

EAST VILLAGE



East Village Overall Concept Plan (2019)

Source: Kay, M./brownfieldsresearchlab.com

QUICK FACTS

Address: 106, 535-8 Avenue SE
Calgary, Alberta
Site Area: 48.6 ha (120 acres)
Proposal: Revitalization Project
Status: Ongoing
Investment: \$ 396 million
Awards: 2018 Brownie Award; Best Small Project.

HISTORY

- East Village was previously a neglected industrial neighbourhood that created a barrier between the downtown core and the Bow River that flows north to south through Calgary.
- The area was scattered with almost 20 brownfields including lumber and scrap yards, tanneries, dry cleaners and service stations, which resulted in soil and groundwater contamination throughout the majority of the area.
- The City of Calgary has frequently made attempts since the 1970s to revitalize the area because of its unemployment rate, economic decline, high crime rate and drinking establishments (Schwartz, 2016).



East Village Condos (2018)

Source: Bryan Labby/CBC Website

DESCRIPTION

- The purpose of the project was to create public-private partnerships to rejuvenate and spur growth in the neglected area through recreational facilities, open spaces and plazas, and residential towers.
- Point of View Developments were the first to obtain building permits from the City of Calgary and their interest prompted many other development firms in the area to follow.



Celebration Square, a public plaza in East Village. Source: Kathryn Marlow/CBC Website

WHY WAS THE SITE CHOSEN?

- The location of the community in relation to the downtown core and in its vicinity to the Bow River reduced the risk that the municipality was taking in regard to revitalization, as it made the area attractive to developers.
- The large size and significant number of parcel within the area, as well as the Rivers District Revitalization Plan provided an opportunity for successful redevelopment

WHO INSTIGATED THE DEVELOPMENT?

- The **City of Calgary** and support of the Province of Alberta approved the Rivers District Community Revitalization Plan.
- The tool that fomented the project was the Community Revitalization Levy (**CRL**) which segregated property tax revenue from the River District redevelopment into a separate fund for infrastructure improvements, allowing the City to fund this project without requiring a tax increase to cover the cost of borrowing.

WHY IS IT CATALYTIC?

- The brownfield remediation of the East Village community can be classified as a catalyst for development throughout its surrounding areas because subsequent to the interventions within the neighbourhood, a flurry of activity pursued.
- According to the City's development map, the East Village community, as well as its 7 neighbouring communities accounted for over one-third of the total city-wide development permits (City of Calgary, 2020).
- In addition, the East Village community has experienced a rapid increase in residents since its redevelopment.
- The area has attracted nearly \$3 billion of planned development since its cleanup, with over 4,000 people currently living within the community due to its residential developments (Kay, 2019).

References:

1. City of Calgary. (2020). Development Map. Retrieved from <https://developmentmap.calgary.ca/>
2. Kay, M. (2019, May). Canadian Brownfields Case Study East Village Brownfield Remediation. Retrieved from <https://www.brownfieldsresearchlab.com/wp-content/uploads/2019/06/FINAL-East-Village-Final-Final.pdf>
3. Schwartz, G. (2016). Implementing Tax Increment Financing in Toronto Learning from the Alberta Experience. Retrieved from, <https://digital.library.ryerson.ca/islandora/object/RULA%3A5034/datastream/OBJ/view>

