



# 2604-2620 37 Street SW & 2628-2640 37 Street SW

---

DIGITAL INFORMATION SESSION - April 20, 2023 (7:00-8:30pm)

**MU-1f3h16 to MU-1f4h26**  
LOC2022-0209



## Project Team:



## Agenda:

1. **Welcome & Introductions**
2. **Proposal Overview**
3. **Q & A**
4. **Wrap Up & Next Steps**

# Thank You For Joining Us

**During the Digital Information Session, please:**

---



Type your question into the Q & A



Use the "raise hand" function if you would like to speak



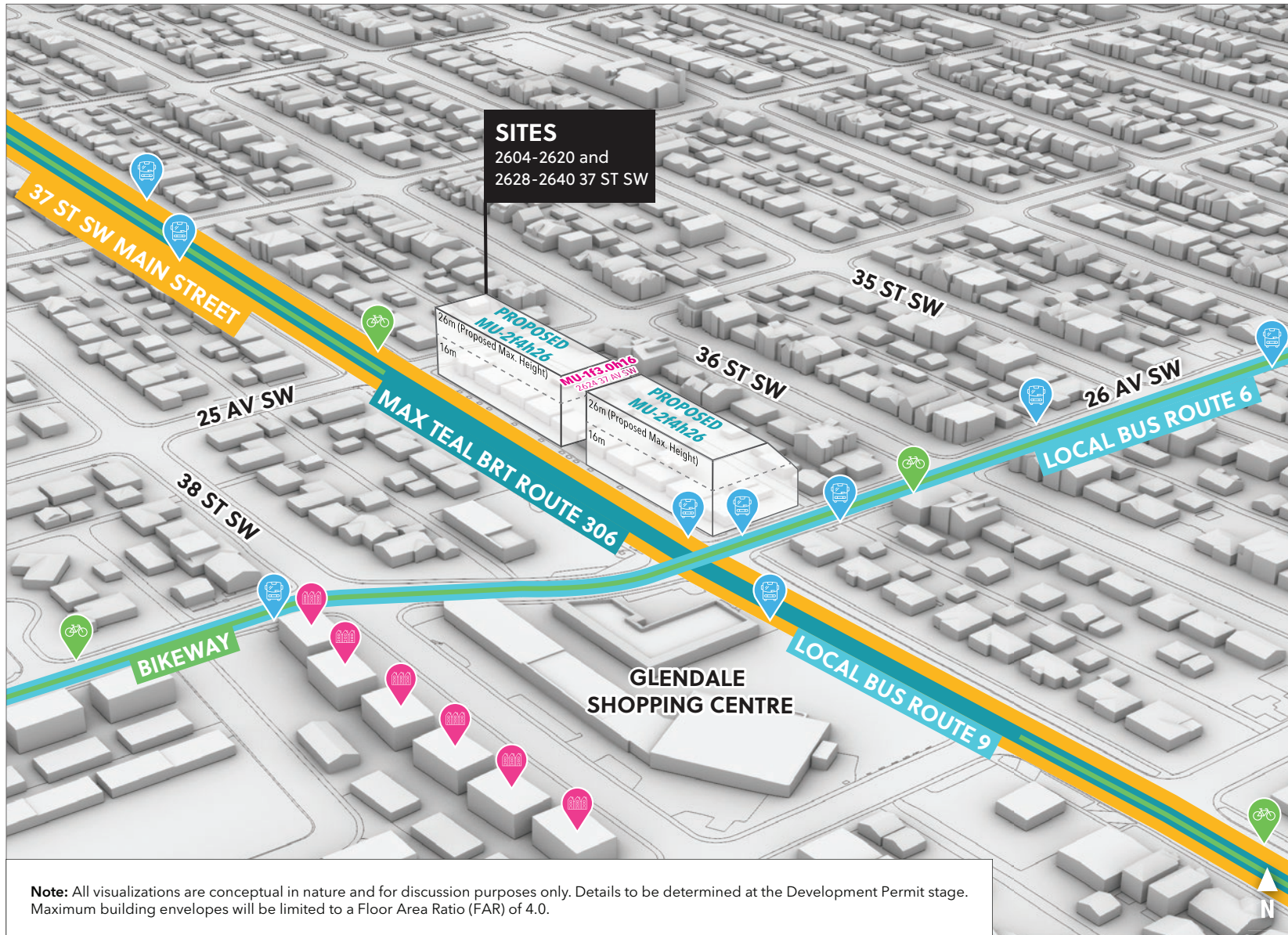
Kindly allow each individual to finish speaking



Be respectful and kind to one another



# Development Rationale



- ✓ Within 400m of Local Transit
- ✓ Within 600m of Primary Transit
- ✓ Along a Collector or Higher Standard Street
- ✓ Close to a Corridor or Activity Centre
- ✓ Direct Lane Access
- ✓ On a Corner Parcel
- Adjacent to Non-Residential or Multi-Unit Development
- Adjacent to Open Space, Park or Community Amenity

**6/8** Multi-Residential Infill Criteria Met



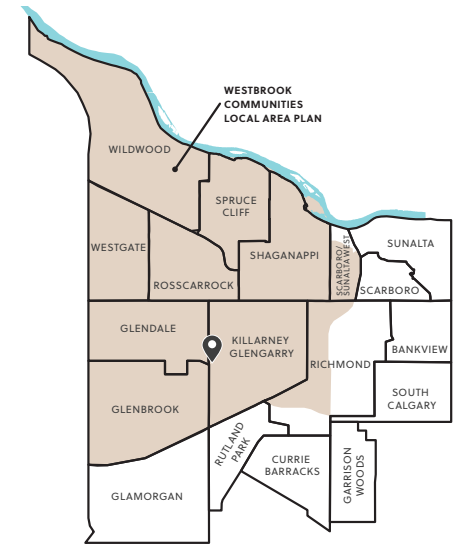
**Main Streets**



**Transit-Oriented Development**



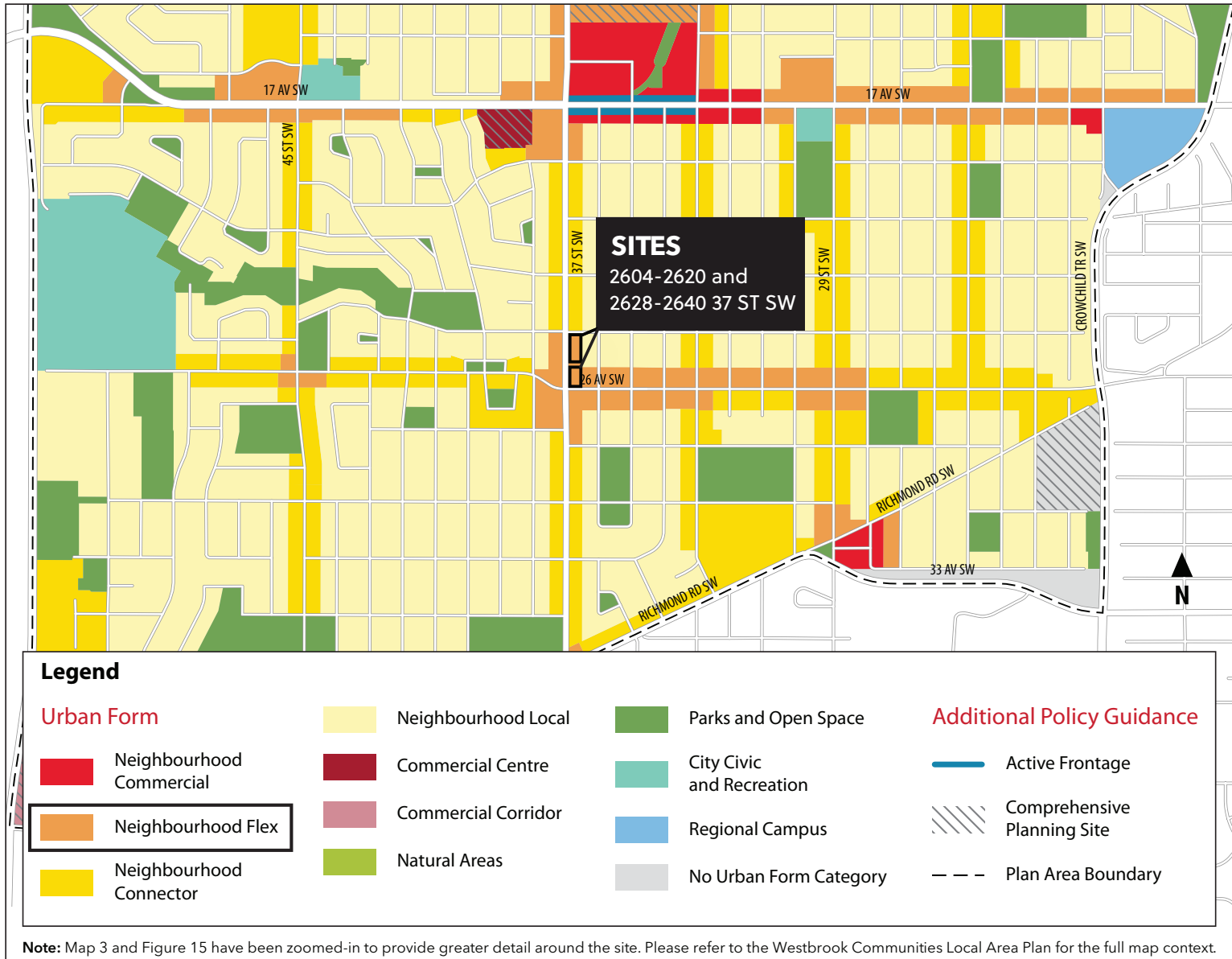
**Killarney-Glengarry ARP**



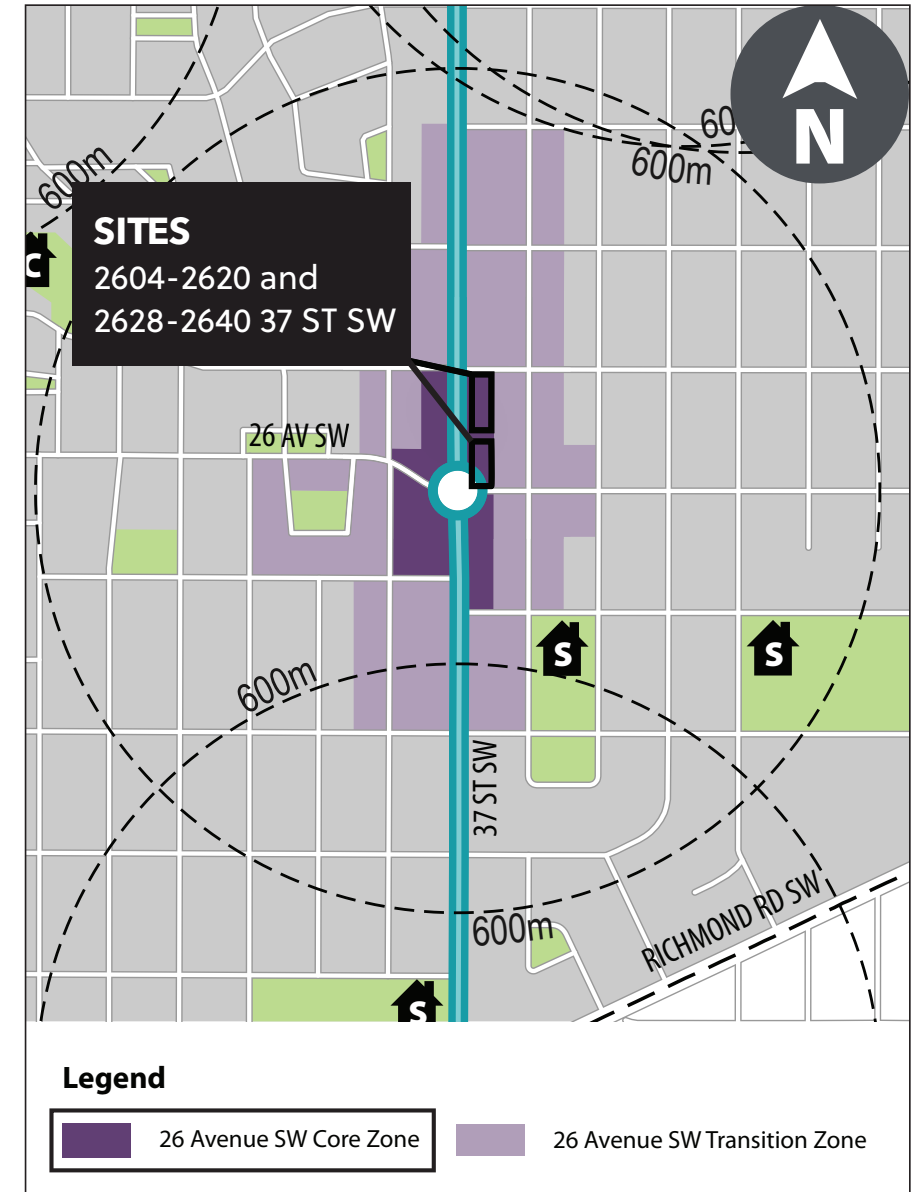
**Westbrook Communities LAP**

# Policy Context Westbrook Communities Local Area Plan (LAP)

Urban Form (Map 3)



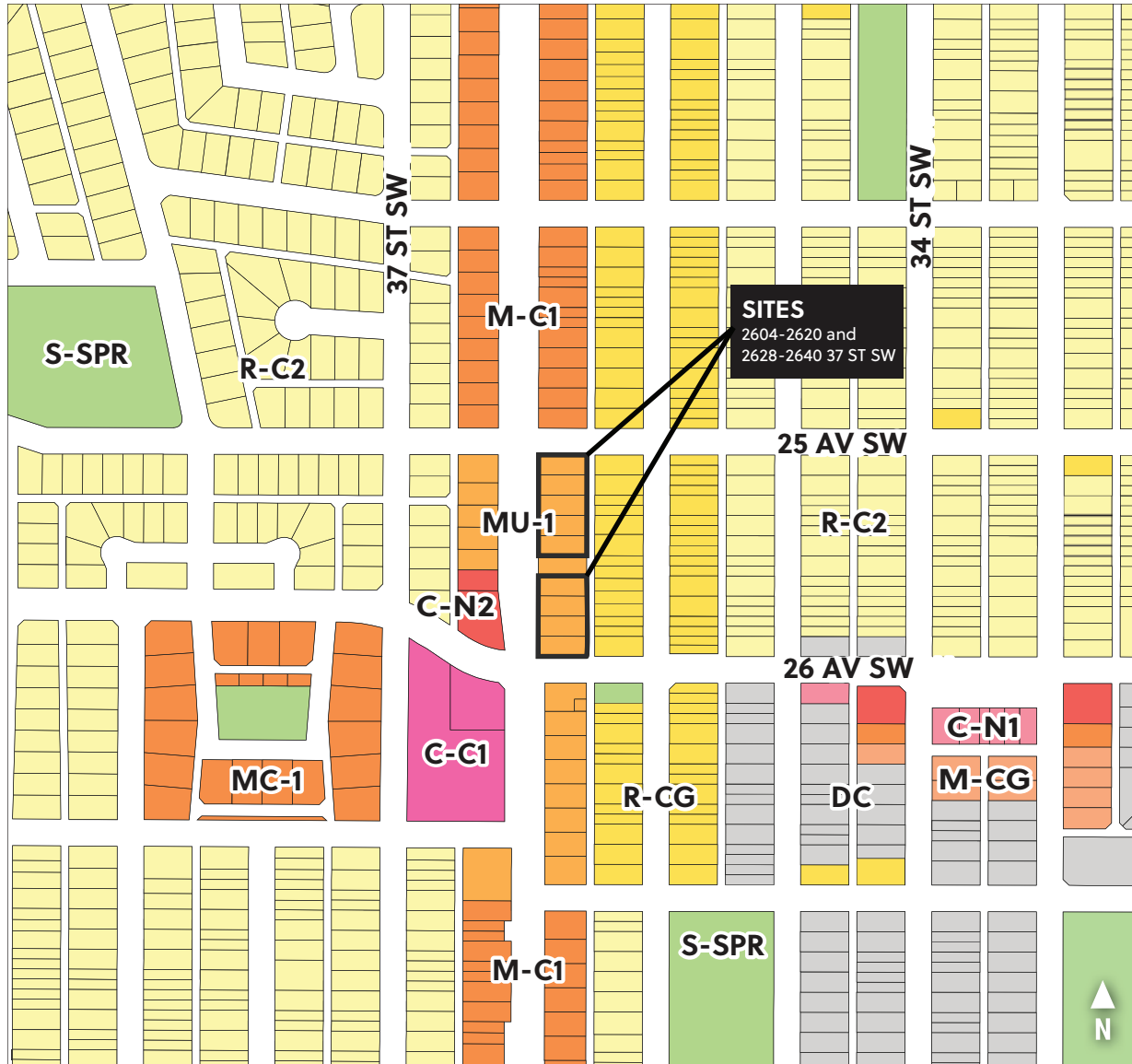
Transit Station Area (Figure 15)



## Building Scale (Map 4)



# Proposed Change



Note: Map based on current Land Use Districts. Please refer to <https://www.calgary.ca/maps/land-use-bylaw.html> for Land Use Bylaw 1P2007 maps directly with all detail.

## LEGEND

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





# Public Outreach Strategies

**VERA GROUP**

## Land Use Redesignation 2604-2620 & 2628-2640 37 ST SW LOC2022-0209

**Hello, Neighbour!**

We are proposing a land use change at 2604-2620 and 2628-2640 37 Street SW. The proposed Land Use Redesignation (LOC2022-0209) would enable the vision of six-storey, mixed-use buildings to be developed in two phases, both featuring commercial-retail and/or live-work units at street level, and multi-residential units above. To achieve this development vision, a modifier to the existing Mixed Use - General (MU-1) District is proposed to permit a maximum Floor Area Ratio (FAR) of 4.0 (increased from 3.0 FAR), and maximum building height of 26.0 metres (increased from 16.0 metres). The sites' strategic location would allow future residents the option to live in an amenity-rich neighbourhood with excellent access to day-to-day conveniences and frequent transit service, while activating the newly improved streetscape with commercial-retail services.

**Get In Touch**

If you have any questions, comments, or concerns, please get in touch with the Applicant Team or the City of Calgary via the contact information below.

**Contact Applicant Team:**  
Visit: [www.veragroup.ca](http://www.veragroup.ca)  
E-mail: [engage@veragroup.ca](mailto:engage@veragroup.ca)  
Phone: 587 747 0317

**Contact The City of Calgary:**  
Visit: [www.dmap.calgary.ca](http://www.dmap.calgary.ca)  
E-mail: [jared.friedman@calgary.ca](mailto:jared.friedman@calgary.ca)  
File No: LOC2022-0209

**Hello, Neighbour!**

We are proposing a land use change at 2604-2620 and 2628-2640 37 Street SW. The proposed Land Use Redesignation (LOC2022-0209) would enable the development vision of six-storey (max. height 26.0 metres) mixed-use buildings to be developed in two phases, both featuring commercial-retail and/or live-work units at street level, and multi-residential units located above. To achieve this development vision, a modifier to the existing Mixed Use - General (MU-1) District is proposed to permit a maximum Floor Area Ratio (FAR) of 4.0 (increased from 3.0), and maximum building height of 26.0 metres (increased from 16.0 metres).

**Get In Touch**

VERA Group is committed to being a good neighbour and working with community members throughout the application process. The project team understands a meaningful and appropriately scaled outreach process in support of all applications to ensure a clear and transparent process for all interested parties.

Find out more about this proposal and share your thoughts with us below.

**Contact Us**

**Contact the Applicant Team**  
Visit: [www.veragroup.ca](http://www.veragroup.ca)  
Email: [engage@veragroup.ca](mailto:engage@veragroup.ca)  
Phone: 587 747 0317

**Contact the City of Calgary**  
Visit: [www.dmap.calgary.ca](http://www.dmap.calgary.ca)  
Email: [jared.friedman@calgary.ca](mailto:jared.friedman@calgary.ca)  
City File No: LOC2022-0209

**VERA GROUP**

## 2604-2620 + 2628-2640 37 Street SW

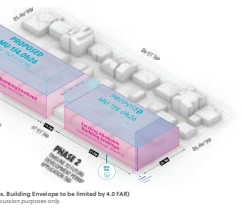
**Proposed Land Use Change**  
MU-1f3.0h16 to MU-1f4.0h26  
LOC2022-0209

**SUBJECT SITES**  
2604-2620 37 ST SW  
2628-2640 37 ST SW

**Policy Alignment**

No amendments to statutory policies are required to facilitate the proposed development vision. The proposed development and modification to the Mixed Use - General (MU-1) District are consistent with the City-wide goals and policies on growth and redevelopment. The City of Calgary Municipal Development Plan (MDP) encourages the development of innovative and varied housing options and employment opportunities in established communities, more efficient use of infrastructure, and compact built forms in locations with direct and easy access to transit, shopping, schools, and other community services.

The proposal is also consistent with local policies from the statutory Killarney-Glengarry Area Redevelopment Plan (ARP) and the emerging, non-statutory, Westbrook Communities Local Area Plan (LAP) draft from October 2022. The Killarney-Glengarry ARP and draft Westbrook Communities LAP encourage mixed-use mid-rise building types that accommodate a range of retail, services and residential uses along designated corridors, like the City-identified 37 Street SW Main Street corridor.



**Digital Information Session**  
Join us from 7:00-8:30pm on April 20<sup>th</sup> to discuss the proposed land use change at 2604-2620 37 Street SW & 2628-2640 37 Street SW

From MU-1f3.0h16 to MU-1f4.0h26 | LOC2022-0209

We're reaching out to invite you to a digital information session that we're hosting on April 20<sup>th</sup>, 2023 from 7:00-8:30pm to discuss the proposed land use change at 2604-2620 37 Street SW & 2628-2640 37 Street SW.

The proposed development vision includes two mixed-use buildings to be developed in two separate phases, both featuring commercial-retail and/or live-work units at street level and multi-residential units located above. If approved, the proposed land use change would enable a maximum Floor Area Ratio (FAR) of 4.0 (increased from 3.0) and maximum building height of 26.0 metres (increased from 16.0 metres).

The proposed land use change is aligned with the overarching goals and policies of the statutory Killarney-Glengarry Area Redevelopment Plan (ARP) and the non-statutory, emerging Westbrook Communities Local Area Plan (LAP). No policy amendment is required to support the proposed change.

We're committed to working with community members throughout the application process to ensure a clear and transparent process for all interested parties. We hope that you can join us on April 20<sup>th</sup> to find out more about the proposal and share your feedback.

Detailed information about the project can also be found at: [www.veragroup.ca](http://www.veragroup.ca)

**SUBJECT SITES**  
2604-2620 37 ST SW  
2628-2640 37 ST SW

**Register for the Digital Information Session**

Register on Eventbrite at:  
[www.eventbrite.ca](https://www.eventbrite.ca)  
**VERA-Group-37-Street-SW.**

The Digital Information Session will be held on April 20<sup>th</sup> from 7:00-8:30pm using Zoom. A link and code will be shared with all registered participants prior to the event.

**Contact the Project Team**  
Visit: [www.veragroup.ca](http://www.veragroup.ca)  
Email: [engage@veragroup.ca](mailto:engage@veragroup.ca)  
Phone: 587 747 0317

**Contact the City of Calgary**  
Visit: [dmap.calgary.ca](http://dmap.calgary.ca)  
Email: [jared.friedman@calgary.ca](mailto:jared.friedman@calgary.ca)  
Application: LOC2022-0209

## Launch Dec 2022 ..... Digital Information Session Apr 2023

**OUTREACH EMAIL INBOX + CORRESPONDENCE**

**OUTREACH PHONE LINE + TEAM RESPONSES**

**DEDICATED PROJECT WEBSITE**

**PROJECT MEMO (LOCAL CAs + WARD OFFICES)**

**2 ON-SITE SIGNS**

**±320 HAND-DELIVERED NEIGHBOUR BROCHURES**

**±320 HAND-DELIVERED NEIGHBOUR POSTCARDS**

# Emerging Common Themes

---

1. **Building Scale**
2. **Density**
3. **Shadow & Privacy Impact**
4. **Traffic & Parking**
5. **Landscaping**
6. **Mixed-Use Intentions**



# Conceptual Development Potential



## Phase 1 AT-A-GLANCE

 **26m / 6 STOREYS**  
MAX. BUILDING HEIGHT  
+10M / ±2 STOREYS (APPROX.)


 **4.0**  
MAX. FLOOR AREA RATIO  
+1.0 MAX. FLOOR AREA RATIO


 **±128**  
DWELLING UNITS  
+32 DWELLING UNITS (APPROX.)

 **±154**  
VEHICLE STALLS

## Phase 2 AT-A-GLANCE

 **26m / 6 STOREYS**  
MAX. BUILDING HEIGHT  
+10M / ±2 STOREYS (APPROX.)

 **4.0**  
MAX. FLOOR AREA RATIO  
+1.0 MAX. FLOOR AREA RATIO

 **±102**  
DWELLING UNITS  
+26 DWELLING UNITS (APPROX.)

 **±120**  
VEHICLE STALLS

**Note:** Development numbers are conceptual in nature and for discussion purposes only. Estimates are based on current and proposed Land Use Districts and a conceptual schematic design. Details to be determined at the Development Permit stage.

# Phase 1: Conceptual Development Potential



**Front View - Facing Northeast**

RESIDENTIAL

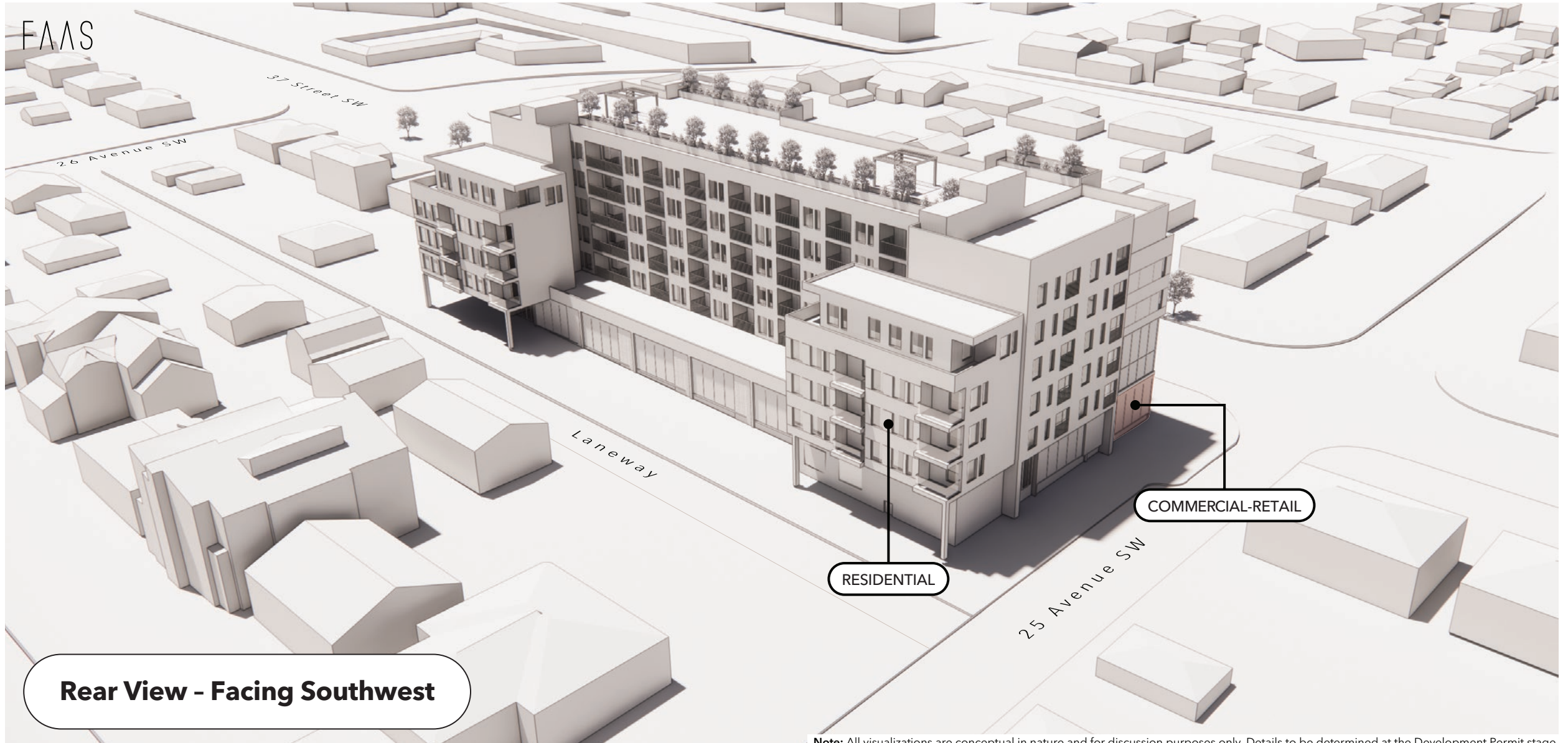
COMMERCIAL-RETAIL

**Note:** All visualizations are conceptual in nature and for discussion purposes only. Details to be determined at the Development Permit stage.

# Phase 1: Conceptual Development Potential



# Phase 1: Conceptual Development Potential

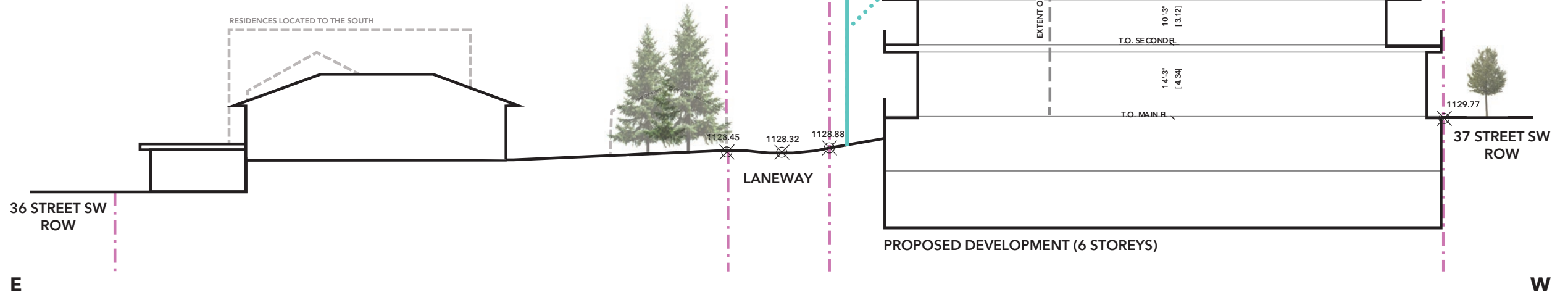


Note: All visualizations are conceptual in nature and for discussion purposes only. Details to be determined at the Development Permit stage.

# Phase 1: Conceptual Cross Section



Key Plan

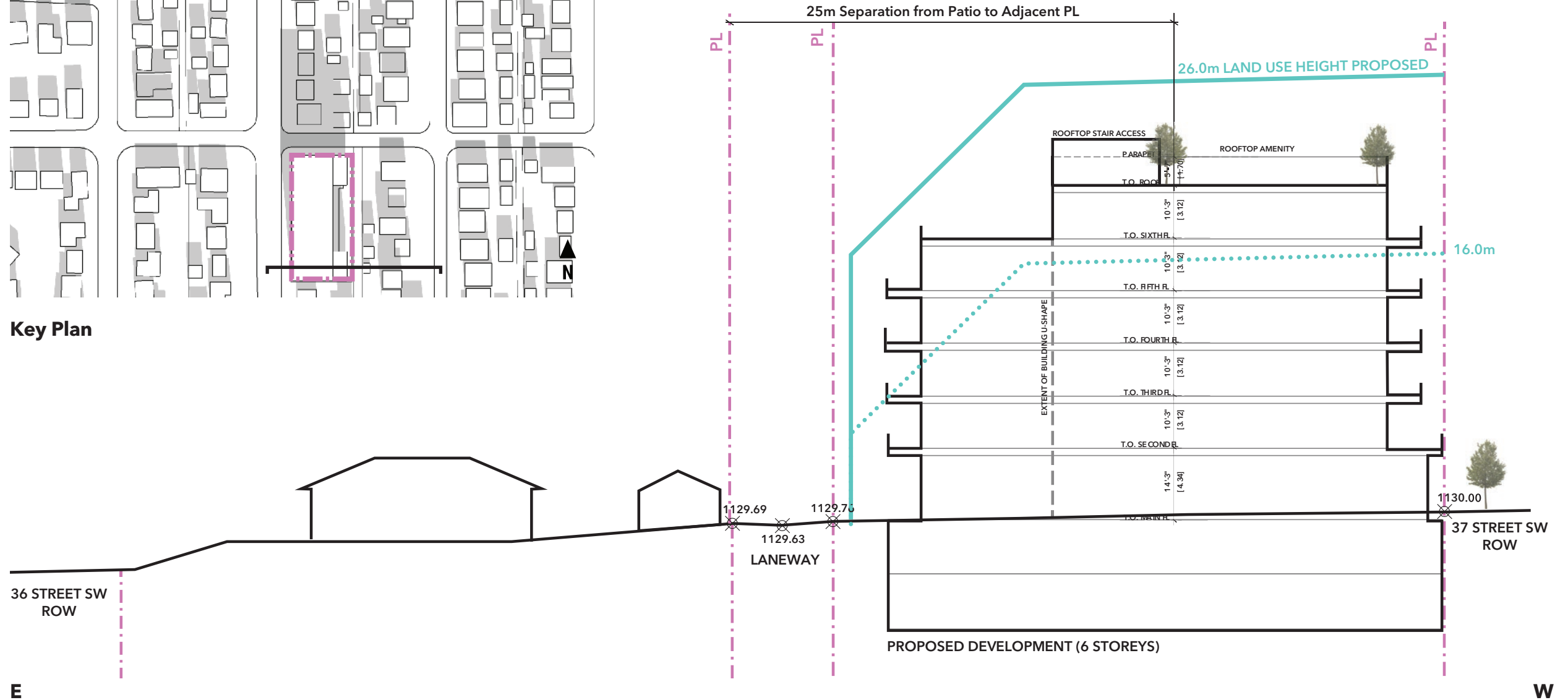


Note: All visualizations are conceptual in nature and for discussion purposes only. Details to be determined at the Development Permit stage.

# Phase 1: Conceptual Cross Section



Key Plan



Note: All visualizations are conceptual in nature and for discussion purposes only. Details to be determined at the Development Permit stage.



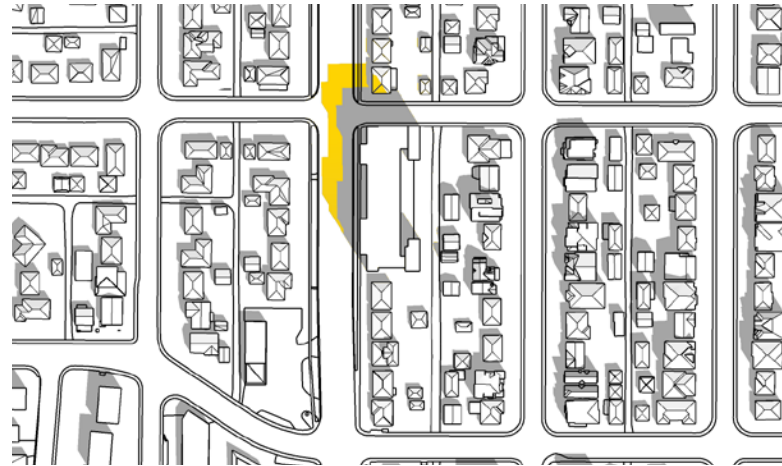
# Conceptual Shadow Studies

MARCH 21 & SEPTEMBER 21 EQUINOXES – SPRING EQUINOX (Sunrise: 7:37am / Sunset: 7:51pm) & AUTUMN EQUINOX (Sunrise: 7:21am / Sunset: 7:37pm)

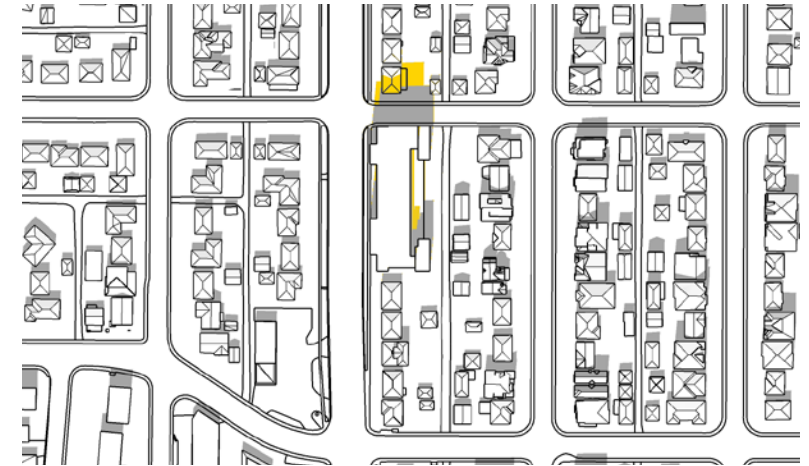
8:00am



10:00am



12:00pm



2:00pm



4:00pm



## LEGEND

- Existing Building Shadow & Conceptual 16m Building Shadow
- Conceptual Building (MU-1f4h26) Shadow Difference



**Note:** Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of a proposed architectural design, surrounding built form and natural features. Study areas without significant topography assume a flat at-grade model surface. Simulated dates and times are based on established City of Calgary standards. These sun shadow studies are based on a conceptual design created using the Mixed Use District Rules (Land Use Bylaw 1P2007), which will be determined at the Development Permit stage.

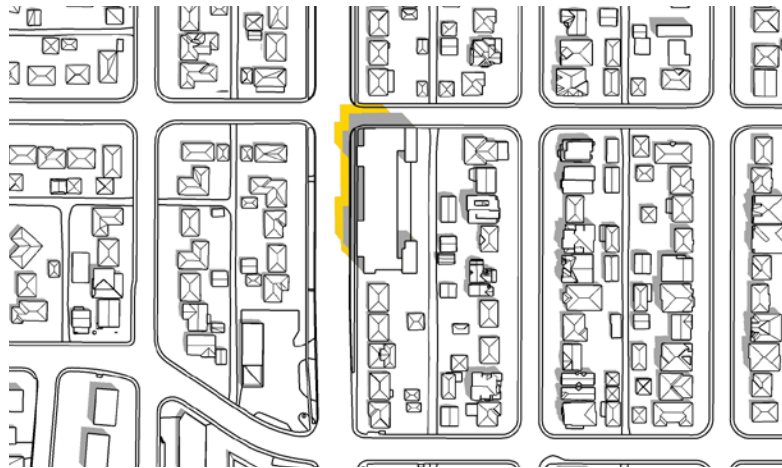
# Conceptual Shadow Studies

JUNE 21 – SUMMER SOLSTICE (Sunrise: 5:21am / Sunset: 9:55pm)

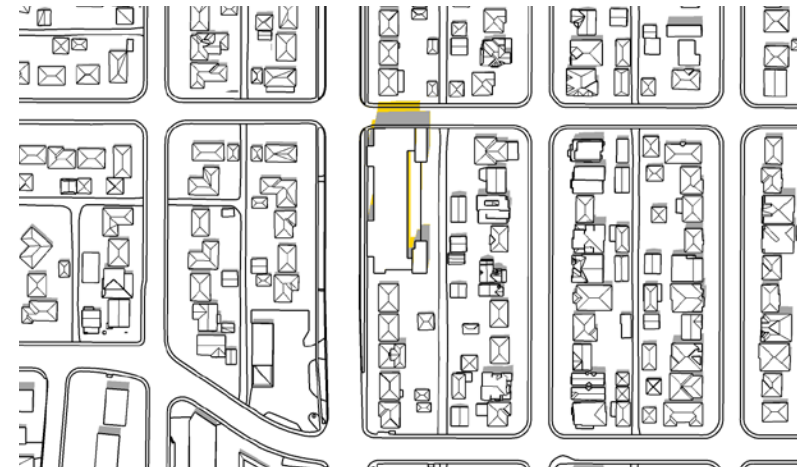
8:00am



10:00am



12:00pm



2:00pm



4:00pm



## LEGEND

- Existing Building Shadow & Conceptual 16m Building Shadow
- Conceptual Building (MU-1f4h26) Shadow Difference



**Note:** Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of a proposed architectural design, surrounding built form and natural features. Study areas without significant topography assume a flat at-grade model surface. Simulated dates and times are based on established City of Calgary standards. These sun shadow studies are based on a conceptual design created using the Mixed Use District Rules (Land Use Bylaw 1P2007), which will be determined at the Development Permit stage.

# Conceptual Shadow Studies

DECEMBER 21 – WINTER SOLSTICE (Sunrise: 8:37am / Sunset: 4:32pm)

8:00am



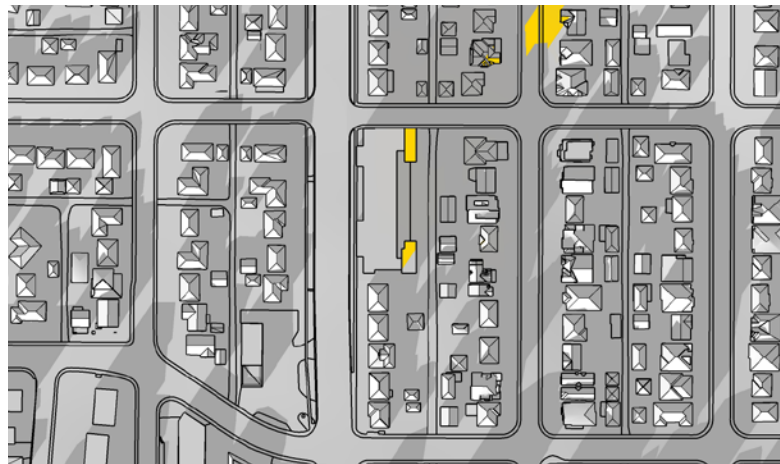
10:00am



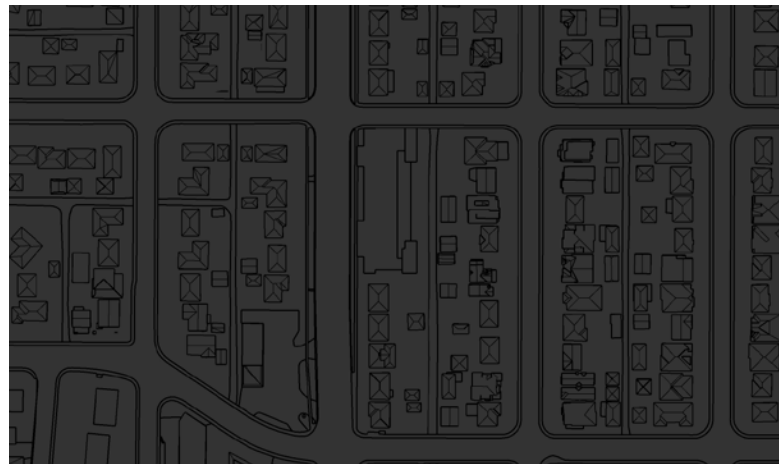
12:00pm





2:00pm



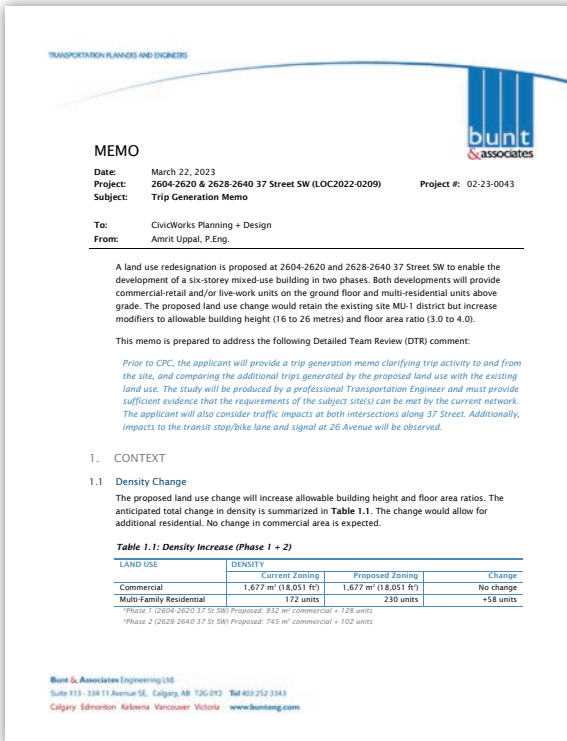
4:00pm



## LEGEND

-  Existing Building Shadow & Conceptual 16m Building Shadow
  -  Conceptual Building (MU-1f4h26) Shadow Difference
- ▲  
N

**Note:** Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of a proposed architectural design, surrounding built form and natural features. Study areas without significant topography assume a flat at-grade model surface. Simulated dates and times are based on established City of Calgary standards. These sun shadow studies are based on a conceptual design created using the Mixed Use District Rules (Land Use Bylaw 1P2007), which will be determined at the Development Permit stage.



## Conclusions

- **Trip Generation** – The proposed zoning would increase anticipated site traffic generation by up to 29 peak hour trips when compared to the existing zoning. This level of trip generation will not appreciably impact network traffic conditions.
- **Roadways** – Daily volumes are anticipated to remain within current operating guidelines.
- **Intersections** – No new controls (signals or crosswalks) are anticipated to be required.

“Therefore, the proposed land use redesignation and associated development can be accommodated without requiring changes to the existing transportation network.”

**Note:** The Trip Generation Memo has been prepared by Bunt & Associates Transportation Planners and Engineers according to a scope of work set out by City of Calgary Mobility Engineering for the Land Use Redesignation application (LOC2022-0209). Transportation requirements to be determined and assessed further at the Development Permit stage.

## Request for private trees to be retained

- The sites are unable to be reasonably re-developed without the removal of on-site private trees.
- A Landscape Plan is required by The City at the time of Development Permit.
- At the time of Development Permit, tree plantings will be planned with requirements set by The City of Calgary.

## City of Calgary Advisory Comment for LOC2022-0209:

15. The developer shall submit a detailed landscape plan at the time of Development Permit. Provide information related to existing public trees and proposed private landscaping areas. Ensure a minimum of 1.0m setback/safety clearance is provided between the edge of the existing pathway and proposed private vertical features and plantings.

## Request for the application to shift from the MU-1 District to the MU-2 District

- This change would not impact the maximum building height or maximum Floor Area Ratio (FAR).
- The key difference between the MU-1 District and the MU-2 District is that the MU-2 District requires active commercial uses at grade facing the commercial street (i.e., 37 Street SW in this instance).

### Division 2: Mixed Use - General (MU-1f#h#d#) District

#### Purpose

**1365 (1)** The Mixed Use — General District is intended to:

- (a) be located along commercial *streets* where both residential *uses* and commercial *uses* are supported at *grade* facing the commercial *street*;
- (b) accommodate a mix of residential and commercial *uses* in the same *building* or in multiple *buildings* throughout an area; and
- (c) respond to local area context by establishing maximum *building height* for individual *parcels*.

**(2)** The Mixed Use — General District should only be located where a local area plan, or other policy, supports land use and *development* aligned with the purpose statements in subsection (1).

### Division 3: Mixed Use - Active Frontage (MU-2f#h#d#) District

#### Purpose

**1375 (1)** Mixed Use — Active Frontage is intended to:

- (a) be located along commercial *streets* where active commercial *uses* are required at *grade* to promote activity at the *street* level;
- (b) promote *developments* with storefronts along a continuous block face on the commercial *street*;
- (c) accommodate a mix of commercial and residential *uses* in the same *building*;
- (d) respond to local area context by establishing maximum *building height* for individual *parcels*.

**(2)** The Mixed Use - Active Frontage District should only be located where a local area plan, or other policy, supports land use and *development* aligned with the purpose statements in subsections (1).

# Thank You & Questions

---

[www.veragroup.ca](http://www.veragroup.ca)

[engage@veragroup.ca](mailto:engage@veragroup.ca)

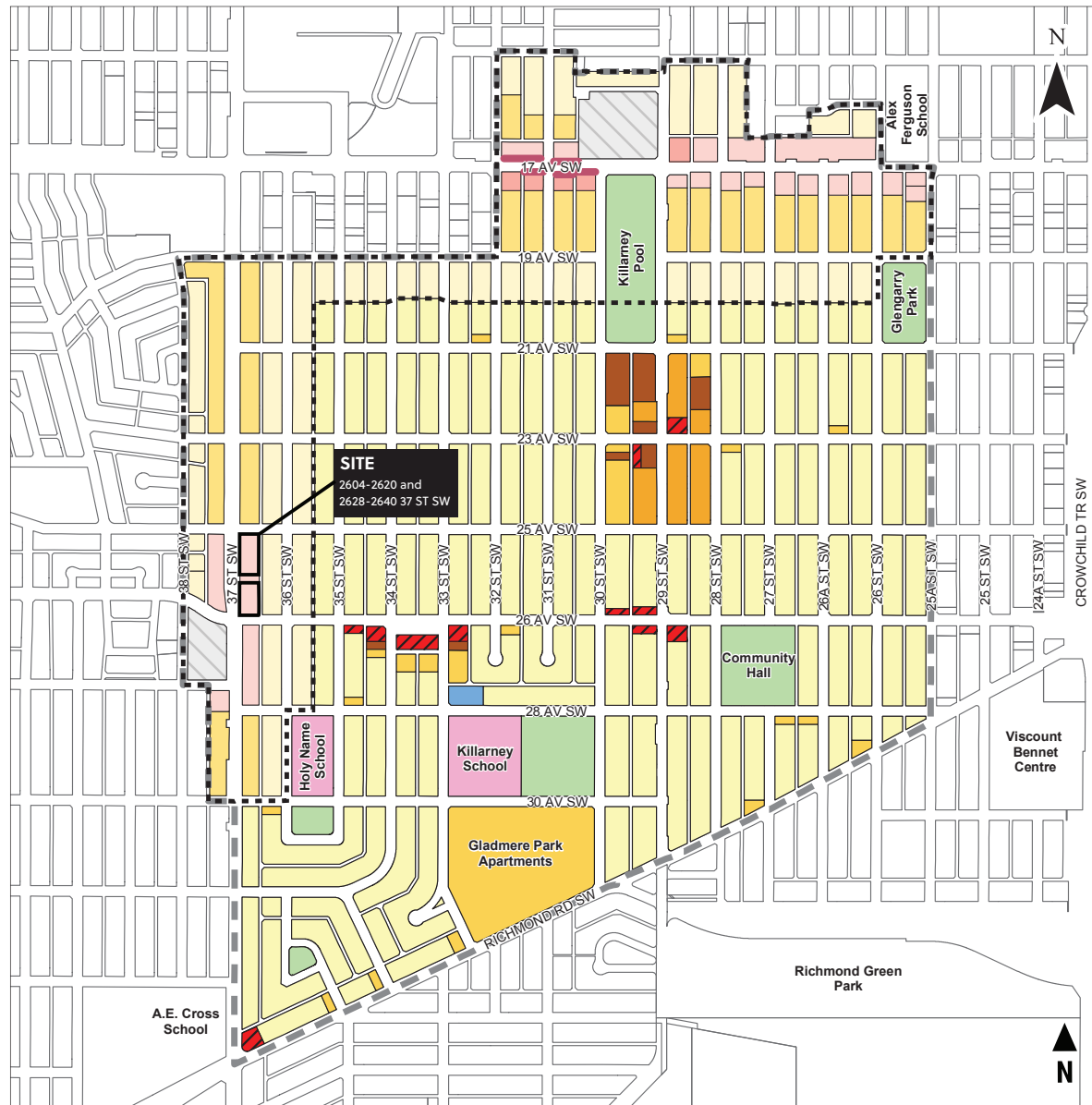
(403) 747-0317



**Supplementary.**

---



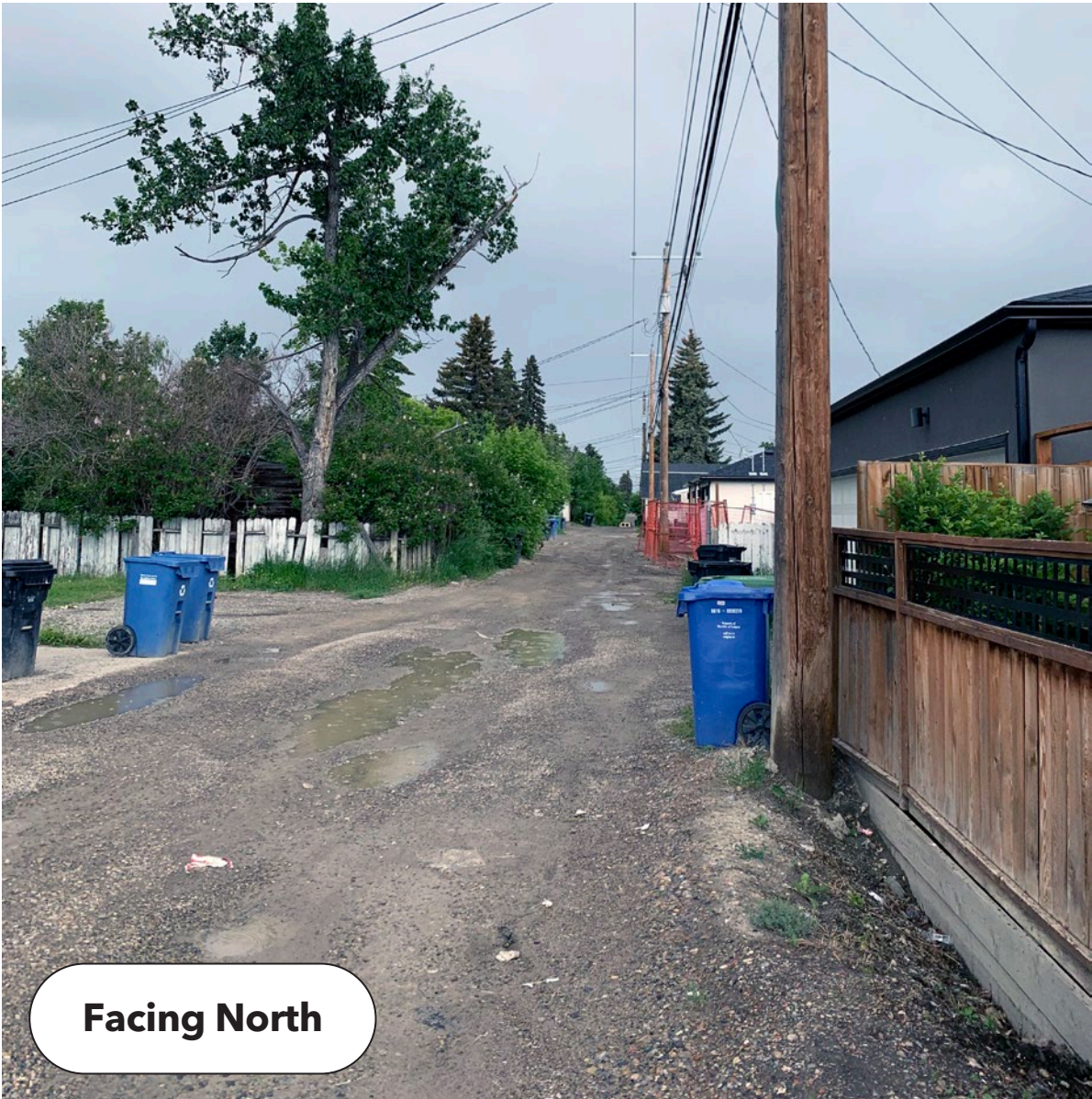


### 2.3.2.3 Community Centre and Community Mid Rise Main Street

The Community Centre and Community Mid Rise Main Street building blocks consists of mixed use mid-rise building types that accommodate a range of retail, services, office and residential uses that may be arranged vertically within a building or horizontally across an area in multiple buildings along 17 Avenue and 37 Street SW sections. Buildings should be midrise height, providing room for taller first and second storeys in buildings where vertical mixed use is desired. A high-quality living environment with transit, amenities and infrastructure capacity will support residential and employment uses and strategic intensification through a variety of building forms and heights.

The Community Centre and Community Mid Rise building blocks along with the Neighbourhood - Low Rise and Neighbourhood Limited Oriented blocks create the urban fabric that is an appropriate transition between the more intense Main Street and the surrounding Inner City Residential area and support the goal of a complete community. These building blocks provide a range and mix of housing choices, support quality transit, support local commercial vitality, diversify employment opportunities within the local community and provide more opportunity for the day to day needs of nearby residents to be met.

**Note:** The above policy excerpt has been provided for convenient reference here. Please refer to the Killarney-Glengarry Area Redevelopment Plan (ARP) for all policies.



**Facing North**



**Facing South**

# Site Context 37 Street SW Streetscape



Facing North



Facing South