

# 50TH STREET/ 50TH AVENUE LOT REVITALIZATION SCHEMATIC DESIGN | SEPT.



TAYLOR ARCHITECTURE GROUP



PICEA

LANDSCAPE  
ARCHITECTURE  
INSPIRED  
BY PEOPLE  
AND PLACE



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**chemistry**  
BUSINESS & HUMAN RESOURCE CONSULTING



**View of parking lot (50/50 corner)**

empty parking lot and opaque walls with no entrances make for little activity



**View of parking lot (50/50 corner) - elevation**

empty parking lot and opaque walls with no entrances make for little activity



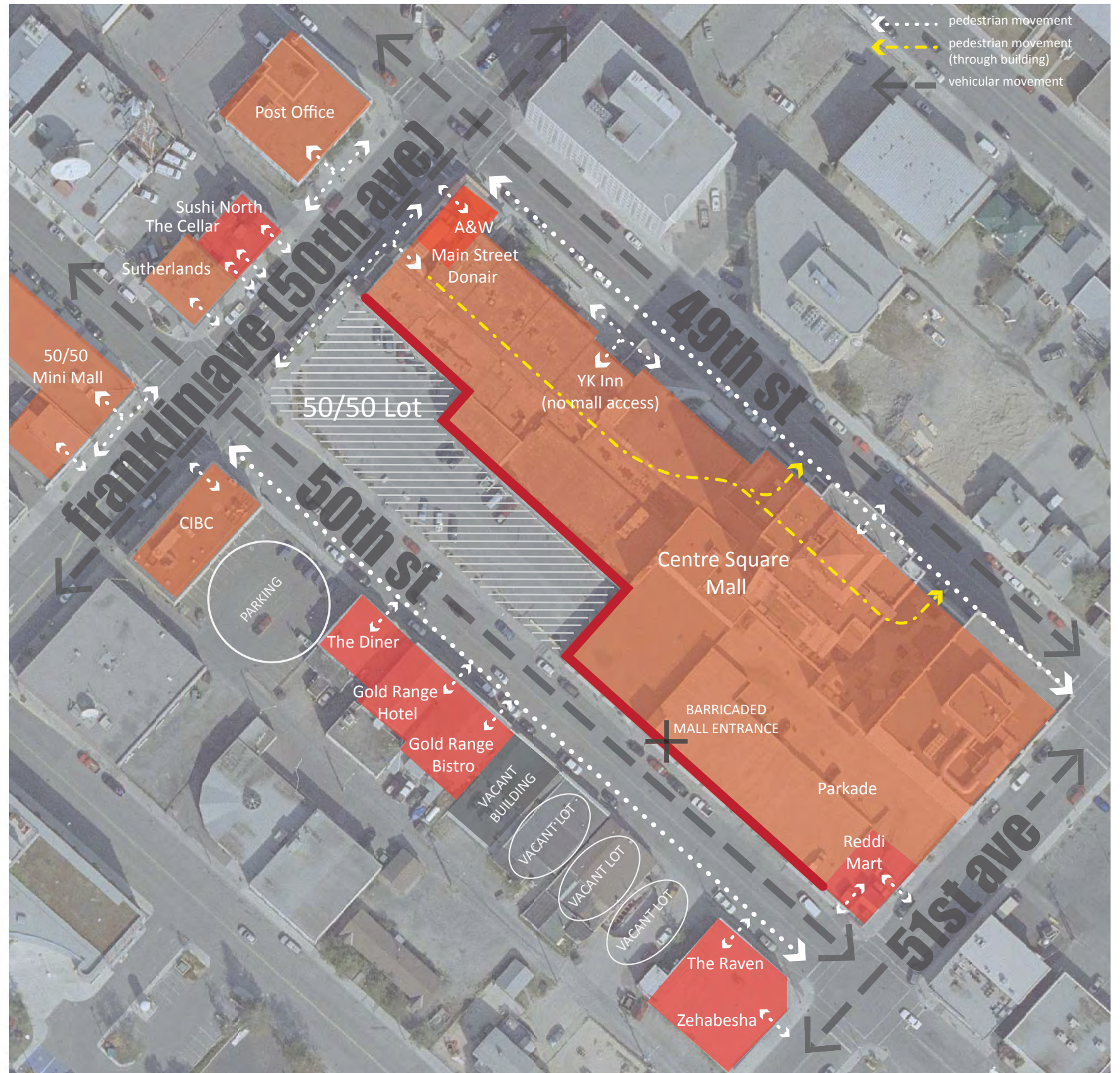
**Centre Square Mall - entrance**

dark entrance with little effort to streetscaping, facade and signage

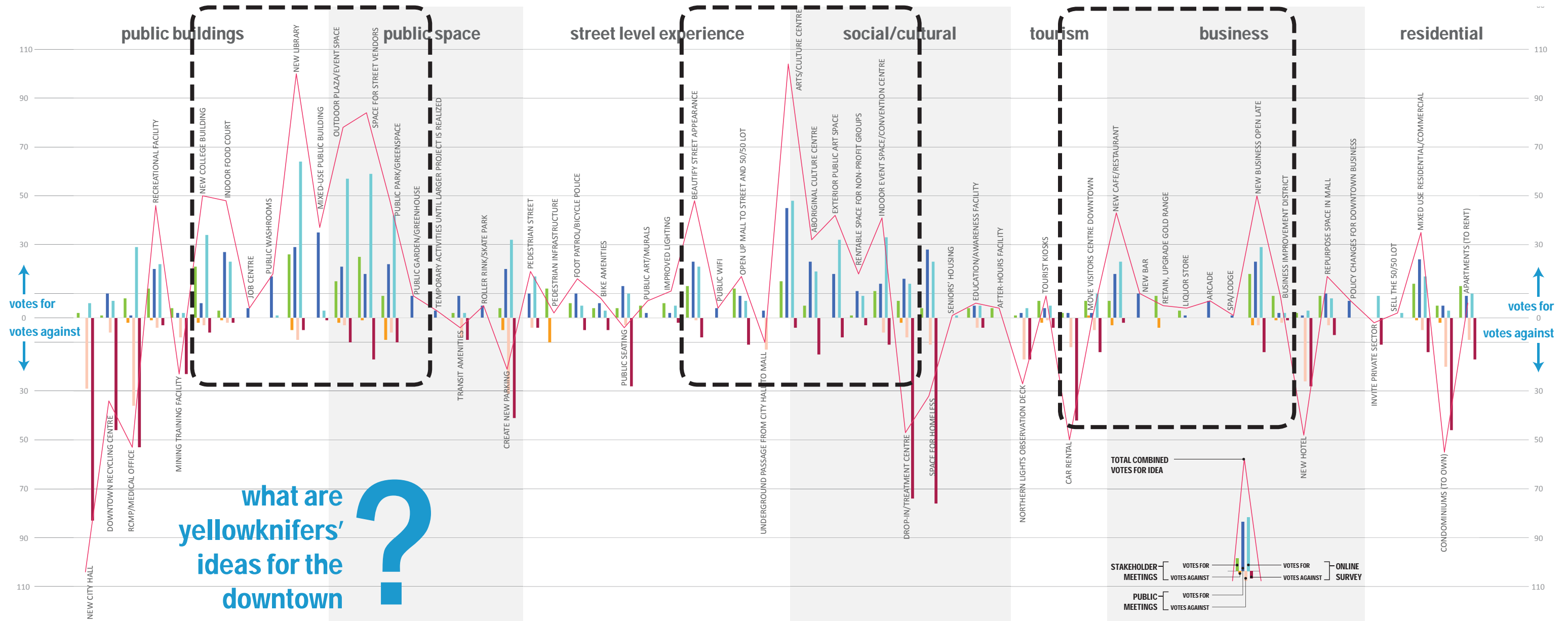


**Gold Range - 50th street**

little activity during the day and lack of physical or visual permeability makes for inactive and unsafe feeling area



# 50/50 Lot - Existing Conditions

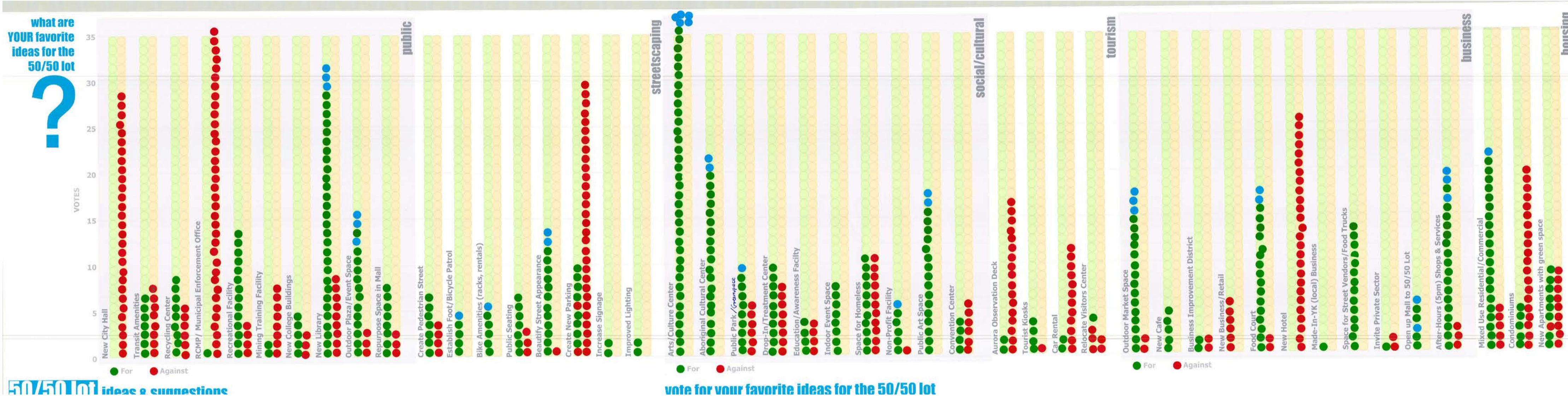
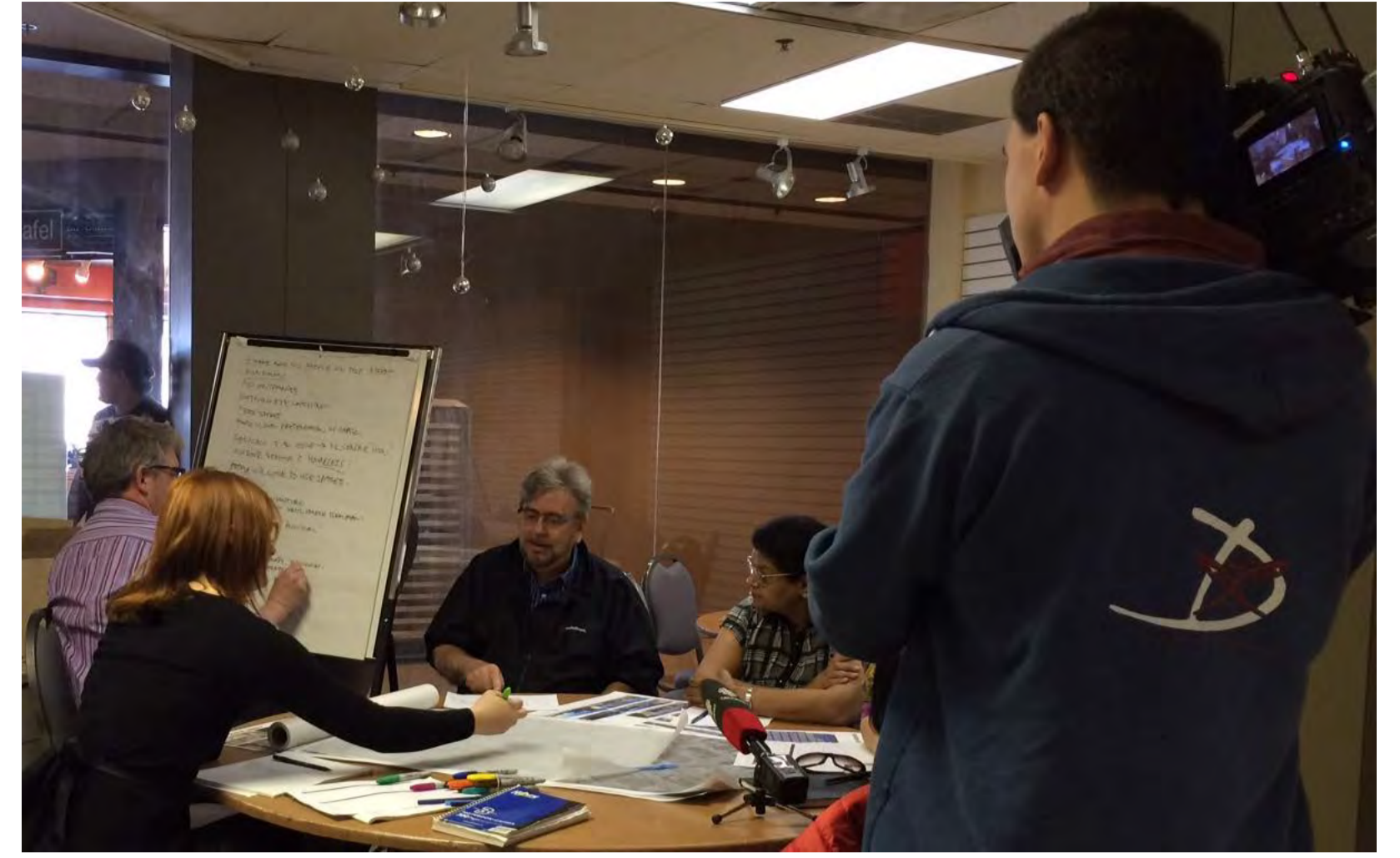


# Feedback - Ideas for the 50/50 Lot and 50th Street

# WHAT WE HEARD

## METHODS:

- Stakeholder Interviews with City Council, government organizations, non-government organizations and private sector
- Public feedback workshops and drop-ins
- Social Media
- Public Online Survey



Drop-in Feedback during Public Meetings (Dotmocracy) was one of the ways used to collect feedback.



## MOST POPULAR IDEAS:

- Arts/ Cultural Centre
- Space for Street Vendors
- New Library
- New Businesses Open Late
- Beautify Street Appearance
- Mixed-Use Residential/Commercial



## MOST UNPOPULAR IDEAS:

- RCMP/ Municipal Enforcement Office
- New City Hall
- New Hotel
- Northern Lights Observation Deck
- Create New Parking
- Condominiums

We heard that most want this lot to provide a space for the community-- be it an open space or public facility, and to generate commercial activity.

Parking was a contentious issue. Most people agreed that they don't desire the site to remain a parking lot, however some parking should be provided to serve the plaza or developed facility.



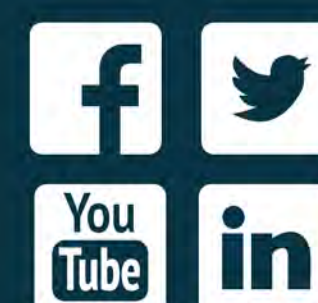
## TOP PERCEIVED ISSUES:

- Lack of safety/security
- Social issues
- High vacancies and high rates in the mall
- Lack of after-hours attractions and events
- Lack of parking
- Poor appearance of 50<sup>th</sup> Street



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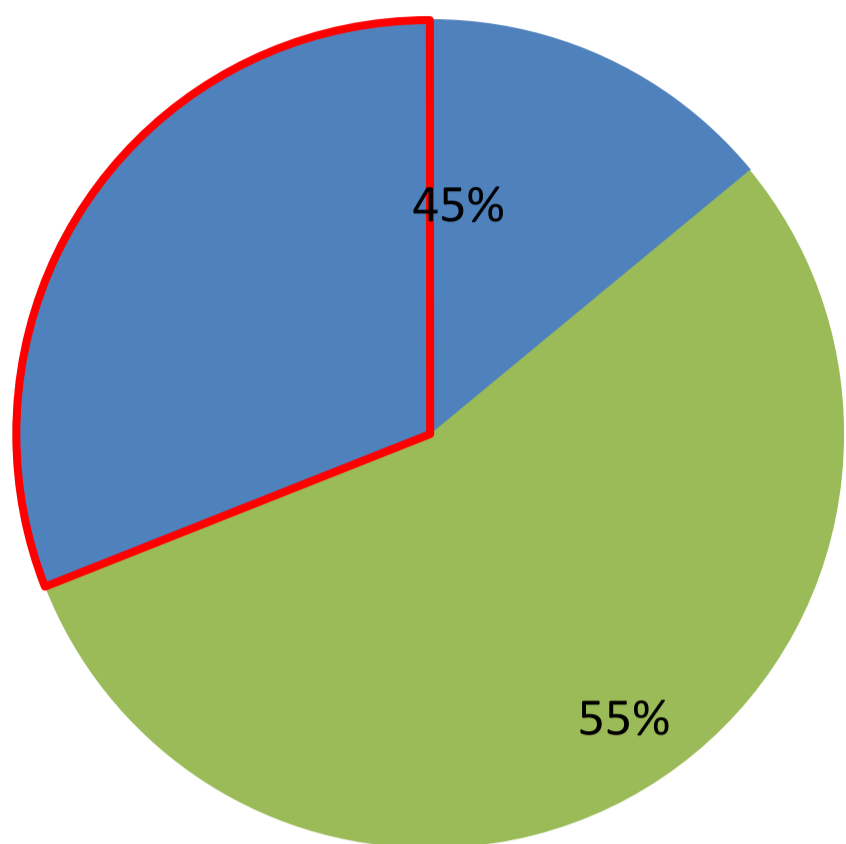


# GROWTH AND REVITALIZATION

## ❖ The General Plan By-law 2011 aims to have 1385 dwelling units built between 2011 and 2021.

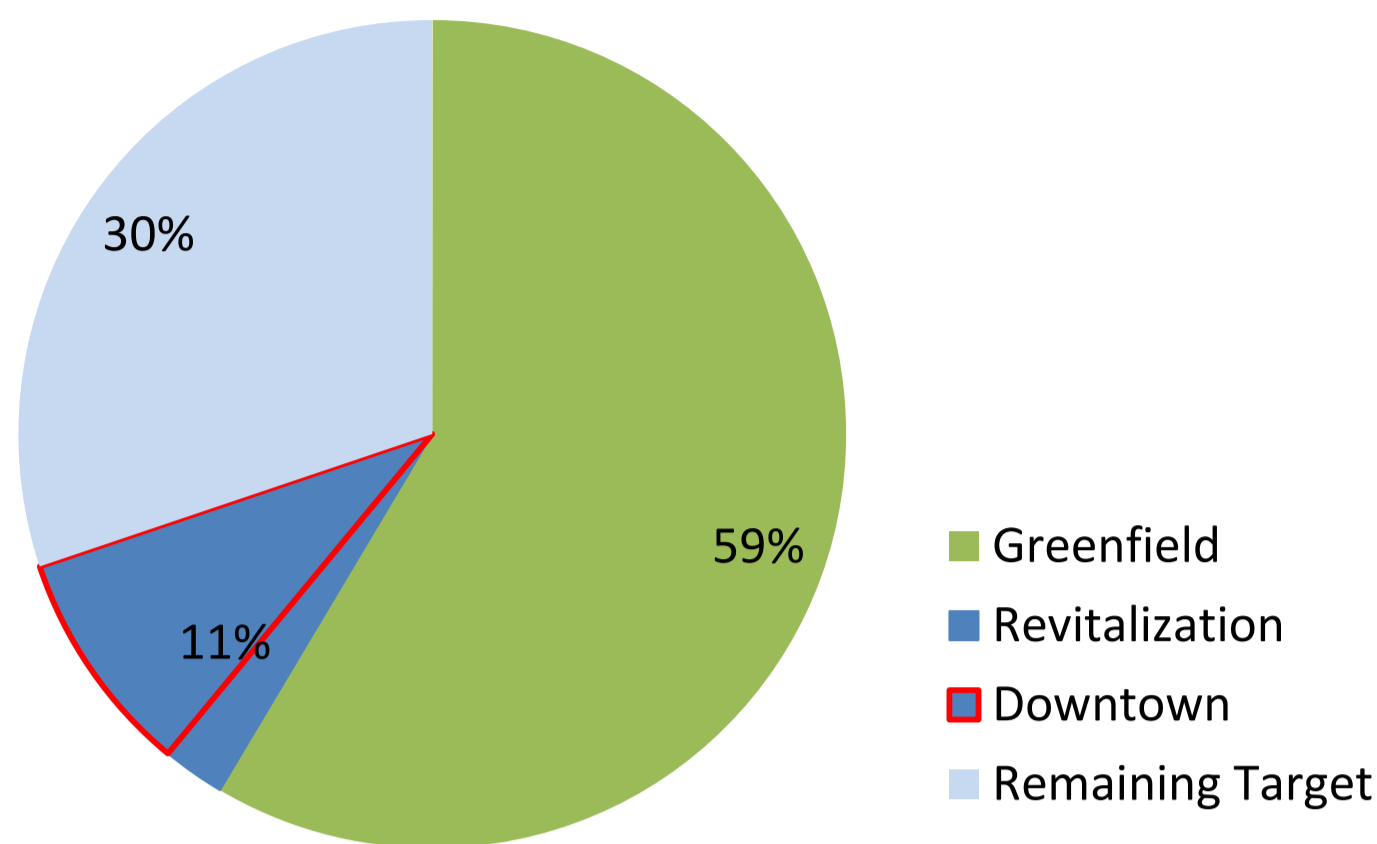
### Target (2011-2021):

Revitalization<sup>1</sup>: 620 units (45%)  
Greenfield: 765 units (55%)

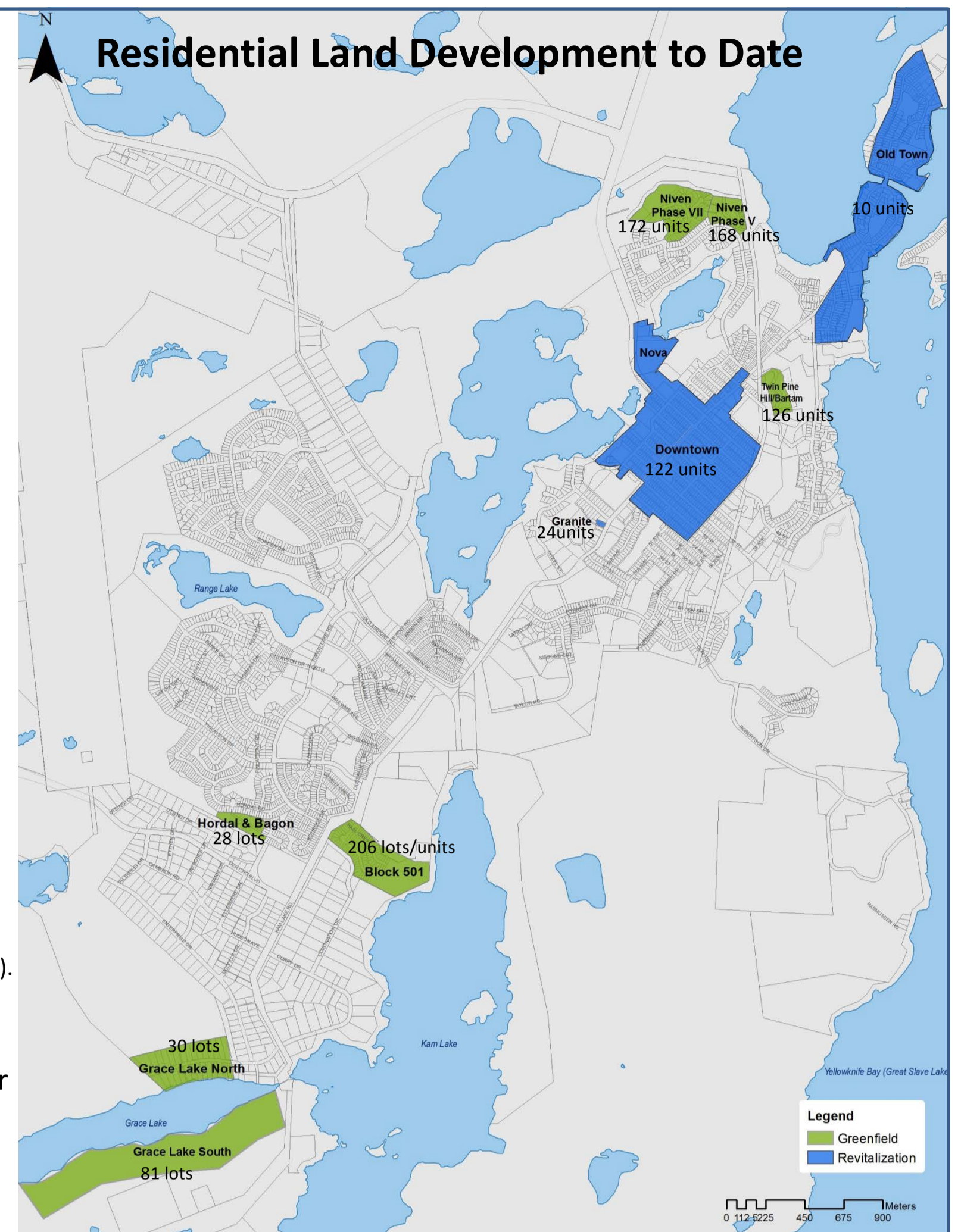


### Actual (2015):

Revitalization<sup>2</sup>: 156 units (11%)  
Greenfield<sup>3</sup>: 811 units (59%)  
Remaining Target<sup>4</sup>: 418 units (30%)



1. Targeted Revitalization includes infill development in the Downtown (430 u), Old Airport Road (135 u) and Old Town (55 u).
2. To date 123 units out of the targeted 620 units have been built or approved via development permit, including 122 units (8.8%) in the Downtown, 10 units (0.7%) in the Old Town and 24 units (1.7%) for revitalization elsewhere.
3. To date 811 units/lots (exceeding the target) in Greenfield areas have been built, approved via development permit or approved for development via development scheme or rezoning (Grace Lake South is currently before Council).
4. As actual Greenfield growth has exceeded the target (by 4%), the remaining residential development will be targeted for Revitalization.

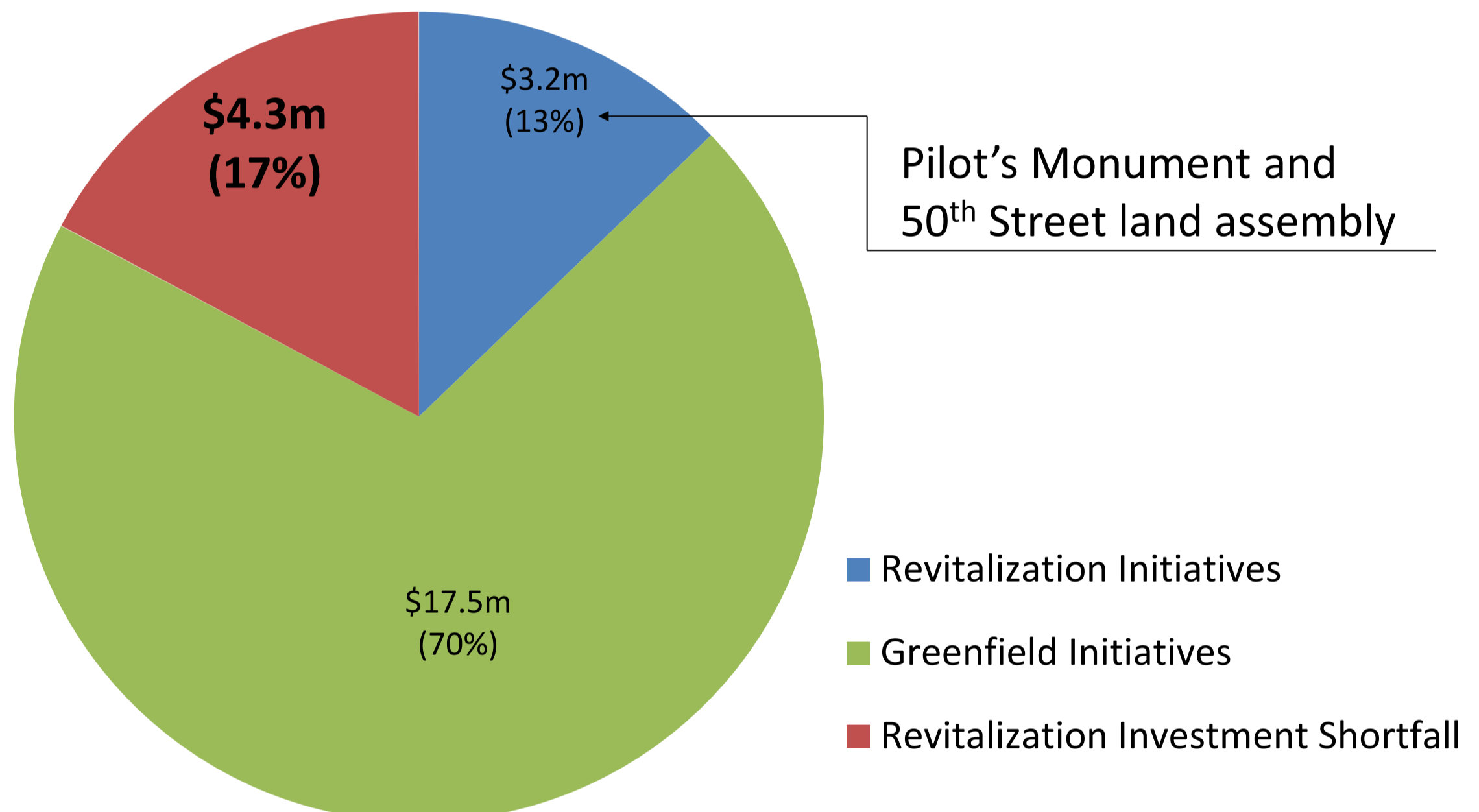


## ❖ Land Development Fund (LDF)

2010-2015 LDF revenues: \$25 million  
Investment in Revitalization Initiatives: \$3.2 million (13%)

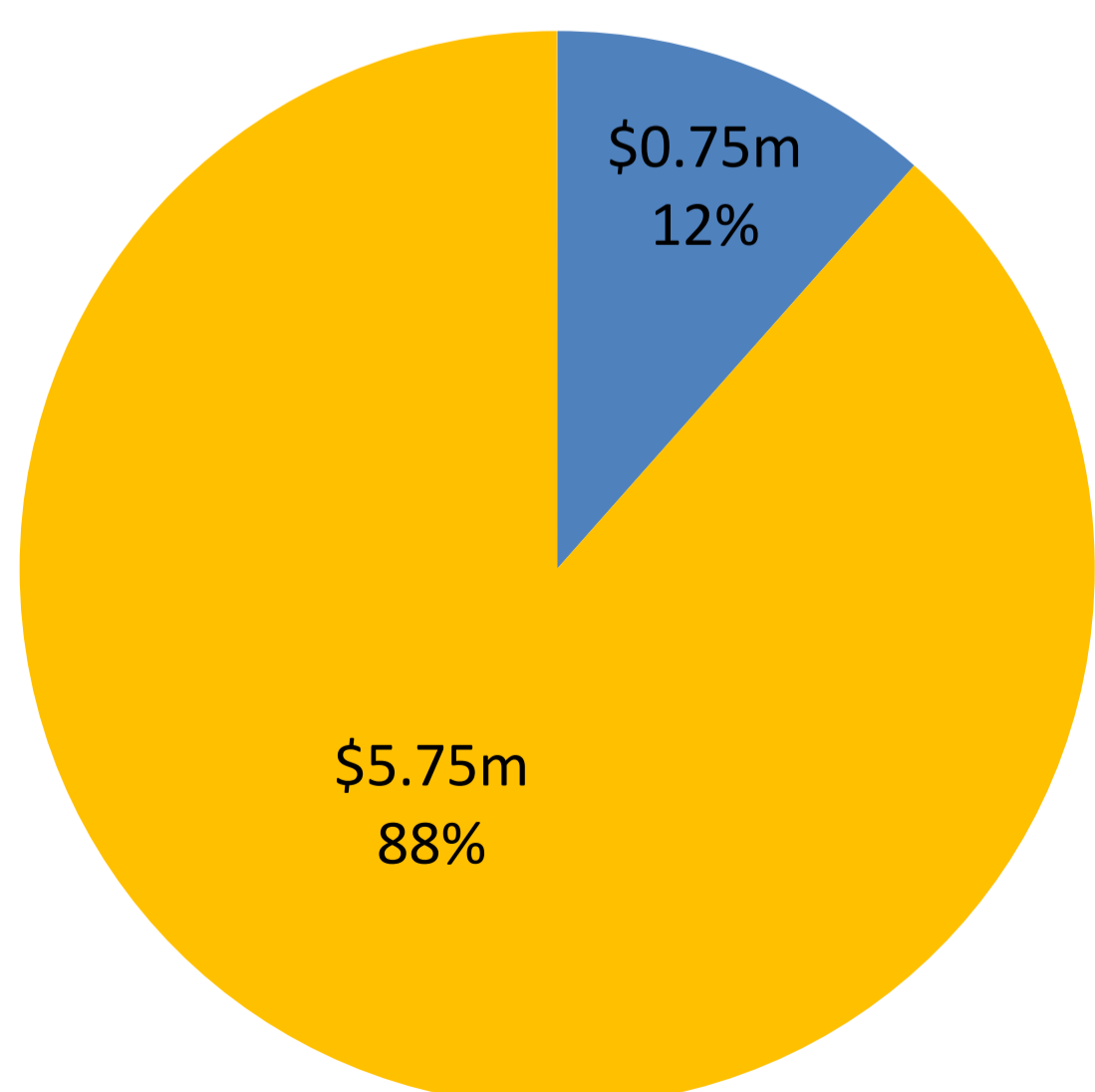
The Land Administration By-law says that **30%** of all land sales revenue should go towards “Revitalization Initiatives”.

Revitalization Initiatives support the redevelopment and revitalization of existing neighbourhoods in the Downtown, Old Town, Old Airport Road and Kam Lake.



## ❖ Capital Expenditures

2010-2015 Department of Planning and Development capital project budget: \$6.5 million



- Expenditures on Downtown Streetscaping
  - 52<sup>nd</sup> Street Streetscaping
  - 52<sup>nd</sup> Avenue Streetscaping
- Expenditures on Other Capital Projects
  - Old Airport Road Streetscaping
  - Government Dock
  - Pilot's Monument
  - Hank Koenen (Wiley Road) Park
  - Kam Lake Corridor Traffic Study



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# DOWNTOWN PARKING



Parking Surface Area is approximately 40% of the Downtown.  
 Off-Street Parking to Development  
 Ratio (February 2014)

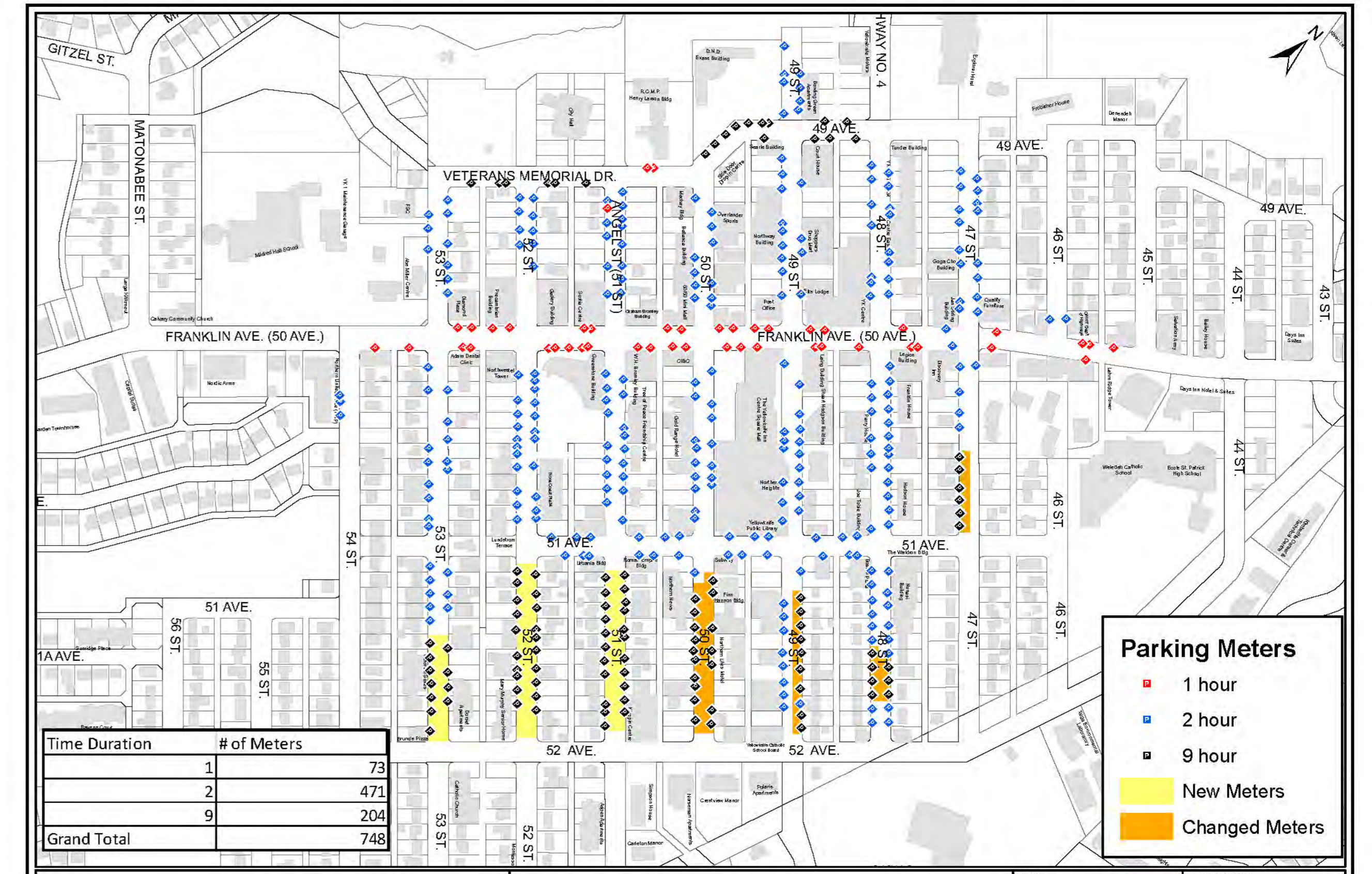
Table 1: Peak-Hour Parking Counts (2013)

Street/Avenue	Metered Spaces	Metered Utilization	Non-Metered Spaces	Non-Metered Utilization
46th Street	3	66.7%	47	94.7%
47th Street	42	39.0%	49	92.9%
48th Street	42	59.3%	34	95.6%
49th Street	87	66.4%	NA	NA
50th Street	76	49.6%	NA	NA
51st Street	55	38.9%	49	89.8%
52nd Street	45	80.0%	70	95.7%
53rd Street	24	54.2%	79	90.5%
54th Street	5	100.0%	54	87.0%
49th Avenue	37	45.9%	NA	NA
50th Avenue	68	52.9%	NA	NA
51st Avenue	50	62.0%	NA	NA
52 Avenue	NA	NA	89	60.7%
<b>Total/Overall</b>	<b>534</b>	<b>60%</b>	<b>471</b>	<b>88%</b>

Table 2: Off-Peak On-Street Parking Utilization Rates

Street/Avenue	Total Spaces	Utilization
46th Street	50	37.5%
47th Street	91	21.7%
48th Street	76	56.9%
49th Street	87	44.0%
50th Street	76	24.7%
51st Street	104	41.1%
52nd Street	115	34.6%
53rd Street	103	33.7%
54th Street	59	50.0%
49th Avenue	37	20.9%
50th Avenue	68	20.2%
51st Avenue	50	28.0%
52 Avenue	89	24.2%
<b>Total/Overall</b>	<b>1005</b>	<b>34%</b>

Minimal off-peak usage



## Downtown Parking Meters

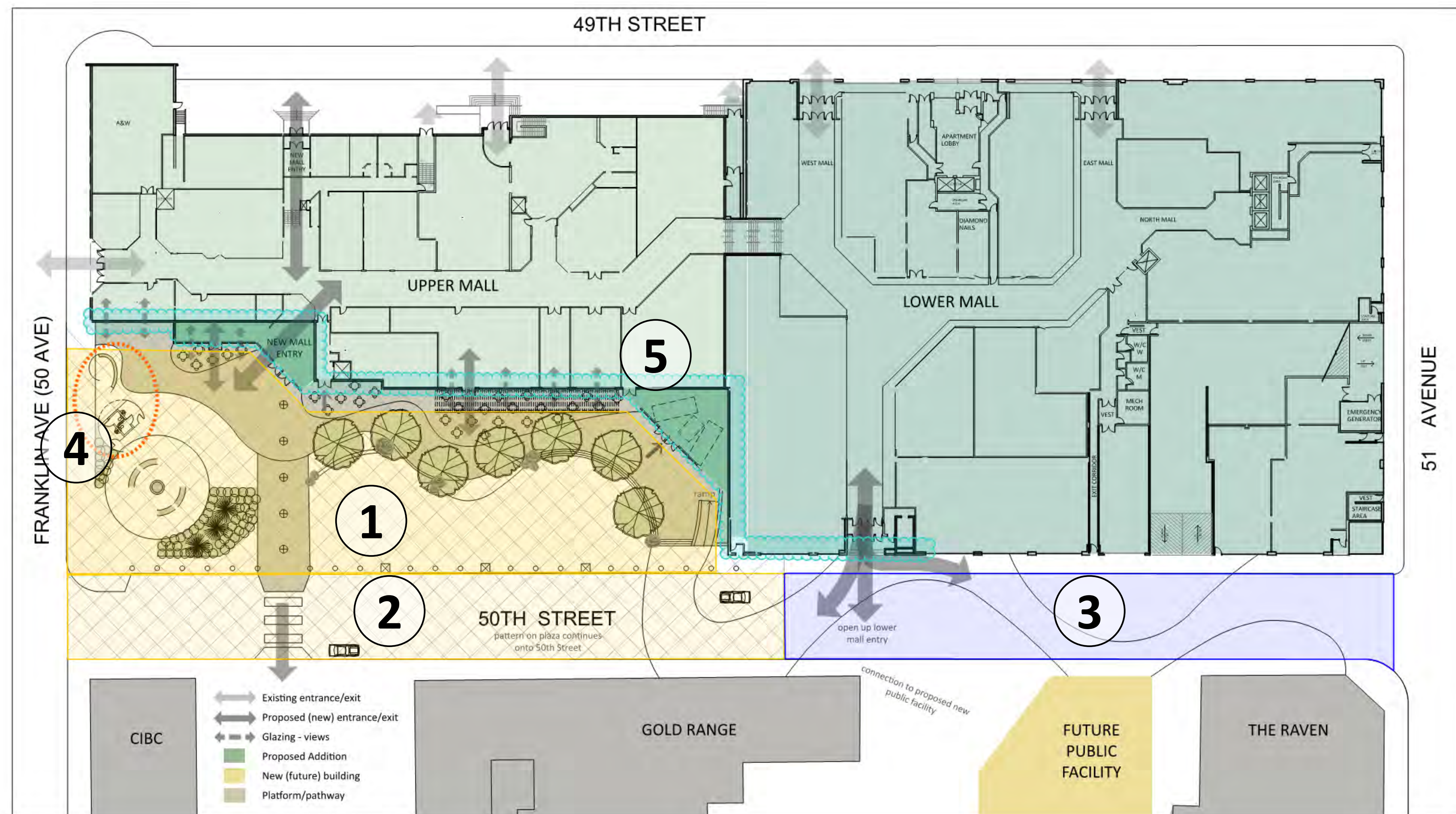


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## Cost Breakdown for a Possible 50/50 Plaza

### Estimated Plaza/Mall Renovation Costs – 2017-2019

#	Description	Est. cost
1	Public plaza at north end of 50/50 lot	\$2.1 M
2	Streetscaping Adjacent to Plaza	\$1 M
3	Streetscaping Between Plaza and 51 <sup>st</sup> Av.	\$1 M
4	Public washroom, bus shelter & architectural feature	\$400K
<b>TOTAL CITY INVESTMENT</b>		<b>\$4.5 M</b>
5	Turning the mall “inside out” (store openings on plaza, store expansion towards plaza, new entries & Art Space)	\$2.0 M
<b>TOTAL PRIVATE INVESTMENT</b>		<b>\$2.0 M</b>
<b>TOTAL PLAZA INVESTMENT</b>		<b>\$6.5 M</b>





## Programming



## Design for Activity



# Pop-Up Design + Placemaking

### 50/50 LOT AND CENTRE SQUARE MALL RENOVATION PLAN



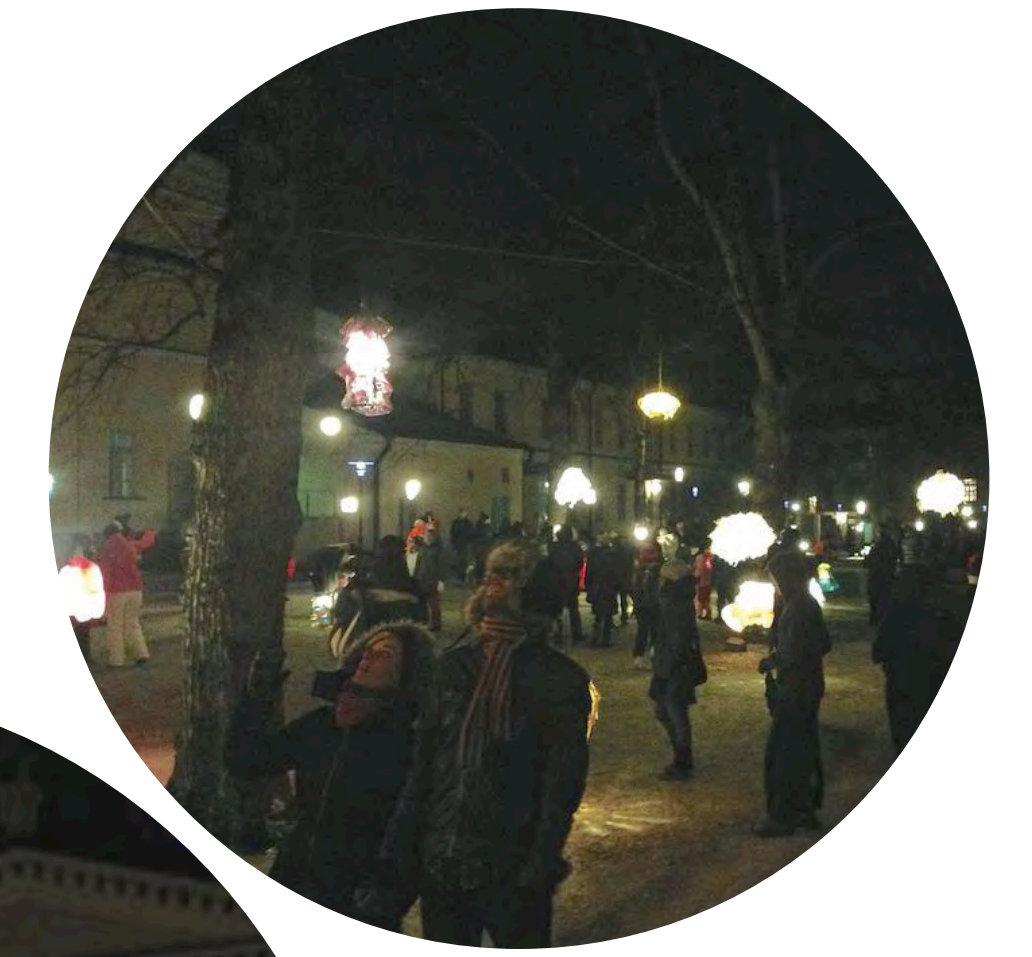
50/50 Lot Revitalization  
November 2015  
Schematic Design

Yellowknife, NT  
Taylor Architecture Group and Picea



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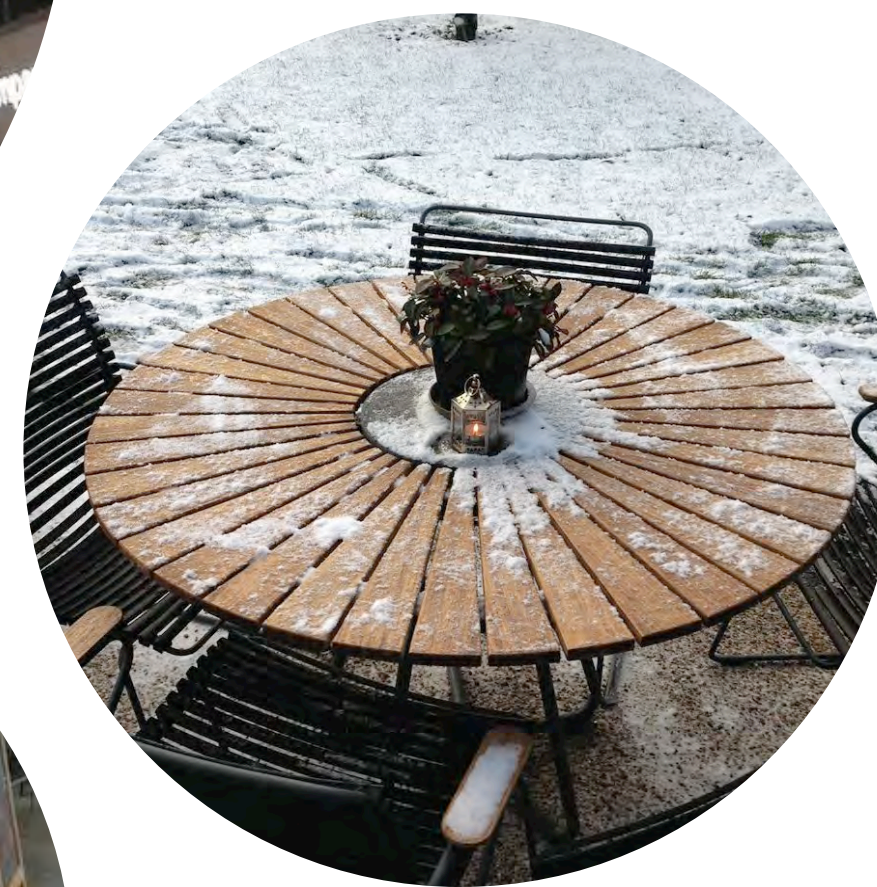


### Urban Design

### Design for Activity



### Programming



# Winter Design + Programming

## 50/50 LOT AND CENTRE SQUARE MALL RENOVATION PLAN



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# LIBRARIES IN CANADIAN CAPITAL CITIES AND OTHER MAJOR CITIES

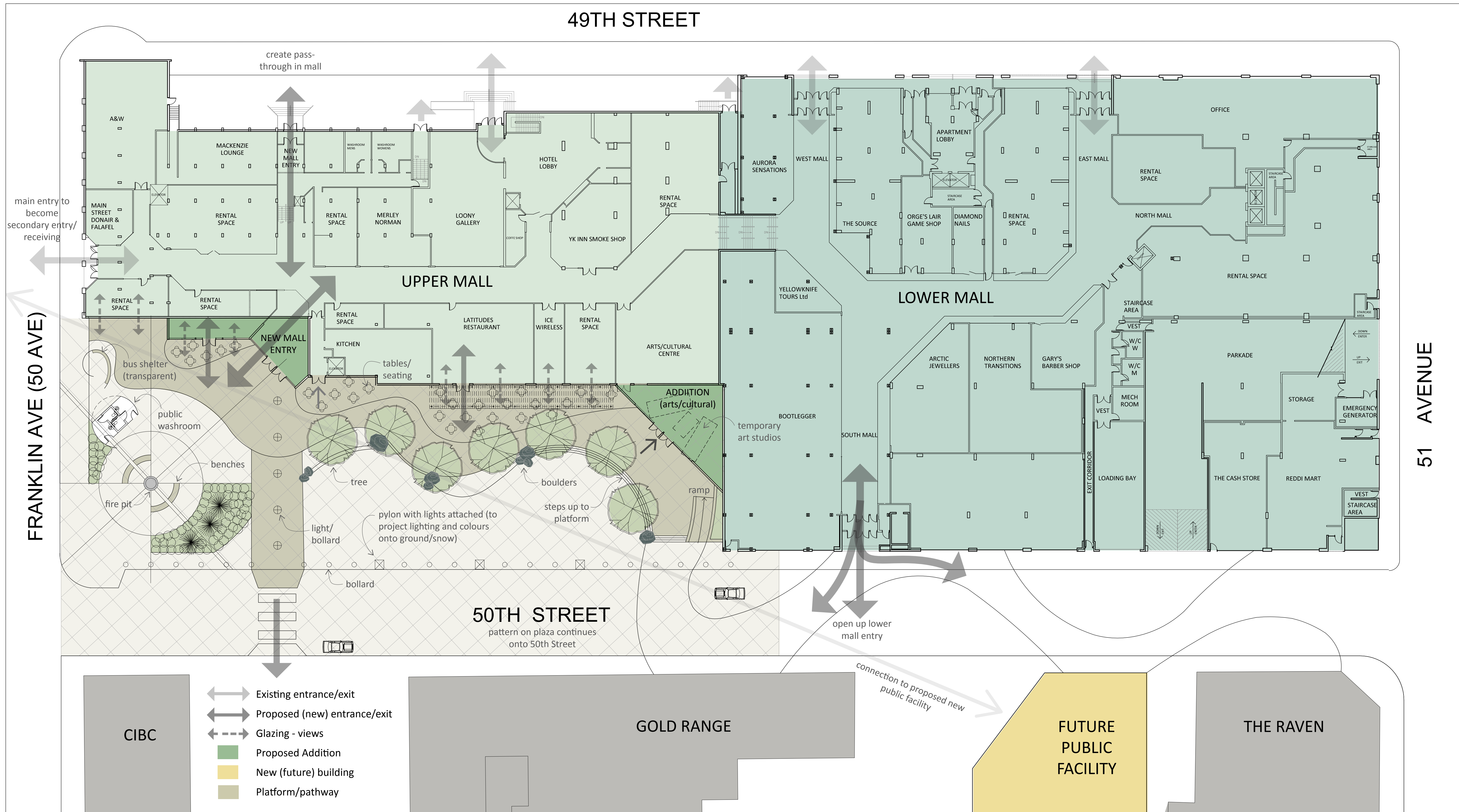
Province/Territory	City	Main Library Branch		New Build/Renovated/Relocated Branch
		Location (Downtown or Suburbs)	New Build/Recently Renovated?	Location (Downtown or Suburbs)
Alberta	Calgary	Downtown	New Build; 2018	See main branch details
	<u>Edmonton</u>	Downtown	No; Revitalization underway	Suburbs
British Columbia	Kelowna	Downtown	Renovations underway	See main branch details
	Vancouver	Downtown	Renovated in 2015	Downtown
	<u>Victoria</u>	Downtown	No	Suburbs
Manitoba	<u>Winnipeg</u>	Downtown	Renovated completed in 2005	Suburbs
New Brunswick	<u>Fredericton</u>	Downtown	No	N/A
Newfoundland and Labrador	<u>St. John's</u>	Suburbs	No	N/A
Northwest Territories	<u>Yellowknife</u>	Downtown	No	N/A
Nova Scotia	<u>Halifax</u>	Downtown	New Build; 2014	See main branch details
Nunavut	<u>Iqaluit</u>	Outside Downtown	No	N/A
Ontario	<u>Ottawa*</u>	Downtown	No; new Central Library underway	Suburbs
	<u>Toronto</u>	Downtown	Renovation completed in 2012	Suburbs
Prince Edward Island	<u>Charlottetown</u>	Downtown	No	N/A
Quebec	Montreal	Downtown	No; built in 2005	Suburbs
	<u>Quebec City</u>	Downtown	No	Suburbs
Saskatchewan	<u>Regina</u>	Downtown	No; Renovation/Replacement underway	Suburbs
	Saskatoon	Downtown	No	Suburbs
Yukon	<u>Whitehorse</u>	Downtown	New Build; 2011	See main branch details

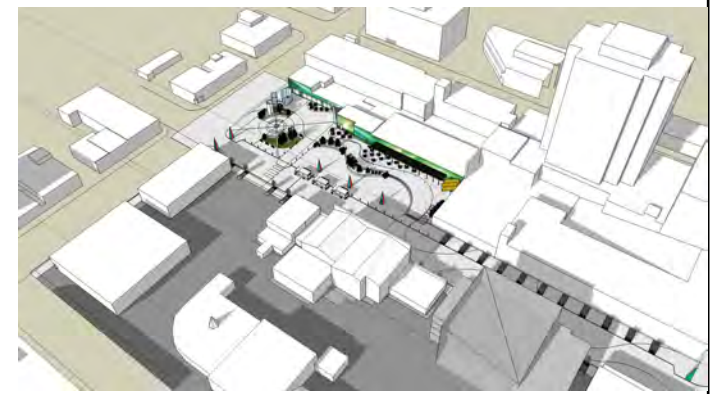


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**50/50 LOT AND CENTRE SQUARE MALL RENOVATION PLAN**



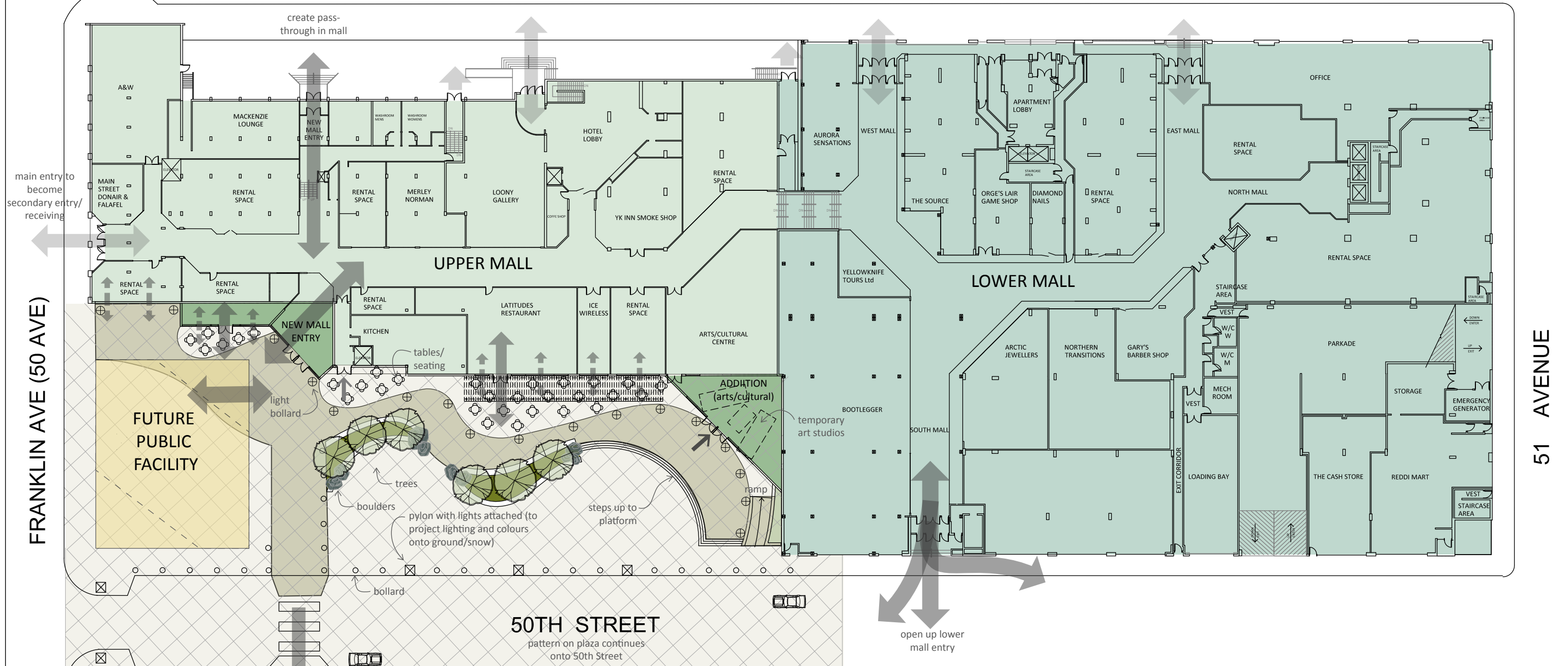
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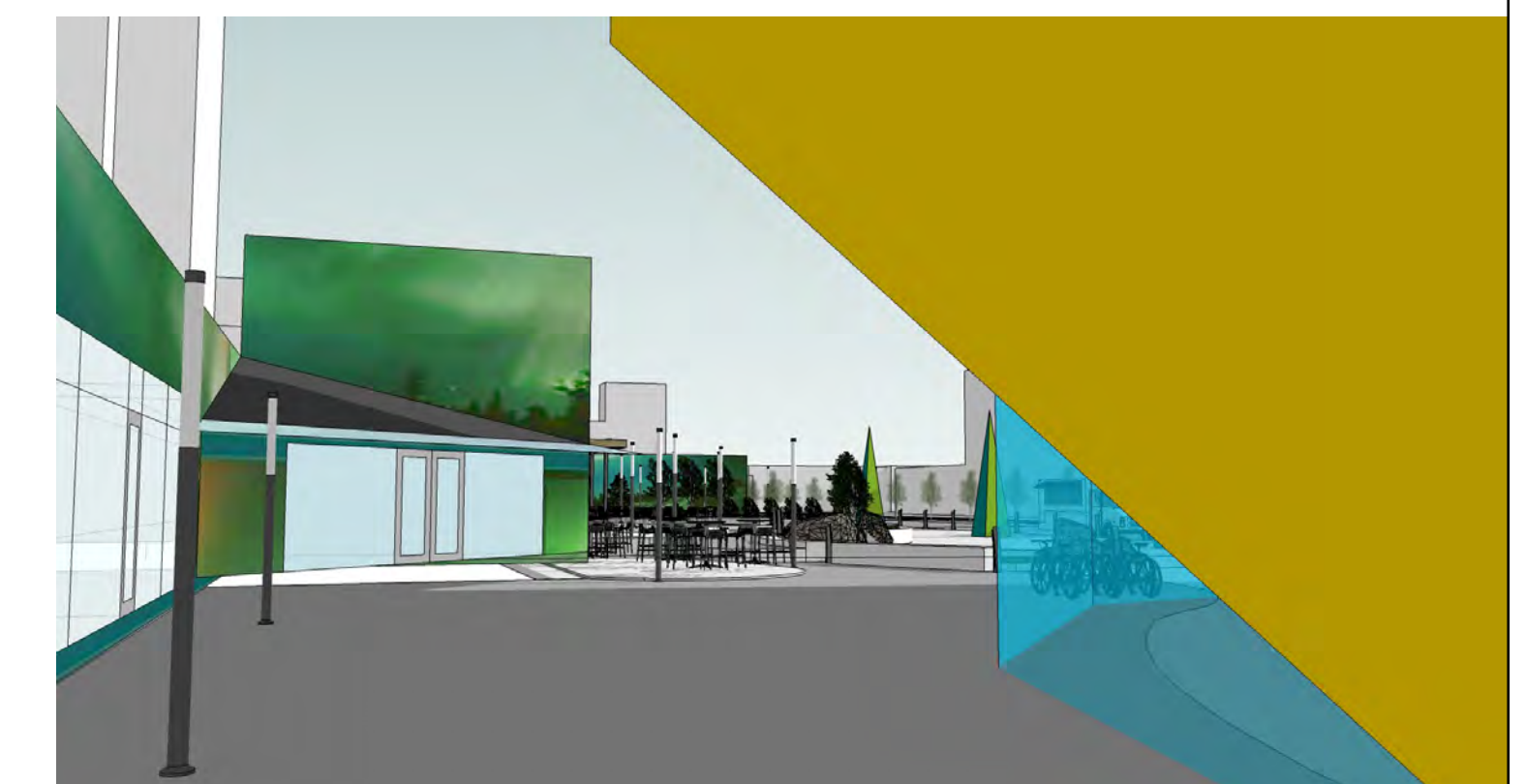
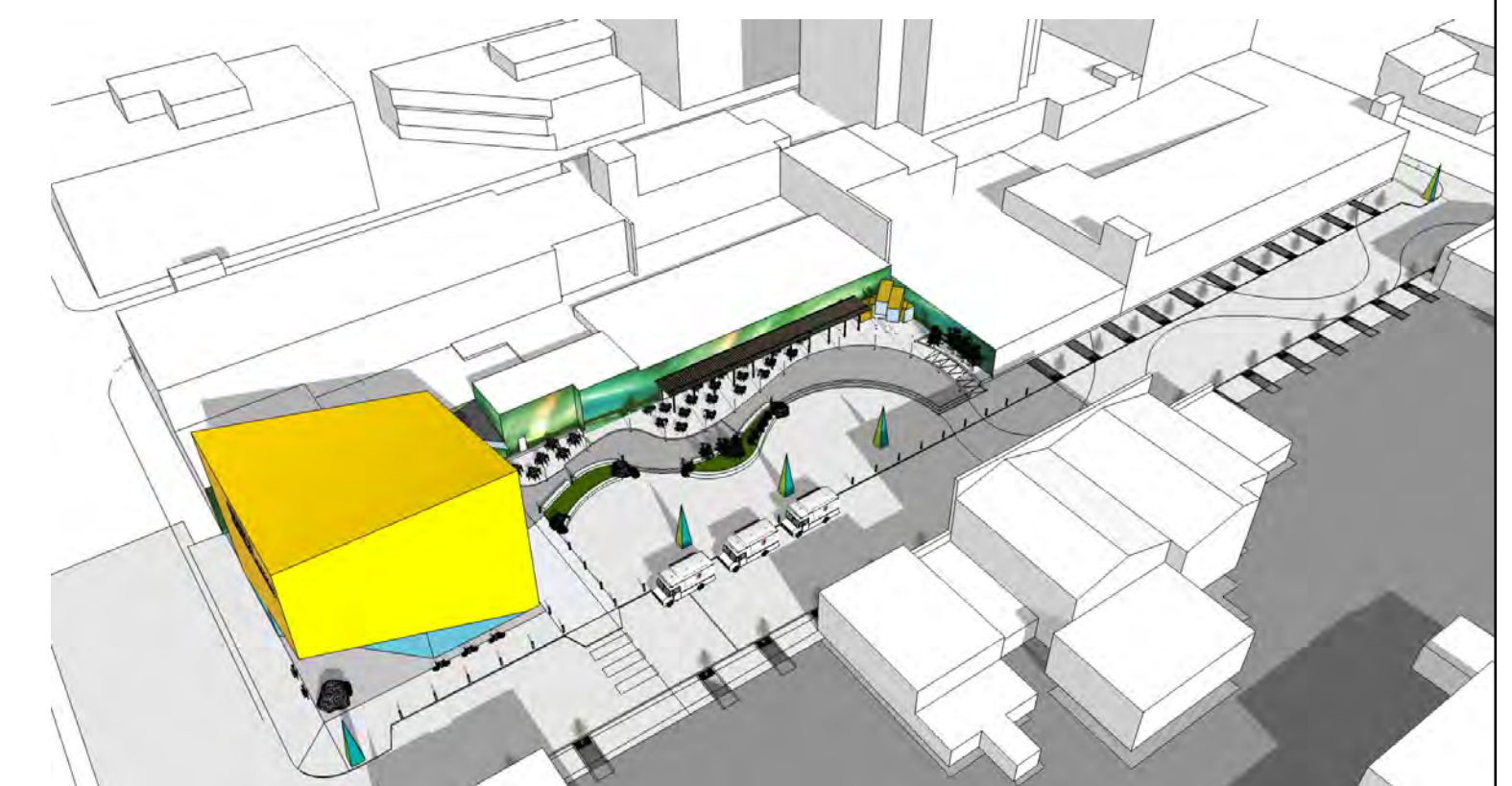
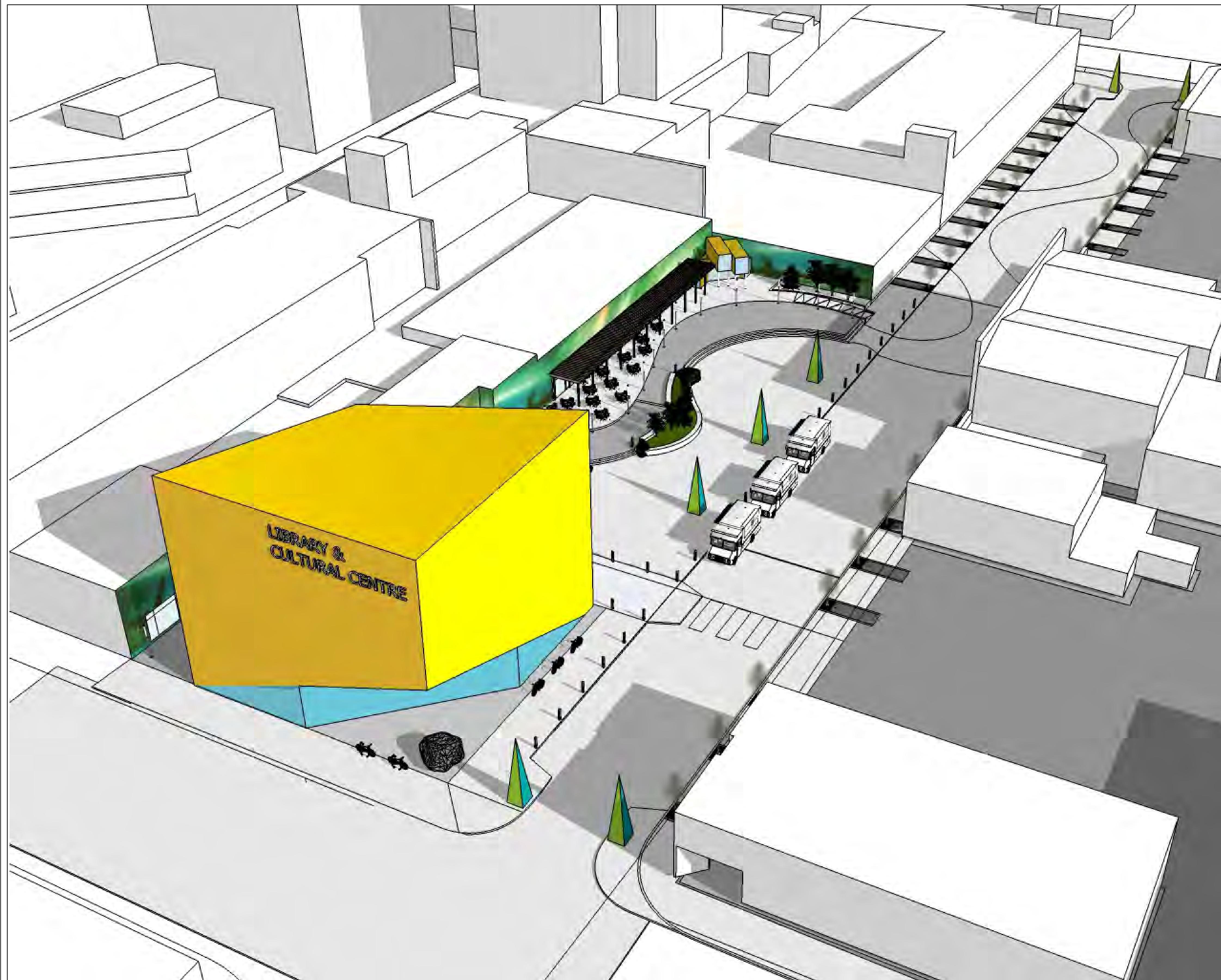


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49TH STREET



50/50 LOT AND CENTRE SQUARE MALL RENOVATION PLAN



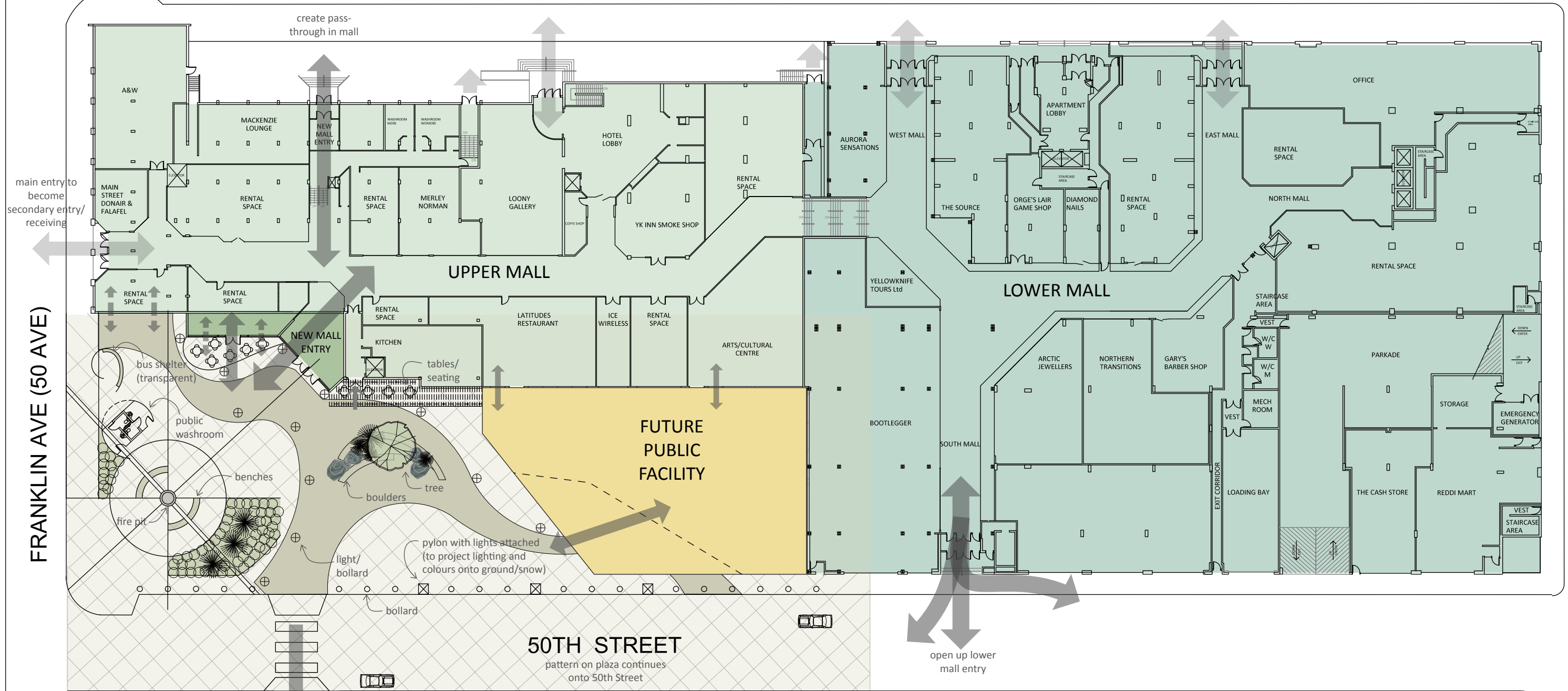
**50/50 LOT AND CENTRE SQUARE MALL RENOVATION PLAN**



50/50 Lot Revitalization  
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49TH STREET



FRANKLIN AVE (50 AVE)

51 AVENUE

50TH STREET

pattern on plaza continues onto 50th Street

CIBC

- Existing entrance/exit
- Proposed (new) entrance/exit
- Glazing - views
- Proposed Addition
- New (future) building
- Platform/pathway

GOLD RANGE

THE RAVEN

**50/50 LOT AND CENTRE SQUARE MALL RENOVATION PLAN**



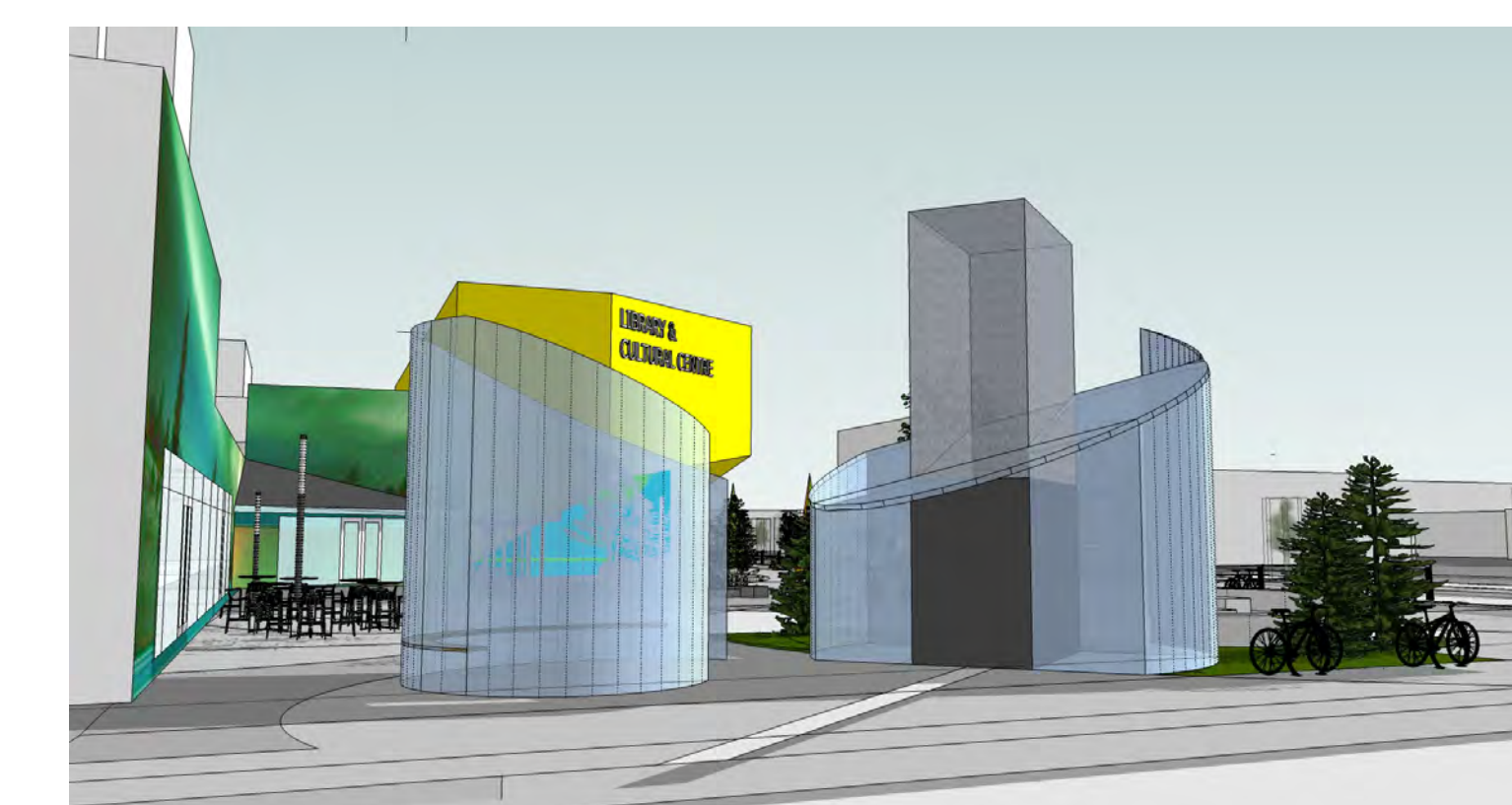
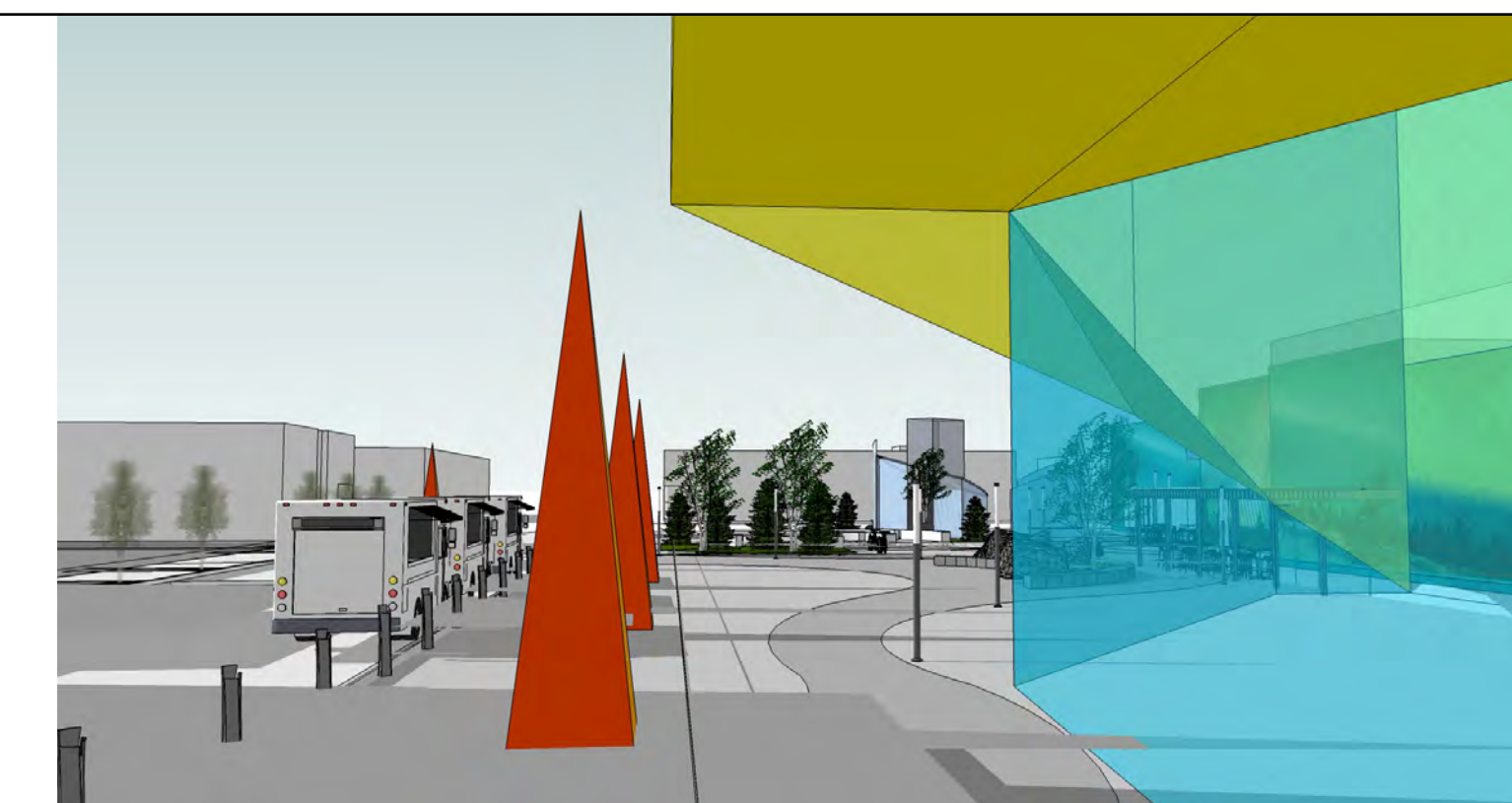
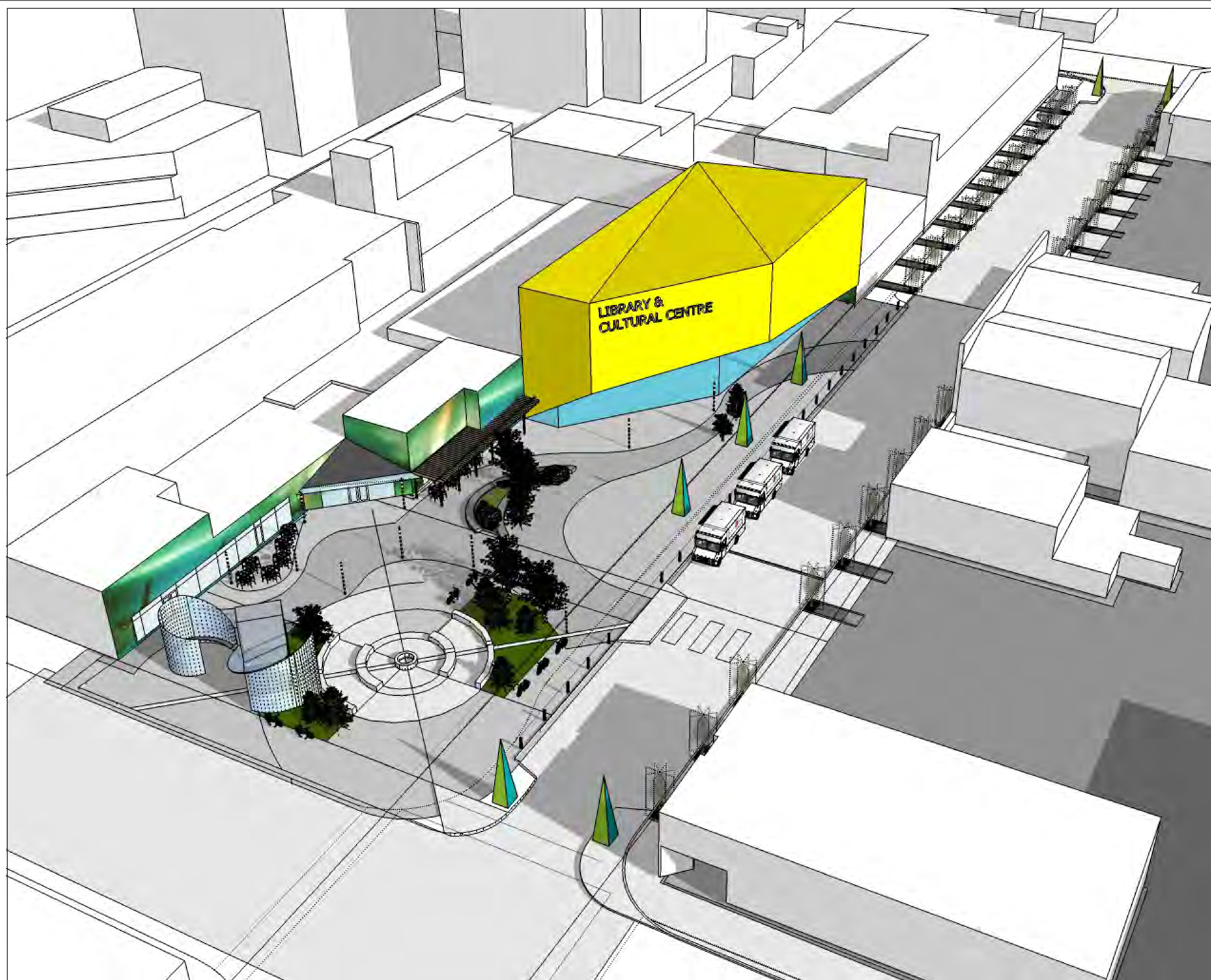
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**50/50 LOT AND CENTRE SQUARE MALL RENOVATION PLAN**



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