

# Applicant Submission

13 September 2022

On behalf of JEMM Properties, O2 is proposing to amend the Land Use Bylaw (LUB) for a change of use amendment related to JEMM's "The Bridge" project located at 950 McPherson Square SE in the community of Bridgeland-Riverside. The first tenants are expected to move into the Bridge Early July 2022.

JEMM is seeking to lease a ground floor retail space to a liquor retailer. Originally, a southern commercial unit was planned to accommodate the liquor retailer, conforming to the existing land use bylaw and separation distance rules. Ultimately the space was leased to another tenant resulting in the liquor store shifting north, locating the future retailer within 300 metres of an existing liquor store located at 883 1 Avenue NE.

To enable the change of use, O2 is proposing to amend the existing Direct Control District (DC64D2019) to remove the limiting separation distance of 300 metres between Liquor Stores under section 225 of the Land Use Bylaw.

Located in the heart of Bridgeland, the neighbourhood context of the subject site is characterized by higher density development with approximately 62% of residents living in multi-residential developments, a 39% increase in density compared to broader Calgary. In addition, Bridgeland's population growth is estimated to outpace the City of Calgary by approximately 30% by 2042, increasing intensification in Bridgeland similar to Downtown Calgary. The neighbourhood context and intensification in Bridgeland contributes to creating an urbanized, intensified condition which requires additional commercial amenities to support the growing population and meet commercial demands. The removal of the limiting separation distance for a liquor store use will eliminate the regulatory constraint to provide a desirable amenity in response to neighbourhood growth.

From an access perspective, the subject site is well connected to available modes of travel, increasing the ultimate catchment area accessed by potential patrons in the neighbourhood. Access to convenient public transit, walking/ cycling pathways and available on-street parking creates a convenient opportunity for individuals who may live nearby or access the site on their way to or from a nearby destination. From a policy perspective, the Municipal Development Plan designates the subject site within the Greater Downtown Activity Centre, planned to accommodate the highest concentration of employment, developing high-density residential and support services, and generating activity 365 days a year (Policy 3.2.1 I & ii). A liquor store use in this location is consistent with the policy intent of the Greater Downtown Activity Centre, and appropriately responds to the unique growth and urban context of Bridgeland-Riverside.

The surrounding neighbourhood is distinctively positioned to support future commercial development with both existing residential to the south and recently constructed development from adjacent lands to the east and west. Directly south, an existing 6-storey residential development contributes to the thriving neighbourhood of Bridgeland-Riverside. Directly east, an 8-storey residential development increases residential intensification and pedestrian activity in the immediate area. Directly west, a recently constructed 6-storey residential development provides additional density to the neighbourhood, enhancing the existing commercial demand for increased services and amenities to support the growing population. A proposed liquor store

use in this location will fulfill a market demand to support existing and future residents/visitors of the building and nearby residential developments located east, west, and south of the site.