

# Applicant Submission

May 1, 2023



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**RE: Land Use Redesignation: MU-1f3.0h16 to MU-2f4.0h26 (LOC2022-0209)  
2604-2620 and 2628-2640 37 ST SW | Plan 4367X, Block 10E, Lots 21-30 and Lots 33-40**

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Planning & Development  
The City of Calgary  
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## APPLICANT STATEMENT (UPDATED)

VERA Group retained CivicWorks to undertake a Land Use Redesignation process to realize two high-quality transit-oriented development projects at 2604-2620 37 ST SW and 2628-2640 37 ST SW within the Inner City Calgary community of Killarney / Glengarry. The land assemblies are envisioned as two separate, complementary mixed-use buildings under separate phased development timelines. The site area of the north assembly (Phase 1) includes 5 parcels (2604-2620 37 ST SW) totaling ±0.687ac (0.278ha), while the south assembly (Phase 2) includes 4 parcels (2628-2640 37 ST SW) totaling ±0.550ac (0.223ha).

In support of the proposed development vision, a Land Use Redesignation application was submitted to increase the maximum Floor Area Ratio (FAR) and maximum building height modifiers for the subject sites from the existing Mixed Use - General (MU-1f3.0h16) District to the Mixed Use - General (MU-1f4.0h26) District. This change was applied for to maintain the existing base Land Use District, while recalibrating the applicable building height and FAR modifiers to achieve a maximum building height of 26m (10m increase) and maximum FAR of 4.0 (1.0 FAR increase).

Through Applicant-led outreach, the project team heard from some stakeholders, including the Killarney-Glengarry Community Association, the desire for the Mixed Use - Active Frontage (MU-2) District to be utilized instead of the MU-1 District to ensure activation of the 37 Street SW Main Street. In response to this feedback, the VERA Group project team is formally amending this application to be for the Mixed Use - Active Frontage (MU-2f4.0h26) District, with the same maximum building height modifier (26m) and maximum FAR modifier (4.0) as originally submitted. The proposed change acknowledges the unique location of the subject lands at a key community node, with significant recent public investments in both streetscape improvements and Bus Rapid Transit (BRT) infrastructure along a City-identified Main Street corridor. An *Application Brief*, submitted under separate cover, provides supplementary information on the development vision, and a *What We Heard Report* has additionally been created to outline the outreach process undertaken, key feedback themes heard, and project team responses.

[www.civicworks.ca](http://www.civicworks.ca)

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#### PLANNING RATIONALE

The proposed use is well-suited to the site, given its strategic location, surrounding context, and land assembly characteristics. The development vision will contribute to the continued vibrancy and vitality of Killarney / Glengarry, adding to the diversity of housing in the Inner City, while supporting the planned and evolving development pattern along the 37 ST SW Main Street intensification corridor. The following characteristics make the sites especially appropriate for the proposed Land Use Redesignation:

**Main Street-Oriented:** The sites front directly onto the 37 ST SW Main Street. Calgary's vibrant Main Streets provide local area residents with easy access to local goods and services.

**Neighbourhood Boulevard-Facing:** The sites are located along a Neighbourhood Boulevard (37 ST SW) designed to handle higher traffic volumes.

**Transit-Oriented Development:** The sites enjoy direct adjacency to a MAX Teal BRT station at their "door step", as well as convenient access to the Local Transit Network via Routes 6 and 9.

**Direct Lane Access:** The sites have direct lane access, facilitating redevelopment that orients vehicle access towards the rear lane, creating an uninterrupted, pedestrian-friendly streetscape interface along 37 ST SW.

**Corner Lots:** The sites, comprised by two land assemblies, both have direct corner access along 37 ST SW and 25 AV SW / 26 AV SW.

**Proximity To Parks, Open Space & Community/Commercial Amenities:** The sites are nearby to existing parks, open space and community amenities, including commercial amenities across 37 ST SW, allowing future residents to efficiently utilize existing infrastructures and services.

#### CITY-WIDE POLICY ALIGNMENT

Through contemporary city-wide plans, The City of Calgary has placed policy priority on building complete and resilient communities that make sustainable and efficient use of limited resources like land, energy, infrastructure, services and municipal funding capital. These contemporary realities and their implications are directly reflected in the city-wide policies of the *Municipal Development Plan (MDP)*, the *Calgary Transportation Plan (CTP)* and associated implementation plans like the non-statutory *Guide for Local Area Planning*. This proposed change is consistent with the city-wide goals and policies of these plans, which encourage: the development of innovative and varied housing options in established communities; more efficient use of infrastructure; and more compact built forms in locations with direct and easy access to transit, shopping, schools and other community services.

#### LOCAL POLICY ALIGNMENT

At the time of application submission (2022), the subject sites were within the Community - Mid-Rise land use policy of the *Killarney / Glengarry Area Redevelopment Plan (ARP)*, which supported up to 6-storey mixed-use buildings that could accommodate a range of daily needs and residential uses. The proposed development vision is consistent with the goals of the *Killarney / Glengarry ARP* and no policy amendment was required with this application.

On Apr. 25, 2023, Calgary City Council approved the *Westbrook Communities Local Area Plan (LAP)*, which replaced the *Killarney / Glengarry ARP*, among other plans. The *Westbrook Communities LAP* applies the Neighbourhood Flex Urban Form Category and Low (up to 6 storeys) Scale policies to the subject sites. These policies are consistent with the changes proposed through this Land Use Redesignation application (LOC2022-0209), which requires no supporting policy amendment. The *Westbrook Communities LAP* further identifies the sites within the 26 AV SW Transit Station Area Core Zone, which promotes growth and intensification of land uses that are close to Primary Transit Network corridors to provide accessible transportation options for all residents.



#### APPLICANT-LED OUTREACH

CivicWorks and VERA Group has undertaken an appropriately-scaled outreach process in support of this application to ensure a clear and transparent process for all involved. A full summary of our Applicant-led outreach process is provided in a supporting *What We Heard Report* (submitted under separate cover and published on the project website). The Applicant-led outreach process has included, but is not limited to:

**Custom On-site Signage:** To supplement required City of Calgary notice postings, the project team deployed additional on-site signage that notifies neighbours and surrounding community members of the proposed land use change. The signage also directs interested parties to get in touch with the project team via an outreach email inbox and phone line.

**Voicemail and Email:** A project phone line, voice-mail inbox (587 747 0317), and dedicated email (engage@veragroup.ca) serve as a direct line to the Applicant team and is referenced on outreach materials.

**Digital Notices:** Digital notices were sent to the Killamey / Glengarry Community Association, Glendale / Glendale Meadows Community Association (adjacent community), Glenbrook Community Association (adjacent community), Ward 6 Councillor's Office (adjacent Ward) and Ward 8 Councillor's Office, providing project information, contact details, offers to meet, and ways to share feedback.

**Neighbour Brochures and Postcards:** Paired with custom on-site signage, 320+ neighbour brochures were hand-delivered to area neighbours and adjacent property owners to outline the proposed change and ultimate development vision for the subject sites, directing interested parties to get in touch with the project team via the outreach phone line and email inbox. Postcards were also delivered to the same area to advertise the Digital Information Session and re-share the development vision and project team contact information. All inquiries, questions, and comments are received, compiled, and responded to by the project team.

**Project Website:** A dedicated project website ([www.veragroup.ca/killamey-glengarry](http://www.veragroup.ca/killamey-glengarry)) shares up-to-date project information and the webform serves as a direct line to the project team. All webform inquiries, questions, and comments are received, compiled, and responded to by the project team.

**Digital Information Session:** Project team presentation and live Q&A held digitally on Apr. 20, 2023 to provide additional information and offer direct feedback opportunities for all participants.

**What We Heard Report:** Outlines the Applicant-led outreach undertaken, key themes heard, and project team responses to each key theme in a succinct report prepared prior to Calgary Planning Commission and final decision-making stages.

#### CONCLUSION

The proposed Land Use Redesignation will help deliver more diverse housing options for Calgarians of all ages, wages and stages looking to live in an amenity-rich, Inner City community that enjoys excellent access to transit, infrastructure and local destinations. The proposal is in keeping with the city-wide goals and policies of the *Municipal Development Plan (MDP)* and *Calgary Transportation Plan (CTP)* and the local policies of the *Westbrook Communities Local Area Plan (LAP)*. For the reasons outlined above, we respectfully request that Administration, Calgary Planning Commission, and Calgary City Council support this Main Street-oriented application.