

**Policy Amendment and Land Use Amendment in Richmond (Ward 8) at multiple addresses, LOC2021-0017**

---

**RECOMMENDATION(S):**

That Calgary Planning Commission recommend that Council:

1. Give three readings to the proposed bylaw for the amendment to the Marda Loop Area Redevelopment Plan (Attachment 3); and
2. Give three readings to the proposed redesignation of 0.41 hectares  $\pm$  (1.01 acres  $\pm$ ) located at 2202, 2206, 2212, 2216, 2222 and 2226 – 33 Avenue SW (Plan 4479P, Block 56, Lots 1, 2, 4 to 14; Condominium Plan 8010282, Units 1 to 4) from Mixed Use – Active Frontage (M-U2 f3.0h16) District to Mixed Use – Active Frontage (M-U2 f4.0h22) District.

**HIGHLIGHTS**

- The proposed land use amendment would allow for six-storey mixed-use development featuring commercial uses at grade with residential uses above.
- The application aligns with *Municipal Development Plan* (MDP) policy for Neighbourhood Main Streets which supports moderate levels of intensification of both jobs and population over time, where supported by the Primary Transit Network (served by 33 Avenue SW).
- What does this mean to Calgarians? More housing in a vibrant retail district supports local business, transit service and Main Streets implementation.
- Why does this matter? Promoting growth in a neighbourhood corridor allows for more efficient use of land and infrastructure, meaning more sustainable city growth.
- This application requires a policy amendment to the *Marda Loop Area Redevelopment Plan* (ARP) to support the proposal.
- A development permit has been submitted and is under review.
- Council previously approved a City-initiated redesignation on the site in 2019 as part of the Main Streets Implementation Plan.
- Strategic Alignment to Council's Citizen Priorities: A city of safe and inspiring neighbourhoods.

**DISCUSSION**

This land use amendment application was submitted by Civicworks on behalf of the landowners, Carpenter Capital Corporation and Yosefa Josette Fraiman, on 2021 January 29. The approximately 0.41 hectare (1.01 acre) site is located on the north side of 33 Avenue SW west of 21 Street SW. As per the Applicant Submission (Attachment 2), the applicant proposes to develop two six-storey mixed-use buildings similar in height to the east of the nearby CY33 (RNDSQR) project, creating a consistent streetscape along the block.

Administration has reviewed the application and is supportive of the extra density, as the additional density allows for a larger local population to support local businesses and transit. The additional height would not exacerbate shadowing and would allow for the affordable construction of an additional level of underground parking. The increase in height is being

## Policy Amendment and Land Use Amendment in Richmond (Ward 8) at multiple addresses, LOC2021-0017

---

mitigated with additional design measures enforced through the associated development permit, including different materiality to reduce the visual impact of the building. Potential privacy-increasing measures are also being considered including different planting, window and balcony treatments. Although Administration was supportive of the current land use districts, this land use redesignation will allow flexibility in adapting to current market conditions by still meeting the intent of a Main Street.

A similarly sized land use redesignation is proposed several blocks east (LOC2021-0054). It should be noted that this other application falls within the boundaries of the *South Calgary/Altadore Area Redevelopment Plan* and despite both projects being on the same Main Street, the east project is affected by a different policy framework. While both projects can contribute to an active, walkable Main Street, the rear interface of both projects is similar and is addressed by height chamfer rules of the applicable land use districts and local area plans. Administration analyzed both land use applications and they will provide a consistent Main Street environment and interface with adjacent development.

A development permit (DP2021-2435) has been submitted for the eastern half of this application area (Attachment 5) and is currently under review. The proposed development features 82 Dwelling Units, 8 Live Work Units, approximately 375 square metres of commercial floor space, and 97 underground parking stalls. The proposed building is 20.5 metres in height on the west elevation and 21.9 metres in height on the east elevation. The development permit is not a concurrent application with the subject land use application, and technical review is on-going.

The development permit application was presented to the Urban Design Review Panel for comment on 2021 February 24 and was received positively. The Panel noted that the overall massing of the project was well designed, the mix of uses were entirely appropriate for the location and the building would achieve a consistent street edge. The Panel recommended additional consideration be given to improve the central “U-shaped” courtyard concept facing the lane, as well as refine some of the entrances along the east façade on 21 Street SW. The Panel’s full comments can be found in Attachment 4.

A detailed planning evaluation of the application, including location maps and site context, is provided in Attachment 1, Background and Planning Evaluation.

### STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Outreach was undertaken by the Applicant
- Public/Stakeholders were informed by Administration

### Applicant-Led Outreach

As part of the review of the proposed land use amendment application, the applicant was encouraged to use the [Applicant Outreach Toolkit](#) to assess which level of outreach with public stakeholders and respective community association was appropriate. In response, the applicant attended a virtual meeting with the Marda Loop Business Improvement Area (BIA), held three virtual information sessions for the public to attend, mailed 161 postcards to nearby residents,

## **Policy Amendment and Land Use Amendment in Richmond (Ward 8) at multiple addresses, LOC2021-0017**

---

posted in the community newsletter, and offered a project website and telephone number for additional information. The Applicant Outreach Summary can be found in Attachment 6.

### **City-Led Outreach**

In keeping with Administration's practices, this application was circulated to stakeholders, notice posted on site and published [online](#), and notification letters were sent to adjacent landowners.

Administration received approximately 205 letters of opposition from the public. The letters of opposition included the following areas of concern:

- increased traffic and parking issues;
- overshadowing of adjacent properties;
- loss of southwest views for adjacent properties;
- feelings of unfairness after previous redesignations and ARP amendments in 2019;
- loss of faith in purpose of the ARP and public engagement; and
- opposition to previous development setting a height precedent.

The Richmond/Knob Hill Community Association and the Marda Loop BIA provided letters of opposition (Attachments 7 and 8) on 2021 March 18 which identified the following concerns:

- undesirability of six storeys along the entire block face;
- previous redesignations relied on robust engagement and were meant to provide certainty to area stakeholders, which this process does not;
- this new process erodes trust citizens have with The City by devaluing the time and energy spent reaching consensus during the previous redesignation;
- minor errors in the traffic study;
- assumption of parking relaxations and possible impact to on-street parking; and
- impact on neighbours to the north.

The BIA had previously submitted a letter of support for the land use currently in place, as it had been the result of broad consensus generated through community visioning workshops.

Administration considered the relevant planning issues specific to the application and has determined the proposal to be appropriate. When reviewed in conjunction with Development Permit DP2021-2435, the building massing and site layout, number of units, and amount of on-site parking can contribute to the success of the Marda Loop Main Street. In response to public feedback, the applicant has provided a surplus of parking relative to their Land Use Bylaw commitments to address concerns over parking.

Following Calgary Planning Commission, notifications for Public Hearing of Council will be posted on-site and mailed to adjacent landowners. In addition, Commission's recommendation and the date of the Public Hearing will be advertised.

**Policy Amendment and Land Use Amendment in Richmond (Ward 8) at multiple addresses, LOC2021-0017**

---

**IMPLICATIONS**

**Social**

The proposed application allows for the construction of new housing and commercial uses in a desirable location, creating more opportunities for people who may be unable to afford living in the community's current housing stock.

**Environmental**

This application does not include any actions that specifically address objectives of the [Climate Resilience Strategy](#).

**Economic**

The proposed land use amendment enables the development of 82 residential dwelling units, 8 live/work units, and approximately 375 square metres of commercial space. The development provides housing opportunity, supports local business, transit, and employment opportunities within Marda Loop.

**Service and Financial Implications**

No anticipated financial impact.

**RISK**

Public feedback has indicated that approval of this application could pose a risk to The City as local stakeholders have invested time and energy reaching consensus on previous local plan policy, which is now potentially being eroded by individual parcel redesignations. Should the public lose trust in the public engagement process and reliability of planning policy, support may be difficult to obtain for local growth planning or Main Streets projects.

**ATTACHMENTS**

1. Background and Planning Evaluation
2. Applicant Submission
3. Proposed Amendment to the Marda Loop Area Redevelopment Plan
4. Urban Design Review Panel Comments
5. Development Permit (DP2021-2435) Summary
6. Applicant Outreach Summary
7. Community Association Response
8. Business Improvement Area Response

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform