

Applicant Submission

May 25, 2021

The proposed Land Use Redesignation (LOC) subject site and project is situated on a corner site at 33 ST SW and 14 AV SW in the community of Shaganappi. The land assembly is composed of two (2) parcels, with a site area of 0.10 hectares. The project team has undertaken a staggered concurrent application process, with a Development Permit (DP2021-2354) submitted for the project following this Land Use Redesignation submission. The concurrent process ensures a high quality "bricks-and-mortar" design outcome that aligns with the proposed land use change. To facilitate the proposed LOC, a minor Area Redevelopment Plan (ARP) amendment will also be required.

The proposal is a mid-rise, multi-residential building. The development will not exceed 25 metres in height and will not surpass 4.6 FAR. The proposed height and FAR modifiers are aligned with the concurrently submitted DP2021-2354, and similar to the Land Use District for lands nearby to the subject site. This intended redesignation direction pairs with the 17 AV SW Streetscape Master Plan adopted in January 2020, which will support growth and intensification within the site area, also located within the 17 AV SW Main Street Study Area.

The Westbrook Village Area Redevelopment Plan (ARP) (2009) places the subject site within its medium density residential policy area which limits the building height to 16 metres and FAR to 2.5. The Westbrook Local Area Plan (LAP), which would effectively replace the Westbrook Village ARP, is also underway with an anticipated decision by Council over the next year. The Municipal Development Plan (MDP) encourages the growth of Complete Communities where Calgarians can live, work, dine, and shop, directing intensification to Inner City communities like Shaganappi, especially in proximity to its Main Streets (17 AV SW and 37 ST SW).

Within a ten-minute (800m) walkshed of the subject site, there are numerous community amenities including Westbrook Mall, 17 AV SW and 37 ST SW Main Streets, Killarney Aquatic & Recreation Centre, and Shaganappi Point Golf Course. Further supporting the proposed modest increase to neighbourhood density is proximity to the Primary Transit Network along 17 AV SW, Bow Trail SW and 37 ST SW, as well as the Westbrook LRT station with high-frequency service that will connect residents to the greater city and Calgary's downtown.

The project team has undertaken a best practice stakeholder outreach process in Shaganappi. The outreach process commenced upon submission of the LOC and has provided opportunities across a variety of digital and distanced platforms for stakeholders to learn about the vision and to share their comments and questions. The Application Brief v1.0 submitted with this LOC application outlined the outreach activities planned, and this report has been updated with a v2.0 that outlines how those outreach activities took place. The project team has also released a What We Heard Report that summarizes the outreach process and responds to common feedback themes from stakeholders. All reports have been shared publicly on the project website at www.westbrook33rd.com.