



Turning Housing Policy into Homes

CANADIAN MUNICIPALITIES

m d d i



mddl (pronounced “middle”) was founded in 2023 to promote gentle density across the Canadian housing ecosystem. We operate as a systems integrator to accelerate middle housing across North America, connecting education, municipal priorities, community ambition, and policy intent with on-the-ground reality. By aligning what’s allowed with what’s buildable, we turn housing policy into outcomes. We believe the future of housing belongs to communities, homeowners, small-scale builders, planners, designers, and citizen developers who know their neighbourhoods best and want to shape them with care.



We are . . .

Changemakers

Curious Experts

Enablers Visionary

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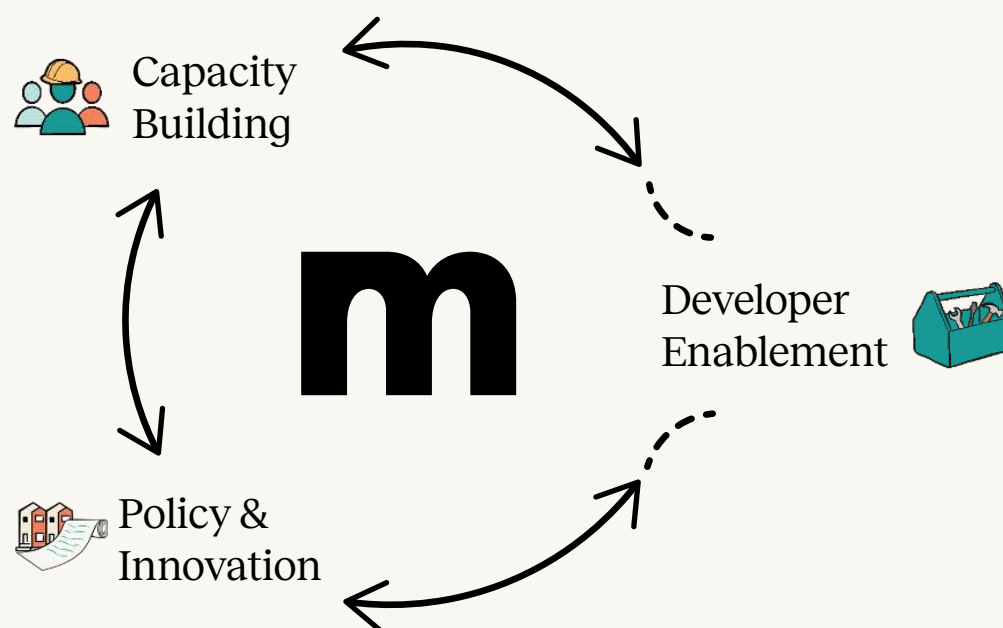
From Calgary to Los Angeles



mddl's work spans communities across Canada and is expanding across North America. From Kelowna, Calgary, Edmonton, Regina, Saskatoon, and Jasper to new U.S. partnerships, we collaborate with municipalities, universities, and local builders to operationalize middle housing at scale. Our transferable model adapts to local policy contexts while delivering consistent results: clearer rules, faster approvals, stronger local capacity, and more homes built.

How We Operate

The mddl Model



We empower small-scale developers, municipalities, and organizations by simplifying development and creating a connected ecosystem. mddl achieves this through streamlined policy and innovation, capacity-building programs like mddl School and mddl U, and integrated developer enablement with expert support.

Reform Opened the Door. Let's Build Through it.

Across Canada, cities have done real work. British Columbia's Bill 44, the federal Housing Accelerator Fund, and CMHC's Housing Design Catalogue have made duplexes, fourplexes, and sixplexes possible on lots that once allowed a single home.

The exciting part is what comes next: turning that permission into homes. It takes clear guidance, honest feasibility, faster approvals, and a place for a homeowner to begin, and that is where mddl works.

4.8M

new homes Canada aims to add this decade.

Now Legal

gentle density on lots that once allowed a single home, in cities coast to coast



PERMISSION

Zoning reform. Legalized typologies. A design catalogue.



PRODUCTION

Homes a homeowner can understand, approve and build.



A Middle Housing Implementation Partner

BY THE NUMBERS

300+

homes delivered

1,434

practitioners trained

10

business-day approvals

15+

cities engaged

Four Questions Every City Has to Answer

Design	Do the built forms fit our lots and the character of our neighbourhoods?
Economics	Will a project pencil for a homeowner or a small builder?
Education	Do residents, builders and staff have the skills to deliver?
Policy	Do our rules and approvals actually let it happen?

Middle housing gets built when four forces line up. mddl was founded on a simple idea: policy alone is not enough. Reform succeeds when Design, Economics, Education, and Policy move together, so we work across all four in every engagement.

D

DESIGN

what mddl brings: pre-approved plans and massing studies matched to your real lot dimensions, so gentle density fits in.

E

ECONOMICS

what mddl brings: pro forma testing and access to financing, so projects are feasible, not only permitted.

E

EDUCATION

what mddl brings: mddl School and mddl U, building local capacity, with 1,434 practitioners trained so far.

P

POLICY

what mddl brings: zoning and bylaw review with fast-track approvals, tested against real feasibility before adoption.

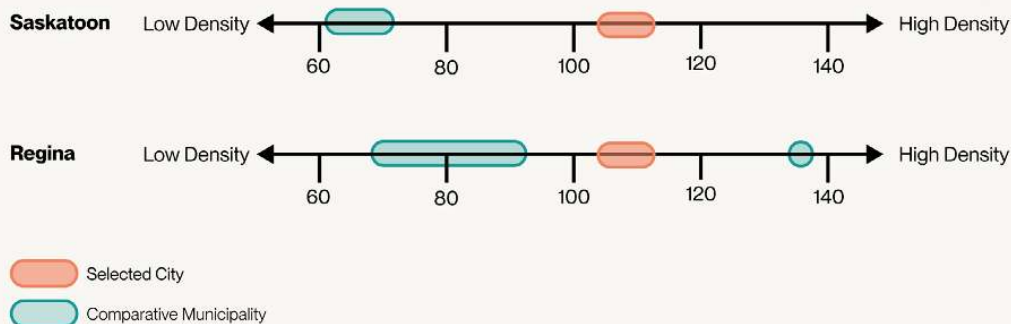
How We Find What Will Actually Get Built

The Steps

Behind every recommendation and map is one evidence pipeline. We run it using your own open data, so the policy we propose is grounded in what can really be delivered.

- | | | | |
|----------|----------------------------|----------|--|
| 1 | LOT ANALYSIS | 4 | PRO FORMA & FEASIBILITY |
| 2 | LOT CONCENTRATIONS | 5 | SCENARIO & CORRELATION ANALYSIS |
| 3 | SUITABLE TYPOLOGIES | 6 | EVIDENCE TO ACTION |

Common Lot Concentrations by Dimension - UPH:



1

LOT ANALYSIS

We overlay every site, servicing, and policy constraint on your data open city.

mddl Lot Identification Tool

Municipality

Kelowna



Unit System

Metric

Imperial

Classification

Discrete

Cumulative

Filters

Reset All

Zoning

R1 × R2 × |



Build Year

MIN
YYYYMAX
YYYY

Is Corner Lot

Any

Yes

No

Has Alleyway

Any

Yes

No

Largest Internal Rectangle Width * ?

MIN

12

m

MAX

111

m

Largest Internal Rectangle Length * ?

MIN

24

m

MAX

236

m

Largest Internal Rectangle Area

Submit

2

LOT CONCENTRATIONS

We map the most common lot dimensions within the city and where they cluster, so standardization targets the parcels most likely to redevelop first.

Common Lot Concentrations by Dimension: All Zones

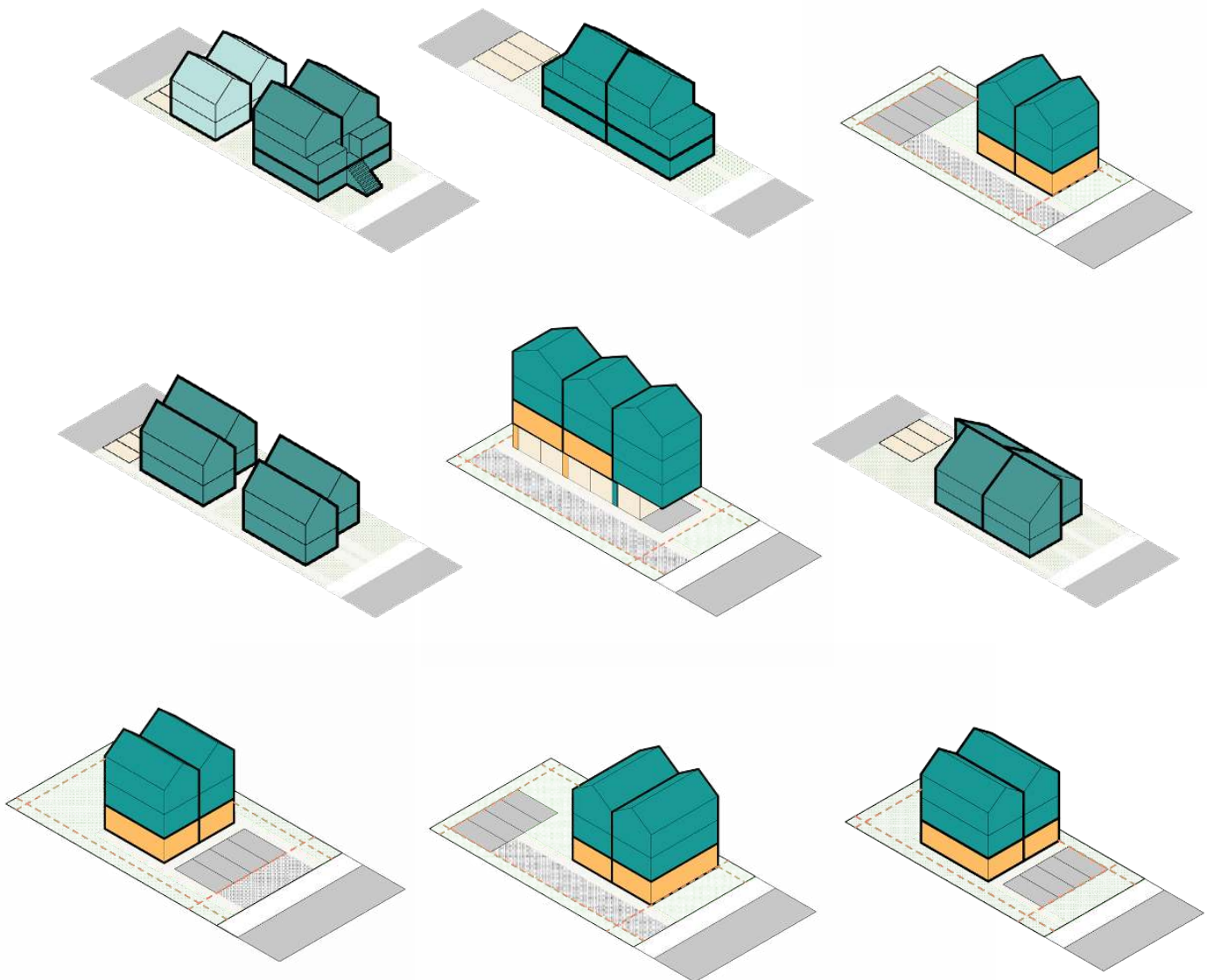


*Cumulatively, there are **23,006** parcels across all impacted zones

3

SUITABLE TYPOLOGIES

We model the forms that fit single family lots, from duplex to 6+ units, running 25 to 90-plus white-card models per city against current and proposed rules.



4

PRO FORMA & FEASIBILITY

We test what pencils, layering in land basis, costs, rents, and homeowner equity, to see what is likely to get built, not just what is permitted.

Crunch your Project Numbers

2227 Aberdeen St, Kelowna

Our Pro Forma Tool is designed to help craft developers in Canada evaluate the financial feasibility of their housing projects with ease. Complete the sections to determine your project's feasibility.

Rent Estimator

Sale Estimator

Change Address Reset Form Export Template

Sale Income

Number of units: 6 / Total: \$3,138,700

Input the specifics for each unit included in your project. Include the number of each unit type, the area of each unit, and sale price per unit.

Unit Profile 1

Price per Unit Price per Area

\$488.31 / sq ft

Type of unit: 3 Bedroom

Number of units: 1

Unit area (sq ft): 1,454

Sale proceeds per unit (\$): 710,000

Unit Profile 2

Price per Unit Price per Area

\$505.34 / sq ft

Type of unit: 2 Bedroom

Number of units: 2

Unit area (sq ft): 1,030

Sale proceeds per unit (\$): 520,500

Unit Profile 3

Price per Unit Price per Area

\$587.86 / sq ft

Type of unit: 1 Bedroom

Number of units: 1

Unit area (sq ft): 651

Sale proceeds per unit (\$): 382,700

Unit Profile 4

Price per Unit Price per Area

\$713.07 / sq ft

Type of unit: 1 Bedroom

Number of units: 1

Totals

Profit on Sale \$103,247.66

ROI 16.72% (11.15%/year)

Project Length 1.5 Years

Copy Results

Export Results

Comparable Listings

1,722 listings within 10km - last 12 months

Show all 1,722 listings

5

SCENARIO & CORRELATION ANALYSIS

We run correlation matrices across lot size, coverage, unit mix, and return to find which rule changes move projects from marginal to buildable.

PRO FORMA ANALYSIS

	Lot Size	sq ft	Number of units	Number of 1 beds	Number of 2 beds	Number of 3 beds	Number of 4 beds	Garage suites	Basement Suite	On Slab	Sidewall	Ground coverage
Low DSCR	0.3110	0.2059	0.4460	-0.0423	-0.1287	0.3907	-0.0103	-0.0726	-0.2571	0.4777	0.1783	0.0220
High DSCR	0.2418	0.2010	0.4478	-0.0264	-0.0796	0.3214	0.0396	-0.0419	-0.2542	0.4393	0.0834	0.0381
Low ROI	0.4018	0.6084	0.8085	0.7547	0.1807	-0.1639	0.4074	0.3802	0.7873	-0.2558	0.3807	-0.1297
High ROI	0.3694	0.6007	0.6500	0.7923	0.1644	-0.4167	0.6032	0.4012	0.7802	-0.2738	0.2924	-0.0160
Avg DSCR	0.2831	0.2053	0.4501	-0.0357	-0.1083	0.3634	0.0114	-0.0598	-0.2578	0.4645	0.1383	0.0292
Avg ROI	0.3980	0.6157	0.7714	0.7786	0.1785	-0.2464	0.4757	0.3929	0.7976	-0.2656	0.3589	-0.0959

0.00-0.09

No correlation

0.10-0.39

Weak correlation

0.40-0.69

Moderate correlation

0.70-0.89

Strong correlation

0.90-1.00

Very strong correlation

6

EVIDENCE TO ACTION

You get policy grounded in feasibility, and the same analysis powers the public map your homeowners use.



Helping Municipalities Turn Pre-Approved Plans Into Housing.

1

FIND YOUR LOT

Search any address on the map.

2

SEE THE DESIGNS THAT FIT

Catalogue or city-developed plans eligible for it

3

CHECK YOUR NUMBERS

Built-in pro forma shows if it pencils

4

FAST-TRACK TO PERMIT

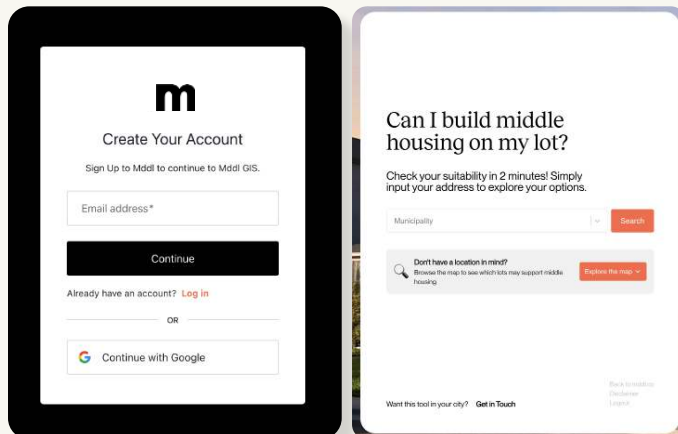
City reduced permit approval timelines

mddl's online **Lot Identification Tool** maps every parcel in your city and shows the pre-approved designs that fit that specific lot, with eligibility, zoning, and site constraints built in. It works with the CMHC catalogue or with city's own standardized plans, in modular or conventional construction. Paired with our Pro Forma Tool and city Fast-Track approvals, homeowner goes from "what can I build?" to a real project.

1

Create an account

By creating an account this allows free access to learning more about your City



2

Look up a lot

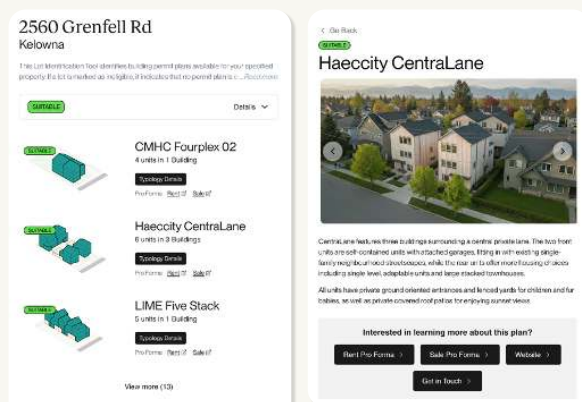
Enter an address or click a property



3

See what fits

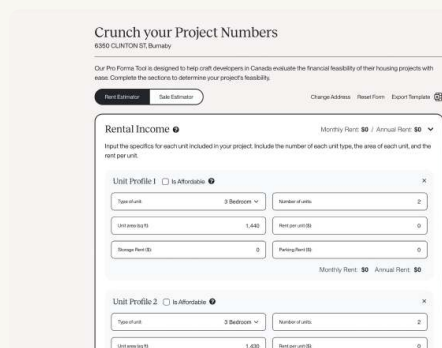
The tool shows the home types allowed and pairs them with buildable designs.



4

Test the idea

Use the feasibility calculator to see whether a project could make financial sense.



Built with Cities Like Yours

mddl is a middle housing implementation partner and a CMHC Housing Supply Challenge Game Changer. We build the tools and the process that get pre-approved plans off the page and onto real lots.



Fast-Track approvals in 10 business days, including a fully modular permit set.



Custom design set supported.



BC catalogue set supported.



Prairie (SK/MB Catalogue) design family supported.

RECOGNIZED NATIONALLY

CMHC Housing Supply Challenge Game Changer.
Canadian Awards for Planning Excellence 2025 finalist
for the Kelowna Fast-Track. Mayor's Urban Design
Award, Special Jury Mention, for mddl School and the Lot
Identification Tool.

mddl's Proven Experience

mddl's work has earned national recognition for turning housing policy into real, scalable results. We were named a CMHC Housing Supply Challenge Game Changer, selected from 257 organizations in a year-long national competition and awarded \$7.5M in federal funding to advance our model. Our Fast Track, education, and digital innovation tools have also been recognized through leading planning and urban design awards, reinforcing our reputation as a trusted, implementation-focused partner in accelerating middle housing across North America.



- **Named a CMHC Housing Supply Challenge Game Changer** after a year-long national competition, selected from 257 applications
- **TELUS #StandWithOwners Grant** recipient, out of over 15,000 applicants, recognizing mddl as a high-impact, early-stage innovator
- **Mayor's Urban Design Awards – Special Jury Mention for mddl School & Lot Identification Tool**, in collaboration with RA2, The Decision Lab, and Intelligent Futures
- **Canadian Awards for Planning Excellence (2025) – Finalist for Kelowna Fast Track**, mddl School & Lot Identification Tool, in partnership with the City of Kelowna, RA2, The Decision Lab, and Intelligent Futures
- **DIGITAL Housing Growth Innovation (HGI) Program** participant developing lot feasibility tools in 3 BC municipalities
- **3x Alberta Real Estate Foundation Development Grant awardee**, in collaboration with the Canadian Urban Institute, in collaboration with the University of Calgary, and in collaboration with the Municipality of Jasper
- **EcoTrust Climate Innovation Grant** in collaboration with Canadian Urban Institute



Founders

Dr. Alkarim Devani BCOM, DDES



Alkarim Devani is co-founder of RNDSQL and mddl, where his passion for design and innovation drives his vision of redefining what it means to be a developer. Alkarim's work building RNDSQL garnered national and international recognition. He is a frequent guest lecturer at The University of California, Berkeley and The University of Calgary. Alkarim's work has gained a multitude of media attention and he has been a recipient of The Canadian Architecture Awards, MUDA Awards, American Architecture Prize, and the BILD Awards. Through mddl he is leveraging his in-depth experience with middle housing to help scale the delivery of housing across Canada.

Darlene Jehn BES, MSC, RPP, MCIP, PMP



Darlene Jehn is a co-founder of mddl and is a Registered Professional Planner and certified Project Management Professional with a master's degree in Sustainable Urban Development from the University of Oxford. Her experience spans both the public and private sectors, from leading municipal-wide policy initiatives to securing development approvals for site-specific projects. She previously served as Vice President of Development for Western Canada's fastest-growing hospitality brand, overseeing more than \$450 million in real estate expansion with a strong focus on middle housing typologies. Darlene has also served on the Planning Commission and Subdivision and Development Appeal Board in the Town of Canmore and actively supports local housing advocacy efforts.



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