

SEPTEMBER 2022

WHAT WE HEARD REPORT #2

A MIXED-USE MULTI-RESIDENTIAL
PROJECT BY SARINA HOMES

"1900"

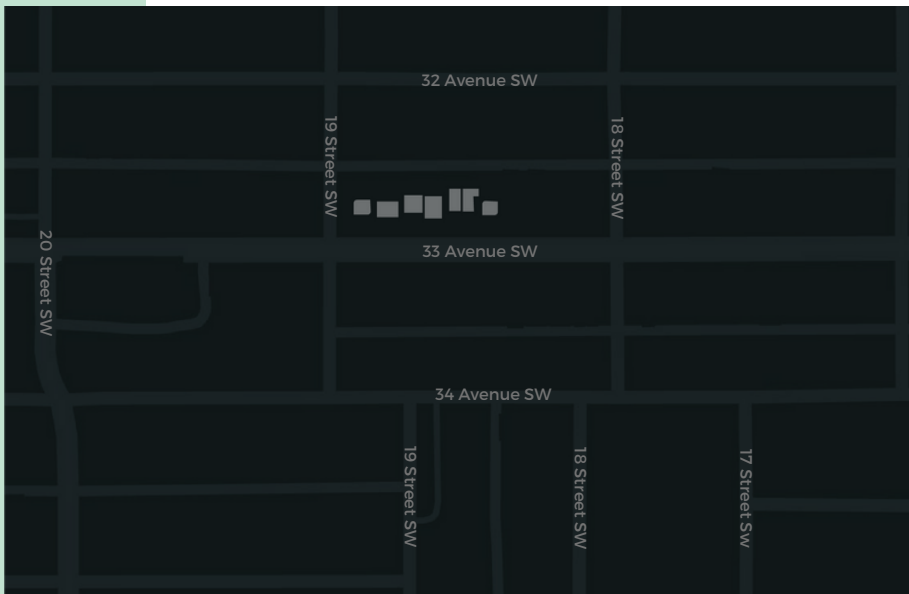


Prepared by: Hive Developments
Public Engagement & Planning Team

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INTRODUCTION

The 1900 project is a 6 storey mixed-use multi-residential **proposal** that aims to diversify housing choice and enrich the pedestrian experience along the 33rd Avenue main street of Marda Loop. The site has RC-2 zoned residential on the North and East borders of the site, a commercial block to the West of the site, and a 5-storey mixed-use residential complex to the South across 33rd.

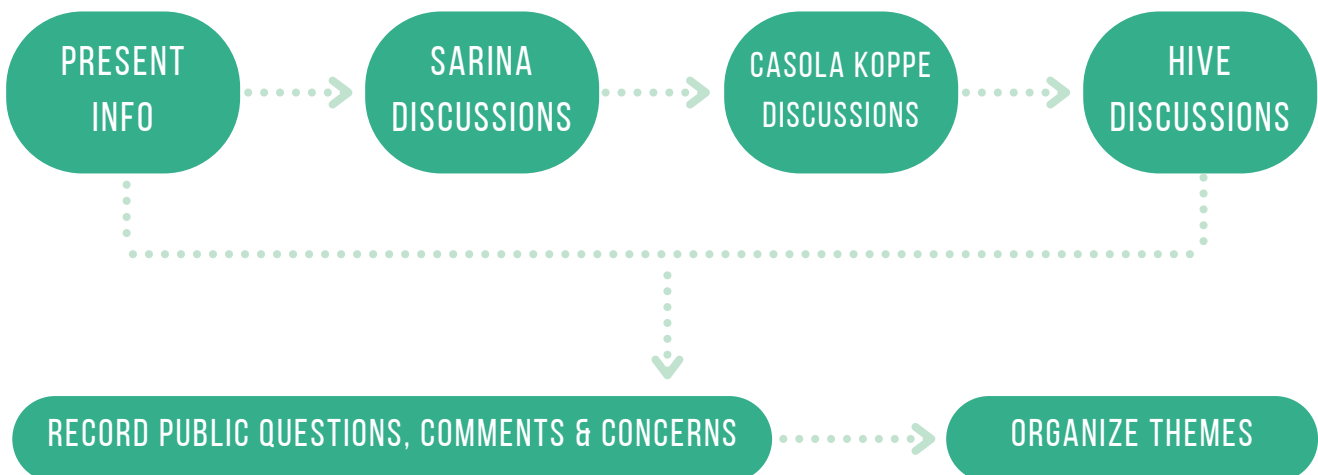


Sarina Homes is currently seeking the Land Use Re-designation of parcels at 1918-1940 33 Ave SW to MU-1f4.0h26 with plans to construct a contextually sensitive mixed-use building. Hive Developments are working with Sarina to gather and understand how resident feedback can better inform the ongoing evolution of this proposal.

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ENGAGEMENT PROCESS

On Wednesday, September 14, an in-person engagement session was held by Sarina Homes (developer), Casola Koppe (architects), and Hive Developments (engagement & planning). Previous open house attendees, and those who submitted comments/letters online were informed of this session via email. Additionally, 21 neighbouring houses were reminded of this event via door-knocks. The session began with a presentation by the team with the intent to inform the attendees of current planning considerations, impacts of design options, and traffic and parking deliberations. Following the presentation, attendees were asked to disperse and speak to one team at a time - either with Sarina, Casola Koppe, or Hive. Questions, comments, and concerns were noted and were sorted into "themes" after the event.



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RESPONSE THEMES

The Hive team carefully considered the public feedback and associated responses, and condensed the information into five thematic areas. This helps guide decisions and gain a better understanding of Marda Loop's unique context.

DESIGN

Building shadows, building height, transition, landscaping, quality architecture, thoughtful

TRAFFIC & PARKING

Construction, congestion, visitor & tenant parking, added density impacts, alley dynamics

POLICY

Defensible based on existing policy, linkage to neighbourhood main street program, appropriate for community

PUBLIC REALM

Community benefit, pedestrian experience, streetscape

QUALITY OF LIFE

Homeowner experience, community character, construction impacts, safety

Note: most of these areas, besides Policy and Traffic/Parking to an extent, are addressed in detail during the Development Permit phase. However, we recognize that in a context-sensitive site such as this, such lines are rather blurry, and these details need to be addressed as best we can at this time.

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TRAFFIC & PARKING CONT.

It is important to note that the Transportation Impact Assessment (TIA) requested by the city is underway and will be an important tool in deciding where and how existing infrastructure around this site may require upgrades. Roadway infrastructure, not located within the property lines of these parcels, is within the city's purview. Therefore, the existing mobility plan for this site is still evolving.

It is also important to note that there are areas with far more residential density and intensity of uses, even within Calgary (E.g. East Village) that do not experience significant levels of congestion, due to a combination of traffic calming, a useful, safe, comfortable, and interesting pedestrian and wheeling realm, and good access to quality transit. In fact, areas such as Marda Loop that provide access to all key amenities (groceries, social amenities such as libraries and rec centers, schools, restaurants, retail, etc) within a 15-minute walk are fundamental for encouraging less use of personal automobiles, and by extension less congestion over time. Ironically, lack of greater residential density in such areas eventually leads to greater congestion, as more residential development is driven to further flung, highly automobile dependent areas of the city.

Therefore density, in and of itself, is not so much the issue here, but lack of supporting infrastructure. This will be addressed to a certain degree through the implementation of the 33rd and 34th Ave Marda Loop Streetscape Master Plan (MLSMP). We encourage you to contact your Ward 8 councillors office and the Marda Loop Community Association (MLCA) to encourage them to seek full funding for this. To encourage greater and more thoughtful/strategic investment in transit, we also encourage you to visit and provide feedback to the ongoing engagement on RouteAhead, the city's 30 year transit plan: [RouteAhead 10-Year Update | Engage \(calgary.ca\)](#).

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POLICY CONT.

The **33rd and 34th Ave MLSMP**, approved in 2020, also provides design direction for the main street that, generally, supports the scale of this proposal.

As mentioned in our previous “What We Heard” report, in the absence of clear guiding policy for development along all of 33rd ave main street (i.e. what does a “**neighbourhood main street**” look like in this context?), we need to refer to:

- Precedents: 10th St NW (Kensington), 9 Ave SE (Inglewood), and 17th Ave SW, all similarly designated main streets, support similar, or much more intensive levels of development through detailed policy and/or practice.
- Existing built form along the entirety of the street: refer to fig 1 above.
- Purported direction provided by current approved policy (e.g. the MLSMP): The MLSMP envisions heights of 4-6 storeys along the entirety of the 33rd Ave main street, which can be provided in accordance with bylaw 40P2014, which provides direction around creating comfortable pedestrian conditions on the street level.

Compared to the recommended “MH” zoning, our proposed “MU” zoning provides more detailed direction within the land use bylaw for sensitive transitions between mid-rise, medium scale developments - e.g. 1P2007 (1371) - such as this proposal, and existing low density residential districts (e.g. RC-2)

Regarding **retail/mixed-use development further east along 33rd Ave**, we refer to policy 2.2.1 of the MDP that encourages mixed-use development along main streets, and to existing precedents of mixed use, multi-family zoning further east (Hudson, Coco, Harrison, and Avenue 33) along 33rd Ave. We recognize that the MLSMP envisions more residential-focused development east of 19th St SW along the main street. However, this does not negate a certain amount of mixed-use/commercial development outright, as the vision simply calls for different relative concentrations of these usage patterns, and even the suggested zoning of M-H1 still contains a fairly broad variety of permitted and discretionary commercial uses, ranging from child care and restaurants, to addiction treatment centers and print shops.

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POLICY CONT.

The north facing retail on the ground floor is still in its initial stages of design development, and the concerns regarding this have been noted. While there are no bylaws prohibiting this outright, there are numerous other design considerations that make it complicated. This is very much still a work in progress.

We recognize that in a perfect world, all relevant policy guiding these development decisions will be updated and aligned. However, this is not the reality on the ground, and Calgary is still catching up with decades of poor planning logic, process, and decisions. The ARP/Local Area Plan (LAP) process is also very slow and time consuming, and the proposed West Elbow Communities LAP for Marda Loop was put on hold due to community opposition. We encourage you and your neighbours to contact the MLCA and the Ward 8 office and express your support for restarting this LAP as soon as possible.

PUBLIC REALM

WE UNDERSTAND THAT KEY CONCERNS IN THIS AREA ARE:

- Lack of a plan to address a positive pedestrian experience around the site.
- Lack of tree protection.
- Lack of clear net benefit to the community.

Pedestrian experience is best addressed through landscaping, which is currently a work in progress. We are also exploring designing space and associated furniture in the public realm to encourage lingering and gathering. You will be able to view, and comment on, a draft landscaping plan at our next Open House in October.

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PUBLIC REALM CONT.

Tree protection plans are only required with respect to public trees, which are the property of the City of Calgary. There is one such tree currently on this site: a Mountain-Ash located at 1932 33 Ave SW. As per the city's tree protection bylaw, a tree protection plan may be required if construction work takes place within six metres of this. The project architects will work closely with the city to facilitate this during the development permit phase.

Due to the lack of a density bonusing framework or any such mechanism for this area, it is not clear how any developer-provided direct public amenities (e.g. publicly accessible private open space, public art, etc) might be facilitated. However, as will be noted in the "Quality of Life" section below, there are numerous other public benefits associated with this overall proposal.

It is important to emphasize that full implementation of the 33rd and 34th Ave MLSMP will be fundamental to improving the public realm. In the meantime, we are coordinating our design with the Main street to team to ensure overall alignment.

QUALITY OF LIFE

WE UNDERSTAND THAT KEY CONCERNS IN THIS AREA ARE:

- Supporting an increased quality of life in Marda Loop.
- Maintaining community character.
- Addressing negative construction-related impacts and overall safety.

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QUALITY OF LIFE CONT.

Marda Loop has evolved from being a quiet, residential-oriented 20th century suburb into a vibrant, upscale, mixed-use, urban center over the past couple decades. This vibrancy is best maintained and augmented by continuing to add-to and diversify existing housing choices, thereby ensuring there are residents from all ages, places, stages, and identities making this area their home, and supporting these amenities, particularly the small-scale businesses the area is known for. This desirability of Marda Loop as a destination has also created challenges, particularly related to transportation. These are best addressed through measures such as traffic calming on busy streets, increasing transit access and frequency, and increasing access to active travel modes (walking and wheeling). While much of it is outside the scope of any single redevelopment project, such as this one, we can encourage lower personal vehicle usage in the area by providing high quality bicycle parking.

Developments such as this also provide a positive business case encouraging City Council to invest public finances in funding the implementation of the 33rd and 34th ave MLSMP, thus prioritizing this area over many other similar proposals around the city.

Overall safety will be addressed by designing this site to crime prevention through environmental design (CPTED) standards. We will also ensure steps are taken to minimize construction-related impacts, and will communicate these as development permit details are worked out.

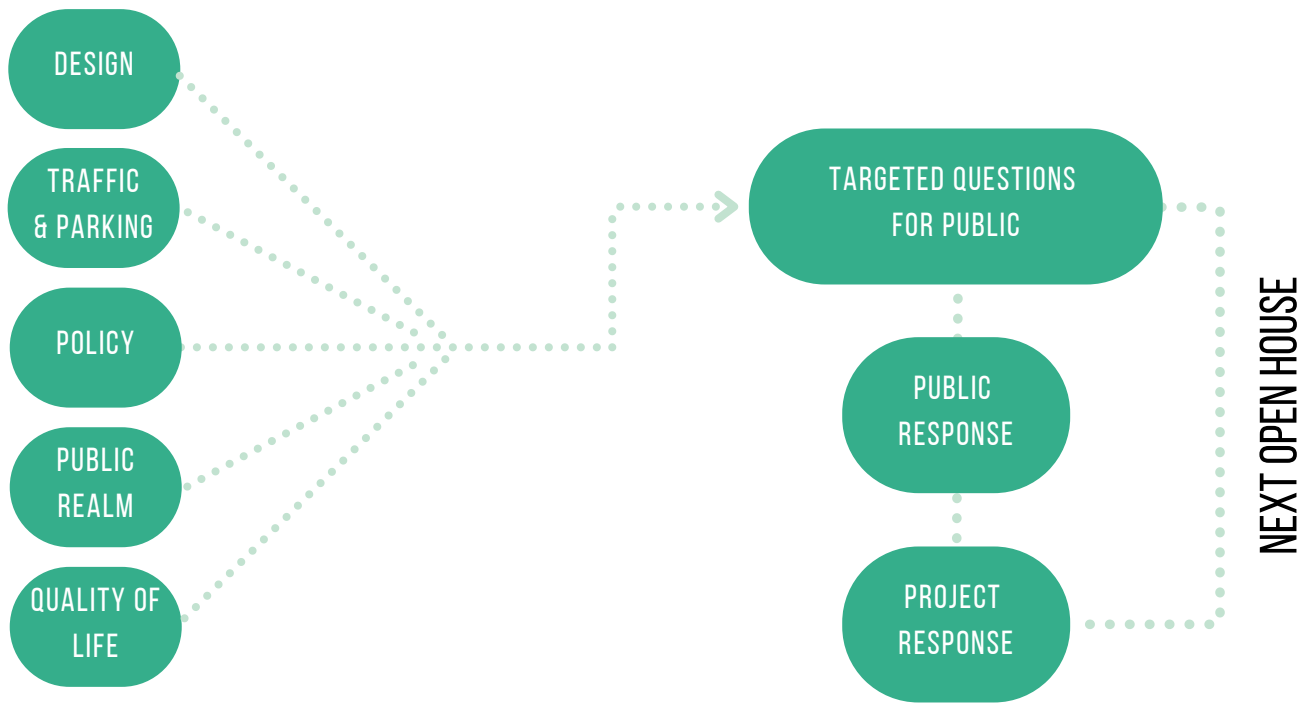
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MOVING FORWARD

ADJUSTMENTS TO DESIGN, TRAFFIC CONSIDERATIONS, AND PUBLIC REALM

“We take guidance from the City in urban design through their policies. We design and build modern, inspired, connected homes in inner-city neighbourhoods based upon The City’s Master Plan. Fuelled by a passion for people and community, we believe that the smarter growth movement and innovative urban design will continue to define Calgary as one of the world’s greatest cities.”

• Sarina Homes



VERBATIM FEEDBACK



- Why is there no video representation of winter shadowing?
- What is the setback of the building's top floor?
- What is your rationale for having 130 units having access through a narrow alley way?
- There are multiple examples that are disastrous in the community of Marda Loop. Are you planning appropriately for the amount of people that will be using this alley way?
- What are you doing about the amount of vehicles that will be moving through this area?
- What will you be doing about delivery trucks? We live in a world of delivery now - will two loading docks in the back be enough?
- Will backing in and out of angled parking stalls be safe?
- Is there an appropriate setback for minimizing shadowing?
- What is the average occupancy rate for the units? How many people are projected to be living here?
- What is the forecast for unit styles?
- What areas will be closed off during construction?
- When is the predicted start date of construction and how long will it last?
- How will you deal with the added congestion that will exist on 32nd Avenue?
- Residents are fed up with a lack of consideration for our concerns - how will you ensure that our voices are heard?
- Residents understand where responsibilities start and end - however they anticipate elements getting missed or ignored during the process. How will you ensure that responsibilities are targeted?
- Where will trades park during construction?
- In regards to overhead utilities - is there a requirement to go underground for utilities?



VERBATIM FEEDBACK CONT.



- Will power poles be in the way for parking etc? Does the design consider these?
- Will the entire alley be paved, or just your section?
- Where is the greenery? What are you doing about the existing trees? What is the landscape plan?
- Who's responsibility is it to provide the best experience for pedestrians? The developer or the Main Streets Program?
- What will the sidewalk look like?
- Is there an element of public space in the plan? Will there be a benefit for the whole community?
- What will you do with increased runoff from added concrete in alley space?
- There is a historic understanding that anything above 4 storeys is unwanted in the community - How are you getting approved for buildings above this?
- How are you being sensitive to the transition from commercial to residential?
- Are you linking to the intent of the Municipal Development Plan and Neighbourhood Main Streets Program?
- This parcel is outside of the Business Improvement Area, how are you justifying the commercial spaces?
- Has the City made a requirement to amend the South Calgary Community Plan in order for this to get approved?
- Should the existing Community Plan be amended before a Land Use Redesignation is done?
- Are you able to provide more perspective-style visuals? What will the experience on the street be like?
- Can the developer empathize with neighbouring residents pain?
- Can you walk us through previous projects where residents concerns were heard? What changes did you make?



VERBATIM FEEDBACK CONT.



- Are you recognizing that the residential experience is different on 32nd Avenue than 34th Avenue?
- Will the developer be considering air quality?
- Will there be cycling infrastructure considerations?
- Will there be quality of life considerations for surrounding residents? What will the homeowner experience be like?
- Will there be density bonuses for this project?
- How will this development impact surrounding property values?
- Is commercial space backing onto an alley appropriate?
- Where will employees of these commercial spaces be parking?
- How will a loading zone on the street affect neighbouring residents and the street dynamic?
- Will the residents of this development be renters or owners?
- Will pets be allowed in the building? Where will the dogs be walking and doing their business?
- Have you considered social issues that this development may bring?



TALK TO US

www.1900engage.ca

srimal@hivedevelopments.ca