

**Policy and Land Use Amendment in Parkdale (Ward 7) at 3416 – 3 Avenue NW,
 LOC2023-0412**

RECOMMENDATIONS:

That Calgary Planning Commission recommend that Council:

1. Give three readings to the proposed bylaw for the amendments to the Parkdale Neighbourhood Activity Centre Area Redevelopment Plan (Attachment 2); and
2. Give three readings to the proposed bylaw for the redesignation of 0.14 hectares \pm (0.36 acres \pm) located at 3416 – 3 Avenue NW (Plan 1310796, Block X, Lot 20) from Direct Control (DC) District to Mixed Use – General (MU-1f4.0h28) District.

**RECOMMENDATIONS OF THE CALGARY PLANNING COMMISSION, 2024
 MARCH 21:**

That Council:

1. Give three readings to **Proposed Bylaw 29P2024** for the amendments to the Parkdale Neighbourhood Activity Centre Area Redevelopment Plan (Attachment 2); and
2. Give three readings to **Proposed Bylaw 143D2024** for the redesignation of 0.14 hectares \pm (0.36 acres \pm) located at 3416 – 3 Avenue NW (Plan 1310796, Block X, Lot 20) from Direct Control (DC) District to Mixed Use – General (MU-1f4.0h28) District.

HIGHLIGHTS

- This land use amendment application seeks to redesignate the subject site to allow for an increase in height and density to accommodate a six-storey building to be developed with commercial uses on the main floor and five floors of affordable housing.
- The proposal allows for an appropriate building form in the Parkdale Neighbourhood Activity Centre and is in keeping with the applicable policies of the *Municipal Development Plan* (MDP).
- What does this mean to Calgarians? This application will increase the provision of below-market housing and provide increased housing choice in an established neighbourhood.
- Why does this matter? The proposal would enable an increase in multi-family units and an increase in the diversity of housing types in the neighbourhood.
- An amendment to the *Parkdale Neighbourhood Activity Centre Area Redevelopment Plan* (ARP) is required to accommodate the proposal.
- A development permit for a six-storey building has been submitted and is under review.
- There is no previous Council direction regarding this proposal.

DISCUSSION

This policy and land use amendment, in the northwest community of Parkdale, was submitted by CivicWorks, on behalf of the landowner, The City of Calgary, on 2023 December 21. This vacant site is located at the corner of 3 Avenue NW and 34 Street NW. As indicated in the

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Applicant Submission (Attachment 3), the proposal is to construct a 57 unit rental building with retail and consumer services on the main floor. A development permit (DP2023-09025) for a six-storey building with retail at grade and dwelling units above has been submitted and is under review.

A detailed planning evaluation of the application, including location maps and site context, is provided in the Background and Planning Evaluation (Attachment 1).

ENGAGEMENT AND COMMUNICATION

- Outreach was undertaken by the Applicant
- Public/interested parties were informed by Administration

Applicant-Led Outreach

As part of the review of the proposed land use amendment application, the applicant was encouraged to use the [Applicant Outreach Toolkit](#) to assess which level of outreach with the public/interested parties and the Community Association was appropriate. In response, the applicant created a website and online comment form, held a virtual open house on 2024 January 17, met with the Parkdale Community Association, and did a project mailer in the neighbourhood. The Applicant Outreach Summary can be found in Attachment 4.

City-Led Outreach

In keeping with Administration's practices, this application was circulated to the public/interested parties, notice posted on-site and published [online](#). Notification letters were also sent to adjacent landowners.

Administration received five letters of opposition and one letter of support for the project. The letters of opposition were concerned about the increase in height from four to six storeys, and that it would set a precedent for the neighbourhood. Traffic and parking were also mentioned as concerns by the community, as well as the lack of transit options in the area. The letter of support indicated it was a good location for density.

The Parkdale Community Association submitted a letter of objection on 2024 January 31 (Attachment 5). They are not in support of the increase to the height contained in the ARP, and noted there is no reasonable on-street parking due to no-parking restrictions and loading zones. There were also pedestrian safety concerns noted in the area.

Administration considered the relevant planning issues specific to the application and has determined the proposal to be appropriate. The additional two storeys of development will not have an adverse affect on the community, and issues such as massing, shadowing, parking, and pedestrian connectivity and safety will be reviewed at the development permit stage.

Following Calgary Planning Commission, notifications for a Public Hearing of Council for the policy and land use amendment will be posted on-site and mailed out to adjacent landowners. In addition, Commission's recommendation and the date of the Public Hearing will be advertised.

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IMPLICATIONS

Social

The proposal will enable diversity of housing choice in the community with the addition of affordable housing units, as well as enabling a more efficient use of the land and infrastructure.

Environmental

Administration has reviewed this application in relation to the objectives of the *Calgary Climate Strategy – Pathways to 2050* programs and actions. The applicant has indicated that preliminary energy modeling shows that the development will achieve energy consumption reductions of 50 per cent as well as emissions reductions of 50 per cent, from National Energy Code for Buildings (NECB) 2017.

Economic

Redevelopment of this site will provide housing opportunity and support local business in the Parkdale neighbourhood. The proposal provides opportunities for affordable housing options located within the inner city and close to places of employment.

Service and Financial Implications

No anticipated financial impact.

RISK

There are no known risks associated with this proposal.

ATTACHMENTS

1. Background and Planning Evaluation
2. **Proposed Bylaw 29P2024**
3. Applicant Submission
4. Applicant Outreach Summary
5. Community Association Response
6. **Proposed Bylaw 143D2024**
7. **CPC Member Comments**
8. **Public Submissions**

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform