

Applicant Submission

7048 + 7052 Farrell Road SE
Calgary, AB
Land Use Redesignation

October 27, 2025



SHAPE
Architecture Inc.

Table of Contents

03	Letter of Introduction
04	Site Context
05	Context Map
06	Neighbourhood context
07	Site Photographs
10	Land Use Redesignation Proposal
11	Land Use Redesignation Rationale
12	Comparison between I-G and I-C
13	Policy Context
14	Community Outreach
15	Outreach Strategy

Project Team

OWNER

Mehakdeep Dhillon
Vice President, Development & Construction

PBA Group of Companies
Joe Phillips Building –
220, 101 6 St S.W.
Calgary, AB T2P 5K7

Always looking to the future: smart, responsive, responsible, and invested, PBA Group is a real estate company that builds partnerships with its tenants, community, and investors.

Founded in Calgary and housed in the historic and modernized 1911 Graphics Arts building, we're a company with roots and vision. Since 1965, we've embraced our tenants and projects as a gateway to mutual prosperity.

At PBA Group, we strive to provide our tenants with the best possible experiences. Our team is dedicated to being responsive, skilled, agile, and efficient in addressing tenant needs. We understand the importance of quickly resolving issues without any unnecessary bureaucracy or delays. We are committed to providing quality service and building strong relationships with our tenants.

For our investors and other partners, we bring a considerable skill set. From award-winning real estate, decades of project management and construction, complex development projects, and planning approvals experience—PBA Group inspires confidence and assurance.

ARCHITECT

Dwayne Smyth
Principal Architect
d.smyth@shapearchitecture.ca

Loretta Kong
Project Architect
l.kong@shapearchitecture.ca

SHAPE Architecture
Suite 1462 - 1464 West 7th Avenue
Vancouver, BC V6H 1C1

SHAPE Architecture is an award-winning Vancouver practice of architects and designers. Their projects marry design excellence + ground breaking high performance building to a create an engaging, humane and sustainable future.

SHAPE Architecture's work includes public buildings, housing, and larger scale urban mixed use projects that together form a critical perspective on how we might live as public citizens in the modern city.

SHAPE
Architecture Inc.



INTRODUCTION

Dear City of Calgary,

The subject of this land use redesignation application is located at 7048 + 7052 Farrell Road, within the Fairview industrial Area of Southeast Calgary. The site is currently designated I-G (Industrial – General District) under Land Use Bylaw 1P2007.

Our application seeks to redesignate the land use to I-C (Industrial–Commercial District) to enable a broader and more flexible range of uses, including light industrial activities, small-scale commercial services, and business operations that can better respond to market demand and contribute to a diverse and dynamic industrial-commercial district.

For 60 years, PBA Group has focused on developing industrial properties in Calgary. Industrial assets now account for over 66% of our nearly 500,000 sq ft commercial portfolio, with most located in the city's inner industrial zones. Phillips Court, our inaugural industrial property and a Calgary multi-tenant first built in 1969, is zoned I-C and has housed a blend of industrial, retail, and commercial tenants for 56 years. The proposed site targets a similar industrial-commercial tenant base and currently supports a diverse range of tenants: custom home builders, interior design studios, sound engineering firms, beauty supply vendors, electricians, and other professional service providers.

PBA Group has found that small- to mid-sized industrial and commercial properties help entrepreneurs grow their businesses, boost local employment, and generate wider economic activity. As jobs increase, so does demand for surrounding retail and commercial amenities, supporting a lively, mixed-use district.

A land use redesignation to I-C will allow PBA Group to lead the creation of new, purpose-built space that grows Calgary's entrepreneurial ecosystem. Our objective is to deliver a flexible, well-designed environment that exemplifies PBA's commitment to placemaking—fostering collaboration, innovation, and long-term community success by supporting diverse business uses.

This rationale document will demonstrate how the proposed change aligns with current statutory policy (MDP, Heritage Communities Local Area Plan), the draft Calgary Plan, and the City's Industrial Action Plan, while remaining compatible with the character of the existing Fairview Industrial neighbourhood.

Yours truly,

PBA Group

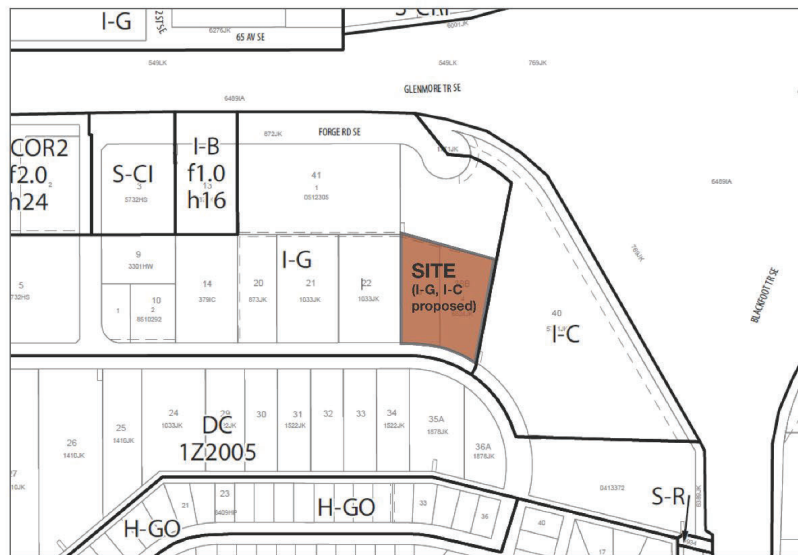
Site Context

SITE CONTEXT

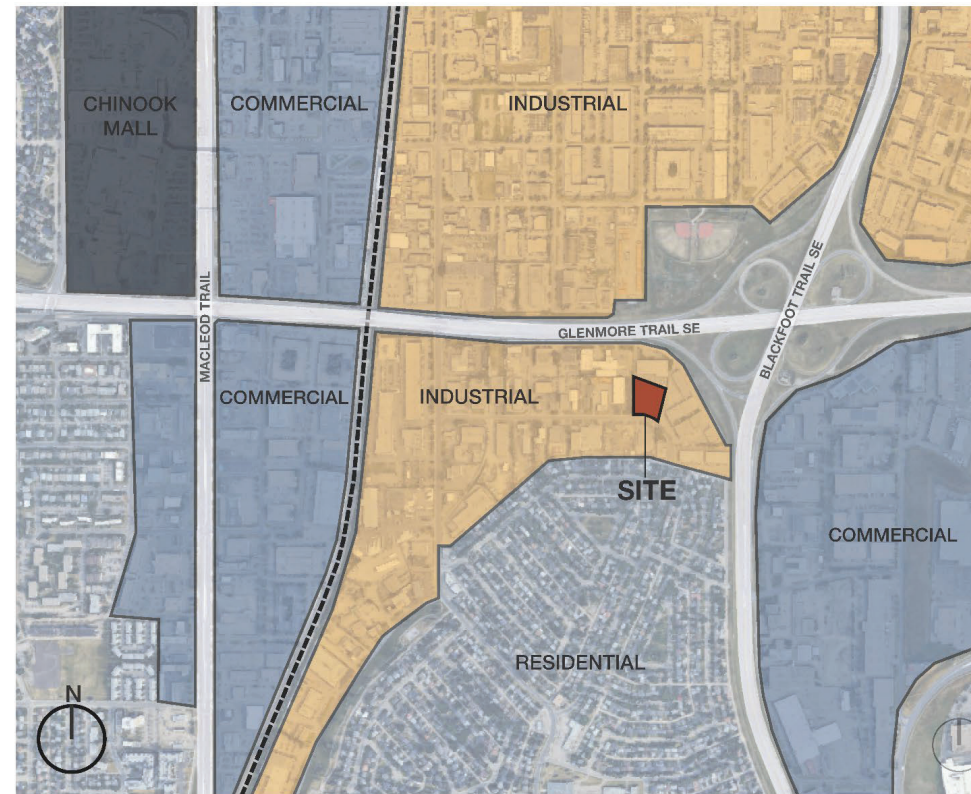
Context Map

The subject site is located in Fairview Industrial lands, bordered by Glenmore Trail SE to the north, Blackfoot Trail SE to the East and Fairview residential neighbourhood to the south. Currently zoned as I-G, this application hopes to align the zoning on this site with the I-C zoned site to the immediate east.

The site is well connected to major arteries to the N, E and W, such as Glenmore Trail SE, Blackfoot Trail SE and Macleod Trail. The access to the site is via Farrell Road, a main road serving the neighbourhood, which weaves through the residential neighbourhood to the south to arrive at the Fairview Industrial lands.



City of Calgary, Land-Use Map: Land Use Bylaw 1P2007 maps (2/7S)



SE Calgary Commercial and Industrial Coordinator

Neighbourhood Context

Neighborhood Context

The site is located in a historically industrial area of southeast Calgary that includes both traditional Industrial uses such as warehouse and manufacturing as well as a broader mix of commercial uses.

Located within 150m Fairview residential neighbourhood, the subject site is a good candidate for public facing commercial uses in addition to more traditional industrial uses. Recent tenants, such as fitness facilities, cultural organizations, service providers, and food establishments, reflect growing demand for spaces that serve both the local workforce and residents. Commercial and recreational uses within the buildings closest to the residential streets, SE of the site, as well as nearby neighborhoods and recreation areas underscore the need for flexible land use to better integrate industrial and community-oriented activities.



Farrell Road SE north of Franklin Drive SE showing the transition from Residential to Industrial zoning

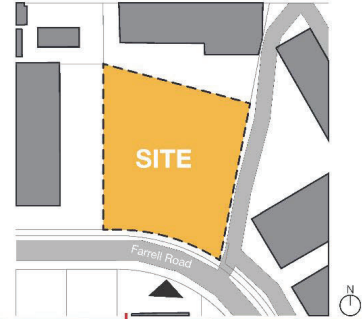
- Map Legend**
- Athletics**
- 1 Undisputed Boxing
 - 2 Tried & True Jiu Jitsu
 - 3 Dream Fitness
 - 4 EMF Fitness
 - 5 FitHouse
 - 6 Fitness Experience Calgary
 - 7 Carlson Gracie Calgary
 - 8 Arthur Murray Dance Studio
 - 9 Mazovia Polish Song and Dance Association
- Food**
- 1 Han Corea
 - 2 Pita Queen
 - 3 Industrial Sandwich
 - 4 Berirut Street Food
- Notable Amenities**
- 1 Still Massage
 - 2 Southside Victory Church
 - 3 Centennial ball diamonds
- Residential**



SITE CONTEXT

Site Photographs - South

Farrell Road looking North



7040 Farrell Road SE

7048 Farrell Road SE
Subject Site

7056 Farrell Road SE

SITE CONTEXT

Site Photographs - East

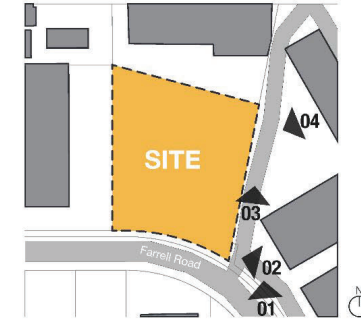


Image 01
Looking North from street, South East corner of site



Image 02
Looking West from adjacent property, South East corner of site



Image 03
Looking North at the East edge of the site, from adjacent property



Image 04
Looking South West at East edge of site from adjacent property truck court

Site Photographs - West



Image 01
Looking East from street, South
West corner of site

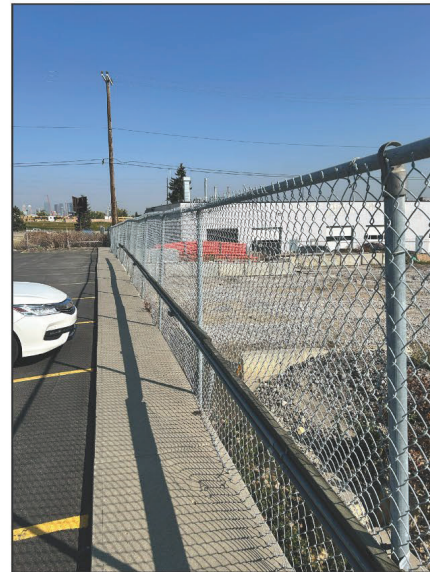


Image 02
Looking North from adjacent
property, West edge of site



Image 03
Looking South East at the West edge of the
site, from adjacent property

Land Use Redesignation Proposal

PROPOSAL

Land Use Redesignation Rationale

Land Use Redesignation Purpose

This application seeks to redesignate the site at 7048 + 7052 Farrell Road SE from General Industrial (I-G) to Commercial-Industrial (I-C). The main purpose of the redesignation is to improve the development's flexibility and allow the owner to better respond to market demand from potential new and future tenants.

Benefits of Redesignation

Rezoning from I-G to I-C will enable a wider range of uses while maintaining compatible industrial activity. This flexibility supports adaptive reuse of existing buildings, encourages small businesses and local services, and enhances walkability. Residents will benefit from improved access to amenities and employment opportunities, resulting in reduced commute times. For the city, rezoning promotes economic diversification, strengthens community vitality, and aligns with strategic policy, while ensuring industrial lands remain productive and adaptable for Calgary's long-term growth.

Policy Alignment

The City of Calgary's Industrial Growth Strategy / Industrial Action Plan (2025) identifies the importance of balancing the protection of core industrial lands with the adaptive reuse of peripheral areas. While prime logistics and manufacturing hubs remain essential, the strategy acknowledges that not all industrial parcels require the same level of preservation. In particular, parcels located adjacent to residential communities and along major transportation corridors are well-positioned to support a blend of light industrial, service commercial, and community-focused uses. This approach aligns with the broader objectives of the Municipal Development Plan (MDP), which promotes adaptable land uses, improved accessibility, and sustainable community growth. A change to I-C furthermore implements the Heritage Communities Local Area Plan (2023) which identifies Fairview Industrial area as part of an evolving mixed industrial-commercial corridor.



Complete Communities

I-C zoning allows retail, office, fitness, and service uses without caps to office area or public area limits. The increased flexibility promotes economic diversity and economic competitiveness within the neighbourhood.



Local Serving Businesses

More flexibility for commercial uses would expand local amenities for workers and businesses, such as food services and personal services. Commercially oriented uses will contribute to activating the streetscape and allow those in the neighbourhood to contribute to the local economic activity.



Long term Adaptability

Enhances the site's marketability, encourages reinvestment for tenants, future tenants and owners. Provides flexibility and allows room for adaptability to shifting market demand over the coming years.



Neighbourhood Compatibility

The I-C designation maintains an industrial character fitting with the existing mixed I-G and I-C neighbourhood context, while introducing compatible customer-oriented uses and increasing land use flexibility.

PROPOSAL

Comparison between I-G and I-C

The requirements of I-G and I-C uses are very similar. The following chart compares I-G (existing land use) and I-C (proposed redesignation). The key difference between the two uses are limits to commercial and public area uses placed on I-G uses. I-C has a larger cap on retail and commercial service area and no cap on office use which would provide greater flexibility for the site.

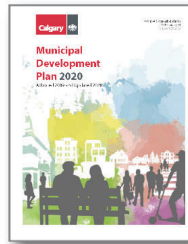
Address 7048+7052 Farrell Street
Site Area 5421.744 m² (58,359.16 ft²)
Max FAR Allowance 5421.744 m² (58,359.16 ft²)

Item	I-G — Industrial–General (Existing)	I-C — Industrial–Commercial (Proposed)	Comments
Max FAR	1.0 (only on parcels serviced by City water & sewer)	1	FAR is the same for I-C and I-G zoning
Max Building Height	No maximum; capped at 18.0 m where abutting S-SPR or residential	12.0 m	The anticipated building proposal will fit within 12.0m max building height
Front Setback (min)	6.0 m on expressway/major street; 4.0 m on other streets	6.0 m (any street)	Front setback of 6.0m will be the same for I-C and I-G zoning for this site
Side Setback (min)	1.2 m to commercial; 1.2 m or none* to industrial; 6.0 m to residential/S-SPR; 6.0 m to expressway/major street; 4.0 m to LRT/other streets; none to lane; 7.5 m to Headworks Canal	1.2 m to commercial/industrial; 6.0 m to residential/S-SPR; 3.0 m to lane separating from residential; 1.2 m to other lanes; 6.0 m to LRT/street	Side setback will be the same fo I-C vs I-G zoning at 1.2m for this site.
Rear Setback (min)	Same as side setbacks (see above)	Same as side setbacks (see above)	Same setback for I-G vs I-C zoning
Office Floor Area Cap	≤ 50% of building GFA (excludes internal admin areas)	no cap	The Office floor cap reduces overall tenant flexibility for the I-G zoning.
Retail/Public Area Limits	Restaurant public area ≤ 300 m ²	Retail & Consumer Service ≤ 930 m ² ; Restaurant public area ≤ 300 m ²	The public area limit reduces overall tenant flexibility for the I-G zoning
Permitted Uses	Light-industrial uses	Light industrial and commercial focused uses	Permitted uses are similar between I-C and I-G zoning, with more emphasis on traditional light-industrial uses for I-G
Discretionary Uses	Similar discretionary uses to I-C	Similar discretionary uses to I-G	Discretionary uses are similar between I-C and I-G

APPLICABLE POLICIES AND GUIDELINES

Policy Context

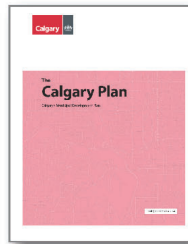
We have reviewed the array of policies, guidelines, bylaws, that govern the site. The change from I-G to I-C for this site supports Municipal Development Plan (MDP) employment area priorities; the Draft Calgary Plan's direction for complete communities and the Industrial Action Plan's goals for competitiveness and adaptability.



The Municipal Development Plan (MDP)

Calgary's Municipal Development Plan (MDP) originally adopted in September 29, 2009 and updated in 2020 is the vision how Calgary grows and develops over the next 60 years.

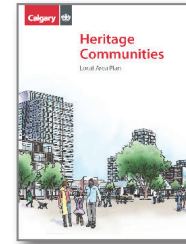
Relevant goals: The Employment Areas policies protect Industrial lands while promoting adaptability and intensification. The plan document supports integrating small-scale commercial and service uses to enhance business environments.



The Calgary Plan (Draft)

Currently in draft form, The Calgary Plan will guide how Calgary will grow and change over the next 30 years and set the direction for future land use and mobility decisions and inform servicing and investment decisions.

Relevant goals: The Calgary Plan calls for “complete communities” with mixed employment services and more mobility options. Emphasizes strategies such as existing infrastructure to enable a greater diversity of land uses.



Heritage Communities - Area Redevelopment Plan

The Heritage Communities Local Area Plan sets out the vision and policies to guide growth, change and investment over the next 30 years.

Relevant goals: The Fairview Industrial area is identified as a part of an evolving mixed industrial-commercial corridor. The core policy direction is to “support Industrial and Commercial Vitality” and encourages reinvestment in underutilized parcels and improve integration of services and economic activity



Citywide Growth Strategy: Industrial

Relevant goals: The City of Calgary has recognized that industrial land supply, industrial growth, and flexibility of uses are essential for economic resilience. The Citywide Growth Strategy includes a focus on Industrial uses, and includes an Industrial Action Plan. The plan notes the need to modernize policy, reduce barriers, and enable a broader set of compatible uses in industrial districts to respond to market demand.

Community Outreach and Support

COMMUNITY OUTREACH AND SUPPORT

Outreach Strategy

As part of the proposed land use redesignation, we are committed to transparent and meaningful engagement with local businesses and stakeholders directly surrounding the site. Below is our refined approach to communication and feedback integration.

Initial Communication

To initiate engagement, letters will be distributed to business owners and operators located within a 200-metre radius of the proposed development site.

The letters will include:

- A concise overview of the proposed land use amendment
- A clear explanation of the differences between the existing and proposed land use designations
- An invitation for businesses to share their perspectives and input on the proposal

Online Engagement

The mailed notices will include a link to an online questionnaire designed to collect feedback from local businesses. The questionnaire will invite respondents to share comments, questions, and suggestions related to the proposed amendment. A submission deadline will be clearly stated to ensure responses are received in a timely manner.

Transparency and Results Sharing

Following the engagement period, a summary of the feedback received from businesses will be compiled and shared with the City of Calgary. This summary will highlight key themes and outline how input from local businesses has informed the development concept.

Incorporating Feedback

Any substantive comments or recommendations identified through business engagement will be reviewed and considered within the context of the rezoning process. Adjustments will be made where appropriate to align the proposal with City policies, regulatory frameworks, and local business interests.