

# Applicant Submission

2024 May 02

On behalf of Macro Realty & Management Ltd., O2 is proposing to redesignate one parcel located at 1155 17 Avenue SW from C- Commercial - Corridor 1 to Mixed Use – Active Frontage district with a maximum density of 5.0 FAR and a maximum building height of 26 metres (MU-2f5.0h26).

The redesignation of the subject site will enable a six to seven-storey multi-residential development with retail at grade in an area well-served by transit and amenities.

## Site Context

The subject site is located on the south side of 17th Avenue SW, east of 14th Street SW, in the community of Lower Mount Royal. The site is currently occupied by a commercial surface parking lot with no existing structures present. The surrounding area is characterized by a mixture of low and medium-density mixed-use and residential buildings as well as several commercial shops along 17th Avenue. The site is well-served by transit, with bus connections available along 17th Avenue SW and 14th Street SW, providing broader connections to Downtown Calgary, Marda Loop, and 16th Avenue. The site is also in proximal distance to the 8th Street LRT Station (1.1km). On-street cycling is available on 11th Street SW as well as 14th and 15th Avenue SW supporting active travel to destinations such as the Bow River Pathway and Central Memorial Park. Future intensification on the site will also benefit from nearby destinations such as Downtown Calgary, the BMO Centre, as well as the retail amenities along 17th Avenue.

## Policy Framework

The subject site is regulated by the Lower Mount Royal Redevelopment Plan (ARP) which designates the site as '17th Avenue Commercial'. The 17th Avenue Commercial designation supports commercial development in the medium density range that maintains a continuous at-grade retail frontage. While the majority of the ARP policies under this designation apply at the development permit stage, Policy 3.2.3.2a indicates that new developments should be designed to accommodate continuous retail frontage at-grade with land uses promoting commercial services. In addition, Policy 3.2.1.2 suggests that the scale of the development should complement the pedestrian oriented character of 17th Avenue and allow sunlight penetration to north sidewalks and public open spaces. Based on the development vision of a six or seven storey multi-residential development with retail at grade, the proposed development is consistent with the provisions of the ARP. As such, an ARP amendment is not required to enable the development vision.

The subject site is also located within the Neighbourhood Main Street area as identified on Map 1 of the Municipal Development Plan. Neighbourhood Main Streets are intended to provide a broad mix of residential, employment, and retail uses and meet a minimum intensity of one hundred people and jobs per hectare. The proposed land use amendment is aligned with the Neighbourhood Main Street's intent, enhancing the density, mix of uses, and built form that contribute to 17th Avenue as a Neighbourhood Main Street.

## Proposed Land Use Amendment

The site is currently designated C-COR1f3.0h23 Commercial - Corridor 1 which is intended to accommodate commercial and mixed-use buildings with continuous street frontage located close to the public sidewalk. Although a mixed-use development is permitted under this designation, the site is restricted to a maximum FAR of 3.0 and a maximum building height of 23 metres. Additionally, C-COR1 contains a specific regulation requiring a minimum gross floor area of 20 percent for commercial uses, which may restrict the ability to allocate a single floor of commercial use. To better align with the development vision, a redesignation to the 'Mixed Use – Active Frontage' district is proposed with a maximum density of 5.0 FAR and a maximum building height of 26 meters (MU-2f5.0h26). The MU-2 district enables mixed-use developments that incorporate ground floor commercial uses, maintaining the ARP vision for the site. An increase to 5.0 FAR will ensure the intended building scale of a six to seven storey development can be achieved. Moreover, increasing the maximum building height to 26 meters will accommodate the higher ground floor heights required for commercial uses at grade.

The proposed land use redesignation is integral to revitalizing the site, transforming it from an existing surface parking lot into a mixed-use residential development. The opportunity to develop a mixed-use development will not only support the retail and commercial businesses along 17 Avenue but also contribute to activating the street front along 17th Avenue. Furthermore, the development will provide much-needed housing options in close proximity to transit, amenities, and employment opportunities.

## Conclusion

In summary, the proposed land use amendment will enable a development that will:

- Support the policy vision of the Lower Mount Royal Area Redevelopment Plan, enabling a medium density development that maintains continuous at-grade retail frontage.
- Provide complementary commercial uses to support the immediate neighbourhood and encourage pedestrian activity and natural surveillance.
- Increase available housing supply on a site that is currently being used for surface parking in close proximity to transit and community amenities.
- Increase density while mitigating GHG emissions due to the availability of transit and active infrastructure.