



SECTION23

DEVELOPMENTS

MERCADO VILLAGE • MAHOGANY

LAND USE REDESIGNATION

Engagement Summary Report

March 2026

An architectural rendering of a modern multi-story residential building named 'Mercado Village Mahogany'. The building features a dark, textured facade with large, multi-paned windows and several cantilevered balconies. The ground floor has arched entryways and large glass windows. In the foreground, a street scene is depicted with a dark sedan parked on the right, a person on a bicycle on the left, and a person walking on the sidewalk. There are trees and landscaping along the sidewalk. The entire image is overlaid with a dark grid pattern.

MERCADO VILLAGE • MAHOGANY

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01

Introduction

Section 23 Developments has submitted a Land Use Redesignation application for lands located at 1325, 1251 and 1236 Mahogany Boulevard SE

The application proposes redesignating the lands to Mixed Use – General (MU-1) to enable development of a pedestrian-oriented village centre with residential uses above street-level commercial space.

The site is located within the Mahogany community and forms part of the village centre area identified in the Mahogany Community Plan.

An engagement program was undertaken to inform nearby residents and interested parties about the proposal and provide opportunities to learn about the project and ask questions.

Participation Snapshot

Engagement Activities

- Presentation to the Mahogany Homeowners Association on September 24, 2025
- Project website launched
- Community outreach to the Mahogany Homeowners Association, Mahogany Community Association, and Ward Councillor
- HOA newsletter promotion
- Door-to-door postcard delivery
- Virtual information session
- Post-session follow-up email and feedback form

Participation Metrics

380

Households notified

33

Session registrations

21

Live attendees



Postcard



Slide preview

02

Engagement Approach

The engagement approach focused on providing accessible project information and creating opportunities for residents to learn about the proposal and ask questions.

Engagement activities included:

- early coordination with the Mahogany Homeowners Association, including a presentation on September 24, 2025
- a project website
- direct notification to nearby residents
- coordination with the Mahogany Homeowners Association
- a virtual information session
- ongoing correspondence with interested parties

These activities ensured residents had access to project information and opportunities to participate in the engagement process.



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Notification and Promotion

Multiple communication methods were used to notify residents and interested parties about the project and the virtual information session.

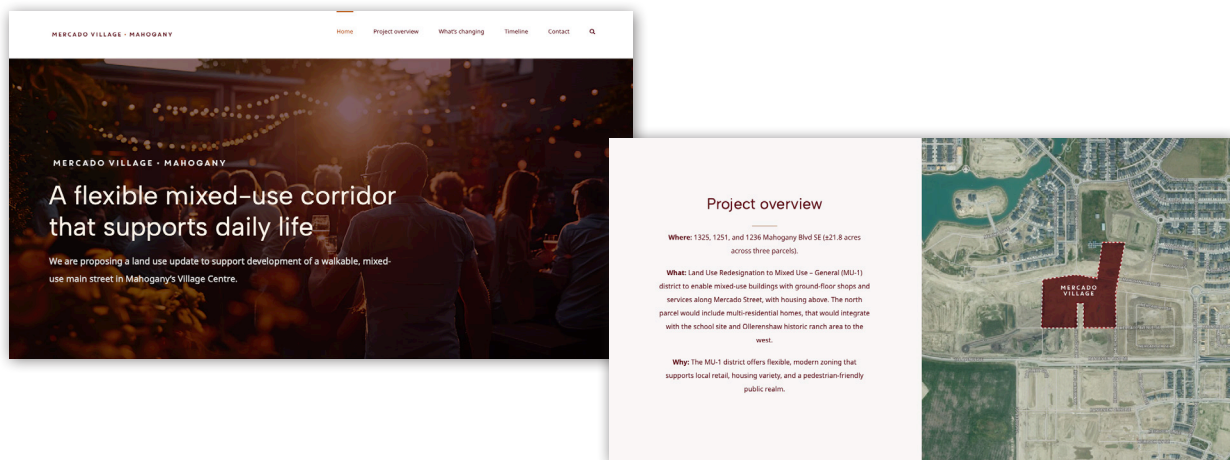
Project Website

The project team presented the proposal to the Mahogany Homeowners Association on September 24, 2025 to introduce the project and answer questions.

A project website was launched on October 20, 2025 to serve as the primary source of project information.

The website included a project overview, rationale for the proposed land use redesignation, site location, renderings, project timeline, and contact information.

On January 29, 2026, the website was updated to promote the upcoming virtual information session and provide registration instructions.



Project website used to provide project information and engagement updates.

Community Outreach

The project team presented the proposal to the Mahogany Homeowners Association on September 24, 2025 to introduce the project and answer questions.

Email outreach was later undertaken with representatives of the Mahogany Community Association and Mahogany Homeowners Association to share information about the upcoming virtual information session and request assistance circulating event details through community communication channels.

The Mahogany HOA communications team confirmed that event information would be distributed through community communications.

Community Communications

The Mahogany HOA distributed the event notice through its biweekly e-newsletter on February 4, 2026. The notice included a promotional postcard and a link to the project website. Four registrations were received shortly after the newsletter was distributed.

Direct Notification

On February 5, 2026, 380 postcards were delivered to occupied homes within approximately 300 metres of the site.

The postcards provided a brief overview of the project and instructions on how to register for the virtual information session.

Ongoing Correspondence

Residents contacted the project team with questions prior to the virtual information session. All inquiries received were responded to directly to ensure residents had access to clear information about the proposal.



Promotional postcard shared through community communications and delivered to nearby residents.

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Engagement Activity

Virtual Information Session

A virtual information session was held on February 18, 2026 at 6:30 p.m.

The session included:

- project overview
- explanation of the proposed land use redesignation
- discussion of the project vision and development concept
- overview of the planning process and timeline
- question-and-answer discussion

The presentation explained that the proposed redesignation would enable development of a mixed-use village centre with buildings up to six storeys and ground-floor commercial uses.

Participation included:

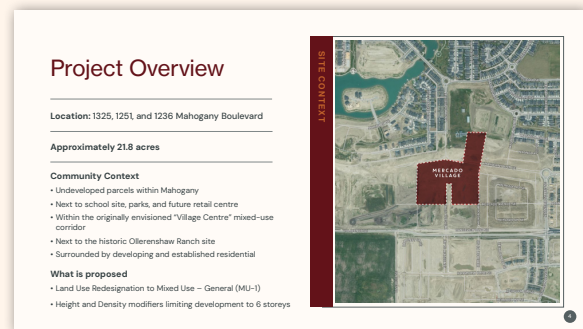
- 33 registrations
- 21 live attendees

Post-Session Engagement

Following the session, all registrants received an email containing:

- presentation slides
- recording of the session
- link to the feedback form

This allowed residents who were unable to attend to review the materials and provide feedback.



Slides presented during the virtual information session.
Full slides included in Appendix B.

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Participation Summary

Engagement activities generated interest from residents seeking to learn more about the proposed village centre.

Participation included:

- 380 households notified through postcard distribution
- promotion through the Mahogany HOA e-newsletter
- 33 session registrations
- 21 attendees at the virtual session

Several residents also contacted the project team directly with questions prior to the session.

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What we Heard

Feedback received during the engagement process focused primarily on understanding the proposal and future development of the site.

Participants expressed general curiosity about the types of businesses or services that may locate within Mercado Village. Several attendees asked whether specific retailers or restaurants had already been identified.

As discussed during the session, specific tenants are not determined at the land use stage. Leasing decisions occur later in the development process once detailed design advances.

Additional questions related to:

- building height and density
- parking arrangements
- anticipated traffic impacts
- project timeline

These questions were addressed during the session and through follow-up responses to residents.

Overall, engagement feedback reflected interest in learning more about how the proposed village centre may evolve over time.

Residents expressed interest in understanding what types of shops and services could locate within the future Mercado Village.

Questions raised during engagement focused primarily on understanding the proposal and future commercial uses. These discussions helped clarify how the proposed land use supports the long-term vision for a mixed-use village centre in Mahogany and informed how project information is communicated to residents as the application moves through the approval process.

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Summary Of Engagement Outcomes

The engagement program provided residents and interested parties with opportunities to learn about the proposal and ask questions.

Key outcomes included:

- direct notification to nearby residents
- promotion through community communication channels
- access to project information through the project website
- opportunity to participate in the virtual information session

These activities helped ensure residents were informed about the proposal and the planning process.

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Next Steps

The project team is preparing materials for submission to the City of Calgary as part of the review of the Land Use Redesignation application.

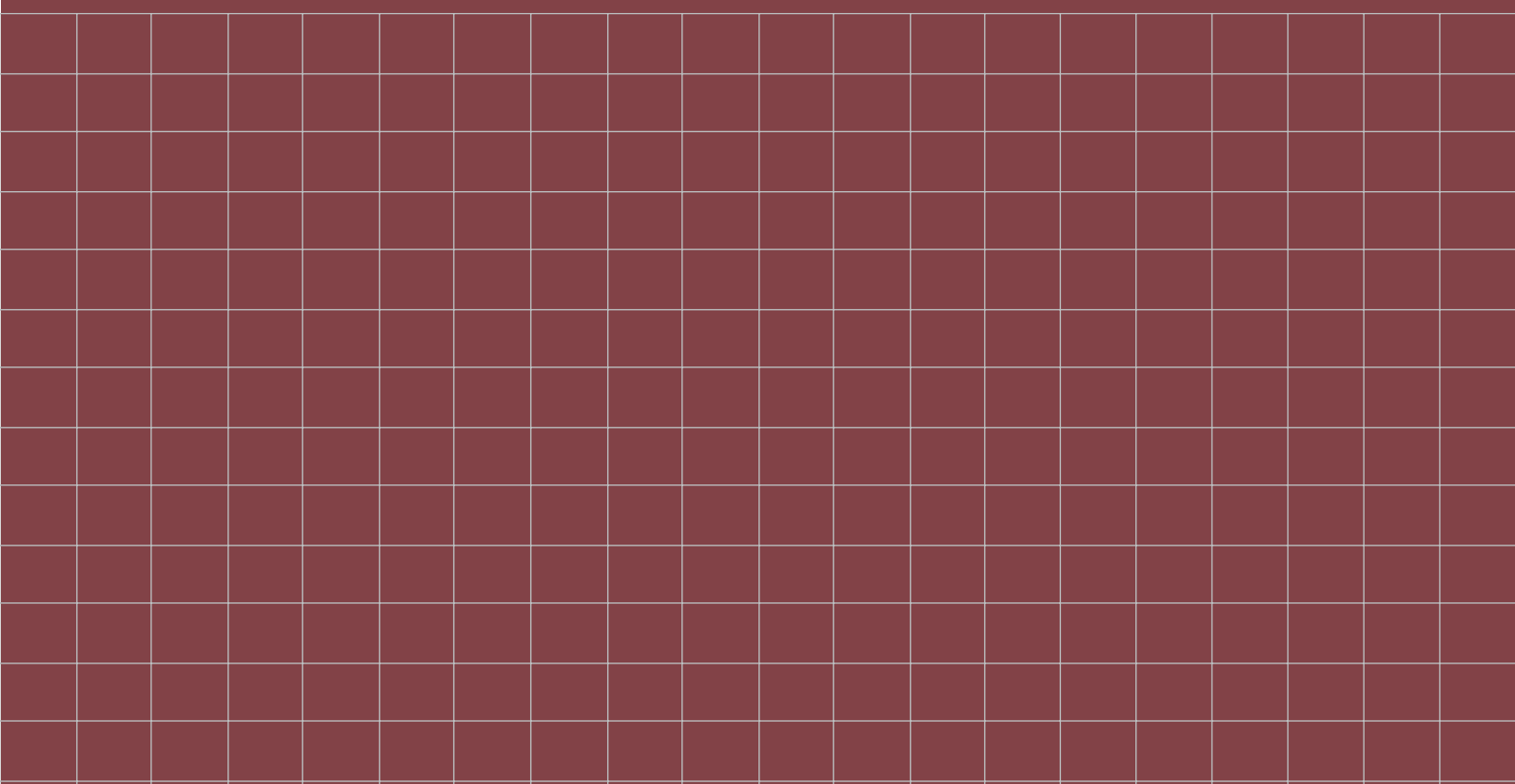
Following technical review, the application will be considered by Calgary Planning Commission, which reviews planning applications and provides recommendations to City Council.

City Council will then hold a Public Hearing and make a final decision on the proposed land use amendment.

If approved, the project would proceed to the Development Permit stage, where detailed design would be reviewed.

Appendix A

Notification Materials



MERCADO VILLAGE IN MAHOGANY

A walkable, mixed-use main street to support daily life

You're invited to learn more about a proposed land use update for Mercado Village, part of Mahogany's Village Centre.



You're invited

Join us for a virtual information session to learn about the proposed land use redesignation for Mercado Village and ask questions.

**Wednesday, February 18, 2026
6:30 to 7:30 p.m.**

What's being proposed?

A land use update to support a small-scale, walkable mixed-use main street along Mercado Street, with ground-floor shops and services and homes above.

To register for the virtual session, please email jgeller@bastudios.ca



A meeting link will be shared by email before the event.

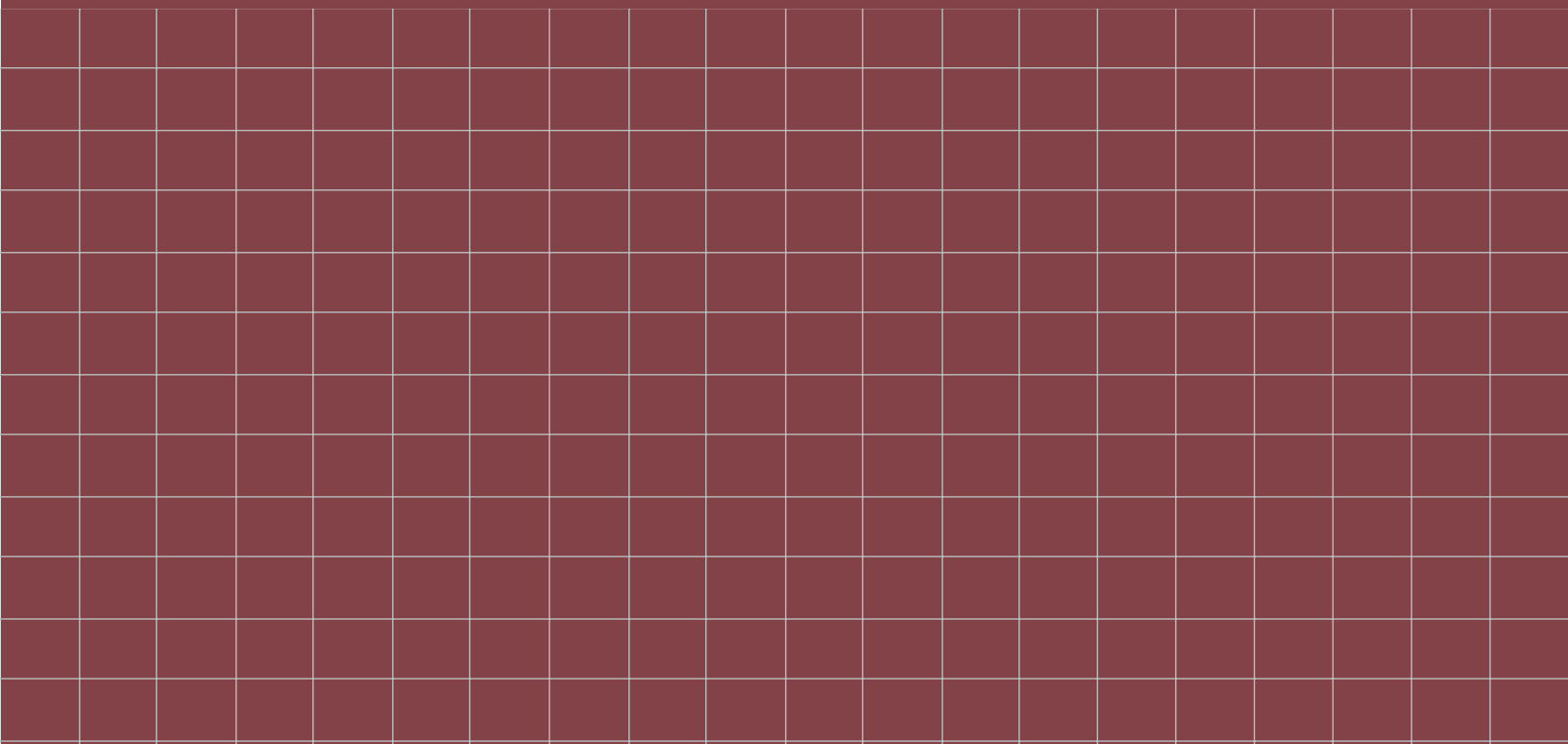
Visit mahoganymercado.ca for more information.

Questions?
Contact Jane Geller at jgeller@bastudios.ca

Promotional postcard shared through community communications and delivered to nearby residents.

Appendix B

Virtual Information Session Presentation



VIRTUAL INFORMATION SESSION | FEBRUARY 18, 2026



SECTION23
DEVELOPMENTS

MAHOGANY • MERCADO VILLAGE

LAND USE REDESIGNATION



VIRTUAL INFORMATION SESSION | FEBRUARY 18, 2026

AGENDA

- Introductions
- Project Overview
- What is a Land Use Redesignation
- Proposed Changes
- Timeline
- Questions and Discussion



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About Section23 Developments

Section23 Developments is a Calgary-based, diversified collective specializing in architecture, land development and housing, with a track record spanning more than three decades.

Our roots, however, go back to 1923 with the establishment of Ollerenshaw Ranch in what is now southeast Calgary. Over the years, the Ollerenshaw family earned a reputation for innovation, sustainability, entrepreneurialism, philanthropy and commitment to Alberta's agricultural community. That legacy is a point of pride today and was the inspiration for the development of the family's lands and ultimately in the founding of Section23 developments.

Founded on the Ollerenshaw family legacy of community-building, we are driven to develop differently, always respecting the land, our heritage and the value of good design in creating environments and that connect generations.



Project Overview

Location: 1325, 1251, and 1236 Mahogany Boulevard

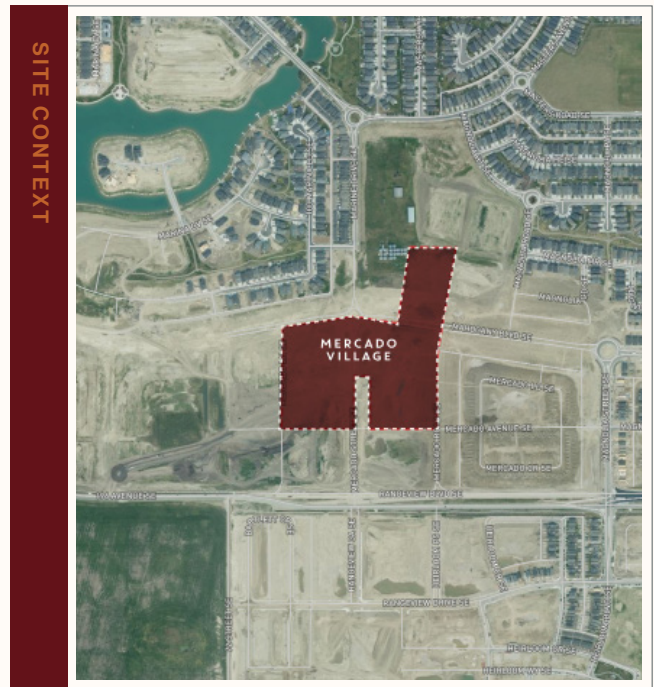
Approximately 21.8 acres

Community Context

- Undeveloped parcels within Mahogany
- Next to school site, parks, and future retail centre
- Within the originally envisioned "Village Centre" mixed-use corridor
- Next to the historic Ollerenshaw Ranch site
- Surrounded by developing and established residential

What is proposed

- Land Use Redesignation to Mixed Use – General (MU-1)
- Height and Density modifiers limiting development to 6 storeys



Why a Land Use Change

Purpose

- Support the implementation of the original village centre vision
- Enable a walkable mixed-use main street with shops and services at street level
- Additional height will allow for up to 6 storeys with a retail podium along the commercial street (existing land use limits heights to 4-5 storeys)

Why MU-1

- Modernized version of the original approved Direct Control land use
- Provides flexibility of uses, height and density needed to create the village centre
- Create a pedestrian-focused public realm



Policy Alignment

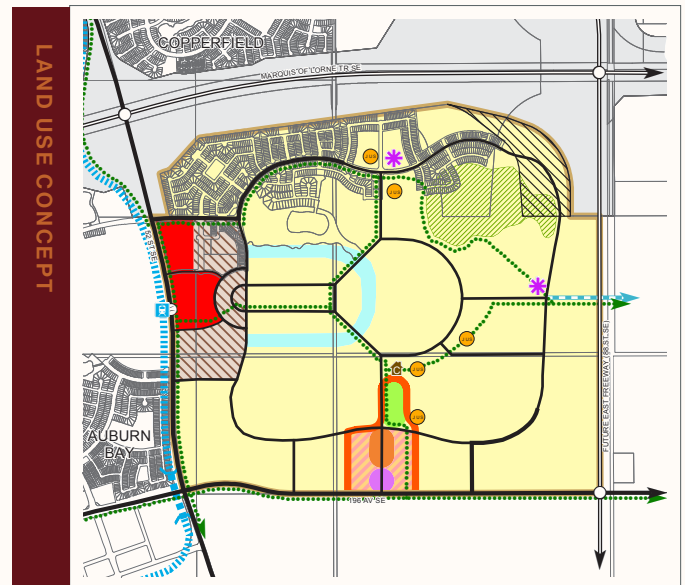
These parcels are identified within the Mahogany Community Plan as part of the Village Area.

Designations include:

- Neighbourhood Corridor
- Transition Area
- Joint Use Site
- Residential Area

The proposal is consistent with the intent of these policies.

	Study Area Boundary		Joint Use Site
	Transportation/Utility Corridor		Community Centre
	Residential Area		Expressway/ Freeway
	Historic Area		Major/ Local Major
	Entryway		Primary Collector/ Collector
	Neighbourhood Corridor		High Street
	Transition Area		Grade Separated Interchange
	Core Commercial Centre		Above Grade Pedestrian Crossing
	Wetland Conservation Area		Bus Only Crossing
	Transit Station Planning Area		LRT Alignment
	Private Recreation Facility		LRT Alignment Below Grade
	Transportation/Utility Corridor Exemption Area (see section 2.3)		LRT Station
	Neighbourhood Node		Regional Pathway
	Village Area		



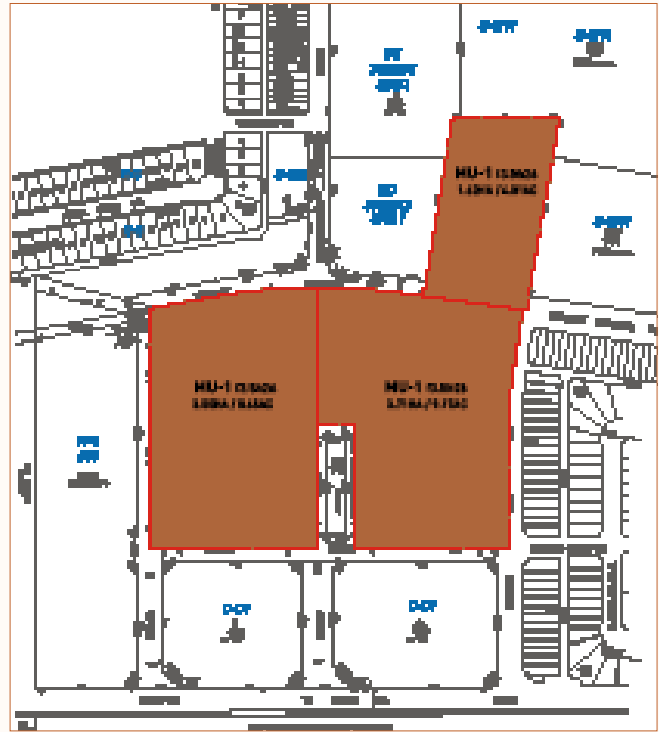
Land Use

Existing Land Use

- South parcels: Direct Control (DC-36D2013 Site 2)
- North parcel: Multi-Residential Low Profile (M-1 d75)

Proposed Land Use

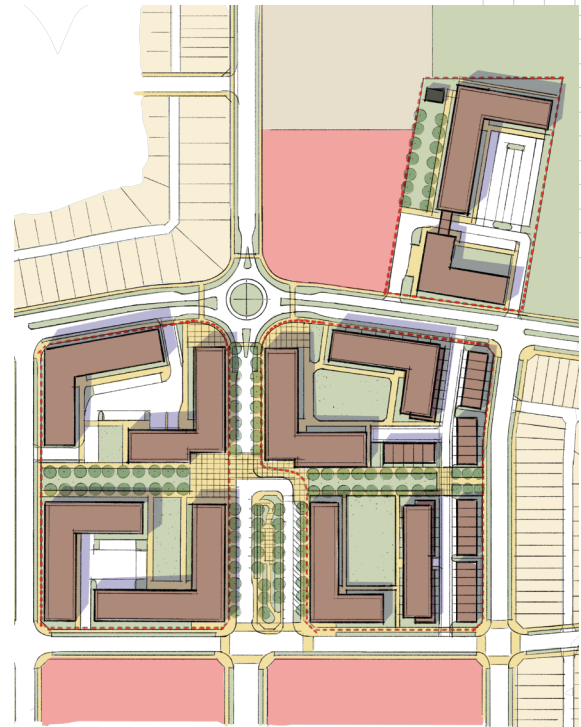
- Mixed Use – General (MU-1 f3.5 d26)



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Site Vision

- Establish Mercado Street as a pedestrian-focused main street
- Ground-floor shops and services
- Housing for different life stages
- Public plazas and landscaping
- Strong connections to school and open spaces



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Proposed Features

Parking

- Anticipated mix of underground, surface and on-street parking
- Detailed parking design confirmed at Development Permit stage

Traffic

- Reviewed through City processes
- Detailed analysis completed as design advances

Open Spaces and Access

- Access locations finalized later
- Playground zones determined through school and park planning
- Landscaping and plazas refined at Development Permit stage



Precedent Examples

Successful examples of similar community hubs include:

- University District
- Westman Village
- West District

They include predominantly 6 storey mixed use multi-unit residential with ground floor commercial



Westman Village

Precedent Examples



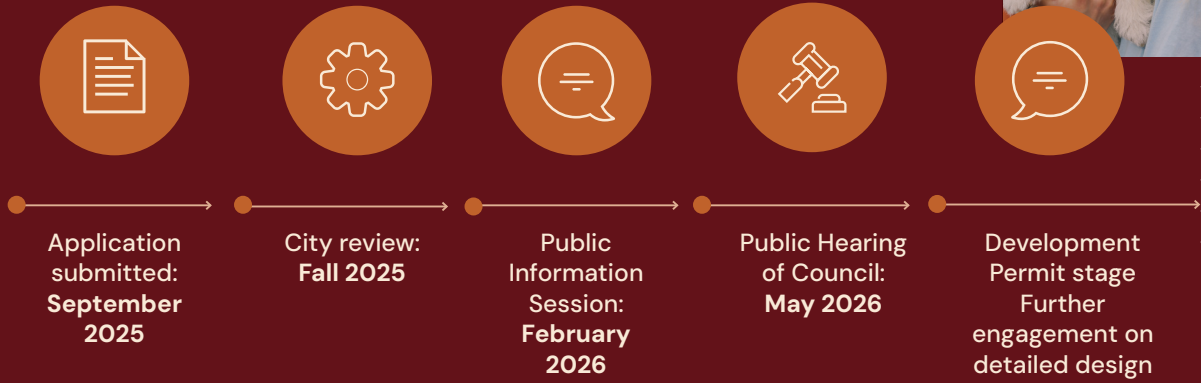
Height Transition Example in Mahogany



Westman Village - Example of 5-6 storey mixed-use buildings in proximity to 2-storey homes

This example illustrates the difference in scale between mid-rise and low-rise buildings. Actual building placement, setbacks and transitions are determined through detailed design and City review.

Process & Timeline



THANK YOU

Questions & Open Discussion



Frequently asked questions

How does the proposed density compare to what is currently allowed?

The proposal would allow buildings up to about six storeys, compared to five storeys or less under current rules. Final unit counts are determined later at the Development Permit stage.

How will parking be addressed?

Resident parking is expected to be located underground, with retail and visitor parking at grade. Final parking details are confirmed at the Development Permit stage.

What is the anticipated traffic impact?

A Transportation Impact Memo was prepared and reviewed by the City. Some additional trips are expected, with most using Rangeview Boulevard SE. Impacts are evaluated through the City approval process.

What businesses or restaurants are planned?

Specific tenants are not determined at the land use stage. Leasing decisions occur later as detailed design advances.

Is the area near the silos part of this application?

No. The land near the silos is not included in this land use application.

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THANK YOU for joining us

- The feedback form link will be shared in the chat and by email
- Presentation materials and session recording will be sent to all registrants shortly after the session

Additional questions or comments can be sent to:

Jane Geller
Communications &
Engagement Specialist
jgeller@bastudios.ca

We appreciate your
time and input.

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