

Applicant Submission

2024 July 6

O2 is proposing to redesignate four parcels of land located on International Avenue (17 Avenue SE). The application proposes to amend the existing MU-2 (Mixed Use – Active Frontage) modifiers of Floor Area Ratio (FAR) and height to enable a high-density, mixed use development appropriate to the local context. The amendment would permit a maximum FAR of 8.0 and a maximum building height of 80 metres.

The proposed concept strengthens the ongoing trend of increasing densification and improving livability in the area. It introduces a high-density mixed use development that contributes to the public benefit by better activating and enhancing the public realm in a generous and urban manner. The development intention is to respond to the ambitions of the recent draft East Calgary International Avenue Communities Local Area Plan (East Calgary LAP) and provide a high-quality residential and commercial offering in proximity to exceptional retail amenities, natural areas, and transit connections.

The proposal provides the site with new built forms that are more conducive to a vibrant mixed use corridor, active frontages and enhanced public realms, and appropriate transit-oriented development. Together with the abundance housing units provided, the concept positively contributes to the vision of a thriving inner-city community.

Site Context

The ± 1.75 acre subject site is a collection of four parcels, located on the south side of International Avenue and the northern boundary of the Southview neighbourhood. The site is commonly known as Southview Center, which is a strip mall with restaurant, medical, and personal service tenants. International Avenue hosts a variety of commercial amenities that address the everyday needs of nearby residents. The area is also highly accessible through the existing transportation and public transit network. The BRT – MAX Purple line travels along International Avenue, with a terminal located adjacent to the subject site's west boundary. This line provides fast and convenient connection to downtown and several other public transit routes. Additionally, bikeways surround the site and provide access to neighbourhood nodes and greenspaces.

Policy Framework

The site is within the draft East Calgary LAP and is designated as 'Neighbourhood Commercial' on the 'Future Growth Concept' map. The LAP also identifies a maximum building height of 26 storeys for the subject site. Several policies support dense, mixed use development along International Avenue as a means to activate the street and introduce new, diverse residential units.

Additionally, the subject site is also within the International Avenue Area Redevelopment Plan (ARP). The ARP's 'Land Use Concept' identifies the site as a 'Community Mid-Rise' parcel with active frontages. Policies within the ARP call for strategically directed intensification that increases housing diversity and promotes vibrant main streets.

The proposed land use aligns with the intent and policy direction of the East Calgary LAP and International Avenue ARP. The new land use is intended to facilitate a mixed use development

that offers active frontages and acts as a gateway to International Avenue. Broadly, the proposed development meets policy objectives from both documents including increasing housing diversity, promoting housing diversity, and introducing active frontages on a main street.

Proposed Land Use Redesignation

The proposed land use redesignation aims to amend the current Mixed Use – Active Frontage (MU-2) modifiers of 2.0 FAR and 10 metre height maximum. These existing modifiers do not support the highest and best use of the site and are inconsistent with the draft East Calgary LAP, which permits development up to 26 storeys on this site.

The land use amendment application proposed Mixed Use – Active Frontage (MU-2f8.0h80). The FAR of 8.0 and 80-metre height maximum enable future development to appropriately respond to policy objectives and the community context with a high density, mixed use building that offers active frontages and quality street interfaces. The intention of the redesignation is to better align the site's land use with the prominence of its location along International Avenue, while introducing a product that bolsters the housing supply and activates nearby amenities, transit, and open spaces.

Conclusion

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

- Align with the vision and policies of the East Calgary LAP and International Avenue ARP as a mixed use development
- Directly support the objectives and goals outlined of the MDP by allowing for new, high intensity housing in proximity to transit, employment, and amenities
- Benefit the community as a quality housing and amenity offering