

## Applicant Submission

October 1, 2020

This application is for a proposed Land Use redesignation at 401 and 405 - 21 Avenue NE in the community of Winston Heights/Mountview, from the current land use designation of M-C1 (Multi-Residential - Contextual Low Profile) to MU-1f3.5h20 (Mixed Use - General), to accommodate a luxury four storey mixed-use development.

The site is approximately 0.25 acres in size, and is located on the southeast corner of Edmonton Trail and 21 Avenue NE. The parcel immediately located on Edmonton Trail NE, 401, is currently vacant. 405 is currently occupied by a single detached residence of mid-century construction. The properties are bounded by Edmonton Trail to the west, 21 Avenue NE to the north, low density residences to the east, and a lane separating the subject site from the 7-11 immediately to the south. Edmonton Trail provides existing transit via bus service, and is located on the Primary Transit Network as indicated by the Calgary Transportation Plan. The site is also located within 450m of the primary transit corridor of Centre Street.

The Municipal Development Plan considers this portion of Edmonton Trail as an Urban Corridor, which typically supports higher employment and population thresholds and encourages diversity in use and form to accommodate a wide range of the population. The site is further identified within the current Winston Heights/Mountview Area Redevelopment Plan (ARP) as within the Medium Density: Edmonton Trail area, which provides for multi-residential development with densities reflected in the current M-C1 zoning. Administration, through its extensive Main Streets engagement, has previously noted that the current ARP will not provide the opportunities for density to meet the goals of the Municipal Development Plan. It should further be noted that the new North Hill Communities Local Area Plan is well underway, although not in place at the time of this application.

Prior to the application being made, in mid-May of 2020 a limited number of information postcards that included details of the land use application and a basic concept were distributed to nearby residences, as interest is generally the highest in close proximity to the subject property. Additionally, attempts were made to reach out to the Winston Heights-Mountview Community Association through May of 2020. Our efforts yielded no responses or inquiries, and we believe this may be at least partially attributed to the project's location on Edmonton Trail, and the extensive engagement already undertaken related to the Main Streets and North Hill Growth Plan initiatives.

Development permit plans have not been submitted concurrently, but will ultimately include underground parking and street-oriented main floor commercial with residential above, complete with generous floor heights and amenity.

Mixed-use development provides diversity in housing form and contributes to an active and vibrant pedestrian realm along corridors, while contributing both commercial amenity for residents and residential support for businesses. Density also supports existing and future infrastructure, and contributes to sustainable growth and viability of communities into the future.

Given the above, we would respectfully request your support of this application.