

Applicant Submission

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City of Calgary
Community Planning - Planning and Development
800 MacLeod Trail SE
Calgary, AB
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RE: 427 10 Street NW and 1107 Gladstone Road NW Land Use Amendment Application

On behalf of Graywood Developments Ltd representing the landowner, Graywood 10G GP INC, and with authorization from the Condominium Corporation No. 2211091 (The Theodore) representing condominium owners, O2 is pleased to submit this Land Use Amendment application for the lands municipally addressed as 427 10 Street NW and 1107 Gladstone Road NW in the Hillhurst-Sunnyside community. The application proposes a minor amendment to the existing Direct Control District (152D2018) based on the Mixed-Use – Active Frontage (MU-2) to remove the maximum façade width rule for financial institutions.

Background

A Land Use Amendment in 2018 re-designated the subject site to Direct Control district 152D2018 based on MU-2. The Direct Control was necessary to incorporate density bonusing provisions and urban design considerations commensurate with the Hillhurst-Sunnyside Area Redevelopment Plan. The proposed residential development with supportive commercial uses at grade has since been completed under the name "Theodore," with residential and commercial occupancy beginning in 2022. The development was designed with urban design considerations that visually break the street-level massing into seven distinct commercial bays, as can be seen in Figure 1 below.



Figure 1: The Theodore contains seven commercial bays, some of which have been consolidated by single users such as Mary Brown's. Despite this, all bays remain visually distinct, contain strong architectural details that break up the streetwall and building massing, and collectively contribute to the feeling of an established and active main street corridor.

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Since the Theodore was completed there has been interest on behalf of a prospective financial institution (TD) tenant in occupying space in most southern part of the ground floor of the building. The space requirements for this financial institution would require the use of multiple commercial bays, resulting the institution to exceed the maximum building façade length for a financial institution regulated under the MU-2 designation, policy 1384(3). Under the current Land Use Bylaw this policy of the MU-2 district restricts the maximum façade frontage for a financial institution to 9.0 metres.

Application

By occupying the three southern bays of the building, the financial institution would have a façade frontage of approximately 24.0 metres. To facilitate this commercial development, a land use redesignation to a Direct Control district as well as an ARP amendment is required to eliminate Financial Institution from rule 1373 (3) of the land use by-law. The proposed Direct Control bylaw and ARP amendment provide for the intended use with specific provisions included to address street activation, transparency, and vibrancy of the financial institution. As there are no stock districts available that provide for the level of specificity necessary to ensure the future use appropriately responds to its location on a main street, a Direct Control bylaw was necessary.



Figure 2: *The three commercial bays proposed for the future Financial Institution benefit from massing that reinforces the separation of each bay, fostering a sense of distinctiveness and varied street wall regardless of internal use.*

Planning Rationale

The purpose of the Mixed Use – Active Frontage (MU-2) district outlined in Land Use Bylaw 1P2007 is to:

- a) be located along commercial streets where active commercial uses are required at grade to promote activity at the street level;
- b) promote developments with storefronts along a continuous block face on the commercial street;

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- c) accommodate a mix of commercial and residential uses in the same building;
- d) respond to local area context by establishing maximum building height for individual parcels.

Because the Theodore is already built, it is possible to evaluate the success of the MU-2 base district in achieving these objectives. Today it is clear that the Theodore:

- a) **has** provided active commercial uses at grade,
- b) **has** provided seven commercial bays that create a continuous block face of visually distinct storefronts,
- c) **does** accommodate a mix of commercial and residential uses in the same building, and
- d) **does** respond to the local area context.

While the intention of MU-2's restriction of financial institution frontages to no more than 9.0 metres is to protect future development from creating sterile frontages of inactive uses, it is clear that this concern is no longer relevant in the context of the Theodore. Because the building already exists, it is possible to objectively know the MU-2 concept has succeeded. Figure 3 below highlights how the Theodore has embedded MU-2's urban design principles into its built form.



Figure 3: Several elements of the Theodore's physical design embed MU-2's design principles and intended purpose into the existing built form.

Importantly, the Theodore is intentionally designed to foster a visually distinct block face of separate storefront facades regardless of how many commercial uses physically occupy the space. The existing Mary Brown's restaurant already demonstrates how successful this approach is, as despite using two commercial bays, the look and feel of the building breaks up its massing and creates the illusion of more than one storefront (see Figure 4). The same outcome will occur with the proposed financial institution, as the physical look and feel of the Theodore is now in place, and will not be detracted regardless of what type of use occupies the space.

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Figure 4: *The existing Mary Brown's restaurant demonstrates how the Theodore's built form creates visually distinct store fronts with each commercial bay, despite being occupied by a single use.*

Conclusion

The existing Direct Control district has already successfully achieved its broad urban design objectives, and we believe the existing Direct Control remains the most appropriate vehicle for enabling the proposed application. In contrast to a wholesale rezoning of the parcel, only a minor amendment to the existing DC is required to enable the proposed development, and specific provisions regulating this future development will ensure it continues to positively contribute to 10 Street NW's vibrancy.