

## Applicant Submission

September 30, 2019

### OVERVIEW

In 2018 the developers purchased the subject properties. One of them lives in the community and has a vested interest the future of the community and wants to create a place for people to meet, socialize and enjoy. The site is near the 45<sup>th</sup> Street C-Train Station and is on the route to and from the community, so provides an opportunity to offer an amenity to those people walking past to and from the C-Train. Currently there is little in the way of public amenity in this stretch of 17<sup>th</sup> Avenue and in the community of Glendale and this results in residences driving to amenities. We would like to provide them a high quality walk-able option.

This is something community members have been saying the community is in need for some time. We believe that creating a high quality commercial project and associated public space will help start to process of transforming this area into a place that enhances the community and takes advantage of the proximity of the transit. The focus of the project proposes to front the buildings on 17<sup>th</sup> Avenue, creating a pedestrian focussed commercial centre with parking and a drive through embedded into the rear area, thereby highlighting the shop fronts, sidewalks, walkability and large plaza, a community social gathering hub and not the vehicular options at the rear.

This section of 17 Avenue is identified in the Calgary Transportation Plan as an Arterial Street and as such is intended to accommodate Autos, Goods and Transit to High Standards, Cycling between High and Variable Standards and Walking to Variable Standards. These streets are not intended to be destinations in themselves but provide a reasonably direct connection between multiple communities and major destinations.

The Municipal Development Plan (MDP) has six core policies that form the basis of the plan. They include A Prosperous Economy, Shaping A More Compact Form, Creating Great Communities, Urban Design, Connecting The City and Greening the City.

Given the above, we feel we are generally in alignment with these policies given the transportation function of the street as a connection, not a place and the proposed layout that includes all elements of the MDP goals noted above.

### COMMUNITY ENGAGEMENT AND FEEDBACK

Over the past year and a half, Lee Dowd, one of the owners who lives in the community, has informally and formally discussed this project with people in the community, the Community Association Board and the local Councillor. This started with no plan in hand and continued once community feedback was heard and some preliminary site plans were developed. The plans built on what he heard the people of Glendale wanted, along with his vision of the site. The feedback to date has been overwhelmingly supportive. Generally, the feedback focused on the lower building height, larger patio space, smaller scale buildings, pedestrian connections and coffee as a social community gathering spot. There were comments as well about the parking, noise from the order board and whether residential could be on a second floor. Understanding that

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not all projects will deliver all elements the general feedback is supportive and with further engagement the project will be refined to respond to further feedback, all in the context of doing the best project of this type and encourage more development over time in building a great community amenity.

The project team will includes an engagement consultant (Intelligent Futures), landscape architects (SMM) and traffic engineers (BUNT & Associates) as we move through the process of the Land Use and Development Permit.

### LAND USE PRE-APPLICATION SUBMISSIONS

We have undertaken two pre-application reviews, one without a site plan and one with a site plan. Given the sensitivity of a drive-through on an inner-city site, it is important for us to work with the City and community to strive for a win, win, win.

One for the community that wants more amenities in the area that is pedestrian focussed, one for the developer to align tenant interest with investment and one for the City to show how you can approve a project type that historically does not enhance the public realm. In order to achieve the above we are committed to delivering a high quality design that includes a rich public space experience.

### PROPOSED LAND USE RATIONALE

Working with the City, we developed a strategy for the site zoning that looks forward to the goals of the MDP and TOD Policies and allows a transitional use to attract further investment and create the walk-able amenity that will provide what the community has indicated is important. The community and developer understand and embrace the future vision for the area and over time they have expressed a preference for a phased approach to getting there. Provide the Land-Use now for the future state and build the community amenity as the first step. As the area becomes more desirable for mixed use the site can be re-developed as such a project under this zoning.

This is coupled with the reality that the site is currently bounded to the north by a 4 lane busy road, the LRT tracks and two institutional uses with substantial surface parking. This is the context.

### PROPOSED LAND USE

The proposed Land Use Designation that is requested is Direct Control District (based on a MU-1 Land Use) that allows for 'Drive Throughs' as a discretionary use. This land use is characterized by:

- (a) accommodate a mix of residential and commercial uses in the same building or in multiple buildings throughout an area;
- (b) respond to local area context by establishing maximum floor area ratio and building height; and
- (c) allow for a Drive Through.

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This project meets a majority of these aspirations and allows for future densification when the market is ready.

The primary focus is to front the buildings onto 17<sup>th</sup> Avenue with the parking and drive-through at the rear, providing a visual impression of a pedestrian friendly commercial street. We will address elements such as vehicle noise, order speaker noise, headlights etc, through the design of the site, as they are critical to the success of the project and community benefit. We acknowledge that a drive through brings with it some negative elements and we are committed to addressing these in a meaningful way.

### **CONCLUSION**

In conclusion the developers are committed to producing a high quality, forward looking, pedestrian focussed project that will be an asset to the community and over time will attract further investment and intensification of the 45<sup>th</sup> Street TOD area.