

DECEMBER 2022

WHAT WE HEARD REPORT #3

A MIXED-USE MULTI-RESIDENTIAL
PROJECT BY SARINA HOMES

"1900"

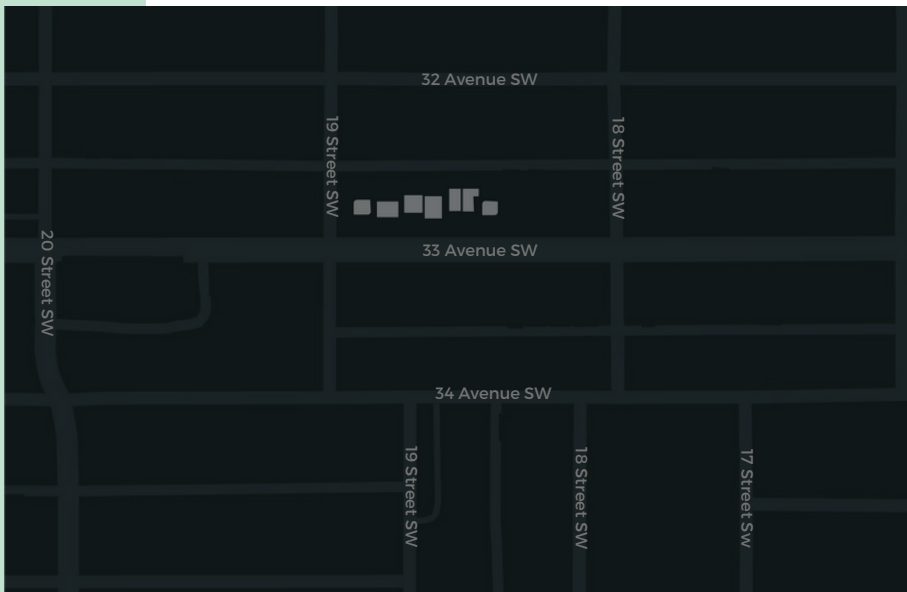


Prepared by: Hive Developments
Public Engagement & Planning Team

01

INTRODUCTION

The 1900 project is a 6 storey mixed-use multi-residential proposal that aims to diversify housing typologies and enrich the pedestrian experience along the 33rd Avenue main street of Marda Loop. The site is surrounded by RC-2 zoned residential on the North and East borders of the site, a commercial block to the West of the site, and a 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-1f3.6h23** 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, December 6 and Thursday, December 15, online engagement sessions were held by Sarina Homes (developer), Casola Koppe (architects), and Hive Developments (engagement & planning). The lead team was supported by City of Calgary staff in attendance.

RESPONSE THEMES

The Hive team carefully considered the public feedback, and associated responses, and condensed the information into the following five thematic areas. This helps guide decisions and gain a targeted understanding of key areas and how they affect community members.

SITE
DESIGN

TRAFFIC
& PARKING

SHADOW
IMPACTS

POSITIVE
IMPACTS

TARGET
MARKET

03

SITE DESIGN

WE UNDERSTAND THAT THE KEY CONCERNS IN THIS AREA ARE:

- Privacy for immediate neighbours
- Relationship to surrounding buildings
- Change in views for neighbours to the south
- Building quality & aesthetic

Intentionally designed privacy measures include removal of east facing balconies, raising windows on the east and north facing units, and using landscaping as visual screening.

As shown through our design process, the proposed design of this site is responding to the surrounding context through measures such as setbacks, stepbacks, building articulation, and commercial-to-live/work-unit transition on the ground floor. It is also important to keep in mind that Marda Loop houses a very diverse design palette with respect to styles, colours, and materials. All of this will be accounted for as the design continues to evolve.

As a designated main street that is still evolving, it is important to note that the built form of this area will continue to change and morph, particularly in the next few years. Resident views will not remain static.

While building quality is not typically addressed during this phase of the permitting process, it is in the developers best interests, particularly given their concentrated investment in Marda Loop, to ensure high standards are upheld to the best of their knowledge and ability. The aesthetic of the building is still a work in progress: the design team will attempt to best navigate the tension in proposing a structure that reflects both familiar built forms as well as the diverse aesthetic of Marda Loop.

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DESIGN CONT.

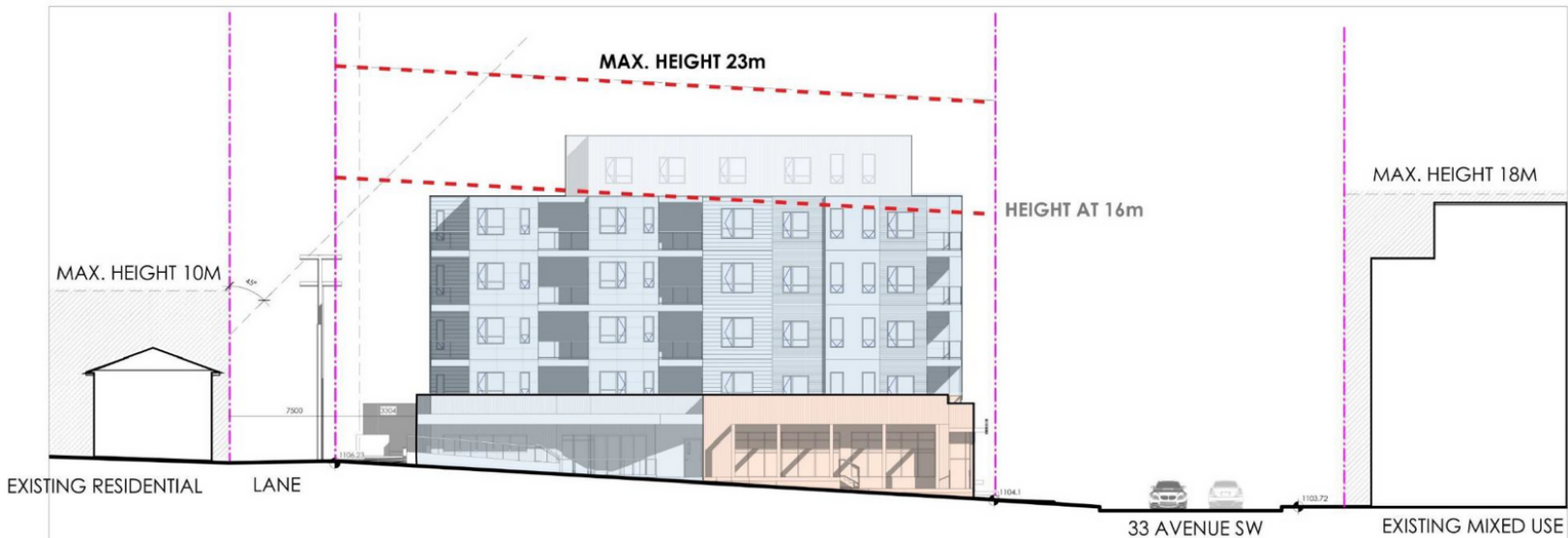


Fig 1: Section cut along 19th avenue looking East showing building ratio to surrounding context.

TRAFFIC & PARKING

WE UNDERSTAND THAT THE KEY CONCERNS IN THIS AREA ARE:

- Alleyway traffic impacts on immediate residents
- Insufficient parking
- Increased vehicular traffic in the area
- Traffic calming measures insufficient to address increased volume
- Construction impacts on area's traffic

While traffic and parking issues within the larger community are beyond the developer's scope, the city is aware of these concerns and are attempting to address them through measures such as the 33rd and 34th Ave Marda Loop Streetscape Masterplan. This plan has been approved, funded, and has already begun implementation.

05

TRAFFIC & PARKING CONT.

Additional congestion easing measures around this building will be decided on in partnership with the City, based on the recommendations of the recently updated transportation impact assessment (TIA) completed by engineering firm Bunt. Results of this TIA will be shared on the project website.

It is important to keep in mind, as mentioned previously, that traffic congestion is less an issue of residential density, and much more an issue of sprawl and personal car dependency: one that can only be addressed by locating key amenities within walking distance (as is the case in Marda Loop), providing viable alternatives, such as robust transit, biking, micro-mobility, and pedestrian networks. Additionally, ensuring supportive maintenance, such as regular snow and ice clearing along pedestrian and bike paths. These are all works in progress as the City continues to address ongoing transit issues and build out its 5A Network for active travel.



Fig 2: Amended laneway design by Casola Koppe.

06

SHADOWING IMPACTS

WE UNDERSTAND THAT THE KEY CONCERNS IN THIS AREA ARE:

- Winter shadowing
- Impacts on residences to the south

It is important to note that during the height of the winter months, shadowing is intensive everywhere due to the sun being significantly lower in the horizon. Therefore, the difference in shadowing impacts between a 4 storey vs 6 storey building are quite minimal during these months, particularly for immediate buildings in the vicinity. We also wish to emphasize the fact that neighbours to the south will not be affected by shadowing at all, as shadowing tends to be cast toward the north.

While shadowing impacts from surrounding buildings on proposed outdoor patio spaces is unknown at this point in time, there's no data to suggest that this would be an issue either way. Many of Calgary's most vibrant patios spend a significant amount of time in shadows – e.g. Stephen Ave and 17th Ave SW. In fact, many all-season patios have some form of overhead covering during the winter months anyway.

POSITIVE IMPACTS

WE UNDERSTAND THAT THE KEY CONCERNS IN THIS AREA ARE:

- Communication of positive additions to the neighbourhood
- Articulation of public realm additions

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POSITIVE IMPACTS CONT.

1. Public realm investment: An overall street-level experience that is useful, safe, comfortable and interesting is key to a vibrant public realm. Developments such as “1900” not only bring in public realm upgrades such as patios, additional landscaping, and diverse smaller scale retail, but they also justify additional public investment over many other competing areas within the city. As of now, there will be publicly accessible private open space provided (patios), public art, landscaping, and other elements such as seating, lighting, bike parking etc. More details on these will be provided as the site design takes more shape over the coming months.
2. A high density of local residents within a few minutes’ walk is key for supporting existing local businesses, and continuing to provide more opportunities, particularly to the smaller-scale, diverse choices on offer in areas such as Marda Loop.
3. Developments such as this one also continues to add to the diverse housing mix in Marda Loop, moving it toward becoming a place that truly welcomes people of all ages, stages and places.



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TARGET MARKETS

We understand that the **key concern** in this area is better understanding the target market segment of this development.

While Sarina's building tenants tend to be on the younger side, they reflect the diversity of the wider community in their makeup. So, this project will be open to anyone who desires the multi-residential experience within a mid-range priced building.



VERBATIM FEEDBACK



- Area there any balconies on the east side?
- Has there been a shadowing study done for the corner where the all-season patio is being engaged? Will this corner actually be useable?
- The traffic study includes the proposed bump outs there. As a resident, are a concern because you cannot move through this neighbourhood and it will constrict the mobility of residents. The corner will be activated, but the bump outs really constrict how people will move through here.
- How will additional traffic to the area be addressed with these bump outs?
- Land use policy inquiry - bylaw states max height of 16, and FAR of 3.
- Loading zone - what are you doing to make sure this is utilized properly? (for amazon, skipthedishes, etc.)
- Winter shadowing - will this be shown?
- Back parking and loading zone. Is there still a way to get out of our garages? Is there any option to eliminate this back parking and loading zone? It's reminiscent of a ROW house.
- Looking for and hoping to an amendment to the land use application (16 height and FAR of 3).
- Location of the parkade mid building is causing most of the traffic and blockage.
- Also concerns of how to get in and out of driveways.
- Where is the bike storage?
- "City view" being removed if this building goes up, living in a building across the street built by the same developer.
- Why can't the access for the parkade be off of 19th or 33rd?
- How do you feel that 10 parking spots are sufficient in a neighbourhood where street parking is already a problem?



VERBATIM FEEDBACK CONT.



- Pedestrian friendly but tall buildings on the mainstreet are making it difficult when it's covered in shadows, it creates an unwelcoming environment for pedestrians. What is the point of beautifying the pedestrian realm if it will be covered in shadows?
- How have you considered the buildings around you, outside of the pedestrian experience? (referring to not direct neighbours)
- Quality of the building - living in Avenue 33. Special assessment is occurring for Avenue 33.
- Question about winter shadowing - most of the buildings across 32nd avenue will be covered with a winter shadow. Has an assessment been done here?
- Considering the mass and size of building in the evaluations) - bringing back the quality of the buildings and it is important to talk; What are you adding to the community in terms of this proposal?
- What market segment are you aiming for in terms of what is being built here?
- Did the traffic study include the other buildings being put up in the area?
- Even without the additional units, during rush hour there is standstill traffic.
- The city requirements are acknowledged, but would like to hear when this winter shadowing study will be provided?
- 18th street plans for traffic to be exiting the building - looking at least 100+ cars in and out of that area and not allocation for this specific area in the mainstreets project.
- Public patio on 33rd avenue - how many people will be able to use it in terms of seating capacity?



VERBATIM FEEDBACK CONT.



- Overall hindering the livability of the neighbourhood because these services aren't being requested and the number of issues have been presented.
- How long will the construction phase last and how will that affect the traffic?
- Because the DP is going in the next few weeks, we would like to see a 4 storey option.



TALK TO US

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