

Mapping
Opportunity.
Delivering
Housing.





mdcl (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 neighborhoods best and want to shape them with care.



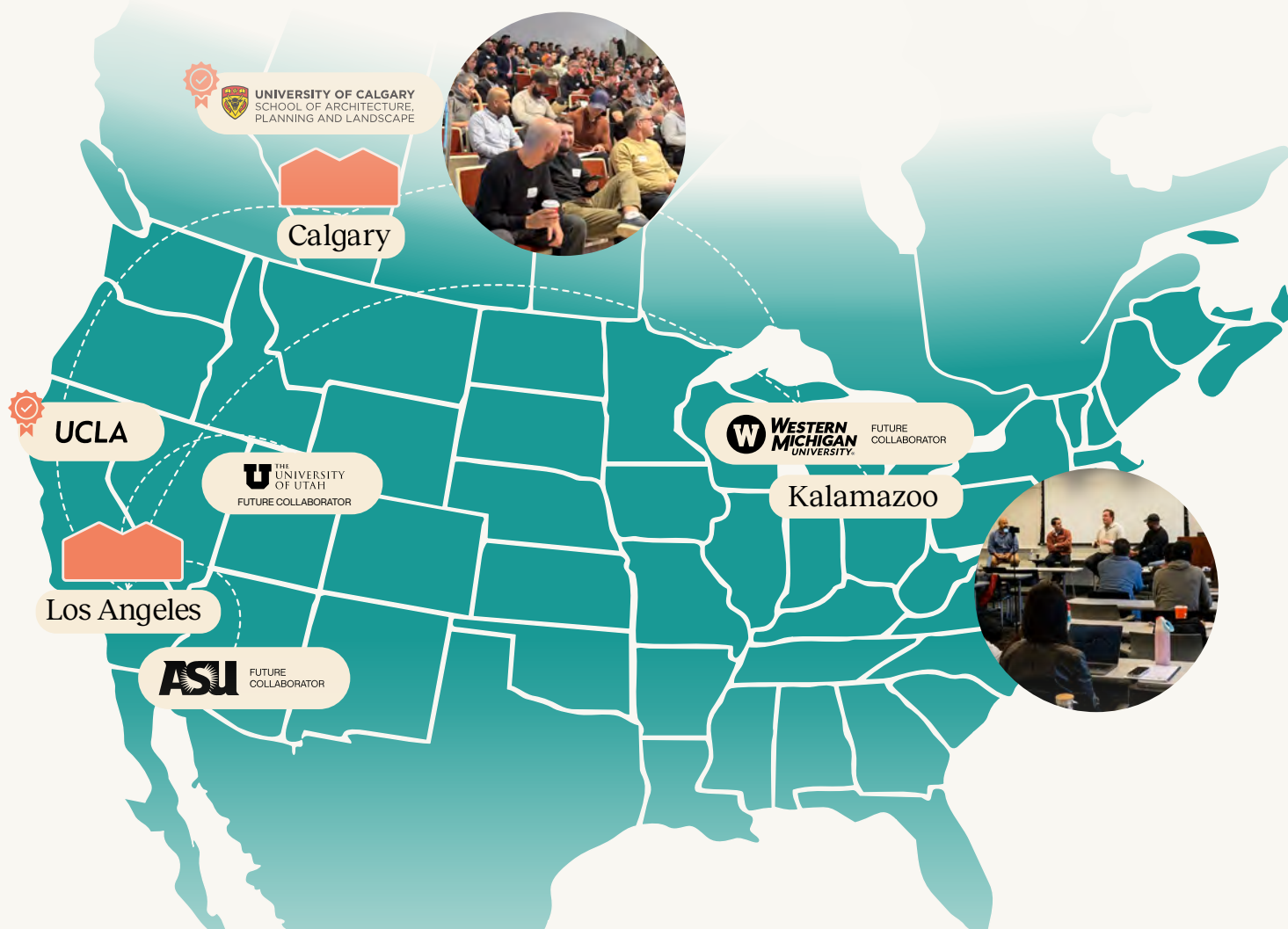
We are ...

Changemakers

Curious Experts

Enablers Visionary

m



HQ in Los Angeles & Calgary

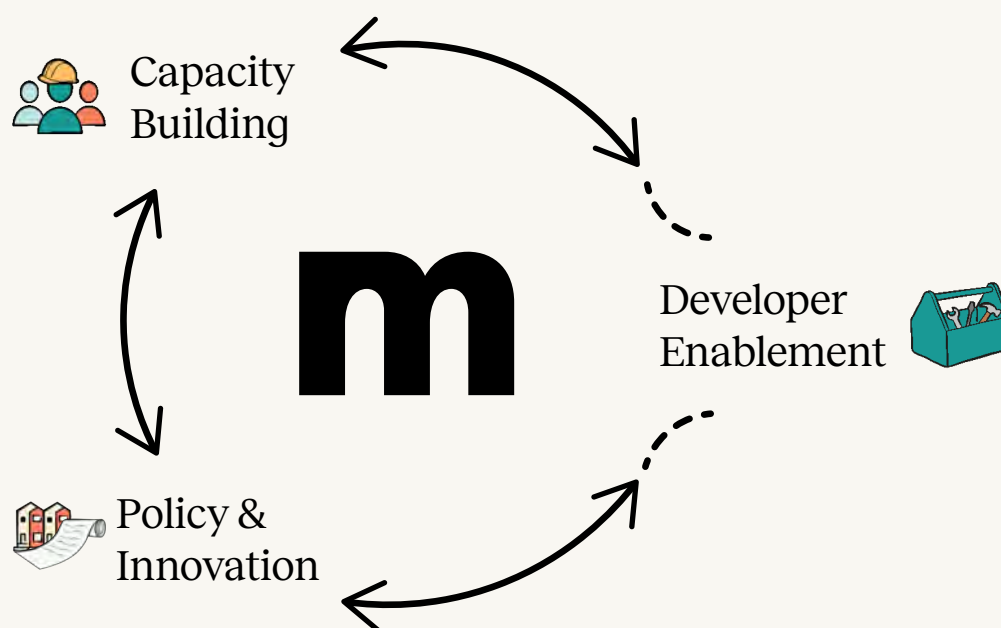
mddl's work spans communities across the United States and Canada. From west coast to east coast to new state and regional partnerships, we collaborate with cities, universities, and local builders to operationalize middle housing at scale. Our transferable model adapts to each state's enabling legislation and local zoning while building on lessons learned across municipalities. The result is a practical, adaptable approach that delivers clearer rules, faster approvals, stronger local capacity, and more homes built.

m ddl U

**A first-of-its-kind
approach to middle
housing education,
developed in
Calgary, Alberta,
launching at
UCLA this fall!**

How We Operate

The mddl Model



We empower small-scale developers, cities, 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 the United States, states and cities have done real work. Oregon's HB 2001, Washington's HB 1110, California's SB 9, and a fast-growing wave of state and city pre-approved plan catalogs have made duplexes, fourplexes, and sixplexes possible on lots that once allowed a single home.

4M+

homes the U.S is short today

Now Legal

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



PERMISSION

Zoning reform. Legalized typologies. A design catalog.



PRODUCTION

Homes a homeowner can understand, approve and build.



We Are 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 neighborhoods?
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.



x

cityLAB^{UCLA}

x



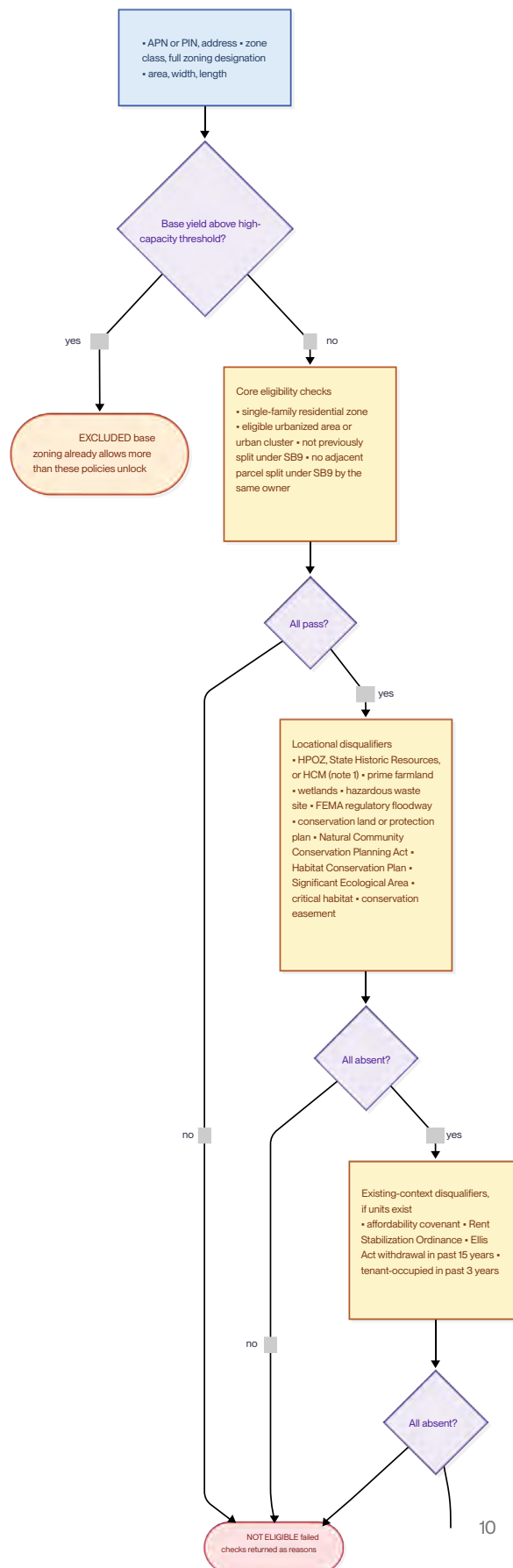
CASE STUDY

Los Angeles

1

DECISION TREE ACROSS PATHWAYS

The decision tree is the regulatory engine of the GIS tool, translating state housing law into parcel-level logic across three pathways: SB9, SHRA, and ADUs. Every parcel is tested against all three at once, and the tool returns what a user could build and what still needs verification.



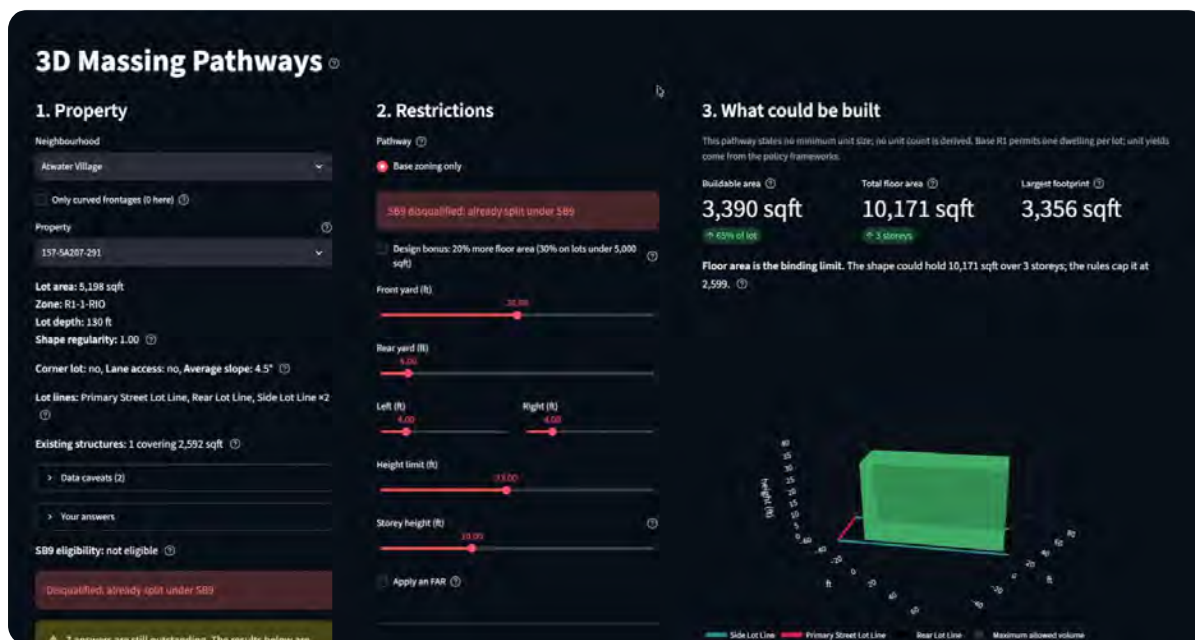
A customized lot feasibility platform for the City of Los Angeles that resolves parcel eligibility through an optimization engine and returns a per-parcel report with interactive lot-splitting.



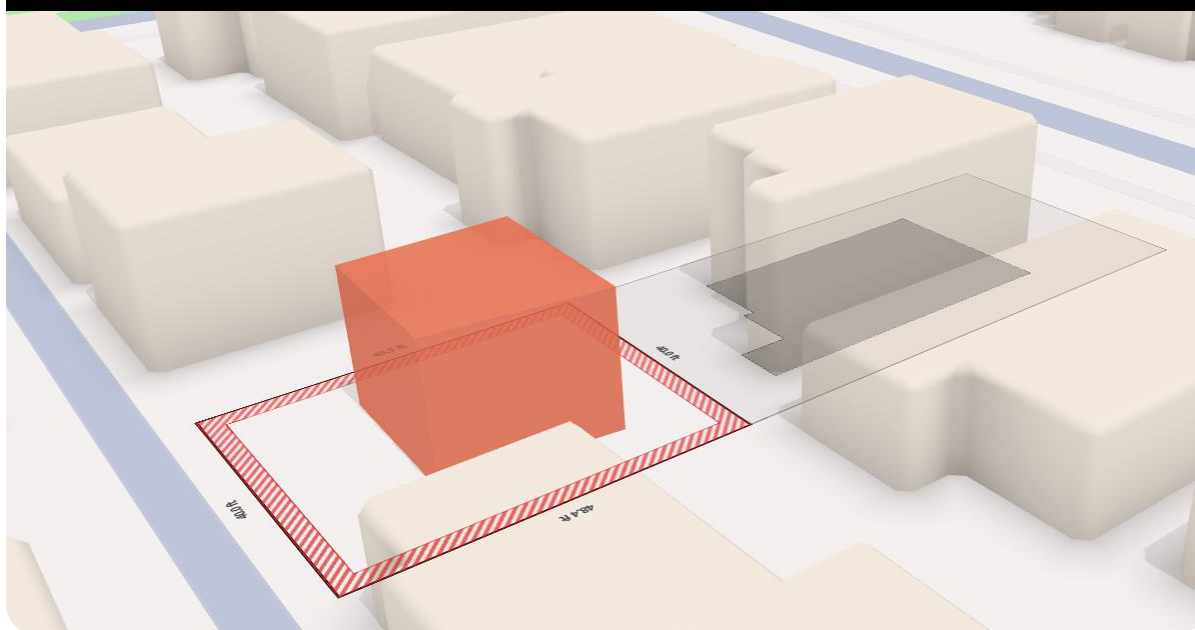
3

SIZE OPTIMIZATION

A library of low-rise massing studies illustrating viable missing middle housing forms for LA's parcels and zoning pathways.



Lot Splits & Optimized Massing Models



4

ONLINE FINANCIAL ANALYSIS RESOURCE: MDDL PRO FORMA TOOL

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.

5

STAFF TRAINING & HANDOVER

Documentation and hands-on training that equip City staff to operate, maintain, and update the resource after handover.

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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

Helping Cities Turn Pre-Approved Plans Into Housing.

1

FIND YOUR LOT

Search any address on the map.

2

SEE THE DESIGNS THAT FIT

Catalog or city-developed plans eligible for it

3

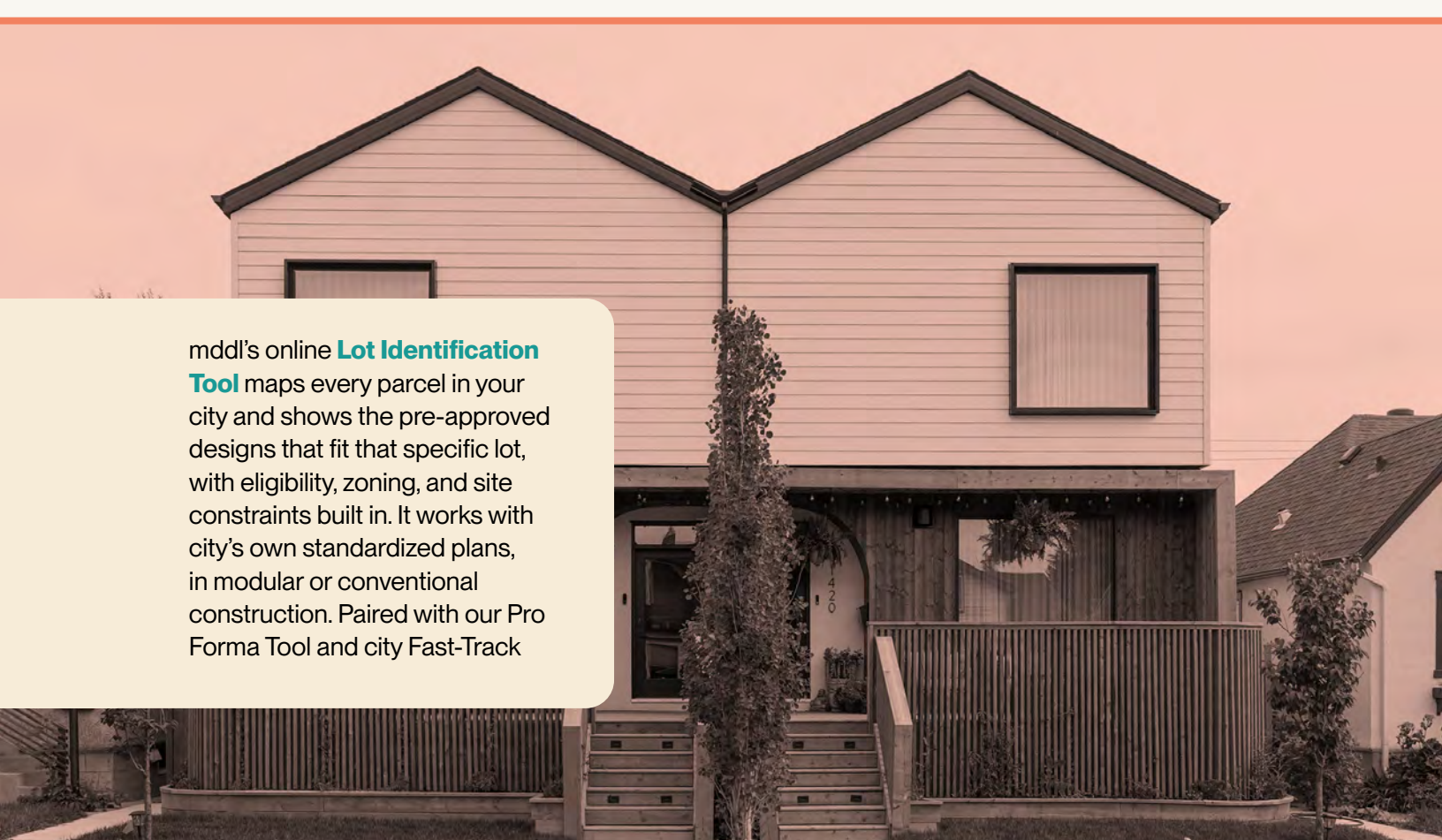
CHECK YOUR NUMBERS

Built-in pro forma shows if it pencils

4

FAST-TRACK TO PERMIT

City reduced permit approval timelines



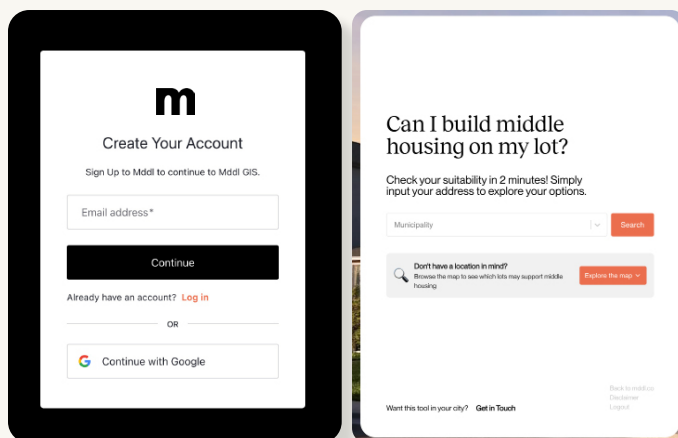
mddl's online **Lot Identification Tool** maps every parcel in your city and shows the pre-approved designs that fit that specific lot, with eligibility, zoning, and site constraints built in. It works with city's own standardized plans, in modular or conventional construction. Paired with our Pro Forma Tool and city Fast-Track



1

Create an account

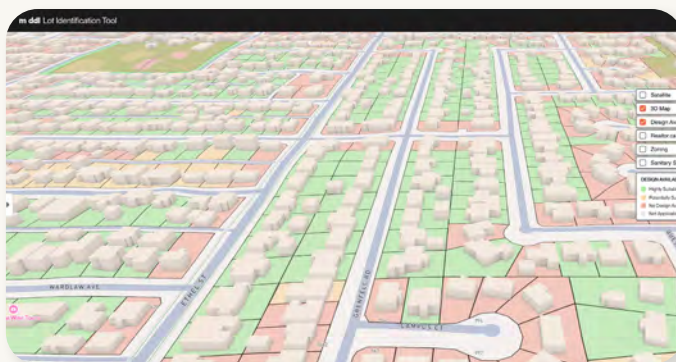
By creating an account this allows free access to learning more about your City



2

Look up a lot

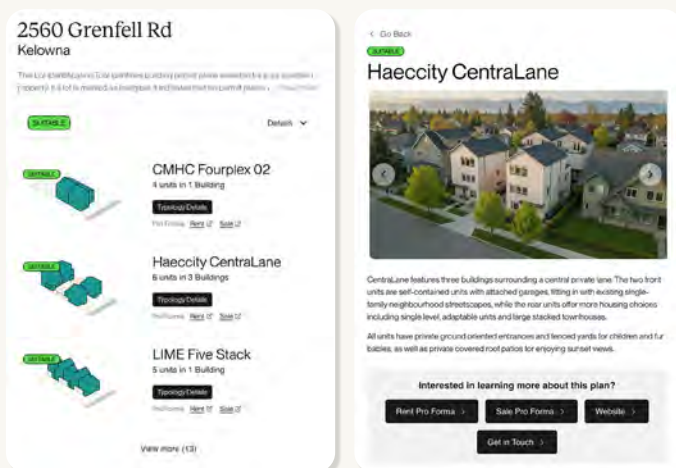
Enter an address or click a property



3

See what fits

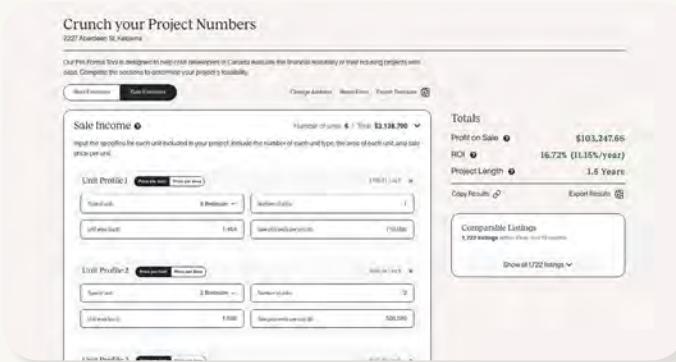
The tool shows the home types allowed and pairs them with buildable designs.



4

Test the idea

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



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 cities
- **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 City of Jasper
- **EcoTrust Climate Innovation Grant** in collaboration with Canadian Urban Institute



Built with Cities Like Yours

mddl is a middle housing implementation partner. 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 for City-wide Fast-Track program



Low-Rise Missing Middle Program: Lot Feasibility Platform with integrated optimization and pro forma results



Policy Harmonization initiative to support urban densification

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 North America.

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.



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