

Applicant's Submission

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On behalf of Jemm Properties, O2 Planning + Design is submitting this application to redesignate the parcel located at 950 McPherson Square in the community of Bridgeland-Riverside from Direct Control (2002z41) to a Direct Control based on the Mixed Use – General (MU-1 f5.5h50) district with a density modifier of 5.5 FAR and a height modifier of 50 metres. The proposed redesignation will allow for the development of a mixed-use purpose built rental building that takes advantage of the site's strategic location within 150 metres walking distance of the Bridgeland/Memorial LRT station.

The subject site is approximately 3,790 square metres. In addition to its proximity to the LRT, the site is less than 300 metres from the shops and services located along the 1 Ave NE Main Street. Immediately north of the site is Murdoch Park, home to the Bridgeland-Riverside Community Association building. To the west is an ongoing development project intended to be a 6-storey residential building. To the east is an 8-storey residential building and to the south is a 6-storey mixed use development.

The proposed land use district will facilitate the development of a mixed-use building that will be designed with a variety of heights up to 15-storeys and will offer the following key attributes:

- **Transit Oriented Development:** The proposed development will contribute to Bridgeland-Riverside's ongoing evolution into one of Calgary's most complete transit oriented communities.
- **Mixed Use:** The addition of ground floor commercial uses along 9 St will add vibrancy to the neighbourhood and further incentivize residents to walk to the LRT.
- **Diverse Housing Options:** A purpose built rental development provides diverse housing options for residents of Bridgeland-Riverside.
- **Reduced Car Dependency:** Through a variety of transportation demand management measures, the proposed development will offer an alternative to a car dependent lifestyle.

The proposed parking count of between 0.3 stalls per dwelling unit reflects current trends in urban living and the associated shift away from car-dependent lifestyles. Given the site's proximity to transit, the walkable and cycle-friendly community, and Jemm Properties' commitment to transit demand management, the proposed development offers the opportunity to showcase a sustainable approach to urban planning.

A new Area Redevelopment Plan is currently being developed for Bridgeland-Riverside. The proposed development conforms to the intention of the draft ARP, which designates the subject site as Community – High Density, allowing for high-rise mixed-use developments with permitted building heights of 10 storeys and above.

Throughout the application process, Jemm Properties, along with O2 Planning + Design, has worked collaboratively with officials at the City of Calgary, representatives from the local Councillor's office and residents of Bridgeland-Riverside. Public engagement activities have included four meetings with the BRCA planning committee, a public open house and along with a project website.