

Land Use Amendment in South Calgary (Ward 8) at multiple addresses, LOC2024-0265

RECOMMENDATIONS:

That Calgary Planning Commission:

1. Forward this report (CPC2025-0553) to the 2025 July 15 Public Hearing Meeting of Council; and

That Calgary Planning Commission recommend that Council:

2. Give three readings to the proposed bylaw for the redesignation of 0.71 hectares \pm (1.76 acres \pm) located at 2101, 2123 and 2127 – 33 Avenue SW (Plan 4479P, Block 70, Lots 1 to 14) from Mixed Use – Active Frontage District (MU-2f3.0h23) to Direct Control (DC) District to accommodate a mixed-use development, with guidelines (Attachment 2).

HIGHLIGHTS

- This application seeks to redesignate the subject site to allow for the development of a mixed-use, high-rise residential project with an at-grade grocery store, increasing the total allowable floor area ratio and heights from what would currently be allowed for the site in exchange for provision of public amenity items outlined in the Direct Control (DC) District.
- The proposal represents an appropriate density increase on site and is in keeping with the *West Elbow Communities Local Area Plan* (LAP) and the *Municipal Development Plan* (MDP).
- What does this mean to Calgarians? This application provides more housing options for inner city living including affordable housing units and allows for more efficient use of existing infrastructure.
- Why does it matter? By providing new housing options and additional commercial spaces within the community, this will encourage a more diverse population to live in South Calgary and will help support the existing businesses within the community.
- A development permit is under review for a multi-residential development with two high-rise towers and two mid-rise towers with a total of 441 residential units, and commercial uses at grade including a supermarket.
- There is no previous Council direction related to this proposal.

DISCUSSION

This application, in the southwest community of South Calgary, was submitted by CivicWorks on behalf of the landowner, Marc and Mada Condos (Calgary) Inc. on 2024 October 25. A development permit (DP2024-08395) was submitted on 2024 November 29 and is currently under review. The application proposes a building featuring two high-rise and two mid-rise towers with 441 residential units atop a single-storey podium with commercial units at grade and is currently under review. The application proposes to dedicate 17 dwelling units as affordable housing meeting federal requirements for affordability.

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The subject site consists of three parcels of land with a total site area of approximately 0.71 hectares (1.76 acres). This site encompasses approximately two-thirds of the city block between 33 Avenue SW and 34 Avenue SW adjacent to 20 Street SW. The site is currently occupied by one-storey commercial developments and adjacent surface parking.

As identified in the Applicant Submission (Attachment 3), this application proposes to redesignate the site from the Mixed Use – Active Frontage District (MU-2f3.0h23) to a DC District to allow for an increase in the total floor area ratio (FAR) allowed on site as well as an increase in allowable height. Currently, the MU-2 District allows for up to a maximum FAR of 3.0, with an allowable height of 23.0 metres. The proposed land use amendment would allow for a maximum FAR of 6.0, with the provision of public amenity items, including affordable housing and publicly accessible private open space. The details of provision of the affordable housing units have been determined through consultation with The City's Housing Solutions team. In addition, the DC District allows for a maximum height of 24.0 metres for the shortest of the four towers, 40.0 metres for southern tower, and up to 66.0 metres for the two tallest towers at the east and west ends of the site.

A detailed planning evaluation of this 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 respective community association was appropriate. The applicant team developed several different ways to connect with the public. Signage was placed in the applicant's Engage Centre, an on-site storefront space allowing for in-person engagement between the project team and community members, notifying the general public of the proposed project. Notification letters were sent to approximately 2,000 households in the near vicinity of the site and a website was also developed to provide information on the proposed development. In addition, there were virtual and in-person information sessions held with community members and organizations. Please refer to the Applicant Outreach Summary, Attachment 4, for additional details on the engagement undertaken.

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 136 letters in opposition from the public, highlighting the following areas of concern:

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- that this will be a catalyst project, resulting in a complete and negative change in character for the community;
- the jump from an allowable height of six storeys to 19 storeys is too much of a rapid increase in height for this area;
- shadowing concerns on a primary Main Street that is heavily used by pedestrians;
- loss of smaller, local businesses for a chain grocery store in a community that is already well served by two other grocery stores;
- not enough public amenities in the area, such as playgrounds and green spaces, to support this increase in density;
- not a true Transit Oriented Development site and a lack of efficient public transit options in close proximity;
- increased traffic congestion in the area; and
- parking availability concerns.

Administration also received three letters in support from the public, with the following comments:

- increased number of residents to support the commercial businesses in the area;
- opportunity to help revitalize the community; and
- allow for younger generations to move into this walkable neighbourhood.

The Marda Loop Communities Association provided a letter on 2024 December 9 (Attachment 5) outlining a number of concerns that were identified with the project. These concerns included:

- the scale of the building height will significantly change the neighbourhood character;
- the potential for significant shadowing of adjacent residential areas;
- the lack of public amenity space and a question raised as to how this project will enhance the whole community;
- increased traffic congestion along both 33 Avenue SW and 34 Avenue SW; and
- the need for an increased focus on sustainability with any proposed development.

The Marda Loop Business Improvement Area (BIA) also submitted a letter on 2025 January 13 in response to both the land use and development permit applications. This letter was generally in support of the application, particularly the stepbacks, density, affordable housing and plazas, and also requested that shadowing be minimized through detailed design of the buildings.

Administration reviewed the relevant planning issues and worked to address some of the concerns that were raised. For example, a shadow analysis was completed with this land use application, and based on the findings, the allowable heights were adjusted on the site to minimize shadowing impacts on 33 Avenue SW. However, many of the concerns raised, such as building and site design and on-site parking will be reviewed and determined at the development permit stage.

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Following Calgary Planning Commission, notifications for Public Hearing of Council for this land use application 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.

IMPLICATIONS

Social

This application allows for new development in an established community that will encourage and accommodate the housing needs of a wider range of age groups, lifestyles and demographics and incentivizes the development of affordable housing units as well. The addition of 17 affordable housing units will provide more equitable access to a desirable community. Furthermore, new commercial development in the area will also attract and service additional residents.

Environmental

This application does not include any actions that specifically address the objectives of the *Calgary Climate Strategy – Pathways to 2050*. Further opportunities to align future development on this site with applicable climate strategies will be explored and encouraged at subsequent development approval stages.

Economic

The proposed land use would allow for more efficient use of land, existing infrastructure and services, and provide more compact housing and commercial uses in the community.

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 Direct Control District
3. Applicant Submission
4. Applicant Outreach Summary
5. Community Association Response

Department Circulation

General Manager (Name)	Department	Approve/Consult/Inform