



Application Notice LOC2024-0265

November 5, 2024

The City of Calgary has received an application to redesignate the land at the below address(es).

If you have questions or concerns related to this application, please contact the file manager directly at any point in the process.

Application Details

File Number: LOC2024-0265

File Manager: COLLEEN RENNE-GRIVELL Colleen.Renne-Grivell@calgary.ca 403-268-1451

Address: 2101 33 AV SW

Legal Description: 4479P;70;1-6

Multiple Addresses - See File

Community: SOUTH CALGARY

Ward: 08

Application Description: Land Use Amendment - to accommodate mixed-use development with an increase in density and height (DC District)

Existing

Land Use District: MU-2 f3.0h23

Proposed

Land Use District: DC/MU-2

Please note that any written submissions made in response to the application will form part of the official record, and upon final decision of the application the correspondence will be available for public viewing.

Please submit your response through the [Development Map link](#).

Comments are due by: December 2, 2024

This information is released and may only be used for the sole purpose of your organizations meeting to discuss the recommendations of comments to be made to the City of Calgary on this permit.



2024.10.09

MARC & MADA BLOCK APPLICANT STATEMENT

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Community Planning
Municipal Building
800 Macleod Trail SE
Submitted Online

Address: 2101, 2123, and 2127 33 AV SW
Site Area: 0.7 ha / 1.8 ac
Current Land Use: MU-2 (f3.0 h23) District
Proposed Land Use: Direct Control District based on MU-2 District
Local Area Plan: Marda Loop Area Redevelopment Plan

About

Marc & Mada Block is a proposed development within a nearly two acre property nestled between two of Calgary’s Main Streets at the heart of the communities of Marda Loop. The Marc & Mada Block development vision is the result of a collaborative partnership between two local organizations - landowner Calgary Co-op and developer/builder Truman. Together, they envision Marc & Mada Block as an innovative and vibrant Main Street hub that introduces new housing options, high-quality public spaces and active local businesses anchored by a next generation Calgary Co-op grocery store.

Development Vision

Marc & Mada Block is a comprehensive mixed-use building featuring commercial businesses on the first level and new homes above. The building is anchored by a ±27,000 sq. ft. Calgary Co-op grocery store and will include new, small-scale commercial spaces for retail stores, restaurants, and other services. The development proposes two public corner plazas, ±26 new street trees, public bike parking, street furniture, and high-quality landscaping throughout to encourage community gathering and complement the planned and ongoing construction of City of Calgary-led Main Street enhancements in the area.

This well-connected, walkable, and amenity-rich location presents an excellent opportunity for more housing options within Marda Loop. Marc & Mada Block will introduce 495 new homes across three buildings, ranging in height from eight to nineteen stories. Truman is partnering with the non-profit Liberty Housing Organization to dedicate 50 of these new homes (10% of all units) as affordable, non-market rental housing. Future residents will have access to a large outdoor amenity space on the second level, as well as a variety of indoor amenities, including coworking spaces, lounges, and children’s play areas.

The Marc & Mada Block development also includes a four-level underground parkade with ±706 vehicle parking stalls, exceeding the City of Calgary’s Land Use Bylaw requirements by offering more than 100 extra parking stalls. Visitors to the grocery store and other commercial businesses will have access to ±174 parking stalls, while future residents will have access to ±532 parking stalls and ±495 secure indoor “Class 1” bike stalls. Commercial loading; including for large vehicle classes, and service areas are internalized to minimize disruption to neighbors, located within an enclosed at-grade loading area and on the first level of the underground parkade.

Additional details on the development vision can be found online at www.mar candmada.com.



Land Use Redesignation

Our proposal seeks to change the Marc & Mada Block site's Land Use District (aka zoning) from the *Mixed-Use Active Frontage (MU-2 f3.0 h23) District* to a site-specific *Direct Control District* based closely on the current *MU-2 District* rules. Our proposed *Direct Control District* allows for additional floor area to be developed on the site in return for the provision of high quality public plaza space and new affordable housing.

Area Redevelopment Plan (ARP) Amendment

A minor site-specific amendment to *Map 4.2 Maximum Building Heights* and *Section 4.2.1 Building Height of the Marda Loop Area Redevelopment Plan* is proposed to enable the Marc & Mada Block development vision. A new Local Area Plan that will envision future planning and development for the West Elbow Communities over a ± 30 year period is currently being prepared by the City of Calgary and is undergoing public engagement.

Development Permit

A Development Permit illustrating the Marc & Mada Block development vision in detail will be submitted shortly following the Land Use redesignation and Area Redevelopment Plan amendment. This concurrent approach is intended to offer more certainty in the review process by allowing community members and the City Administration to consider a tangible "bricks and mortar" outcome that aligns with our proposed Land Use redesignation and Area Redevelopment Plan amendment.

Enhanced Applicant-Led Outreach

The Marc & Mada Block project team are committed to a robust Applicant-Led Outreach process that notifies community members through multiple channels and offers a range of opportunities to connect with the project team to learn more and provide feedback in-person, online, and over the phone. These communication points include onsite signage, neighbourhood mailers, e-news updates, in-person and digital meetings, in-person conversations at our on-site Engage Centre, a project website with detailed information, an online feedback form, and a dedicated phone line - among others. Members of the community can visit our on-site Engage Centre during key milestones throughout the Application review process to learn more and speak directly with project team members.



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2123 33 AV SW
2127 33 AV SW
Community: SOUTH CALGARY
Description: From: MU-2 f3.0h23
To: DC/MU-2



Marc & Mada Block Site Plan

2101, 2123 & 2127 33 AV SW

Plan 4479P Block 70 Lots 1-13

