

“1900”

WHAT WE HEARD REPORT #4

A MIXED-USE MULTI-RESIDENTIAL PROJECT BY
SARINA HOMES

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.

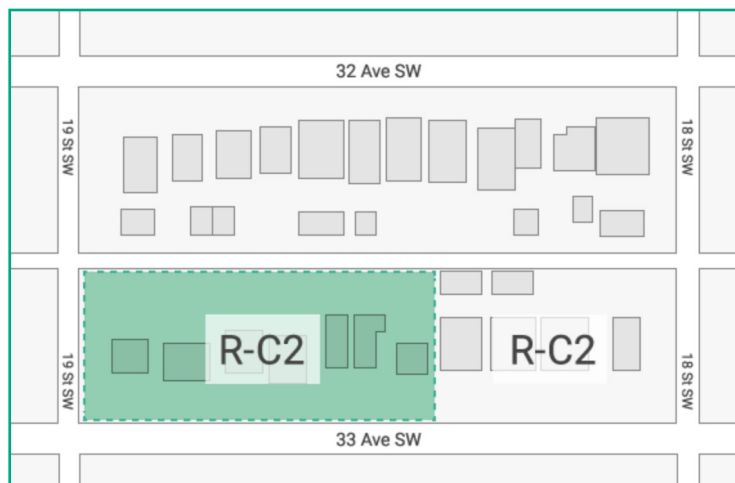


Figure 1. Existing Land Use

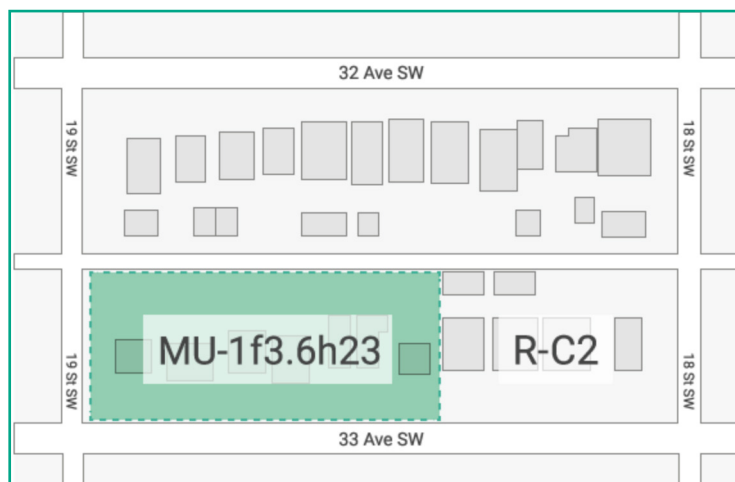


Figure 2. Proposed Land Use Re-Designation

On April 4, 2023, Calgary City Council approved the rezoning of parcels at 1918-1940 33 Ave SW from R-C2 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 site design for the development permit application.

DESIGN CONDITIONS

With the virtual 3D model, attendees were able to observe from all angles to provide comments on what they think is missing from the design and what can be done to further improve it.

WE UNDERSTAND THAT KEY CONCERNS IN THIS AREA ARE:

- The general appearance of the building looks too industrial and does not fit in with the aesthetic of Marda Loop
- Lack of adherence to MLARP guidelines, especially regarding balconies and setbacks, both in the private and public realm
- Reviewing the current building proposal under Crime Prevention Through Environmental Design (CPTED) principles

RESPONSE:

Existing land use and built form in Marda Loop is characterized by a mix of development consistent to the time period(s) in which it was constructed. This historical connection is a much desired aspect that the community wants in future development, and is found within this proposed development. Casola Koppe will ensure that the overall building design and appearance reflects community character within the area.

The proposed development will not only exist under the Marda Loop Area Redevelopment Plan (MLARP), but also the Municipal Development Plan (MDP), South Calgary/Altadore Area Redevelopment Plan, and the Main Streets program. Building details will remain consistent and compatible with relevant policies and guidelines.

Safety has also remained a concern for the community. We aim to enhance the built environment through public art, planters, intentional lighting, etc., to facilitate a lively and secure family-friendly space.

DESIGN CONDITIONS

PUBLIC REALM

WE UNDERSTAND THAT KEY CONCERNS IN THIS AREA ARE:

- Lack of community vibrancy to 33rd Ave as opposed to 34th Ave
- Noise spillover from proposed patio spaces
- Crime and loitering as a result of creating an attractive laneway with public art, unclear benefit of investing in public art in the laneway
- An uninviting pedestrian interface
- Lack of landscaping, not enough trees/greenery
- Lack of feedback acknowledged from previous comments made about the public realm

RESPONSE:

In our previous rounds of engagement, we heard repeatedly of the need for more attractive public realm elements along 33rd Ave SW. These would also further augment the traffic calming work planned by the City along the main street as part of the redesign implementation.

We also heard a desire for design elements that paid homage to Marda Loop's heritage: something that isn't necessarily as apparent within all the rest of the redevelopment happening in the area. Hence the 2 patio spaces which were proposed as a response to all this feedback: visually appealing, differently scaled, publicly accessible spaces that activate the building interface with 33rd Ave, and create spaces that add both aesthetic/visual and social appeal. The public art and planters in the laneway are a response to the concerns about potential disorder/crime. There is no shortage of research that shows that attractive, well-cared for spaces that encourage more "eyes on the street" are less likely to draw major elements of social disorder.

DESIGN CONDITIONS

PARKING/LANEWAY TRAFFIC + CONSTRUCTION

WE UNDERSTAND THAT KEY CONCERNS IN THIS AREA ARE:

- Traffic management for 32nd Ave between 18th and 19th St
- Laneway wear/tear due to excess volume of traffic
- Increased parking demand

RESPONSE:

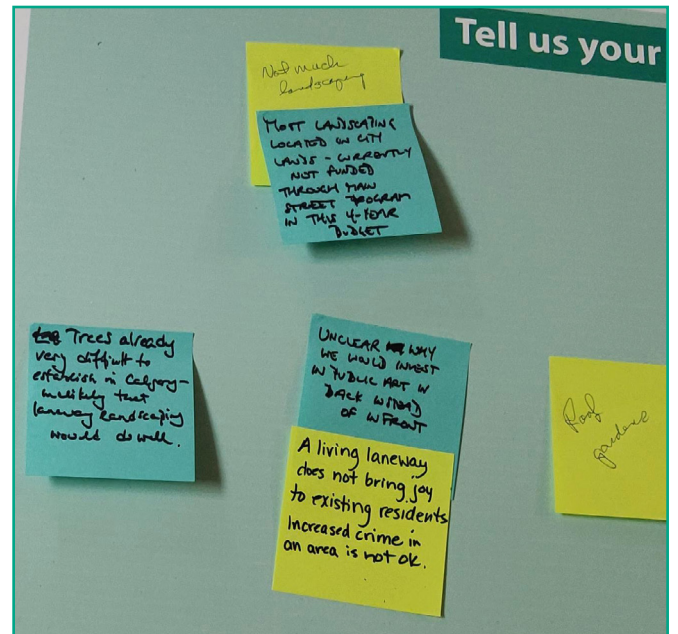
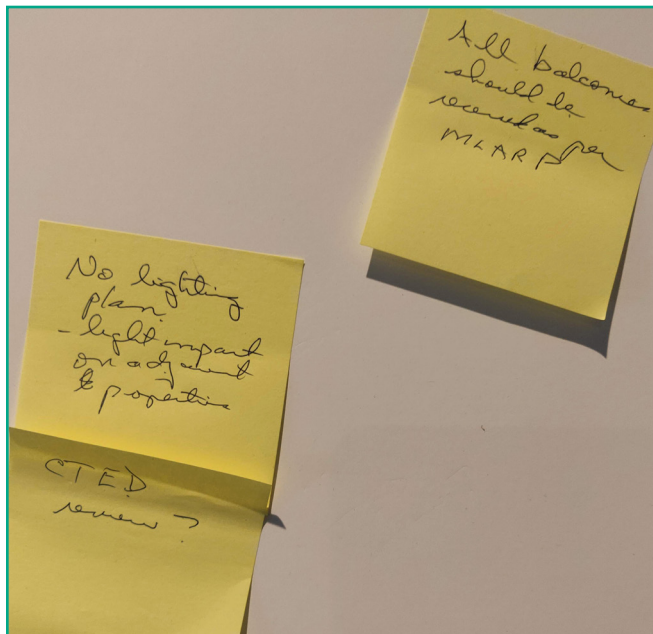
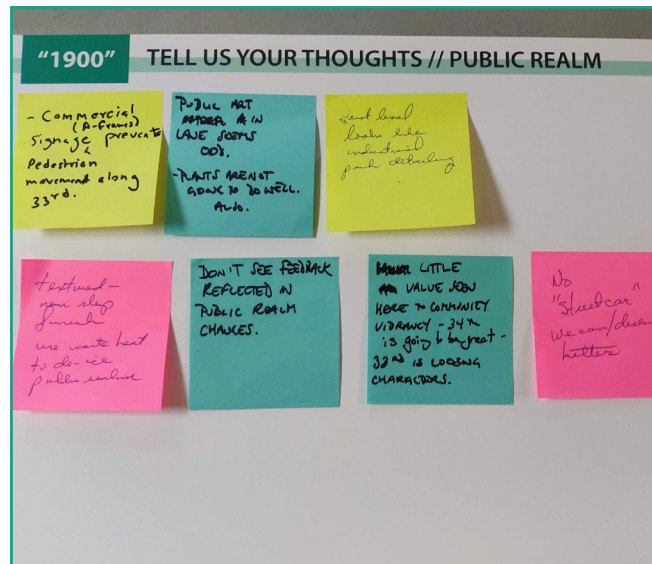
Sarina will work with the City of Calgary to ensure adequate traffic management is implemented, as is the case with the rear laneways of similarly situated and scaled developments along the north side of 33rd, such as Hudson (33rd and 16th), the Odeon (33rd and 20th) and CY33 (33rd and 22nd).

The currently unpaved and poorly maintained surface of the laneway will be paved as part of the redevelopment process, and a laneway maintenance regimen similar to many other similar multifamily developments in the area will be put in place.

Onsite parking is being provided as per the requirements of the land use bylaw, and any increase in public demand will be managed on an ongoing basis by the City of Calgary, and also signals the type of increased community and local economic vibrancy that allows small businesses, the lifeblood of great main streets, to thrive.

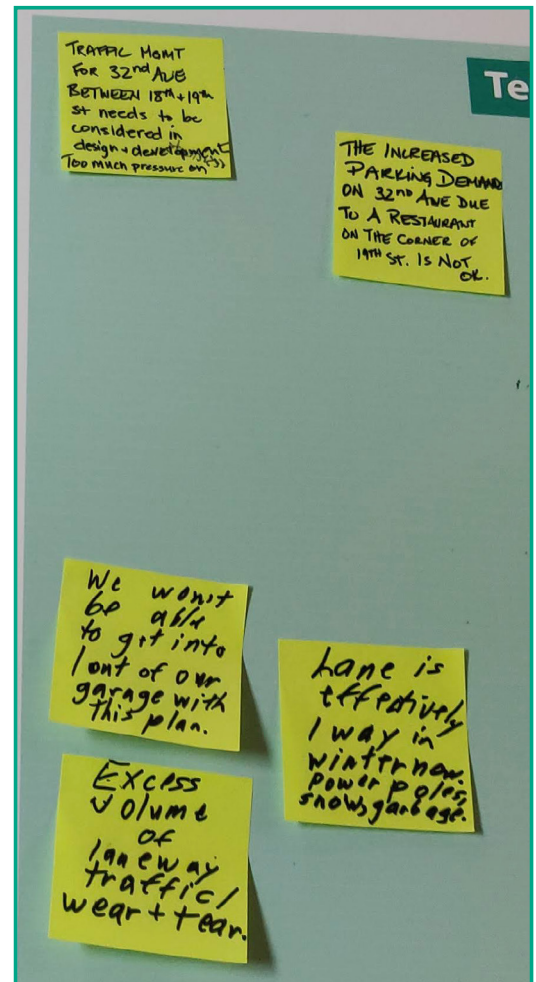
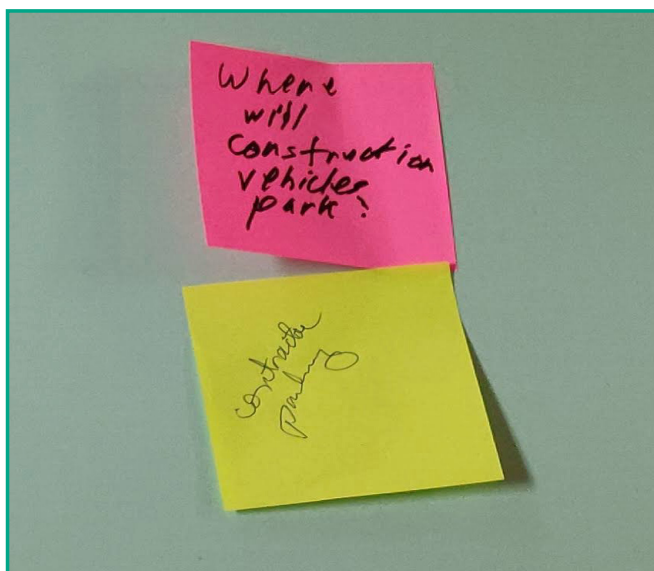
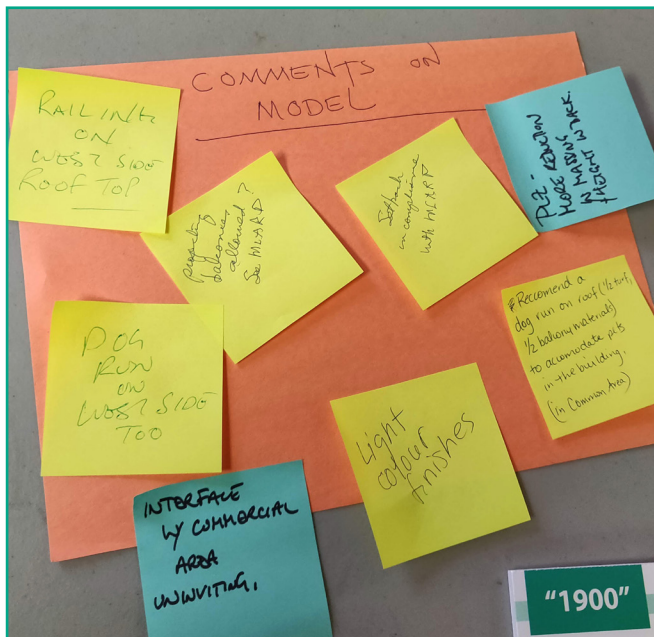
MOVING FORWARD [COMMUNITY COMMENTS]

Attendee comments and questions were written down on the poster boards. The recorded notes are those that the team will prioritize moving forward with design adjustments.



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MOVING FORWARD

With the feedback received, appropriate adjustments will be made to design conditions within the public and private realm, and traffic management.

All updated designs will be posted to the project website:

www.1900engage.ca

If you have any questions or comments, please reach out to Srimal at srimal@hivedevelopments.ca.