

Applicant's Submission

July 5, 2019

This land use redesignation application is to re-designate the property located at 815 MacDonald Ave SE in community of Ramsay, in the SE quadrant of Calgary to provide increased flexibility of use. The site, which was purchased by the present owners in 2015, is currently a mixed-use parcel, comprised of retail, office and residential uses. Many are familiar with the historic landmark "corner store" dairy cone - which has been maintained in its original location.

In 2004, this parcel underwent a Land Use Amendment for re-development. The community was overwhelmingly in support of the project, and in retrospect this redesignation was a turning point for the community's revitalization. It was a significant improvement to the Ramsay gateway landmark that had been left to deteriorate for many years. It has achieved its goal of enhancing community safety by attracting local walk by/ biking trade.

Three years later the City approved the Ramsay Area Redevelopment Plan (Bylaw 1P2007), which was recently further amended in 2015 (see attached). This current initiative is in line with our objective of promoting Ramsay as a thriving character community with ample local services and amenities for its residents. However under our current Direct Control District, approved in 2004, the site is unable to participate in the city's vision for the future of the community. The current land use states that the development must contain a minimum area of 109 square meters in the form of a dwelling unit, with a combined maximum of 217 square meters of office and restaurant uses. Essentially, this limits the site's commercial space to 108 square meters. This is very restrictive in nature. We are seeking redesignation to be able to utilize the currently vacant basement space for office use. We plan to diversify our current operations, with virtually no impact to the current buildings on site, other than interior development of office space.

In consideration of significant business tax increases in the past three years (30% increase in 2017, 30% increase in 2018 and 100% increase in 2019) we are also actively seeking ways to mitigate the tax burden. By allowing us more flexibility to utilize our space to its full potential, we are confident we will be able to sustain business operations in a community we have come to know and love.

Rational for your due consideration and support:

- Extensive effort has been made in advance to connect with the community association and direct neighbours on Bellevue and MacDonald Ave SE - we have received enthusiastic feedback and support for the redesignation.
- Our vision is very much in line with the City of Calgary's current plans to revitalize the community of Ramsay.

Applicant's Submission

- The Direct Control District for our parcel is very restrictive and actually freezes us to the time that it was approved - we cannot apply for uses listed under our present day land use bylaws (Bylaw 1P2007).
- There is ample street parking in addition to the 10 designated parking stalls available for us, as approved by the Calgary Exhibition and Stampede.
- The increased flexibility of use will maintain the current small scale development, with the potential to bring in a wider variety of services, such as counselling services, instructional services (such as yoga) and physio and chiropractic services - adding value to the community by offering these local amenities to residents.
- Increased flexibility of uses will provide more options for revenue generation to off-set significant increases in taxes .

We would respectfully request your support of this application.