

Applicant's Submission

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On behalf of Jemm Properties, O2 Planning + Design submitted 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 station, 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 application was presented and reviewed by CPC on December 13th. At this meeting, CPC supported the height, density and proposed parking supply proposed in the DC, but referred the application back for administration to work with the applicant to include TDM measures in the DC. Following this meeting the applicant and administration worked collaboratively on a revised DC that is mutually supported by both parties.

The revised DC includes a parking rate that establishes a base parking rate for dwelling units and incentivises lower parking rates for this use with the provision of specific TDM measures. These parking rates support a proposed development to achieve a parking count that reflects current trends in urban living and the associated shift away from car-dependent lifestyles.

The visitor and commercial parking rates and rules included in the DC are appropriate for the site's proximity to transit, the walkable and cycle-friendly community, and Jemm Properties' commitment to transit demand management. The commercial uses excluded from parking requirements are based on the exclusions of uses found in land use districts that apply to other inner city neighbourhoods, such as the Beltline.

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. Input from the community led to changes in the proposed height and massing of the building.