

# Applicant Submission

## 69 Mission Road SW

Municipal Address: 69 Mission Road SW

Legal Description: Lot 46, Block 5, Plan 221 0774

Land Use Designation: DC 6D2012

Area Structure Plan: Parkhill/Stanley Park

### **Project Description:**

This application is to add "Office" as a use to DC 6D2012. The site is in the Special Policy area of The Parkhill/Stanley Park Area Redevelopment Plan, the "Special Policy Area" anticipates Commercial uses on the ground floors. The project, approved on DP2021-8400 is a 5-story mixed use residential building, designed to fit into the slopping site. The Commercial space is located on the ground floor with 4 floors of residential units above. The 39 Ave C-Train station is 600m or an 8 min walk from the project. The surrounding community consists primarily of older single-family homes with some newer town homes and apartment style buildings. As per the attached letter we have been told that the neighborhood does not provide sufficient traffic to support a quality retail or food use or to support a sustainable lease rate for the space. The parking for the space also limits customers as the onsite parking is in the underground garage, which is perceived as inconvenient for short stay consumers, or limited on street parking on Mission Rd. There is also a developing commercial area on Macleod Trail which the ARP is written to support. Currently any retail on Mission Rd dilutes the available customer base and takes away from the developments on Macleod Tr. We believe that by allowing "Office", it will contribute to the customer base for the business on Macleod Tr. Office use will bring people into the community during work hours, when the residents are away, and it will provide a sustainable quality user in the space while the remainder of the neighborhood develops and recaches the critical mass to support other types of commercial uses in the space.

The footprint of Commercial space is 316m<sup>2</sup> which fits the rules for Commercial Multi but exceeds the maximum use are for each commercial use in the DP. With the application to add Office as a discretionary and commercial use, we would like to allow for +/- 623m<sup>2</sup>. 316m<sup>2</sup> on the main floor and 316m<sup>2</sup> on a second floor available because of the headroom available in the space.

This application has been presented to the local community association and the area councillor. We have not received any negative feed back from either party.

If we are successful on this application and Calgary City Council grants approval of our application we are aware that the next steps will be to make a Development Permit application for the office use, followed by a Building Permit application for construction of the space.



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October 25, 2022

**CityVibe Developments**  
230 - 2891 Sunridge Way NE  
T1Y 7K7, Calgary AB

Attention: Jim Mackey

Dear: Harvey Russel and Interested Parties of the subject lands

**Re: 63 to 83 Mission Rd SW, Calgary AB**

Further to your request for a professional opinion regarding the market viability of a retail use on the subject lands, we offer the following comments.

1. Successful retail is located at gateway sites with ample convenient parking. This site depends on underground parking, which retail users find inconvenient, or on street parking, which they will have to compete for with the other users in the neighborhood. Foot traffic will play an important function in the success of the retail at this site, but for there to be good quality foot traffic much more of the neighborhood needs to be developed.
2. These lands possess none of the basic fundamentals that make a retail entity economically viable. Retail/commercial of this size is considered convenience, but with the inconvenient parking layout this "quick stop" shopping would not be viable and there are not yet sufficient units within walking distance.
3. Smaller retailers prefer to locate near larger anchor retailers to draw customers to their door. At the current rate of development in the neighborhood this fundamental draw and critical mass is not expected to be present within the next 5 to 7 years.
4. Retailers will not take the risk of locating in an unconventional location, service providers will struggle as there is poor exposure. Weaker sites lead to weaker tenants.
5. Historically poor retail locations become functionally obsolete, values deteriorate and properties become undesirable.
6. Rental rates in poor retail locations won't support new development, this site will not support market rents for retail space.
7. Banks will not finance real estate development that will not support market rents or are in an undesirable location. The caliber of tenants is likely to be very poor as tenants struggle to finance the tenant improvements.
8. Salability of retail property in this location would be very poor as this location will not support a proper sales valuation.
9. The best commercial use of this space would be an office type use, which will help provide consumers for the future developments in the neighborhood. With office use the users of the space will have a purpose or need to attend the space and will put up with some inconvenience, rather than relying on the discretionary or impulse user to stop at a convenience retailer.

We have been involved in the leasing of Mission, Inglewood, Ramsay and the SW inner city for over 20 years as well as recently acting on behalf of numerous retail Tenants in these areas.

There are vastly superior locations in this sector, and of our stable of tenants, I can't project this development site as being viable for any of them.

It is our opinion that there should be no consideration for a retail use on the subject lands.

Yours truly,

*Chris Howard*

**Chris Howard**

**NAI Advent Commercial Real Estate**

Vice President, Office and Retail Leasing

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