


# "1900"



A new mixed-use  
multi-residential project is  
being proposed for

1918-1940 33 Ave SW

## What We've Heard

Frequently Asked Questions & Responses

### LAND USE, PERMITS AND POLICY

#### **33rd Ave is a designated Neighbourhood Main Street. How does this proposal comply with land use policies of the MDP?**

The Municipal Development Plan (MDP) is a high-level guiding document that outlines a vision for how Calgary grows and develops over the next 60 years, particularly with respect to social, environmental, and economic sustainability. While the MDP sets a general direction, it is not meant to be a detailed blueprint for development. This proposal aligns with higher level MDP directives, such as being a more compact development that adds to the diversity of the existing housing and land-use mix in the area, and by locating greater density within an established community, in close proximity to a mainstreet and frequent transit stop (900 m/12 min walk from MAX BRT).

This proposal also aligns with existing MDP directives for "neighbourhood main streets" in areas such as: the most significant intensification being limited to those parcels that front directly onto the main boulevard (33rd Ave SW), and the highest densities occurring in close proximity to transit stops and in locations where they merge with activity centres.

It is also important to note that policy definition, and practical implementation, of a "neighbourhood main street" is fluid in Calgary. For example, 10th St NW (Hillhurst/Sunnyside) and 9 Ave SE (Inglewood) are both similarly designated "neighbourhood main streets" in the MDP. However, the Hillhurst Sunnyside ARP, updated recently to give detailed policy direction for development along 10th St NW, envisions maximum heights of 26m and intensities of 4.0 FAR along this "neighbourhood main street". Developments that align with this direction have, and continue to be, approved. 9 Ave SE, as is the case with 33 Ave SW, does not have an approved, updated, more detailed policy plan, such as a Local Area Plan (LAP). However, draft plans for this mainstreet also envision developments of similar intensity, and within the last 3 years, have seen multiple developments ranging in height from 20 - 45 m, and intensities of 4.0 - 6.5 FAR approved. Furthermore, the 33rd and 34th Ave Marda Loop Streetscape Master Plan (MLSMP - more on that later), currently in draft form, is the only existing attempt to create a more detailed policy framework interpreting the MDP for this area in which "1900" is proposed. The MLSMP also indicates a direction for redevelopment along this mainstreet that is aligned with this project proposal. In fact, the general scale of this proposal is not unique to what is currently already in the area (CY33, Shoppes at Marda Loop) and is not a departure from the direction in which this neighbourhood will continue to evolve.

Therefore, absent council-approved detailed policy direction, this project proposal is aligned with existing interpretation of what constitutes a "neighbourhood mainstreet" in draft policy documents and other similar local contexts.

## LAND USE, PERMITS AND POLICY

### How many different documents and plans are there that provide parameter for development? I thought the MDP was the standard?

The MDP was assembled by the City of Calgary, and emerged as a result of years of extensive consultation with multiple stakeholder groups: residents, community organizations, and development firms. All other policy documents, such as Area Redevelopment Plans (ARP's), are various levels of more detailed, granular interpretation of the MDP, meant to provide additional direction on planning and development. These documents have all been approved by city council, and aren't meant to contradict, but rather complement and align with each other. In addition to the MDP, Calgary city council approved the following more focused guiding documents for this area:

1. **The Marda Loop Area Development Plan (MLARP)** sets out the guiding vision and detailed policy framework meant to guide all development within a designated portion of Marda Loop,
2. **The 33rd and 34th Ave Marda Loop Streetscape Master Plan (MLSMP)**, which creates a comprehensive conceptual redevelopment plan for the Mainstreet, in a way that complements the MLARP. Currently in draft form

While this project is located just outside the northeastern boundary of the MLARP, the direction provided in it is important for context and continuity. The MLARP encourages buildings between 4 storeys (16 meters) to 6 storeys (23 meters) in height along 33rd Avenue; a direction that is further developed by the draft MLSMP.

There is an older policy framework, the South Calgary Altadore Area Redevelopment Plan (SCAARP), which was approved 20+ years prior to the MDP, and has not been updated since to align with it, or the existing Land Use Bylaw. Much of the direction set in both approved and draft policy for the area, as well as precedent with respect to approved projects in the area, do not align with the SCAARP. Accordingly, while projects such as "1900" were not envisioned by the SCAARP, areas of alignment include providing the opportunity for a variety of population age groups, household types and incomes to reside in the area, and medium density development being located around activity nodes (commercial areas) and along major roads in the area.

### Will a concurrent Development Permit (DP) be applied with this Land Use Application?

The rezoning application has already been submitted and is currently being reviewed by city administration. The DP will be submitted and be within city administration's review process by the time the Land Use is brought before Calgary Planning Commission. If approved by planning commission, the rezoning application will then go to City Council and a public hearing. So this will not be a concurrent process, insofar as the rezoning and DP applications being submitted and approved at the same time.

### Was there any thought to skipping the commercial retail space and having walk-out residential units (like a brownstone)? There is a lot of empty retail on 33rd now.

Yes, we looked at some live-work townhomes, as well as single-level condos and townhomes to soften the edge as we work towards the eastern edge of this development. It's important to know that the city encourages mixed-use development in this area. Retail also goes through a certain natural level of "churn", based on factors such as the larger economic environment. The types of retail will fall within what's permitted under MU-1 zoning, and will largely be dictated by demand and whatever there is a market for. Units will likely be designed to approx. 1,000sf, suitable for smaller, local boutique retailers.

## BUILDING DESIGN + STRUCTURE

### How is the height of the building measured?

The maximum allowed height is measured from the proposed (not existing) property line grade. It is a theoretical angled plane parallel to grade throughout the site at 26m height, taken from all 4 corners. Our working design includes a rooftop pergola, to be situated toward 33rd Ave, which falls within the 26m i.e. the top of the 6th storey will likely be at approx. 23m.

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## BUILDING DESIGN + STRUCTURE

### Will it be a full wood frame structure? Or will the bottom 2 floors be concrete by 4 floors of wood frame?

The main floor is required by the building code to be “non-combustible” – so a mix of concrete and steel. The residential portion above, levels 2-6 will be wood framed, but the exterior cladding will be non-combustible (but the exact material is still TBA).

### Will waste be enclosed to limit odour?

Waste is enclosed. Venting will be considered and designed in order to ensure that unpleasant odours don’t permeate the community.

### How will this project be “integrated in a way that is sensitive to the transition from medium to lower density residential uses”?

The transition will be between what is forecast, and not necessarily what currently exists. The vision for 33rd avenue, as laid out in the policy documents (the [MLARP](#) and [MLSMP](#)) is a street lined with 4-6 storey buildings of differing intensities between 22nd Street and 14th Street SW. 19th street is envisioned to be a transition point between the more intensive, commercial-heavy mixed use portion of the community to the west, and the less intensive, residential portion of the community to the east. Note that this does not mean there will be no residential or mixed-use development to the east of 19th St SW – there is already significant mixed-use development along 33rd and 34th Ave east of 19th; it will just be less comparatively concentrated in the future. **The exact nature of this transition at this particular site, for this particular project, will continue to evolve as the overall building and site design continues to be worked out for the upcoming development permit application.** Your feedback is important in continuing to inform the project architects.

Planning practice and land use policy within the municipal context is meant to help create an adaptive framework that moves the natural evolution of the built environment in a way that benefits the city as a whole, while creating a sense of coherence and predictability. In this sense, the MDP points toward areas such as Marda Loop as those that are most appropriate for more intensive forms of development (mixed use, medium density), due to its location within an established area, the presence of a vibrant, well-established main street, and proximity to transportation (automobile and transit) arteries. Local area plans (LAP’s), and/or area redevelopment plans (ARP’s) are meant to fine tune this guiding framework, such that it fits specific places and contexts. While a certain portion of the Marda Loop area is addressed through such frameworks, in the form of the above mentioned MLARP, and in draft form through the MLSMP, there isn’t a comprehensive detailed policy framework, in the form of a LAP for Marda Loop. The Westbrook LAP is a current in-progress LAP, for example. Unfortunately, early efforts in 2021 to launch a “West Elbow Communities LAP” which included Marda Loop experienced significant community pushback, leading the city’s planning teams to focus on other, more supportive communities. We recommend you connect with the Marda Loop Community Association to advocate for continuing the LAP process for West Elbow Communities.

For more information about LAPs, please click [here](#)

### Why is this building not being designed according to green building standards?

At the land-use stage, we are not far enough into design detail to determine exactly what green building standard the building will be designed to. We can say that it will meet the National Energy Code for Green Buildings and that wood framed buildings at this scale are more sustainable as they use renewable resources. The province regulates the minimum requirements for buildings to meet, endeavouring to increase regulation and reduce carbon in buildings.

## LANDSCAPING

### There's already a lack of green space in the community. Won't developments like this remove mature greenery that already exists?

The City of Calgary has developed the aforementioned draft MLSMP partially to address existing lack of green space within the public realm. In fact, the private investment brought into the community through developments such as this project are both a payoff for said public investment in the public realm, and a catalyst for more in the future. The public realm is carefully regulated and designed by the Calgary “Main Streets” team. Landscaping requirements for this site are subject to Parks comments and approvals, pending the submission of a comprehensive landscaping plan, which is currently being developed.

33 Ave

## SHADOWS

### During what time of the day were the shadow studies done?

The shadow studies were done at 10AM, 1PM and 4PM. These times have been stipulated by the city’s planning department as best practice, and the most appropriate times to do shadow studies in order to provide a fair assessment of how the proposed site will affect the neighbouring sites. The shadow study has been done using software that offers the most accurate advance representation possible of the shadows.

There are three images that show the spring and fall equinox and three that show the summer solstice. No matter what the profile of a building is, shadows will be cast. The design will consider where to push and pull the building, so it creates the least impact on adjacent properties.

Sarina will experiment with the existing building design and massing to minimize shadowing impacts as much as possible and will share updated shadowing images at the next open house.

## PROPERTY VALUES

### Won't developments such as this one devalue existing property values?

While this is outside the purview of development on a site-by-site basis, generally speaking, individual property values are usually affected by a complex combination of factors, as opposed to just the proximity of a particular building typology. These include: access to amenities and services, characteristics of the property itself (size, appearance, special features, condition, age etc), interest rates, and characteristics of surrounding environment. Here's an [article](#) and here's an [academic paper](#) addressing this topic. In general, new development, particularly those that bring in new desirable amenities such as restaurants, theaters, and coffee shops, increases home value in the long term because new development usually means more opportunities to enrich the community.

Additionally, according to census data, the City of Calgary has added approximately 100,000 units per year over the past 5 years, many of them multi-residential, and the overall trend for property values has been steady upward movement. Generally speaking, property values tend to be much more negatively affected by larger trends such as interest rates and the state of the global economy.



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19 St SW  
33 Ave  
18 St SW

## PARKING + TRAFFIC

### **Has a traffic impact study been completed?**

The City of Calgary has requested a Transportation Impact Assessment for this development, and it will investigate the surrounding sites in addition to the proposed development site to gain a holistic understanding of the traffic situation in the area. Sarina Homes has completed multiple similar projects in the Marda Loop over the past few years, and this is the first time such an assessment is being required by City administration, emphasizing the fact that the cumulative impacts of ongoing redevelopment in the area are being monitored and engaged with in a thoughtful manner.

The study is currently being carried out; once completed, it will be shared via the project website.

### **Can you speak to parking for visitors (commercial or residential) as well as for food delivery services?**

A 2-level parkade is included on-site within the proposed site design. There will not be any parking relaxations requested for this project, as all units, residential and commercial will have on-site parking provided, thereby mitigating the need for people visiting the proposed development to park on the street.

### **Why is the parking access so far down the lane to the east side of the building rather than closer to the street?**

Based on the grade of this site, trying to get under the building from the west end is challenging. The design will take advantage of the lowest part of the site which is located on the east end of the site which will allow getting into the building quickly as opposed to having a long ramp that may affect the building's structural integrity. Additionally, the design must consider back-of-house issues such as deliveries, etc.

### **Will there be accommodation for two-way traffic in the alley to limit congestion?**

The laneway is of typical condition around the Established Areas and we are considering adding width to the laneway on the project's side of the lane where possible to facilitate the passing of vehicles in both directions. Currently, the laneway is six metres, which is the standard.

### **What kind of permanent lane closures will be happening?**

Currently, the plan is to close off 19th street for the maximum safety of workers and residents.

### **Will access to the back lane to get access to our garages be an issue at any point?**

We will bring Roads and Transportation in from The City of Calgary in advance to figure out a solution.

### **Typically the commercial units have to pave to the property line. Is there a chance to coordinate with the owners to do the entire laneway at the same time?**

There is a laneway petition mechanism whereby a certain percentage of neighbourhoods within a laneway can sign a petition to have the laneway paved. Sarina is open to being part of this petition process and will connect with interested residents offline.

## OTHER QUESTIONS

### Is the Marda Loop Community Association in favour of this development?

Marda Loop Community Association was briefed on this project, which was a positive conversation as it aligned with current policy direction. They encouraged us to have an open and transparent conversation with residents, and reserved any opinion on the project until the project has been more fully developed.

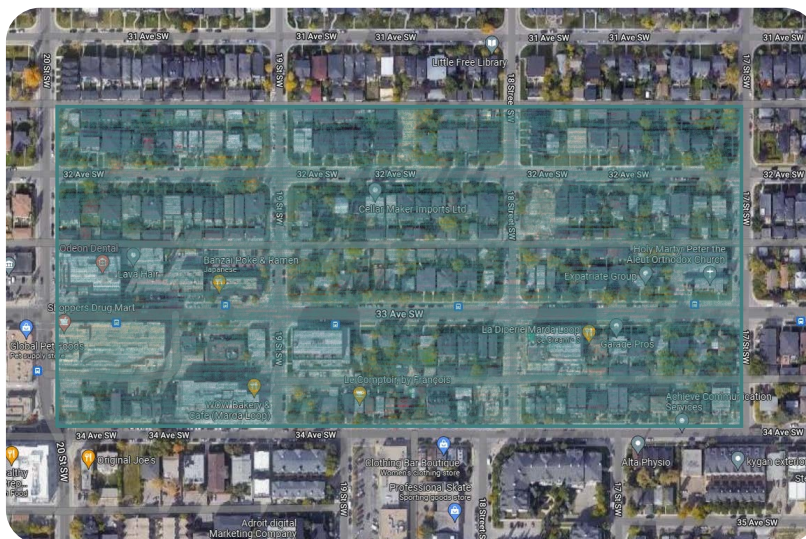
### When will we have an opportunity to make comments on the development itself?

We will re-connect with another open house session in late September or early October. We will email all open house attendees, as well as anyone that's submitted a digital inquiry via the project website. In the meantime, if there are any questions or comments, please contact Srimal from Hive Developments, who are the engagement consultants for this project, through the website [www.1900engage.ca](http://www.1900engage.ca), or by email at [srimal@hivedevelopments.ca](mailto:srimal@hivedevelopments.ca)

### How many postcard/ mail outs were distributed in advance of yesterday's online town hall meeting? Dates? What were the boundary areas for the postcard distribution?

- 750 flyers were distributed between Aug 2-9.
- 182 flyers were mailed to businesses and residences that had “no flyers” signs up)
- Digital flyers were sent to the MLCA and Ward 8 office on Aug 2.

*The boundary area for flyer delivery is illustrated in colour below:*



### Can you provide information on consultations that have been held to date for this project?

- Met with the MLCA on June 21, 2022 and the MLBIA on June 16, 2022
- 2 A-frame signs installed on site on Aug 2, 2022
- The website, [www.1900engage.ca](http://www.1900engage.ca) went live on Aug 1, 2022
- A pop-up booth was held at Marda Gras street festival on Aug 14, 2022
- A digital open house was held on Aug 16, 2022

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## **Was there any consideration with respect to privacy for the homes around 33rd Ave for this proposed development?**

Privacy of adjacent homes will be considered during the design and development permitting process. There are multiple factors that contribute to increasing privacy for adjacent homes during the development permit phase of this project such as placement of windows and balconies, screening through landscaping etc. Additionally, there are also zoning policies that inform the placement, height, and setback of windows and balconies for maximum privacy. All efforts will be made to maximize privacy during the design process.

## **Aren't modern, boxy developments like this going against the existing visual character of the community?**

"Character" is a subjective term that can be hard to quantify, and even more challenging to codify in a fair manner with respect to the built environment. Marda Loop, as is the case with other vibrant areas built around a mainstreet in Calgary (Kensington, Inglewood, Beltline etc), has a diversity of built forms that reflect the era in which they were built.

While South Calgary used to be largely defined by the low density housing boom of the 1950s, (with a few early 20th century homes and 1980s apartments) the present day character leans toward new infill and multi-residential building types (townhouses etc) which are predominantly a modern style. All of the new multi-residential developments along 33rd ave from 14th street to Crowchild trail also reflect this trend towards the contemporary flat roofed and streamlined design that reflects the character of the inner city, over the “faux historic” design trend that has been clearly embraced for the comprehensive Garrison Woods Development, but is not representative of “Marda Loop”, South Calgary and Altadore. This same trend can be seen in nearby historic neighborhoods like Mount Royal, Bankview and Scarboro.

The key is to provide well-designed buildings who's aesthetic and quality pass the test of time, particularly in a community whose defining architectural typology is so clearly a mix of the old and new.