

# Applicant Submission

2023 September 6

On behalf of Mancal Properties Development Inc., O2 is proposing to amend the Land Use Bylaw (LUB) and Marda Loop Area Redevelopment Plan for parcels located at 1920 36 Avenue SW, 3504 19 Street SW and 3512 19 Street SW. The redesignation will enable a vibrant, mixed-use development in the neighbourhood of Marda Loop.

The subject site is currently occupied by two storey commercial businesses including a liquor store and a two storey multi-residential building. The site shares a lane with several two storey commercial buildings including the Marda Loop Brewing Company to the east, and two and three storey multi-residential townhouses to the south. Across the site, along 34 Avenue there are a variety of converted businesses in two storey residential dwellings. To the west, lands are occupied by a variety of three-storey multi-residential dwellings including the Spirit of Marda Loop Condominium. A variety of community amenities are located on 34 Avenue SW and 33 Avenue SW to support the everyday needs of residents and visitors.

The subject site fronts 34 Avenue and is located approximately 100 metres from 33 Avenue, both identified 'Neighbourhood Main Streets' in the Municipal Development Plan. The City of Calgary has included both 33 Avenue and 34 Avenue as part of the City-Initiated Main Streets program. The program invests funding to create well-designed high quality public realms and enhance key pedestrian corridors in Marda Loop. The subject site is located in "the loop within the loop", part of the square block planned for programmable events with enhanced lighting, landscaping and food truck infrastructure. Intensification on the site will benefit from this investment, adding value for future residents and commercial businesses.

In addition, 33 Avenue is part of the 'Primary Transit Network' within Calgary's Municipal Development Plan. The subject site is located within 150 metres to bus routes (No. 7 & 22) and within 1 kilometre (15-minute walk) to the Max BRT Marda Loop Station located east of Crowchild Trail SW. Active transportation options are available along 20 Street SW with planned infrastructure on 34 Avenue SW, providing non-motorized options to access daily amenities and travel to various destinations. Redevelopment of the subject site will have access to public transportation and provide modal choice to residents and visitors.

The development vision will enable a high-quality mixed-use site, increasing housing choice in the Marda Loop community in a location well-served by public transit, active travel routes and community amenities. Future investment through the Main Streets program will enhance the pedestrian realm along 34 Avenue, increasing 'eyes on the street' and adding community value to the neighbourhood. A land use and area redevelopment plan amendment are required to implement the development vision and increase the density and building height on site.

The site is regulated by the Marda Loop Area Redevelopment Plan (ARP). In the Marda Loop ARP, the site is designated 'Commercial Mixed – Use Area', planned to accommodate a mixture of ground floor retail/commercial uses with residential or office/commercial uses above (Map 3.1). The ARP regulates the maximum building height in Map 4.2, enabling a maximum of 4 storeys in 16 metres. To enable the development vision, a minor policy

amendment is required to increase the building height and density on the site to 6 storeys and 23 metres.

The proposed land use amendment aims to redevelop the subject site from the existing 'Mixed Use – Active Frontage' (MU-2) to a split site of Mixed Use – Active Frontage (MU-2) with a maximum density of 4.0 floor area ratio (FAR) and a maximum height of 23 metres and Mixed Use – General (MU-1) with a maximum building height of 23 metres and a maximum density of 3.5 floor area ratio (FAR).

The site will maintain the MU-2 district fronting 34 Avenue revising the MU-2 boundary to align with the laneway to the west. The remainder of the site will be designated MU-1, providing the option for additional commercial at grade should market conditions change. A mix of commercial and residential uses at grade along 19 Street can equally support the City's Main Street goal of hosting festivals and activities along 19 Street as would be commercial at grade along the entire east side of 19 Street in this location. The proposed mixed-use districts represent the most appropriate land use to ensure a balance of uses at grade, aligning with the policy intent of the Marda Loop ARP creating an active street-oriented context along a neighbourhood main street.

The proposed redesignation unlocks development potential on three pieces of land, providing multi- residential housing in an area centrally located to transportation infrastructure, public realm improvements and community amenities. Increasing density on the subject site creates an opportunity to further support retail and commercial businesses along 33 Ave and 34 Ave. Future streetscape investments will strengthen the public realm experience along 34 Avenue and contribute to a more walkable, livable streetscape and attract residents and businesses to the area. The proposed land use redesignation will enable a contextually responsive development to support the growing needs of the Marda Loop community, diversifying the housing stock in the community and enhancing 34 Avenue corridor.

## Planning Rationale

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The subject site is characterized by several features which make it an appropriate location for a policy and land use amendment.

**Along an MDP identified Primary Transit Network:** The subject site is located 100 metres south of 33 Avenue identified on the 'Primary Transit Network' planned to support connectivity between higher intensity residential and employment development. The Primary Transit Network is intended to increase connectivity throughout the city, encouraging transit ridership and access to public transportation.

**Proximity to Transit and Active Modes:** The subject site is located within a 2-minute walk of bus route No. 7 & 22 and within a 15-minute walk to the Max BRT Marda Loop Station (No. 22, 66 & 304) providing convenient access to destinations and landmarks throughout the city. Active transportation routes are located along 34 Avenue SW and 20 Street to support non-motorized mobility and passive recreation.

Diversify Housing: The proposed development will increase housing options to diversify the Marda Loop housing stock, enabling housing choice in a neighbourhood supported by public transit and community amenities. Multi-residential development will support a range of individuals with varying incomes, creating an affordable opportunity for individuals at different stages of life.

## Policy Alignment

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The proposed development aligns with the goals and objectives of the MDP which encourage diverse housing options and are located near transit, shopping, schools, and other community services. In addition, the proposed development aligns with the Calgary Transportation Plan (CTP) proposing land use patterns which encourage walking, wheeling and transit to efficiently move people and foster compact development.