

# Applicant Submission

March 17, 2022

# O2

## Applicant Submission

O2 Planning & Design is proposing the following land use redesignations for the parcels located between 16 and 17 Avenues northwest and west of 1 street northwest:

- 308-310 16 Avenue NW from Commercial - Corridor 1 (C-COR1f4.5h28) to Mixed-Use Active Frontage (MU-2f8h50)
- 318-320 16 Avenue NW from Commercial - Corridor 1 (C-COR1f4.0h24) to Mixed-Use Active Frontage (MU-2f8h50)
- 1713-1719 2 Street NW from Multi-Residential - Medium Profile Support Commercial (MX-2) to Mixed-Use General (MU-1f4h20)
- 311-323 17 Avenue NW from Multi-Residential - Contextual Medium Profile (MC-2) to Mixed-Use General (MU-1f4h20)

The proposed redesignations represent a revised submission that responds to feedback provided by Administration, the Mount Pleasant Community Association, and members of the public to advance an application which aligns with the policies of the North Hill Communities Local Area Plan (NHCLAP).

Development of the subject site is regulated by the North Hill Communities Local Area Plan (NHCLAP). The NHCLAP designates the southern parcels as the “Neighbourhood Commercial” urban form and “Mid” building scale designations (up to 12 storeys). The NHCLAP designates the northern parcels as the “Neighbourhood Local” urban form and the “Low” building scale (up to 6 storeys).

The proposed MU-1 and MU-2 land use designations are consistent with the built form and density guidance of the “Neighbourhood Commercial” and “Neighbourhood Local” urban form and building scale designations of the NHCLAP. The proposed land use designations will enable the vision and spirit to the LAP to be implemented.

The proposed MU-2f8h50 designation for the parcels fronting 16 Avenue will implement the building scale modifier of “Mid” (up to 12 storeys) and an FAR of 8.0 in alignment with designations and policies of the Local Area Plan. The MU-2 designation will encourage a variety of commercial uses on the ground floor intended to activate the street edge and encourage higher activity along a designated “Main Street” (Policy 2.2.1.2.a). Commercial amenities will be supported by frequent entrances to maximize views from the street and create a pedestrianized experience (Policy 2.2.1.2.g.i).

The proposed MU-1f4h20 designation of the parcels fronting 17 Avenue will implement the building scale modifier of “Low” (up to 6 storeys) and an FAR of 4.0 in alignment with the designations and policies of the LAP specific to the site being in proximity to an existing “Main Street” and Primary Transit Network (Policy 2.2.1.6 ci. & ii, iv). The MU-1 designation will enable additional LAP policies such as supporting a variety of residential uses with a mixture of unit structures and forms (Policy 2.2.1.4).

The proposed land uses will enable development that will contribute to creating a human scaled environment along a designated “Main Street” of 16 Avenue NW, incorporating a variety of uses to support transit infrastructure and ‘eyes on the street’ (Policy 2.5.1.1). The proposed development will create a well-defined street wall to support a sense of enclosure and frame the street for pedestrians and transit users (Policy 2.4.1.2.a.i).

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In addition, the location of the site creates an opportunity to accommodate intensification along a Primary Transit Network.

Increased commercial and residential that the proposed land use will enable is appropriate based on the site's attributes:

- Nearby Transit options including the current 16 Avenue BRT, the 2<sup>nd</sup> Street bikeway and the future Green Line LRT station proposed 400 metres from the site.
- Strategic location along 16 Avenue, an identified "Main Street" designed to provide community services and amenities.
- Proximity to education and employment centres including Balmoral School and Crescent Heights High School along with the Southern Alberta Institute of Technology (SAIT)

In summary, the proposed land use enables a development that:

- Is consistent with the vision and development objectives of the North Hill Communities Local Area Plan.
- Supports commercial economic development in the Mount Pleasant neighbourhood.
- Provides a neighbourhood commercial typology embedded with a multi-residential component to create complete communities.
- Situates commercial uses adjacent to institutional uses, residential uses, and along a "Main Street", as supported by the NHCLAP.
- Increased employment opportunities near residential areas and major transportation corridors.