

## Applicant Submission



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08 December 2017

### APPLICANT SUBMISSION STATEMENT

2240, 2236, 2232 33 Avenue SW

Land Use Redesignation - **FROM** Multi-Residential – Contextual Low Profile (M-C1) District **TO** Mixed Use-Active Frontage with a floor area ratio modifier of 4.0 and building height modifier of 22.0 (MU-2f.40h22.0).

The site is located within the neighbourhood of Richmond / Knob Hill along 33 Avenue SW and is comprised of three (3) residential parcels to be consolidated into one parcel measuring 0.174 hectares in total area. The parcels currently contains two (2) single-detached dwellings with accessory garage structures, and a three-storey multi-unit building, which will all be removed prior to development.

Marda Loop's Main Street, 33 Avenue SW, is an MDP-identified Neighbourhood Main Street described as: active corridors that attract Calgarians to socialize, work, live, and shop, and that are also well-suited for long-term growth and intensification. The assembled lands are located at the primary gateway to this Main Street, and are uniquely positioned to take advantage of the locational attributes of this eclectic and evolving inner-city mixed-use corridor. Benefits of the site's location include a pedestrian friendly public realm, varied mix of local amenities, proximity to Downtown, and easy access to transit thanks to the site's location along Calgary's Primary Transit Network, and a future Bus Rapid Transit service within short walking distance.

Generally described, the development proposal by RNDSQL would allow for a mid-rise mixed-use building. We believe the proposal is contextually appropriate in scale for a developing Main Street and will set a strong standard of building excellence for the continued evolution of this key corridor. The proposal is inclusive of seventy (70) dwelling units, a common shared outdoor space open to the public, and 13,000 sq. ft. of retail space within a six (6) storey built-form. The proposed building will achieve a floor area ratio of no greater than 4.0 and a height of no greater than twenty-two (22) meters in height.

The Marda Loop Area Redevelopment Plan (MLARP) locates the site within the "Commercial Mixed-Use Area". Adopted by Council in 2014, this policy outlines a vision for the development of an active street environment with a desirable mix of residences, shops, and offices that enhance the livability of the area during the day and at night. A thorough policy review undertaken by the project team demonstrates that the Courtyard 33 proposal will meet and exceed the vision and intent of the MLARP, except in the case of a required amendment to the maximum allowable building height (from 16m to 22m) needed to accommodate the proposed 21.2m building. The application will be followed with a corresponding Development Permit Application, ensuring a thoughtful and comprehensive "bricks and mortar" outcome that directly informs the proposed Land Use Redesignation and ARP Amendment.



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### APPLICANT ROAD CLOSURE SUPPORT STATEMENT

2240, 2236, 2232 33 Avenue SW

Land Use Redesignation, New Road Plan, and Road Closure

**FROM** Multi-Residential – Contextual Low Profile (M-C1) District **TO** Mixed Use-Active Frontage with a floor area ratio modifier of 4.0 and building height modifier of 22.0 (MU-2f.40h22.0) affecting properties within the Calgary community of Richmond Knob Hill at:

Plan 10013238, Block 56, Lots 16 and 15 (2232 33 Avenue SW)

The proposed Road Closure is for a 1976 Road Widening Plan, deemed surplus, located on the north boundary of the 33 Avenue SW road right-of-way, immediately adjacent to the southern boundary shared with 2232 33 Avenue SW. The Road Widening Plan is isolated along 33 Avenue SW, and no subsequent widenings have been taken. The proposed Road Closure is 15.2 meters in width and 2.1 meters in length, and is a total area of +/-30 square meters in size.

The Land Use Redesignation Application subject property is comprised of three (3) contiguous parcels approximately 0.174 hectares in total size (inclusive of the proposed Road Closure area). Currently the portion of the Subject Property that represents the Road Closure area is utilized as a grassed front lawn area, located north of the 33 Avenue SW road right-of-way.

It is the Applicant's understanding, through pre-application dialogue with both City Transportation and Corporate Properties, that the widening is not required to grow the right-of-way of 33 Avenue SW in the future and the lands have already been deemed surplus. Given this, the Applicant is of the opinion that a Road Closure is appropriate, and seeks to close the road with the purpose of it being privately acquired and incorporated into the Subject Property for PE2017-00986.



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# COURTYARD 33

March 21, 2018

## OVERVIEW

### Municipal Address

2240, 2236, 2232 - 33 Avenue SW

### Developer

RNDSQR

### Community

Richmond Knob Hill

### Applications

(LOC2017-0391/DP2018-0091)

From Multi-Residential - Contextual Low Profile (M-C1)

To Direct Control District based on Mixed Use-Active Frontage (MU-2 f.40/h22) District.



## DIRECT CONTROL APPLICANT RATIONALE

### Genuine Concurrent Applications

Concurrent Land Use and Development Permit applications have become a prominent topic in the arena of Developed Area's change. A variety of stakeholders, including Council, have considered the concurrent stream to be an extra layer of protection when evaluating land use, giving greater certainty to the overall development outcome. Stakeholders would like to see developers 'walk the talk' and deliver on projects that reflect their land use 'ask'. With recent precedents, however, themes of process, alignment, and timing have arisen, blurring understanding of its original intent and prompting the question 'what constitutes a concurrent process?'. Courtyard 33's proposed Direct Control (DC) District addresses this confusion with a next generation 'tied-to-plans' approach. It offers genuine certainty at all stages of decision making whereby the Development Permit is permitted if substantially compliant with plans attached to the DC bylaw, and discretionary if a new design is required.

### World Class Architecture & Urban Design

The subject site is a very important and strategic location in the community. It functions as the 'Primary Gateway' along Marda Loop's main commercial corridor, 33 Avenue, and as a 'Hinge Site' connecting the commercial node along Garrison Gate. With the opportunity to become a high-profile community asset, the site compels exceptional architecture and urban design consideration. RNDSQR and team are committed to achieving this with a 'tied-to-plans' DC. The Courtyard 33 Development Permit is of outstanding architectural quality incorporating progressive design and special public space provisions. In fact, the design won a 2017 Mayor's Urban Design Award for Conceptual / Theoretical Urban Design Project. In recognition that this development pushes the boundaries of what was originally contemplated in the current ARP, and asks for greater height and FAR, a DC 'tied-to-plans' approach would mitigate the risk that this a precedent that can be achieved without high design merit, as demonstrated by the Courtyard 33 DP. This is an approach that a number of key stakeholders have advocated for, and it is cited in a letter provided by the Marda Loop Business Improvement Area dated February 14, 2018 (see attached). The BIA notes the project is a unique progressive design of high architectural quality that meets the needs of this strategic location, but that ideally the application would be "tied-to-plans to mitigate the risk [...] We would be concerned, for example, if a land use with this height was approved, but the project did not proceed, and another project went ahead without the high quality public contributions and architecture that mark this application."

### Flexibility for a Specialized Use

The proposed DC District would also facilitate a specialized neighbourhood-scale specialty beer retailer (The Brewer's Apprentice). This would be the second retail location for Brewer's Apprentice, a Calgary retailer of specialty craft beers on-tap selling mainly specialized 'to go' bottles known as 'growlers' and a very limited selection of specialty alternatives. Secondary to The Brewer's Apprentice's sales focus, the retailer offers in-house beer tastings, and beer education courses hosted by local cicerones, brewers and industry experts.

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# COURTYARD 33

The Brewer's Apprentice does not engage in the sales of standard domestic or macro beers otherwise available in large variety liquor stores. Standard Bylaw use definitions for liquor stores unfortunately do not consider store specialization, which would give Council the discretion required to achieve this modern format. The 300-metre separation distance, which intends to better manage proliferation and clustering issues, inadvertently restricts The Brewer's Apprentice from operating at this location. The rationale for an exception is further bolstered by the fact that the 300-metre separation rule is intended to limit the pedestrian and driver experience of repeatedly viewing liquor stores while traveling along a commercial corridor. The Brewer's Apprentice will be located in Courtyard 33's 2<sup>nd</sup> storey courtyard space—similar to their East Village laneway/mews location, and away from direct public view. Related concepts have been successfully implemented in Kensington and the aforementioned East Village location, meaning the proposal is not uncharted territory for The City.



The Brewer's Apprentice - Specialty beer retailer



The Brewer's Apprentice East Village Laneway Location

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## SUMMARY OF KEY RULES AND REGULATIONS

### Allow the Development Permit (DP2018-0091) as a permitted use.

A simplified set of DP drawings will be provided and attached to the DC bylaw. The DP will be a permitted use if they are substantially compliant with the plans attached to the DC bylaw.

### Allow the defined use of 'Specialized Beer & Wine Merchant' as a permitted use.

The Brewer's Apprentice's retail operations will be a defined use particular to their unique operations model and included as a Permit Use in this Direct Control District.