feet of mixed-use development and more than 8,000 new residents moving into a vibrant community nestled on 500 acres of Calgary's downtown east side. Specifically to east Victoria Park, the master plan vision has been designed to be flexible enough to imagine and integrate modernized amenities (arena facility and an expansion of the BMO Centre) and the delivery of a Stampede Trail retail destination. As

the development progresses, the plan and community will accommodate and support a variety of entertainment and cultural amenities.

This part of downtown Calgary, which includes Stampede Park and the BMO Centre, has long stood as the city's entertainment epicentre. Rather than reinventing it as something it simply isn't, CMLC imagines east Victoria Park as a vibrant, high-density, mixed-use community that draws on the spirit of entertainment that resides in its DNA, as well as its natural surroundings. Integrating the existing urban fabric—including several heritage buildings, the Calgary Stampede grounds and the Elbow River—and reshaping east Victoria Park as an active, walkable, accessible community with enhanced connections to adjacent neighbourhoods are among our most important goals.

In east Victoria Park, we have the opportunity to infuse new energy and new life into the district while attracting developers that respect the community's history and envisioned future. To solidify CMLC's commitment to the Rivers District Master Plan vision and kick-start the community's renewal, we are combining our placemaking expertise with an investment of \$150 million toward planning and infrastructure improvement projects in east Victoria Park.





# GUIDING PRINCIPLES FOR SHAPING THE RIVERS DISTRICT

The vision for the Rivers District Master Plan is to create an **AUTHENTIC**, **CONNECTED**, **RESILIENT**, and **VIBRANT**, culture and entertainment district in which 8,000 people from diverse backgrounds and across demographics will one day live. It imagines a community that resonates with ‘Event Enthusiasts,’ thrill seekers who look for an active and action-packed lifestyle, along with ‘Trend Setters’ whose dynamic and ambitious

personalities seek an urban lifestyle community in which to live, work and build their families. Integrating into the city and established downtown neighbourhoods, the district will appeal to those individuals not only by becoming the premier culture and entertainment destination of the region, but also by becoming home to those seeking the excitement and convenience of urban living.



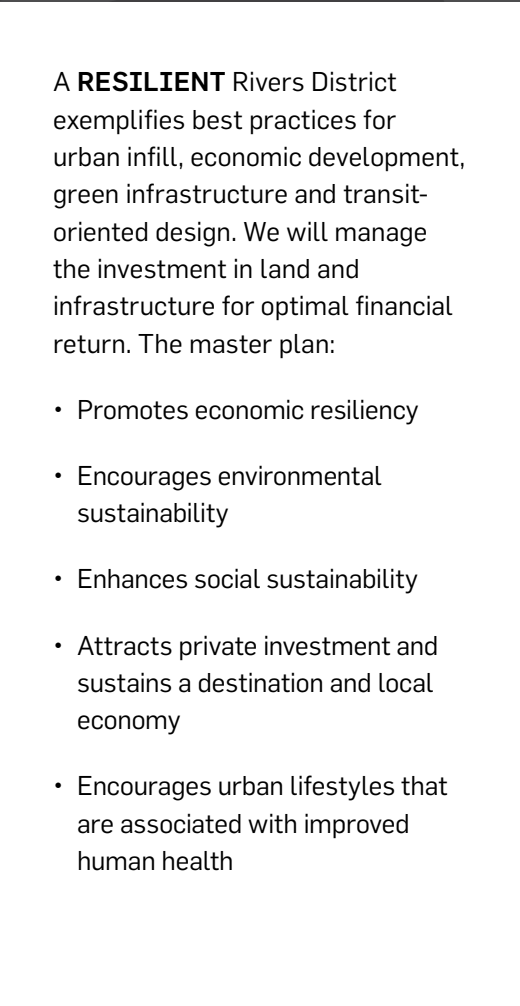
An **AUTHENTIC** Rivers District is a distinct Calgary experience that celebrates the history and heritage of the neighbourhood and city. The master plan:

- Cultivates culture and entertainment identity
- Creates a year-round destination that sustains and expands the potential of the 10-day event
- Builds an inner city community—8,000 residents strong—who are Trend Setters and Event Enthusiasts who crave to be at the centre of attraction



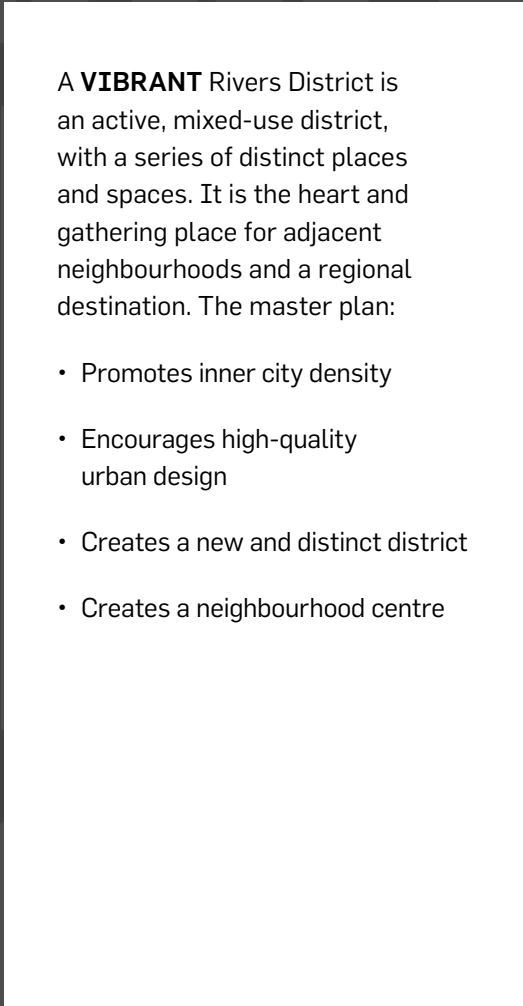
A **CONNECTED** Rivers District links adjacent neighbourhoods to the district, the river and one another. We seek to redevelop, implement and activate public infrastructure to meet the needs of the community and the City of Calgary as our sole shareholder. The master plan:

- Re-knits the urban fabric
- Improves walkability and bikeability
- Creates a network of parks and open spaces
- Connects to the Elbow River



A **RESILIENT** Rivers District exemplifies best practices for urban infill, economic development, green infrastructure and transit-oriented design. We will manage the investment in land and infrastructure for optimal financial return. The master plan:

- Promotes economic resiliency
- Encourages environmental sustainability
- Enhances social sustainability
- Attracts private investment and sustains a destination and local economy
- Encourages urban lifestyles that are associated with improved human health



A **VIBRANT** Rivers District is an active, mixed-use district, with a series of distinct places and spaces. It is the heart and gathering place for adjacent neighbourhoods and a regional destination. The master plan:

- Promotes inner city density
- Encourages high-quality urban design
- Creates a new and distinct district
- Creates a neighbourhood centre



# BUILDING CHARACTER IN RIVERS DISTRICT

The Rivers District Master Plan is structured around key strategies that physically define character areas, mobility functions, and create the backbone for successful redevelopment. The following Six Character Areas articulate the unique quality of each sub-area and inform how building forms, land use, and streets in each area interface with each other.

## WAREHOUSE DISTRICT

A mix of commercial, office and residential spaces will take over restored warehouses that reflect the unique character of an area featuring historic brick buildings, most built between 1900 and 1920.

## NEIGHBOURHOOD CENTRE

This high-density, high-intensity, mixed-use area—including residential, office, hotel, neighbourhood retail, restaurants, and services—offers excellent transit access and proximity to lively entertainment and cultural amenities. Adjacent to the new Green Line LRT station, the Neighbourhood Centre is the ‘knuckle’ where Riverfront Residential, Warehouse District, East Village, and the Entertainment, Cultural and Educational neighbourhoods merge.

## RIVERFRONT RESIDENTIAL

Envisioned as a mid-scale neighbourhood designed for a broad spectrum of age demographics to live and thrive in an urban environment, this residential area is characterized by mid-scale urban living with easy access to transit, downtown, regional trails, and the Elbow River. This lively neighbourhood provides a transition between the growing Beltline and East Village to the quieter quaint streets of Ramsay. A range of housing types, sizes and price points will be provided in order to create a diverse, active neighbourhood that fosters social connections.

## TRANSITIONAL MIXED USE

A neighbourhood of high-density residential towers with a combination of restaurants, commercial, and office space. The area weaves neighbourhoods together, easing the east-west transition, and facilitating the discovery of exciting Beltline communities.

## CULTURE, ENTERTAINMENT AND EDUCATION

Here’s the heart and the hub: modern amenities in the BMO Centre and Arena Facility, along with the Youth Campus, are integrated with lively festival streets, urban plazas, and riverfront parks. Here is a dynamic national destination and centre of civic pride, gathering, activity, history, and modern uses. This district thoughtfully integrates long-standing agricultural, convention, and sports venues with emerging cultural facilities, arts and education, shopping, entertainment, and hotels. Organized around a network of festival streets, urban plazas, and riverfront parks, this district will become a hub of activity.

## AGRICULTURE, LARGE EVENTS AND FESTIVALS

Cradled by the Elbow River and home of the Calgary Stampede, as well as major events like Petroleum Expo, Comic-Con, and a growing agricultural event and exposition business, this district is intended for flexibility, large festivals and event functions, and access. The vision for this Character Area is a thoughtful complement to the Calgary Stampede Concept Plan.



## CRITICAL CONNECTORS

### Planning and designing for connectivity

As part of CMLC’s commitment of \$150 million toward planning and infrastructure development in Rivers District, our first priority is critical connectors that tie together from a traffic, transportation planning, and community-building perspective. We initiated redevelopment of East Village in much the same way—by determining how we could ‘connect’ East Village to the core and to surrounding neighbourhoods while attracting development. In east Victoria Park, we are beginning with the same focus on planning and designing for connectivity.

#### 1 17TH AVENUE SE EXTENSION

Aligning with the Stampede Park concept plan, this infrastructure project involves the extension of 17th Avenue SE into Stampede Park to forge a pedestrian and vehicular link that increases connectivity and creates an attractive right of way for new retail and commercial development.

#### 2 5TH STREET SE UNDERPASS

The design and construction of this underpass is a key piece of infrastructure and part of our commitment to attracting investment while increasing the density, liveability, vibrancy, and development potential of the area.

#### 3 9TH AVENUE BRIDGE INTO INGLESWOOD

CMLC is working with the City of Calgary to co-fund and deliver a new vehicular bridge into Ingleswood, a much-needed infrastructure improvement project.





The vision for Rivers District is to create an authentic, connected, resilient and vibrant, culture and entertainment district for the city of Calgary.

We believe all that's needed is an imaginative, practical, forward-thinking master plan. And that's exactly what we're creating.

To learn more about the Rivers District Master Plan process and for upcoming public engagement activities, visit [calgarymlc.ca/riversdistrictmasterplan](http://calgarymlc.ca/riversdistrictmasterplan)

