

Applicant's Submission

LAND USE REDESIGNATION APPLICATION — APRIL 18, 2019

APPLICANT SUBMISSION STATEMENT

Land Owner: 907 9th Avenue SE Properties GP LTD.

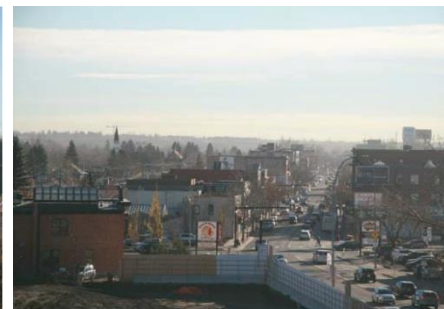
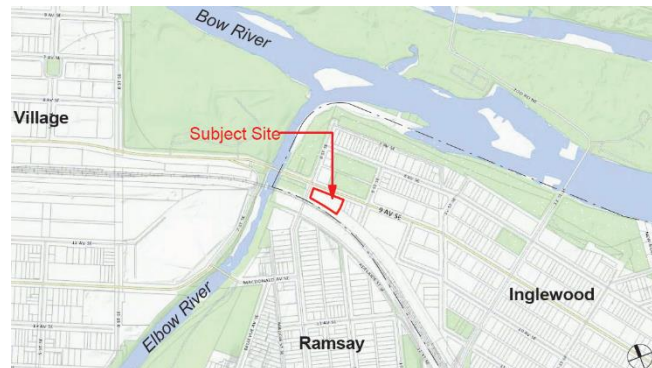
Subject Site: 907 - 915 9th Avenue. S.E., Calgary

Our proposal is for a Direct Control Land Use Bylaw based on Mixed Use Active Frontage District (MU-2) for 907 -915 9th Avenue and heritage designation of 921 9th Avenue SE. The proposed designation is intended to accommodate a development concept consisting of a residential mid rise (11 storey) on the western portion of the site facing 9th Avenue SE (38m height) and the residential development that steps down to 9 storey (30m height) and down to 6 storeys (20m height) on the eastern portion.

The proposed development will highlight the gateway node of 8th Street and 9th Avenue SE by addressing the relationship in scale between the building and the surrounding neighbourhood. The proposed development will act as a gateway to the Inglewood community, complementing the scale and design of the neighbourhood's unique character buildings and heritage found further east along 9th Avenue SE.

The building entry is recessed, featuring lighting and canopies creating a focus and visual emphasis at street level through all hours of the day /night. A public plaza provided at the corner of 8th Street and 9th Avenue SE will interface with the community and provide a unique opportunity to create a neighbourhood hub; encouraging more commercial frontage and a better interface with street level.

Our intent is to designate 921 9th Avenue as a municipal historic resource as our community amenity contribution, achieving a density bonus for the redevelopment of 907 -915 9th Avenue to 4.4 FAR with 38m height; and address input heard in the community consultation that a DC zoning would enable the City to specify key design elements.



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North View to Bow RiverSouth View to Residential Area

East View to Inglewood Community

CONTEXT

Site Location:

The subject site is located in the Inglewood community east of downtown Calgary. The site is situated near the western community boundary as the gateway to the historic main street, 9th Avenue; and is in close proximity to retail / services, as well as public amenities such as the Alexandra Centre and the riverside recreational pathways.

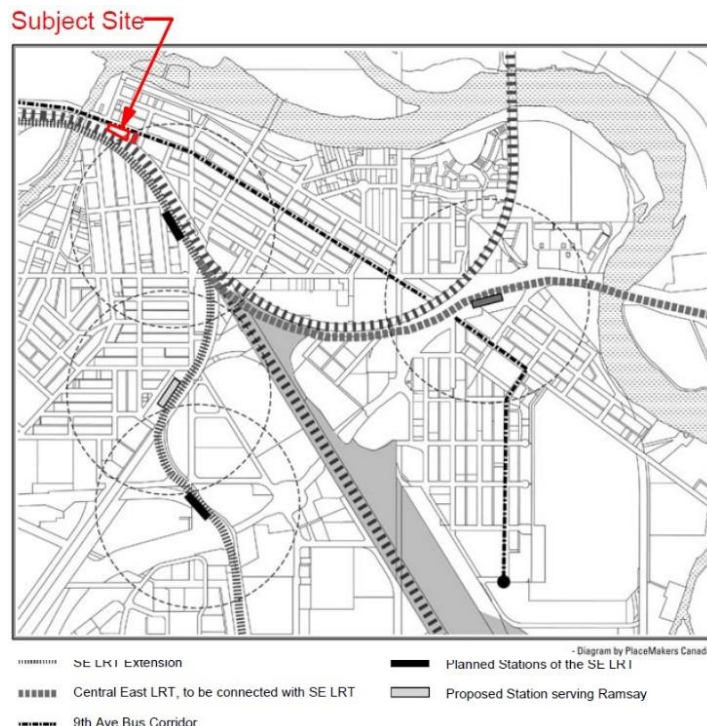
The subject site is located at the corner of 9th Avenue SE and 8th St. SE, with an area of 2,493.1 sq.m (26,835 sq. ft.). The site is adjacent to properties containing 2-storey commercial buildings and abuts the Canadian Pacific Railway at rear.

Background:

- 907 9th Avenue is a 19,000 SF, two-storey building was built in 1956, Fairs Fair Book Store is the tenant of the lower floor and Galleria is the tenant of the upper floor of this building.
- 915 9th Avenue is a 6,000 SF, four-split level building constructed in 1948. NemaLux was the tenant of the entire building until Q2-2018 and has since been sitting vacant.
- 921 9th Avenue is a 6,000 SF, two-storey building plus basement built in 1920. Plan is to preserve this building and list it as "heritage" in order to transfer 1 FAR of the density to the balance of development. An apothecary use (All Things Jill Inc) is the current tenant with lease agreements through Q2 2022.

Site Opportunities:

There are a number of opportunities derived by the site characteristics in junction with the municipal planning policies that are in support of densification and revitalization of the main street of the Inglewood community.



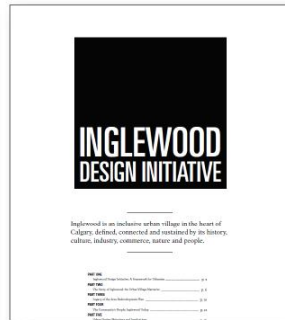
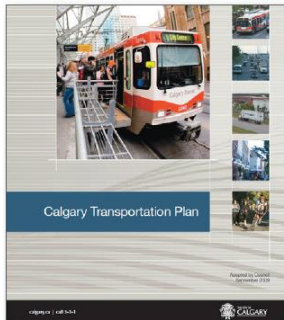
- **TOD Design** - The site is located within 600m radius of the planned LRT station. and provides opportunity for a mix of uses and densification, while promoting less dependency on the automobile.
- **Main Street Revitalization** - The site is one of the many vacant or under-utilized properties along 9th Avenue, that create large gaps in the main street elevation. The site is situated at the western end of 9th Ave with a long main street frontage; it has the potential to provide a mix of uses and density that can contribute to the economic growth and revitalization of the Inglewood community.

Public Realm - The site is located at the western end of the Inglewood community main street, in close proximity to parks and natural features along the Rivers, community amenities, and access to Downtown via public transit. This gateway location provides an opportunity to be well connected to the existing features and further enhance the public realm.

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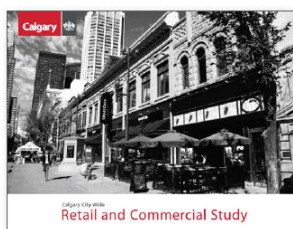
Planned Context:

The municipal policy framework outlines the above mentioned site opportunities, as elaborated below:



Calgary Transportation Plan (CTP) / Inglewood Design initiative (IDI) - Extension of the LRT line is planned in the Calgary Transportation Plan (CTP) and elaborated in the Inglewood Design Initiative (IDI). The subject site will be well served by public transit as the Inglewood community promotes active means of transportation and diminished dependency on automobile use. The site will be developed under the Transit-Oriented Development (TOD) guidelines. TOD is intended to improve land use efficiency and community environment, and to promote growth and a full range of compatible land uses supported by active transportation.

Main Street Revitalization - The City has conducted interactive studies of main streets, of which the 9th Avenue SE is one of the first established main streets. The Key Findings document has stated the growth for 9th Avenue SE is currently below the MDP target, and thus there is the potential and opportunities to fuel the growth. There is a demand for a safe and vibrant public realm, variety of retail and small businesses and authentic atmosphere of a main street. The subject site is situated with the opportunity to respond to such public demands and contribute to main street revitalization.



Retail Commercial Study - The City-wide Retail Commercial Study has established future action areas, which includes strengthening the retail cores on main streets that will support the connection between community buildings and economic growth by local businesses. The subject site has the opportunity to provide a commercial frontage along 9th Avenue SE with an enhanced public realm.



Enhanced Public Realm - The City has been preparing a public realm master plan for the Inglewood community in parallel with the LRT Extensions to improve pedestrian access, modes of transportation and green linkages in the neighbourhood. The site is located at a key node that is a gateway to the community with direct access to natural features and public transit. With the planned closure of 8th St. SE, the site has the opportunity to establish a prominent public node providing an enhanced amenity with a strong connection to the existing open spaces across the street

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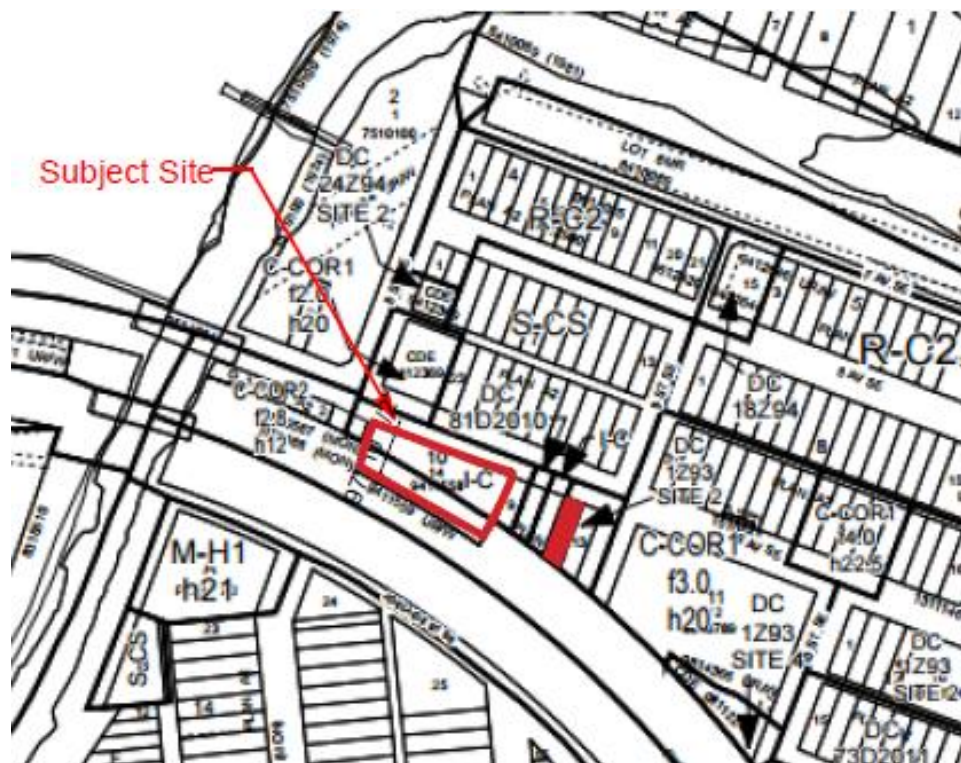
LAND USE REDESIGNATION

We believe that it would be a missed opportunity for this site, located on a main street with the planned context mentioned above, to maintain the current I-C zone, which does not permit residential use or density.

Rezoning of the site is intended to optimize the site opportunities, and we believe the MU-2 zone has the characteristics best suited for the site with relation to the surrounding zones in achieving the main street revitalization of 9th Ave. S.E.

Shown in the zoning map below, the site is surrounded by mainly C-COR zones and DC zones, and is not in proximity to low-density residential zones. There are many shared characteristics between C-COR and MU zones in terms of permitted uses, however the MU-2 zone emphasizes promoting the active frontage and active transportation, with provisions to enhance public realm, such as landscaped areas and building setbacks.

Through the Development Permit and associated Urban Design Review Panel process, the proposal will be refined with built form and façade details sensible and appropriate to the surrounding natural features and heritage context, as well, planning beyond the site boundary to establish a coherent and prominent public realm for safe and vibrant pedestrian experience in the Inglewood community.



921 9th Avenue SE will act as our community amenity contribution, providing the neighbourhood with a unique municipal historic resource and allowing a density bonus transfer for the redevelopment of 907 - 915 9th Avenue SE, achieving 4.4 FAR and a height of 38m.

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ENGAGEMENT SUMMARY

We have been working with the City and the community early in the development proposal stage toward achieving an outcome that is in line with the values and goals envisioned for the Inglewood community. Activities that have been and will be held are listed below chronologically.

- 2017 April 07 – First Schematic Design Pre-Application Review - COMPLETE
- 2017 December 12 – Second Schematic Design Pre-Application Review - COMPLETE
- 2018 January 24 – Pre-Application UDRP - COMPLETE
- Presented the second schematic design to the panels. The Panel is in support of the proposed mix of uses and densification, and the proposal is subject to further review by the Panel with fully developed plans reflecting the 13 Elements of Urban Design and resolved safety measures for the public realm. Comments will be addressed in the Development Permit application proposal.
- 2018 February 06 – 9th Avenue SE Workshop #3 - COMPLETE
- Attended the information session on the City's transportation and public realm master plan of the Inglewood community. Further development design will incorporate City's visions and strategies, and will implement safety measures for vehicular and pedestrian traffics.
- 2018 December – Public Engagement - COMPLETE
- Met with Inglewood Community Association, Inglewood Business Improvement Association, and neighbours.
- 2019 January 28 - Public Open House - COMPLETE
- Presented 5,9,11 storeys at FAR 5.0 with setbacks and massing articulations; public realm animated through courtyard and plaza; beginning to develop architectural language. Solicited community feedback.
- 2019 February 19 - Consultation Report shared with City Staff - COMPLETE
- Presented learnings and feedback from January's Public Open House with the City of Calgary.

NEXT STEPS

In preparing this proposal, the site characteristics have been thoroughly analyzed in junction with the municipal policy framework listed below, of which, in particular the values of the MDP, CTP, and Inglewood ARP have been carefully considered toward achieving the envisioned growth and revitalization of the Inglewood community.

The proposal aims to proceed to the subsequent Development Permit application along with public engagement activities. The applicable policies are referenced in the following municipal documents:

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| • Municipal Development Plan (MDP) | • Main Street Study – 9 Ave SE (MDP) |
| • Retail and Commercial Study | • Inglewood Area Redevelopment Plan |
| • Calgary Transportation Plan (CTP) | • Inglewood Design Initiative (IDI) |
| • Transit Oriented Development (TOD) Policy Guidelines | • Calgary Heritage Strategy |
| | • Zoning By-law |

We look forward to Administration, Calgary Planning Commission, and Council support of our Application.