

Applicant Submission



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APPLICANT SUBMISSION STATEMENT (Updated June 26, 2018)

RE: Land Use Redesignation - **FROM** Multi-Residential – Contextual Low Profile (M-C1) District **TO** Direct Control (DC) District based on the Mixed Use – Active Frontage (MU-2) District, with the additional Permitted Uses of Multi-Residential Development and Specialty Beer and Wine Merchant.

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 (2240, 2236, 2232 - 33 AVE SW) 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.

Careful analysis and consideration has led to a development proposal that will meet and exceed the vision and intent of the Marda Loop Area Redevelopment Plan (MLARP). This is inclusive of the MLARP's guiding principles of: Community Character, Livability, Mixed-Use, Walkability, Streetscape Design, and Street Fronting Buildings. Generally described, the proposal by RNDSQL will bring a mix of sixty-three (63) new dwelling units, a shared outdoor space open to the public, and over 16,000 square feet of retail to the neighbourhood. While we acknowledge an MLARP amendment to the maximum allowable building height (from 16m to 22m) is required, Courtyard 33 represents our professional best-practice solution to balancing intensification objectives with sensitive transitions to adjacent residential development. The proposed 6-storey mid-rise built form demonstrates minimal net urban design impacts to neighbouring properties and is contextually appropriate in scale for a developing Main Street.

Due to its strategic gateway location, the site has the opportunity to become a high-profile community asset and compels exceptional architecture and urban design consideration. What gets developed on this corner will need to set a strong standard of design excellence for the continued evolution and success of this key corridor. Acknowledging this opportunity—and in response to expressed stakeholder interest in the certainty of a high quality outcome, we have amended the application to reflect a proposed land use change to a Direct Control District. This gives greater certainty with respect to the ultimate built form and ensures our high quality development vision—the one which was honoured with a 2017 Mayor's Urban Design Award—is the one that actually gets built.

The RNDSQL project team is committed to being good neighbours and engaging with the communities where we build. The Courtyard 33 engagement process was designed to provide multiple opportunities for stakeholders to learn about the vision for the site early on and to share their thoughts—all with the intent of maintaining a respectful and transparent conversation. The Vision Brief—the most fulsome reflection of the Courtyard 33 vision—includes a full summary of our engagement process from pre-application back in July of 2017 through to May 2018.



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08 December 2017

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 2nd 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

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.