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RE:
Land Use Redesignation from Mixed Use-Active Frontage (MU-2f3.0h16) to Mixed Use-Active Frontage (MU-2f4.0h22) at 2202, 2206, 2212, and 2216, 2222, 2226 - 33 AV SW.

APPLICANT SUBMISSION

On behalf of RNDSQR, CivicWorks has prepared a Land Use Redesignation proposal for a six (6) parcel assembly located along the 2200 block of 33 AV SW. The land use submission aims to facilitate the development of a continuous 6-storey mixed use block in line with RNDSQR's approved and under construction CY33 building directly west of the subject sites. The redevelopment vision includes two (2) new street-oriented 6-storey mixed-use developments with commercial/retail units at grade and residential units above. Development is anticipated in two (2) phases, with development starting at the corner of 33 AV SW and 21 ST SW (2202, 2206, 2212 - 33 AV SW). To provide additional certainty to stakeholders and ensure a high-quality bricks-and-mortar outcome that is directly aligned with the proposed land use change, the project team will submit a Development Permit for Phase 1, ARC 33. Phase 2 includes the balance of the lands, 2216, 2222, 2226 - 33 AV SW, to be developed at a later date.

POLICY CONTEXT

The subject sites are located within the Marda Loop Area Redevelopment Plan (ARP), approved by City Council in 2014. The ARP provides the policy framework that aligns with city-wide objectives to accommodate a portion of Calgary's future growth within developed areas and along mixed-use corridors. Marda Loop is envisioned to develop with a complementary blend of commercial and residential development, all the while ensuring a sensitive transition to the adjacent residential streets, and a high standard of urban design for the area. It is intended to be flexible such that future development can adapt to changing market conditions. Careful analysis and consideration has led to a development proposal that aligns with the vision and intent for future redevelopment in the Marda Loop Area Redevelopment Plan (ARP) area. This is inclusive of the ARP's guiding principles of: Community Character, Livability, Mixed-Use, Walkability, Streetscape Design, and Street Fronting Buildings.

RNDSQR's comprehensive vision for the block is consistent with the policies of the Marda Loop ARP, apart from the existing maximum allowable building heights stated in Section 4.2.1 Building Height. While RNDSQR's proposal supports the direction of City policies (including the Municipal Development Plan, Calgary Transportation Plan, and emerging Local Area Plan), a minor text-based amendment to Section 4.2.1 is still required to facilitate the proposed land use application.

APPLICANT-LED STAKEHOLDER OUTREACH

Our outreach process is designed to provide multiple opportunities for stakeholders to learn about the proposed vision early on and to share their thoughts—all with the intent of maintaining a respectful and transparent conversation. As part of that commitment, RNDSQR and the project team have designed a community engagement process in support of this application to ensure a clear and transparent application process for all stakeholders. Key elements of our outreach strategy include: large format on-site signage and surrounding area postcard drops, an information-rich project website (www.ARC33.ca), project phone line, voice-mail + email inbox, and three (3) separate virtual information sessions to be hosted in the month of March.