

Applicant Submission

July 21, 2022

This application seeks to re-designate approximately +/-0.467 ha (+/- 1.154 acres) of land from a Direct Control (DC) district to a CC-X district. The subject site lies within the Beltline neighbourhood and the Rivers District Master Plan (RDMP) area. This site is immediately east of Cowboys Casino and northeast of the BMO Centre. Located at the southwest corner of 12th Avenue and Olympic Way SE, the subject site is comprised of one legal parcel described as Lot 2, Block 3, Plan 0810020 and municipally known as 473 12th Avenue SE.

This proposed Land Use Amendment (LUA) is being submitted on behalf of Calgary Municipal Land Corporation (CMLC) and Calgary Exhibition & Stampede Ltd. to re-designate the subject parcel and bring it into better alignment with the Beltline ARP: Part 2, the Rivers District Master Plan and the Calgary Stampede Concept Plan that were all approved by Council in 2019.

The existing DC land use district is based on an old C-3 (General Commercial District) district of the previous 2P80 Land Use Bylaw and is locked in time and cumbersome to work with. This application serves to update the subject site's land use provisions to conform with the current 1P2007 Land Use Bylaw and bring it into alignment with current regulations, as well as enable it to adapt to changing trends over time whenever 1P2007 gets amended, whereas the existing DC district does not afford this.

Furthermore, the existing land use offers minimal discretion to the height and density limits, whereas the current Beltline ARP: Part 2 supports greater intensities and height. The existing DC land use does not fully allow the fulfillment of the vision of the Rivers District Master Plan (RDMP) on this critical corner and next door to the BMO Centre. This site represents a high profile location and fronts the envisioned "Stampede Trail" and planned main retail street zone within the RDMP.

The proposed land use amendment will serve to address the current discrepancy between the applicable yet outdated Land Use provisions and the approved Policy framework, and to help realize future development within the Conference, Event and Education zone of the Beltline ARP: Part 2, in which this site resides. The proposed CC-X district will serve to fulfill and bolster the RDMP vision.

The site's proximity to the City's existing and planned (Green Line) LRT system and major transportation corridors make it appropriate for transit-oriented and high-density mixed-use developments, which is consistent with the intent of the proposed CC-X district.

In summary, the proposed land use re-designation and minor ARP amendment serve to implement the intent of the Beltline ARP: Part 2 and the Rivers District Master Plan; and is in alignment with Council's MDP objectives and the goals for the Stampede Master Plan.