

Applicant Submission

2025 May 23



460 – 5119 Elbow Drive SW
Calgary, Alberta T2V 1H2

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May 2025

Community Planning
Municipal Building
800 Macleod Trail SE
Submitted Online

MARC & MADA BLOCK APPLICANT STATEMENT

| | |
|--------------------|---|
| Address: | 2101, 2123, and 2127 33 AV SW |
| Site Area: | 0.7 ha / 1.8 ac |
| Current Land Use: | MU-2 (f3.0 h23) District |
| Proposed Land Use: | Direct Control District based on MU-2 District |
| Building Height: | up to 24m, 40m & 66m (six, eleven & nineteen storeys) |
| Floor Area Ratio: | up to 6.0 FAR (with density bonusing) |

About

Marc & Mada Block is a proposed development within a nearly two acre property nestled between two of Calgary's Main Streets at the heart of the communities of Marda Loop. The Marc & Mada Block development vision is the result of a collaborative partnership between two local organizations - landowner Calgary Co-op and developer/builder Truman. Together, they envision Marc & Mada Block as an innovative and vibrant Main Street hub that introduces new diverse housing options, high-quality public spaces and active local businesses anchored by a "next generation" Calgary Co-op grocery store.

Development Vision

Marc & Mada Block is a comprehensive mixed-use building featuring commercial businesses on the first level and new homes above. The building is anchored by a ±27,000 sq. ft. Calgary Co-op grocery store and will include new, small-scale commercial spaces for retail stores, restaurants, and other services. The development proposes two high quality public corner plazas, public bike parking, street furniture, and landscaping throughout to encourage community gathering and complement the planned and ongoing construction of City of Calgary-led Main Street enhancements in the area.

This well-connected, walkable, and amenity-rich location presents an excellent opportunity for more housing options within Marda Loop. Marc & Mada Block will introduce new homes across three buildings, ranging in height from six to nineteen stories. Calgary Co-op and Truman are partnering with the non-profit Liberty Housing Organization to dedicate 17 of these new homes as affordable, non-market rental housing, with rental rates set at or below 80% of Median Market Rent rates for a 40 year term. Future residents will have access to a large outdoor amenity space on the second level, as well as a variety of indoor amenities, including coworking spaces, lounges, and children's play areas.

Marc & Mada Block is considered a Transit Oriented Development and is located within a ±5 minute walk of the Max Yellow BRT Station. The concurrent development permit includes a four-level underground parkade with ±662 vehicle parking stalls, exceeding the City of Calgary's Land Use Bylaw minimums by providing ±100 more residential parking stalls than required. Visitors to the grocery store and other commercial businesses will have access to ±174 parking stalls, while future residents and visitors will have access to ±507 parking stalls and ±495 secure indoor "Class 1" bike stalls. Commercial loading for large vehicle classes and back-of-house service areas are internalized to minimize disruption to neighbors, located both within an enclosed at-grade loading area and on the first level of the underground parkade.

Details on the development vision can be found online at www.marcandmada.com.



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West Elbow Communities Local Area Plan

The Marc & Mada Block development proposal is in alignment with the recently approved West Elbow Communities Local Area Plan (WECLAP), which identifies this site as within a "Neighbourhood Commercial" Urban Form with "Active Frontage" along 33 AV SW. The site is identified as a "low (up to 6 storeys)" building scale along 33 AV SW and "Modified (up to 16 storeys)" building scale along 34 AV SW. The site is also located within the "Core Zone" the Marda Loop BRT Station Area, which encourages additional building height and scale in return for the provision of either publicly accessible private open space (such as plaza spaces), or non-market housing - both of which are proposed within Marc & Mada Block.

Land Use Redesignation

Our proposal seeks to change the Marc & Mada Block site's Land Use District from the *Mixed-Use Active Frontage (MU-2 f3.0 h23) District* to a site-specific *Direct Control District* based closely on the current *MU-2 District* rules. Our proposed *Direct Control District* allows for additional floor area to be developed on the site in return for the provision of publicly benefiting contributions of (1) high quality public plaza space and (2) new affordable housing.

Development Permit

A Development Permit illustrating the Marc & Mada Block development vision in detail has been submitted and is under review. This concurrent approach is intended to offer more certainty in the review process by allowing community members and the City Administration to consider a tangible "bricks and mortar" outcome that aligns with our proposed Land Use redesignation

What has Changed?

In direct response to feedback received through the outreach process, key changes focused on the building layout and massing revisions to reduce shadow impacts on the 33 AV SW Main Street. These changes are reflected in the Direct Control District building height policies and in the Development Permit application. Key changes include:

- Introducing a 2.0 metre setback from the street wall podium for all buildings;
- Shifting the eastern 19-storey building further south, away from 33 Avenue SW; and
- Reducing the mid-scale building fronting 33 Avenue SW from eight to six storeys, with the building mass relocated to the southern portion of the site.

Enhanced Applicant-Led Outreach

The Marc & Mada Block project team undertook a robust Applicant-Led Outreach process that notified community members through multiple channels and offered a range of opportunities to connect with the project team to learn more and provide feedback in-person, online, and over the phone. These communication points include onsite signage, neighbourhood mailers, newsletter notification, e-news updates, in-person and digital meetings, in-person meetings and conversations at our on-site Engage Centre (over 36 hours of engagement with ±400 participants), a project website with detailed information, an online feedback form, and a dedicated phone line - among others. An Applicant Outreach Summary document is available at marcandmada.com.