



2604-2620 & 2628-2640 37 ST SW

Application Brief v 1.3

City File: LOC2022-0209

May 2023

Prepared for
VERA Group

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www.veragroup.ca





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About VERA Group

VERA Group is an emergent Calgary-based developer-builder focused on creating residential and commercial developments of uncompromising quality.



We work with strategic partners who share our desire for creating high quality buildings and exceptional spaces that are considerate of their urban context.

Together, we strive to improve the quality of life in the areas we work by transforming premium properties in Calgary's inner-city into sustainable, livable, and vibrant mixed-use communities.



Overview

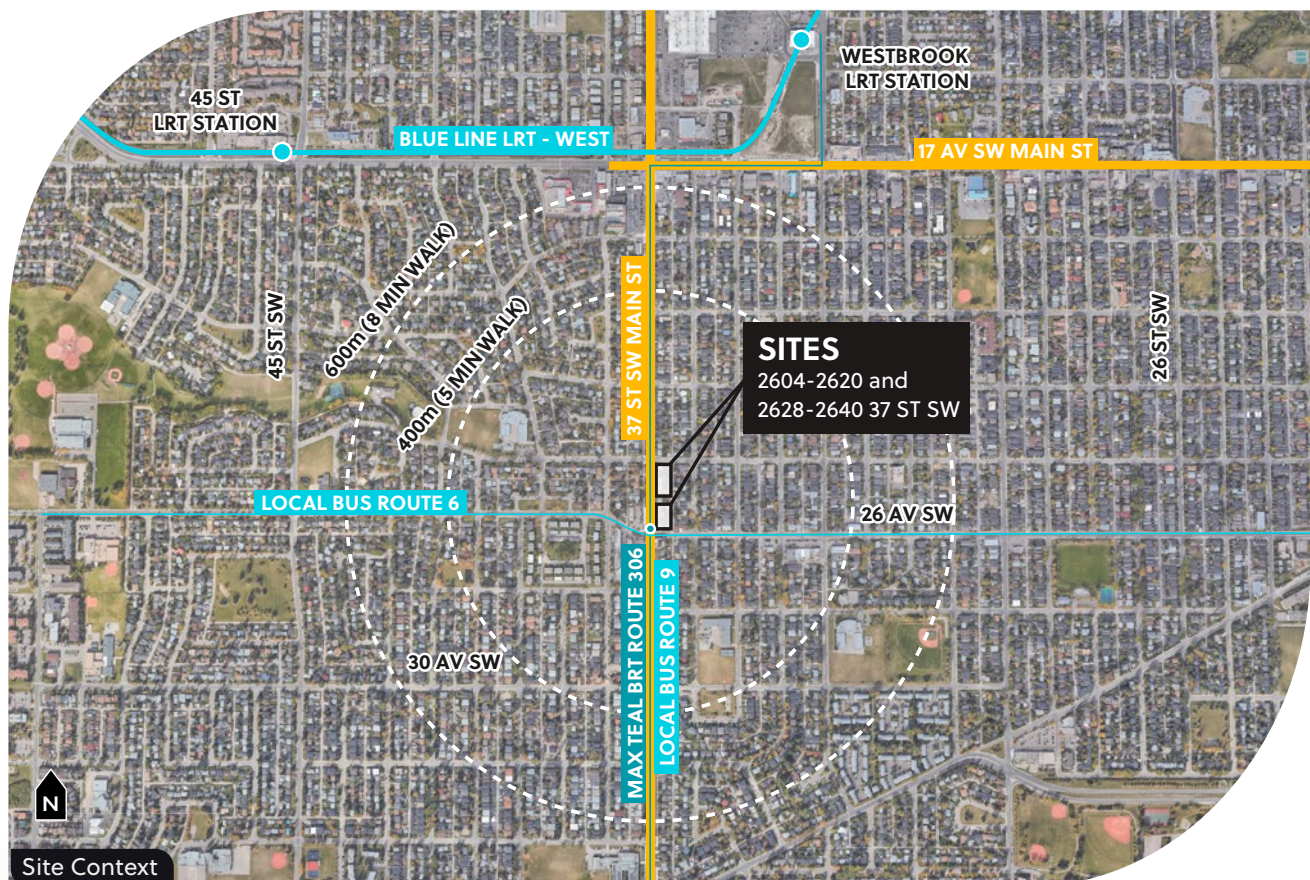
Background and Purpose

This Application Brief was prepared by CivicWorks on behalf of VERA Group. It outlines the planning and design rationale for two (2) assemblies of land located at 2604-2620 and 2628-2640 37 Street SW in the community of Killarney-Glengarry. The sites consist of five (5) individual parcels (2604-2620 37 ST SW) on the north end of the block (Phase 1) totaling ± 0.28 hectares (0.69 acres), and four (4) parcels to the south (2628-2640 37 ST SW) totaling ± 0.22 hectares (0.55 acres). Phase 1 and 2 are separated by a single parcel.

The proposal envisions a high-quality mixed-use development approximately six storeys in height to be constructed in two phases. The proposal will provide opportunities for commercial-retail and/or live-work units at grade, with multi-residential units located above.

The intent of this Application Brief is to outline the surrounding area context and planning analysis that has informed the proposed development. This includes considerations for high-quality, human-scaled development that is strategically located near several community amenities on a City-identified Main Street and within a Transit-Oriented Development node. The sites feature nearby walking and cycling access to the 37 ST SW and 17 AV SW Main Streets, commercial-retail services, and MAX Teal Bus Rapid Transit (BRT) service stops.

As the current Land Use District does not support the proposed development vision, the project team has submitted a Land Use Redesignation application for the assembled lands.



Site Location

2604-2620 and 2628-2640 37 ST SW



Site Context

Looking Northwest from the Intersection of 26 AV SW & 37 ST SW



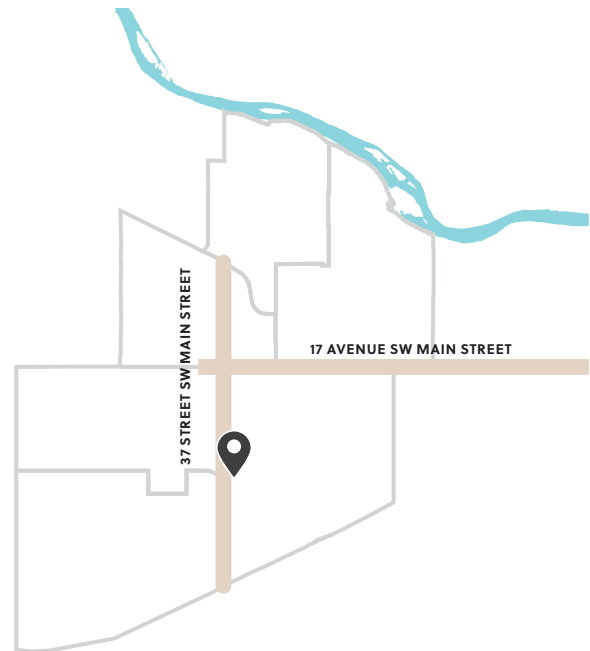
Looking Southeast from the Intersection of 26 AV SW & 37 ST SW



Policy Context

Main Streets

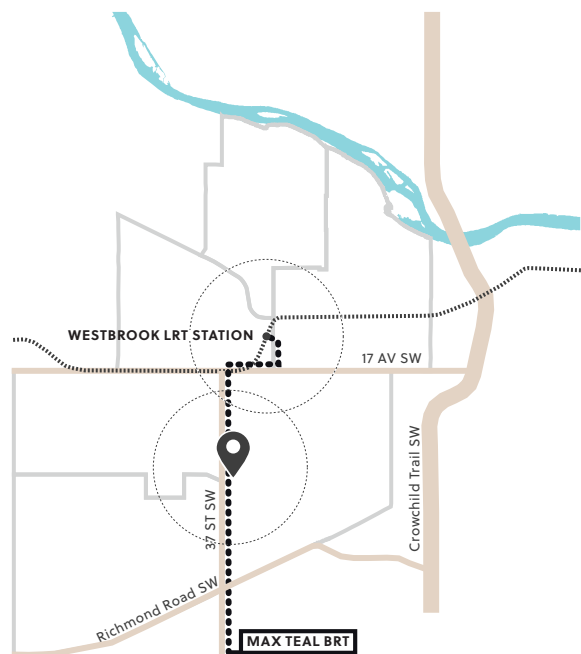
37 ST SW and nearby 17 AV SW are both identified by the City of Calgary's Main Streets initiative. Classified as Neighbourhood Corridors by the City's Municipal Development Plan (MDP), Main Streets are active corridors that attract Calgarians to socialize, work, love, shop, dine, and celebrate. These streets also act as important transportation routes for those who walk, cycle, drive or use transit. The City encourages population and job growth around these corridors.



Transit-Oriented Development

The sites are located within walking distance to two (2) of Calgary's Primary Transit Network corridors— 37 ST SW & 17 AV SW. The sites are also adjacent to MAX Teal Bus Rapid Transit (BRT) stops which provide connections to the nearby Westbrook Light Rail Transit (LRT) Station, one of Calgary's major transit hubs. Primary Transit Network corridors, such as 37 ST SW with the MAX Teal BRT, provide regular transit services to the local area with daily public transit at a frequency of every 10 minutes or less, 15 hours a day, 7 days a week.

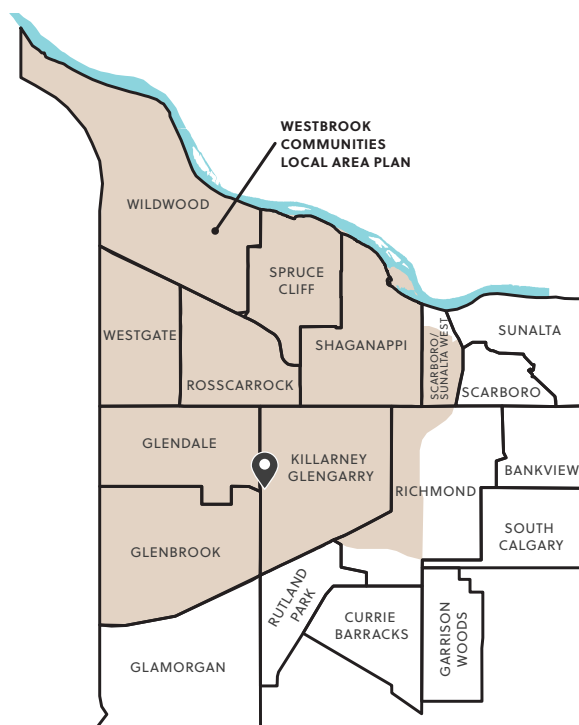
The City's key directions for land use and mobility recognize that, in order to move forward as an efficient city, land use and transit decisions need to be linked with a policy to support population and employment intensification within these key areas.





Killarney-Glengarry ARP

The project sites are located within the boundaries of the former Killarney-Glengarry Area Redevelopment Plan (ARP), approved by Council in 1986 and replaced by the Westbrook Communities Local Area Plan (LAP) in April 2023. The ARP identified the sites as “Community Mid-Rise Main Street”, which encouraged mixed-use mid-rise buildings that accommodate a range of retail, services, office and residential uses. The development vision for the sites aligns with policies and objectives from the Killarney-Glengarry ARP. Under the Killarney-Glengarry ARP, no policy amendment was required to support this proposal.



Westbrook Communities LAP

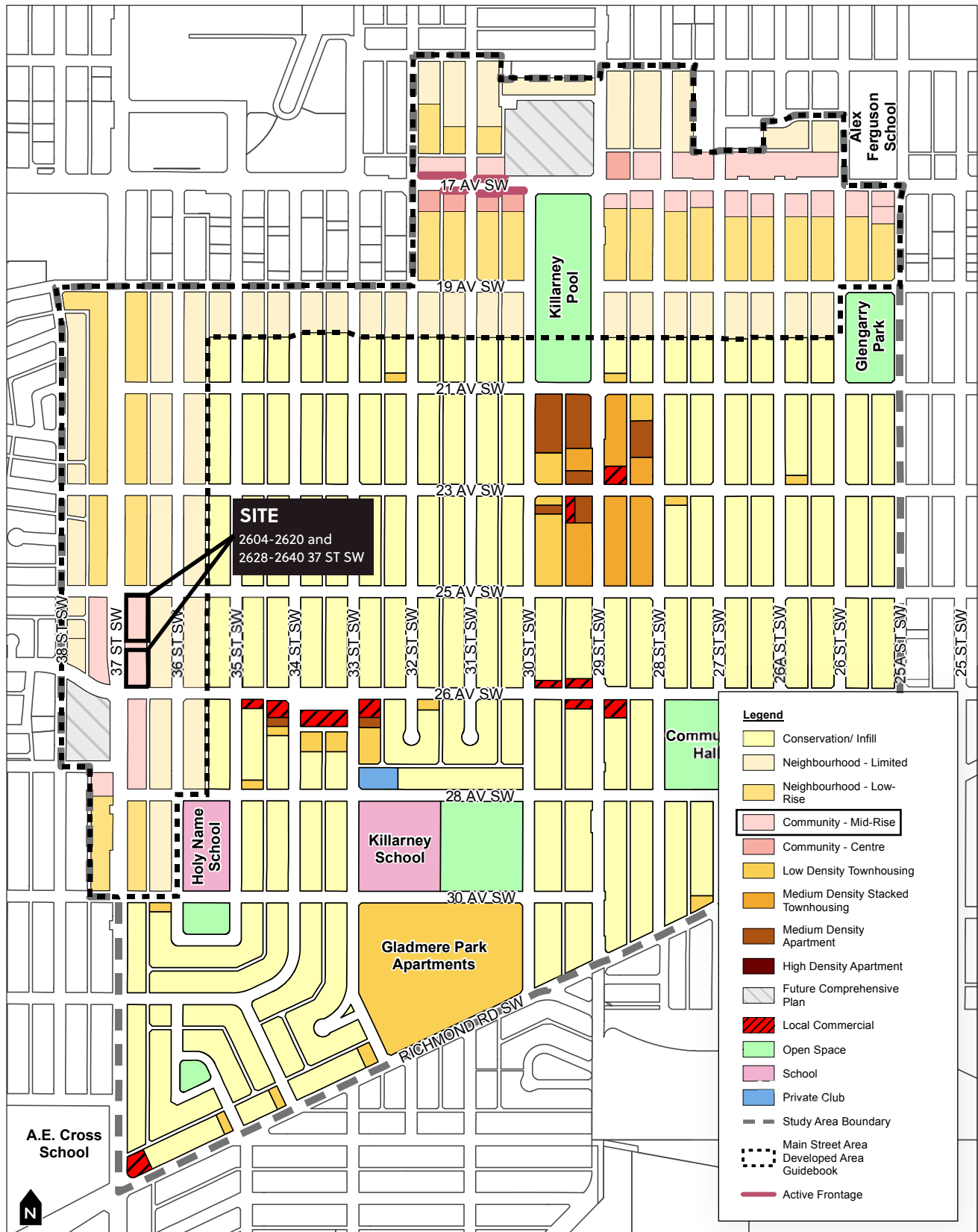
The City of Calgary is actively transitioning its key planning tool for local area planning, the Area Redevelopment Plan (ARP), to more regionally-based strategic growth plans. This approach is intended to manage city-wide growth and development by addressing gaps where no local plan currently exists, or replacing outdated plans which do not consider the local context of nearby communities with common characteristics.

The Westbrook Communities Local Area Plan (LAP) was approved by City Council on April 25, 2023, which updates, consolidates, and replaces a number of local policy documents, including the Killarney-Glengarry ARP. Similar to the Killarney-Glengarry ARP, no policy amendment is required to the Local Area Plan to support this proposal.

Former Local Policy

Killarney-Glengarry Area Redevelopment Plan *

* Note: The Killarney-Glengarry Area Redevelopment Plan has been replaced by the Westbrook Communities Local Area Plan.

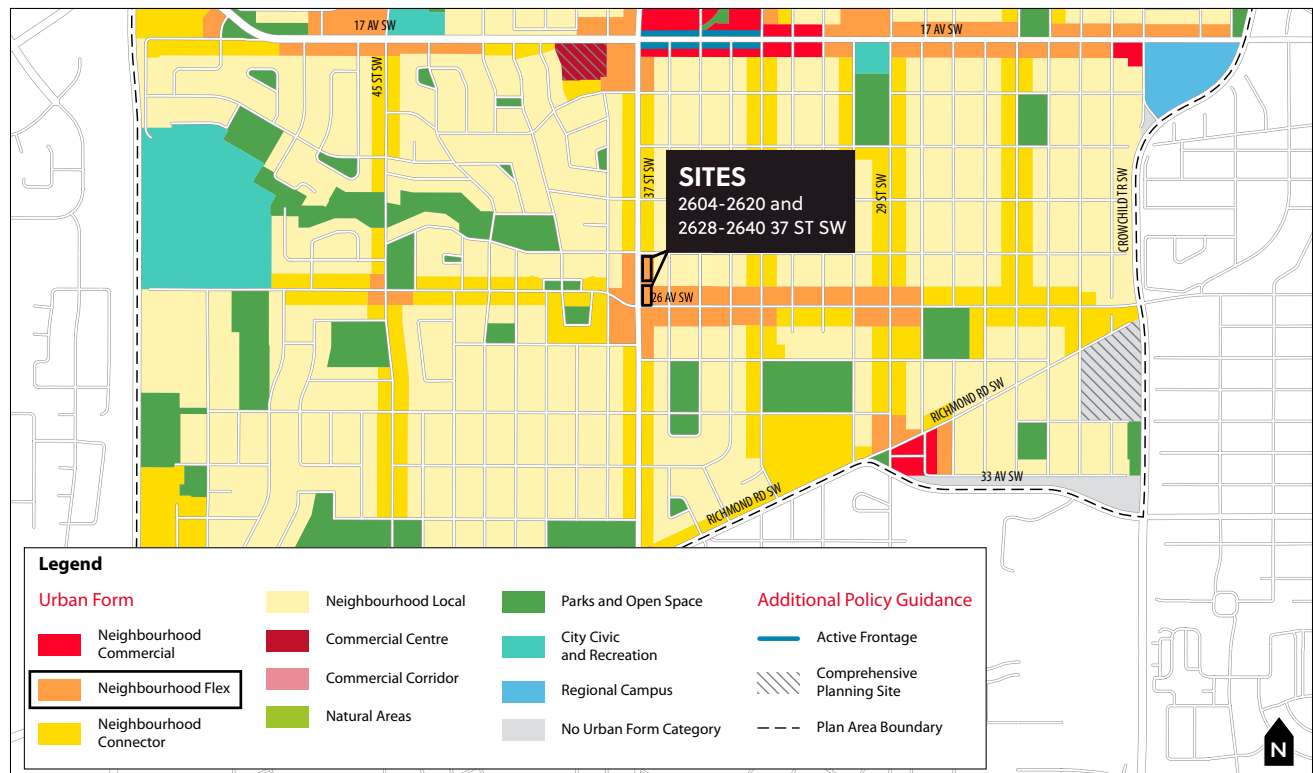
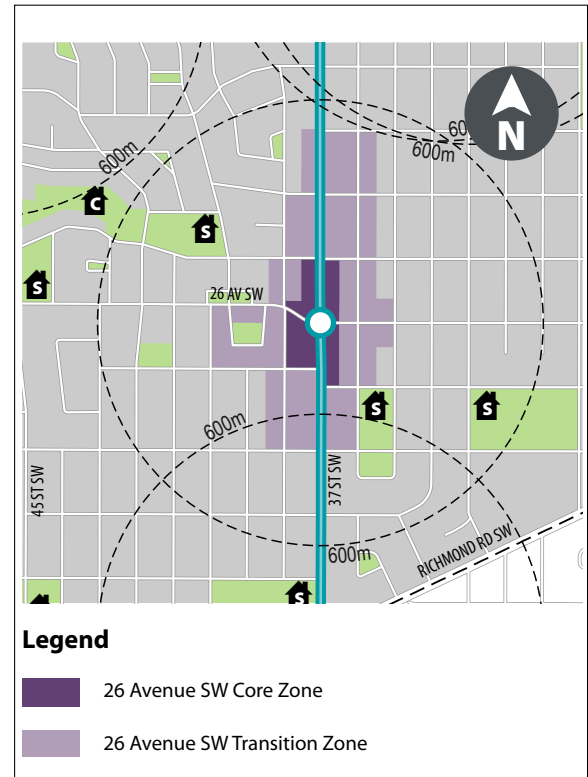


New Local Policy

Westbrook Communities Local Area Plan

On Apr. 25, 2023, Calgary City Council approved the Westbrook Communities Local Area Plan (LAP), which replaced the Killarney / Glengarry ARP, among other plans. The Westbrook Communities LAP applies the Neighbourhood Flex Urban Form Category and Low (up to 6 storeys) Scale policies to the subject sites. These policies are consistent with the changes proposed through this Land Use Redesignation application (LOC2022-0209), which requires no supporting policy amendment.

The Westbrook Communities LAP further identifies the sites within the 26 AV SW Transit Station Area Core Zone, which promotes growth and intensification of land uses that are close to Primary Transit Network corridors to provide accessible transportation options for all residents.

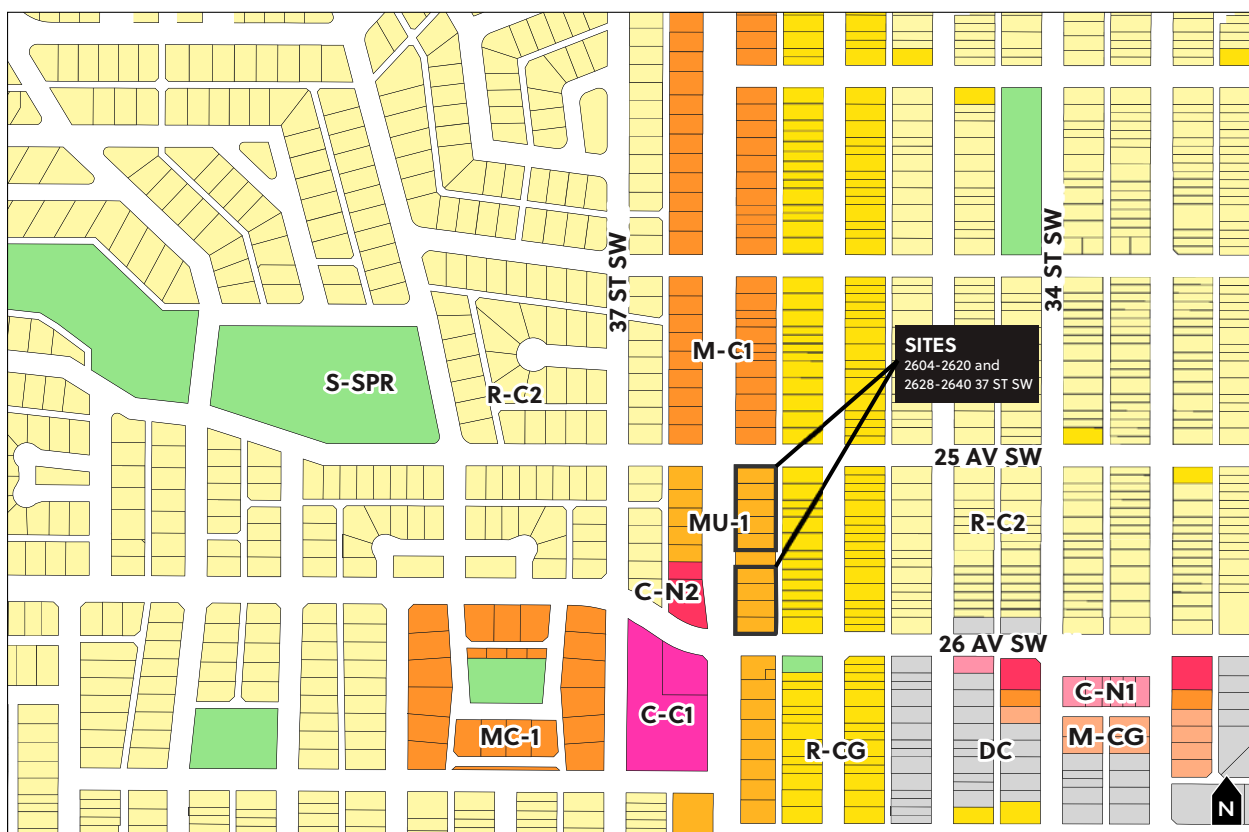


Land Use Context

Land Use Context

The sites are surrounded by a mix of residential, commercial and mixed use Land Use Districts. The areas to the west and south of the site are designated as the Mixed Use - General (MU-1) District, which allows for intensification and redevelopment from the built form on site today. To the north along 37 ST SW is the Multi-Residential - Contextual Low Profile (M-C1) District. To the south is a mixture of commercial and mixed uses, including the Commercial - Community 1 (C-C1) District. To the east is the Residential - Grade-Oriented Infill (R-CG) District.

The sites are currently designated as a Mixed Use - General (MU-1) District, with a maximum Floor Area Ratio (FAR) of 3.0 and maximum building height of 16.0 metres. This Land Use District is intended to provide for moderate-density, mixed-use development to facilitate a variety of building uses, heights, forms and scales.



Legend

- | | |
|--|--|
| Residential | Commercial |
| Multi-Residential | Direct Control |
| Mixed Use | Special Purpose |

Land Use Redesignation

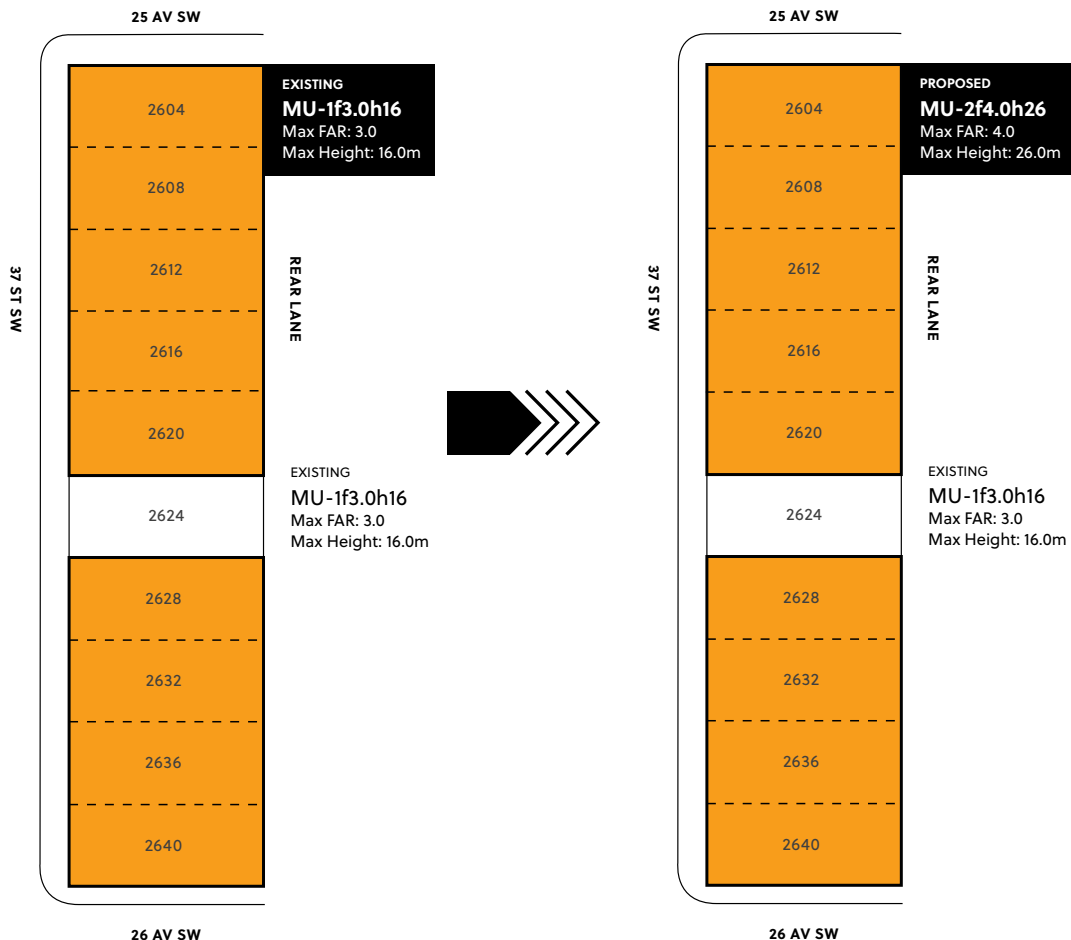
Land Use Change

To support the development vision for the sites, a Land Use Redesignation is proposed to the Mixed Use – Active Frontage (MU-2) District, and increases the Floor Area Ratio (FAR) and maximum building height modifiers. This redesignation would allow for high-quality, mixed-use buildings with commercial-retail and/or live-work units at grade, and multi-residential units located above.

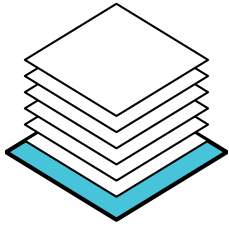
To align future Development Permit applications with the Land Use Redesignation application, a modifier permitting a maximum FAR of 4.0 and maximum building height of 26.0 metres is proposed.

Local Area Plan Amendment

The development vision aligns with policies from both the former Killarney-Glengarry Area Redevelopment Plan and the recently approved Westbrook Communities Local Area Plan. No policy amendment is required to support the proposed Land Use Redesignation application.



Phase 1: By The Numbers



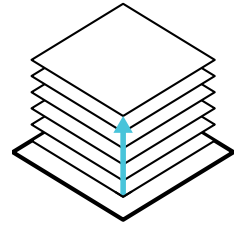
Site Area

0.28

Hectares

0.69

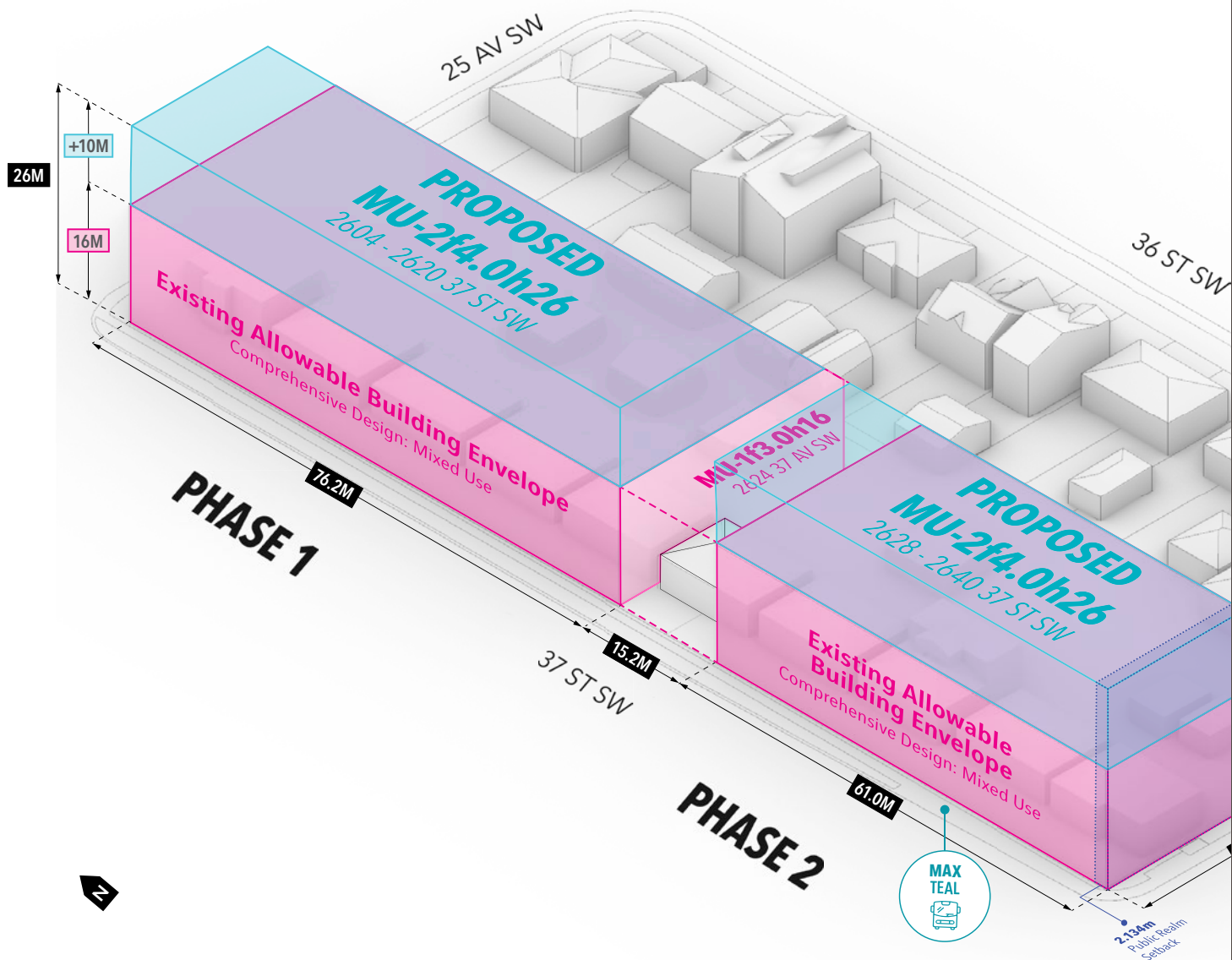
Acres



Build

26m

Maxim

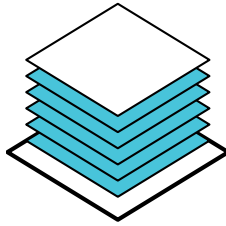


Conceptual View of Proposed Land Use Redesignation Changes – details to be confirmed at the Development Permit stage

Note: All visualizations are conceptual in nature and for discussion purposes only. Cross sections of a conceptual design for Phase 1 with details on site topography have been provided in the What We Heard Report, available on the project website.

Building Height

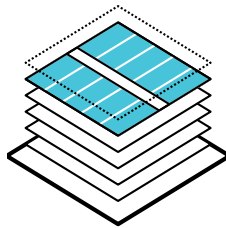
Maximum Height
6
Storeys



Building Intensity

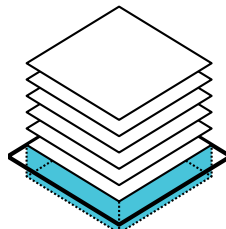
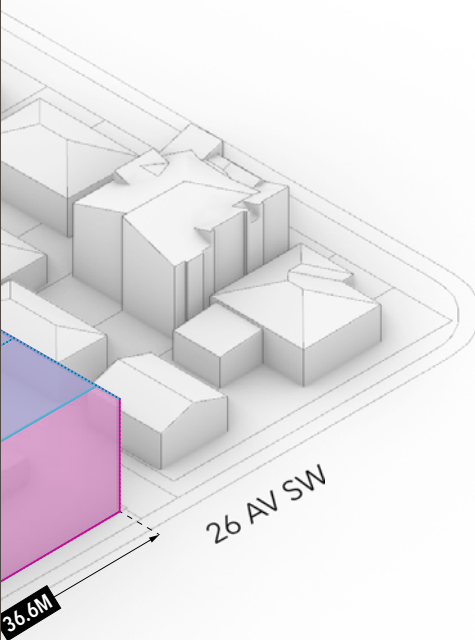
4.0
Maximum FAR
(Floor Area Ratio)

$\pm 10,545\text{m}^2$
Building GFA
(Gross Floor Area)



Dwelling Units

± 128
Total Dwelling Units



Parking

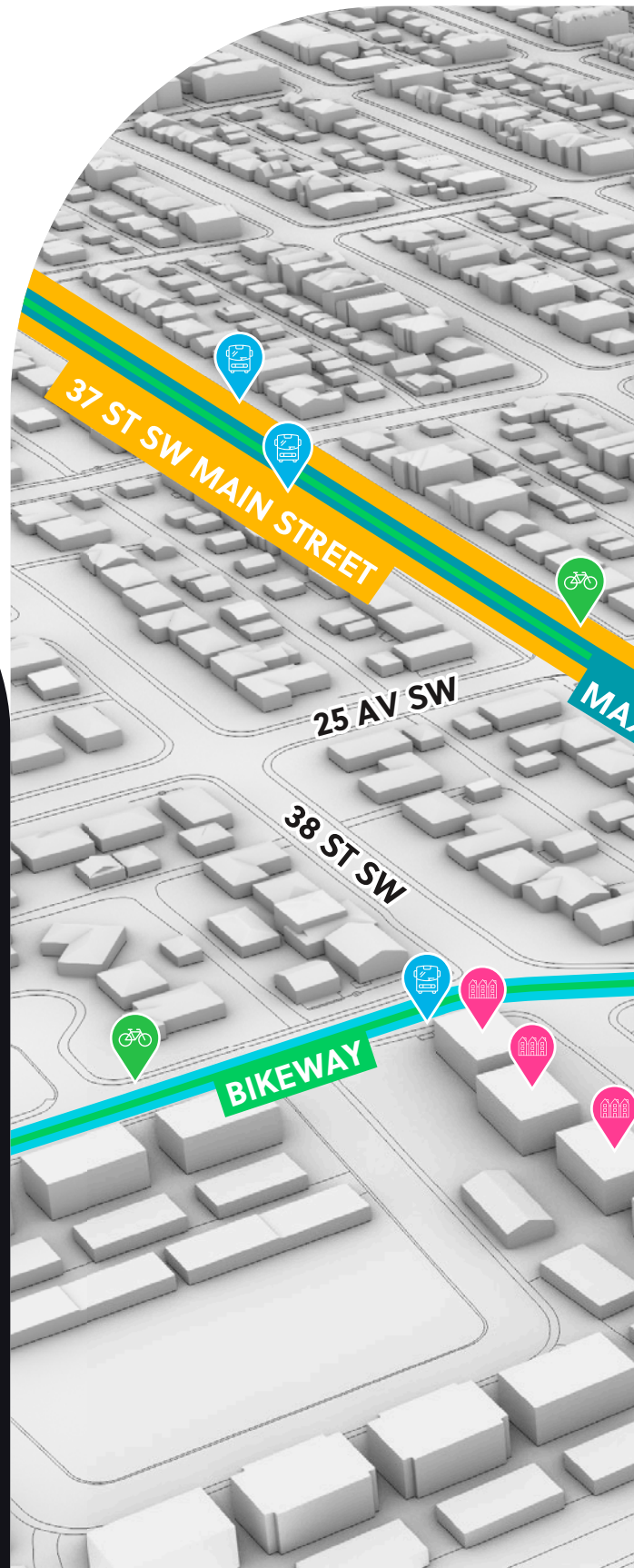
± 154
Parking Stalls
(Underground)

Development Rationale

The Case for Mixed Use Intensification

The development proposal - in alignment with the Municipal Development Plan (MDP) and Calgary Transportation Plan (CTP) - aims to increase residential and employment densities in close proximity to retail services, community facilities and services, transportation modes and supporting infrastructure. The sites have a high opportunity for growth and redevelopment, exhibiting a number of contextual factors that support residential and employment uses, and intensification through a mixed-use, six-storey built form. Contextual factors supporting intensification of the subject sites include that they:

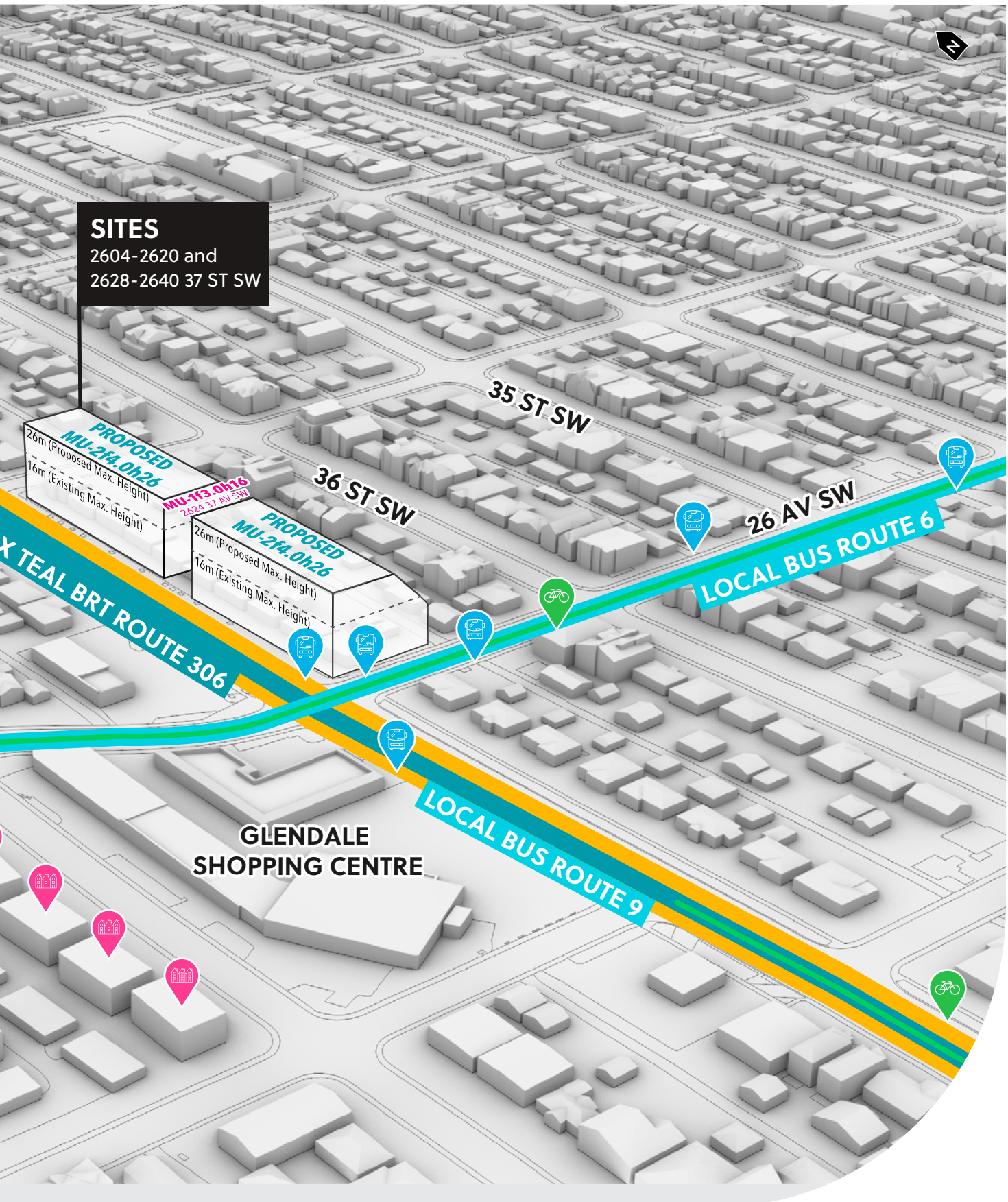
- Qualify as a Transit-Oriented Development (TOD) due to their location next to an existing Bus Rapid Transit (BRT) transit stop
- Located within the Core Zone of the 26 AV SW MAX Teal Transit Station Area
- Feature convenient access to other Transit Network Routes (Routes 6 and 9)
- Located within 37 ST SW Main Street study area, providing opportunities for residents to live, work, play and dine in their local area
- Consistent with the planned and evolving development pattern along the 37 ST SW Main Street intensification corridor
- Located on a designated Neighbourhood Boulevard (37 ST SW) designed to handle higher traffic volumes and levels
- Feature direct rear lane access, minimizing the impact of vehicles on adjacent streets/sidewalks
- Supported by the former local policy (Killarney-Glengarry ARP) and recently approved local policy (Westbrook Communities LAP)
- Within easy walking distance to open spaces, parks and community amenities, supporting planned and existing infrastructure



Multi-Residential within 150m



Bikeway



SITES

2604-2620 and
2628-2640 37 ST SW

PROPOSED
MU-2F4.0h26
26m (Proposed Max. Height)
16m (Existing Max. Height)

MU-1F3.0h16
2624 37 AV SW


PROPOSED
MU-2F4.0h26
26m (Proposed Max. Height)
16m (Existing Max. Height)

TEAL BRT ROUTE 306

LOCAL BUS ROUTE 6

LOCAL BUS ROUTE 9

GLENDALE SHOPPING CENTRE

 Bus Stop

Note: All visualizations are conceptual in nature and for discussion purposes only

Outreach

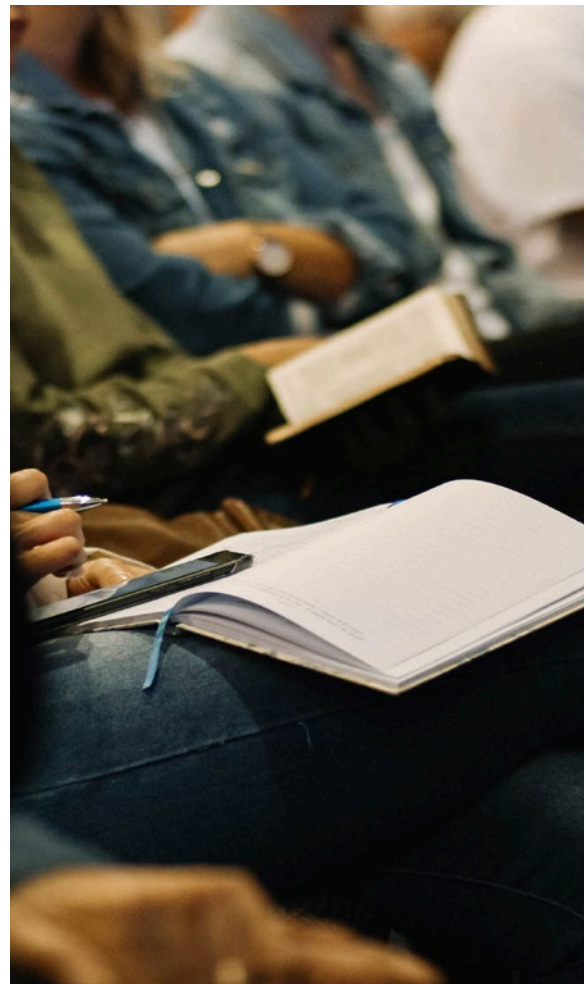
What is our role?

Clarifying community outreach roles and responsibilities connected to planning and development projects helps determine who does what, and builds a baseline understanding of the threshold of responsibility across all roles in building a great city. As the proponent of an Applicant-initiated development proposal, we have the associated responsibilities of the outreach lead.

Applicant (Lead)

The lead is the primary decision maker for the project leading up to a formal decision of approval or refusal by the designated City decision-making body.

- Notifies interested parties of the project and any opportunities to learn more or provide input
- Determines the negotiables and non-negotiables for the project and what is/isn't open for public input
- Communicates the constraints and clarifies the scope of the conversation
- Provides clear, concise, transparent and accurate information
- Holds a respectful conversation
- Reports back if/when collecting input and provides City decision makers with a summary of the community outreach approach that was taken
- Keeps interested parties in the loop and closes the loop when decisions are made



What is your role?

City Administration (Support)

The support assists in the outreach process by providing the Applicant, community/member-based organizations, and the wider community with information, tools and resources to improve understanding and aid in the overall success of the outreach process.

- Shares information about City goals and policies
- Explains The City's review and decision-making processes
- Clarifies community outreach roles and responsibilities
- Creates tools and resources for participants, connectors and leads to help them be successful in their outreach roles

Community/Member-based Organizations (Connector & Participant)

The connector shares information and insights about a specific community or area to help increase understanding of the local context and to help inform community outreach plans.

- Where possible, shares local information and insights to help build understanding and inform outreach plans
- Where possible, helps raise awareness of opportunities for people to get involved in local planning projects

The Community (Participant)

The participant participates in the process.

- Seeks out information and is informed
- Listens and participates respectfully
- Respects the scope of conversation and project constraints
- Provides appropriate feedback and remains open to different ideas

City Council and the Development Authority (Decision Maker)

The decision maker is responsible for making the final decision to approve/refuse the planning or development application.

- Reviews and considers proposed planning or development application
- Reviews and considers the outreach strategy / rationale / approach and any feedback that may have been collected
- Approves or refuses the planning or development application

Outreach Approach

Outreach Process & Reporting

VERA Group and the project team are committed to working with their neighbours to build strong and complete communities through thoughtful planning, great design and best-practice applicant-led outreach.

Our outreach process has been designed to provide multiple opportunities across a variety of platforms for interested parties to learn about the development vision for the site and to share their thoughts. The intent of this outreach process is to maintain and respectful and transparent dialogue throughout the development application process.

To demonstrate this commitment, the project team has created a purposeful outreach strategy to involve interested parties, which includes: custom signage installed on-site and mailers delivered to nearby area residents—both of which include detailed Applicant team and City of Calgary contact information—a project website, and a Digital Information Session.

Notice letters summarizing the proposed application have been shared with the Ward 6 & 8 Councillors' Offices, as well as the Killarney-Glengarry, Glendale-Glendale Meadows, and Glenbrook Community Associations, with offers to meet in-person or virtually. All feedback, questions and comments are responded to by the project team.

As part of the response to Community comments, a What We Heard Report was prepared and a version of it will form part of the public record as a Calgary Planning Commission Report attachment. All relevant materials have been shared with the Ward 6 & 8 Councillors' Offices, and Killarney-Glengarry, Glendale-Glendale Meadows, and Glenbrook Community Associations.

The project team looks forward to continued conversations with interested parties, and would like to thank all those who are planning to participate in the outreach process.

Balancing Multiple Interests

An outreach process is more than a compilation of feedback by the project team. Our role, as the outreach lead, requires active listening to determine the root issues underlying each individual piece of feedback. It is often necessary to reconcile competing interests and points of view to arrive at evidence-based planning and design solutions. The array of interests that influence development projects include, but are not limited to:

- **Calgary's Growth and Development**
Planning for the next generations of Calgarians
- **Local Area Policy**
The existing policy framework that guides local development
- **Community Feedback**
What various parties think and say about an issue
- **Economic Viability**
Needs of the developer to create a viable project

City of Calgary Review and Guidance

The City of Calgary Administration is responsible for the formal review and consideration of the Land Use Redesignation and Development Permit applications. City Administration will also provide guidance on implementing a best-practice voluntary outreach process. City Administration will actively monitor and observe key Applicant-led outreach activities and we will provide Administration contact information in outreach materials. Input collected via project team outreach will be reviewed by City Administration and summarized in reports to Calgary Planning Commission and City Council prior to final recommendations and decisions being made.

Outreach Strategies



Project Website

The project website (www.veragroup.ca) provides an opportunity for interested parties to learn about the development vision and enable convenient 24-hour access to the most up-to-date project information. The website includes a feedback form and provides contact information for the Applicant team (phone number and email address) and City of Calgary contacts.



Notice Letters

Notice letters summarizing the proposed application were shared with the Ward 6 & 8 Councillors' Offices, and Killarney-Glengarry, Glendale-Glendale Meadows, and Glenbrook Community Associations. The notice letters provide project information and welcome continued dialogue. All feedback, questions and comments are responded to by the project team.



On-Site Signage

On-site signage installed upon submission of the Land Use Redesignation application. On-site signage summarizes the Land Use Application and Development Vision and provides contact information for the project team (phone number, email address, and webpage) and City of Calgary's Development Map (<https://dmap.calgary.ca>).



Digital Information Session

The VERA Group project team hosted a Digital Information Session via Zoom from 7:00-8:30pm on April 20, 2023 to discuss the proposed change and listen to community feedback. Registered participants were able to join a Zoom meeting and watch a brief presentation by the project team that included key new information about the proposal, followed by a facilitated question and answer period.



Hand-Delivered Mailers

Mailers hand-delivered to surrounding residents, businesses, and interested parties within approximately 200m of the subject site. The mailers summarize the Land Use Application and Development Vision and provide contact information for the Applicant team (phone number, email address, and webpage) and City of Calgary's Development Map (<https://dmap.calgary.ca>).



What We Heard Report

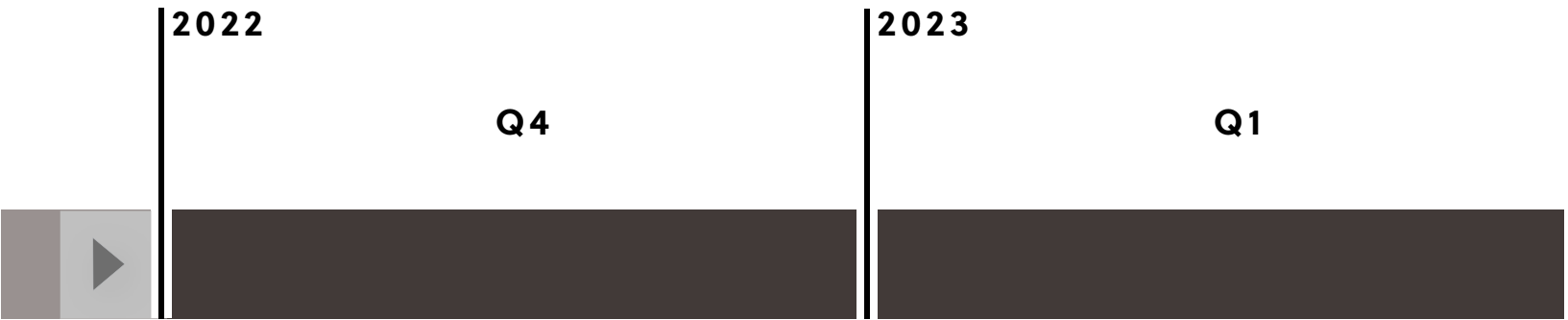
A summary report providing details on the Applicant-led outreach, common feedback themes and project team responses. A detailed copy of the report was published online and shared with the Ward 6 & 8 Councillors' Offices, and Killarney-Glengarry, Glendale-Glendale Meadows, and Glenbrook Community Associations.



Outreach Voicemail & Email

A project phone line, voice-mail inbox (587 747 0317), and dedicated email (engage@veragroup.ca) serve as a direct line to the Applicant team. This contact information is included on all outreach materials.

Anticipated Application Timeline



■ Land Use Redesignation application

■ Applicant-Led Outreach

Land Use Redesignation
Application Submitted to City of Calgary

Outreach Begins
Webpage, Mailer, On-site Signage,
Phoneline, Email, Feedback Form,
Meetings with Interested Parties

Note: Dates shown are approximate.

Q2

Q3



Calgary Planning Commission

Proposed Land Use Redesignation
Review and Recommendation

Land Use Public Hearing

Council Decision on Land Use
Redesignation Application

Digital Information Session

April 20, 2023 (7:00-8:30pm)
Held online via Zoom

What We Heard Report

Supported by Application Brief,
based on feedback from outreach

Ongoing Communication

Ongoing Communications with
interested parties

