



MARC
& MADA
BLOCK
by TRUMAN

Marc & Mada Block

2101, 2123, & 2127 33 AV SW

LOC2024-0265, CPC2025-0553, DP2024-08395

Item 7.2.21

July 15, 2025 Public Hearing



SCATLIFF
MILLER +
MURRAY

NORR

Calgary Co-op

Locally Owned & Operated since 1956

- 3,800 Employed Team Members
- 400,000+ Members/Owners

We Support Local

- 130+ Local Producers
- 2,500+ Local Products

Community Care

- \$2.8M Food Security Donations (2024)
- Free Community Meeting Rooms
- Supports Local Charities
- Committed to ESG Initiatives



At The Heart of Marda Loop

A Unique Inner City Site

- Large, Nearly 2 Acres
- Transit-Oriented Development
- 33 & 34 AV SW Main Street



Calgary Co-op's Store of Tomorrow

Grocery Anchored Mixed-Use

- Urban Format
- Ready to Eat, Ready to Heat, Ready to Make
- Store-Within-Store Concept
- Store of Tomorrow – offerings tailored to the project location in Marda Loop



A Complete Community Approach

Activating the Main Street:

- Vibrant Public Spaces
- Liner Shops & Services
- Diverse New Housing Options
- Supporting Multi-Modal Transportation



Partnership With Truman

Joint Venture Partnership

- Local Calgary-Based Developer
- More than 40-Year Track Record
- High Quality Development Outcomes



Construction Management

Dedicated Project Team

- Project Manager and Community Liaison assigned for proactive construction planning and communication

App-Based / Website Project Site

- Public-facing, real-time schedule and activity updates
- Centralized hub with regular updates, announcements and key project milestone

Best Practice Methods Applied

- Alignment with bylaws, codes, guidance, and industry standards



Enabling Site Characteristics & Adjacencies

Transit Oriented Development (MAX Yellow BRT)

*MDP-identified Primary Transit Network
LAP-aligned Marda Loop Transit Station Area*

Main Streets Growth Corridor

*MDP-identified Neighbourhood Main Street / Boulevard 33 &
34 AV SW Main Streets Streetscape Master Plan*

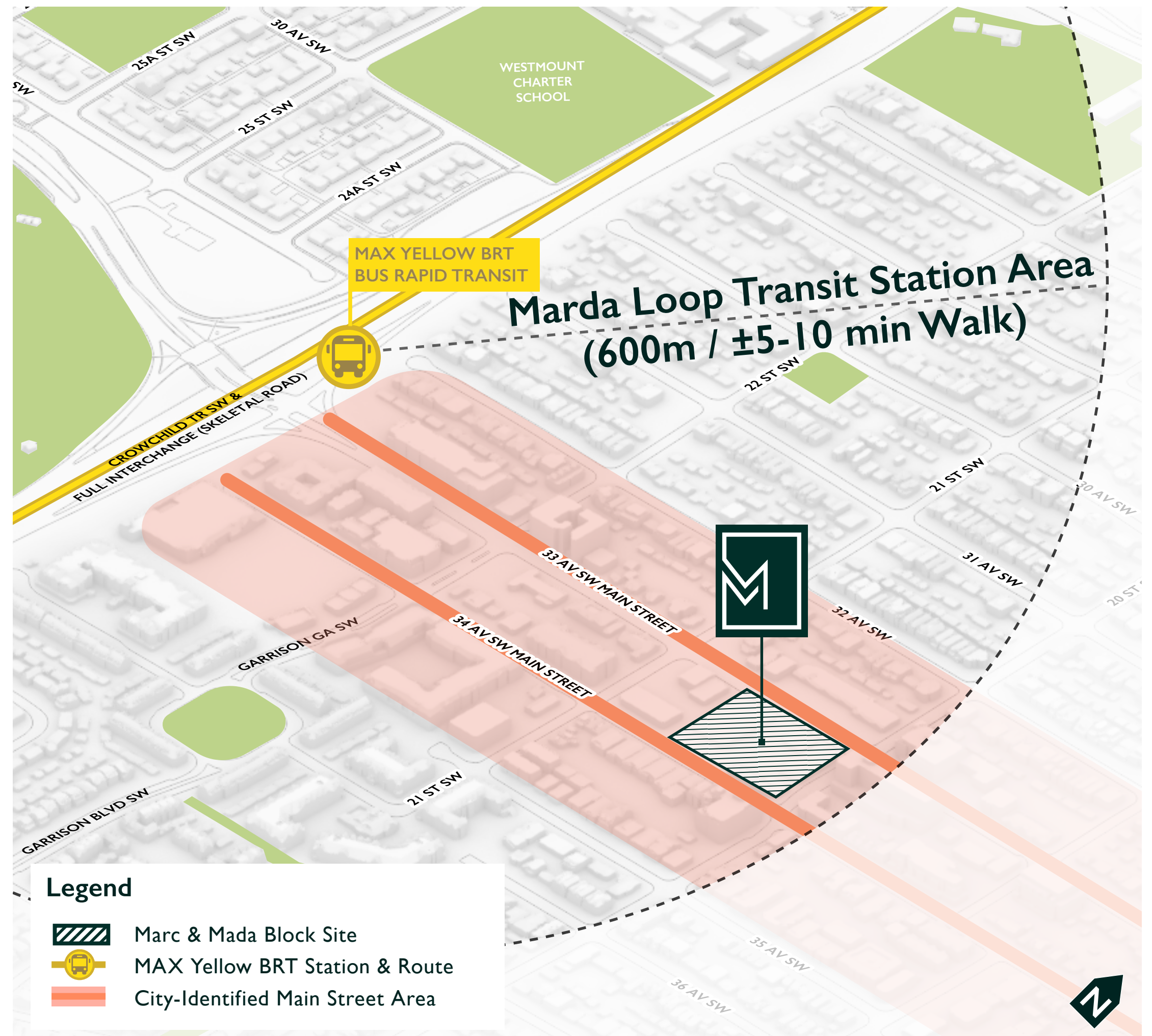
Two-blocks from Crowchild Trail & Full Interchange

MDP-identified Skeletal Road Network

MDP Inner-City Policy Area

Large & Unique Comprehensive Redevelopment Site

0.71 ha. / 1.76 ac. in size



Policy Aligned – West Elbow Communities Local Area Plan

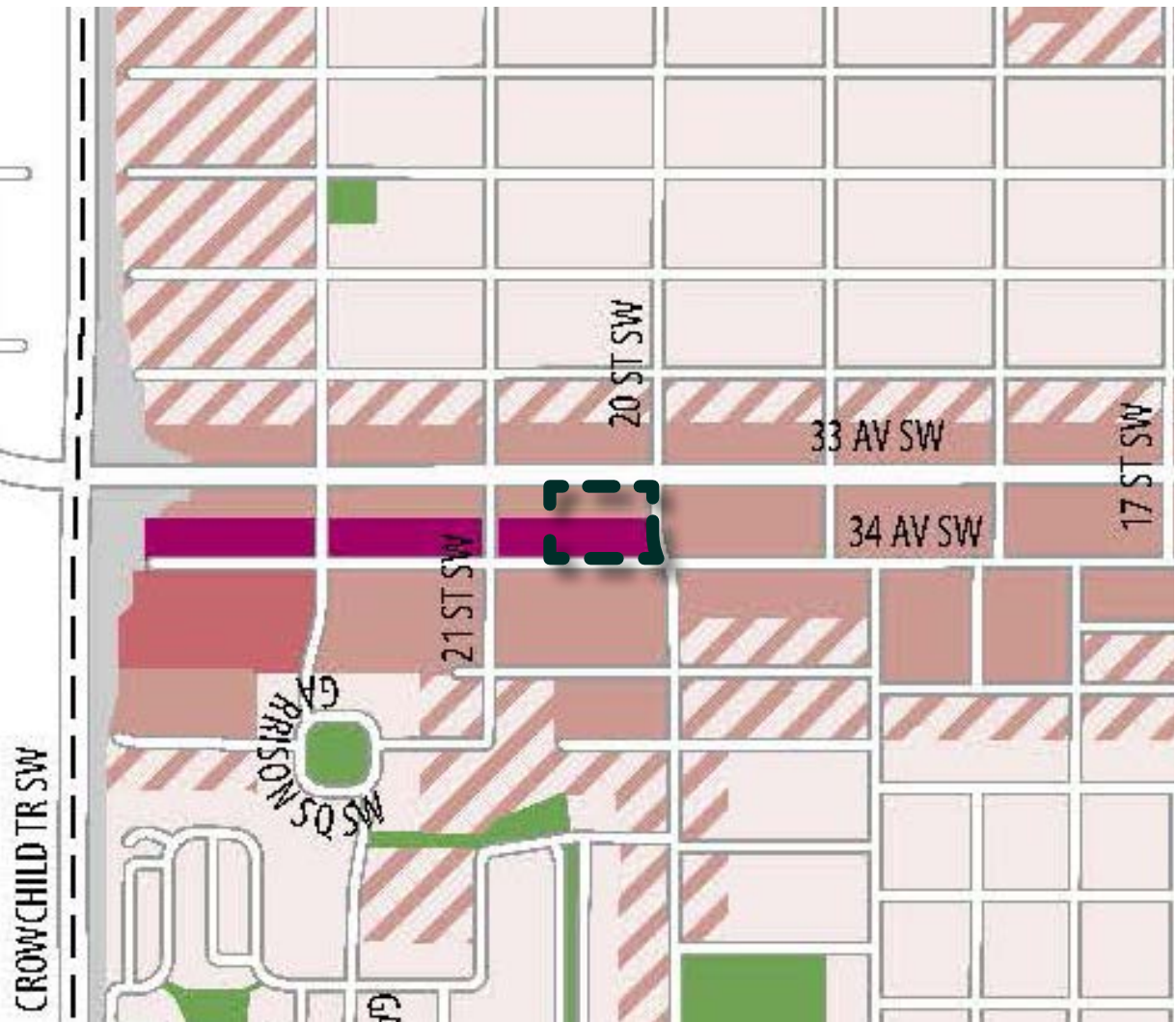
Urban Form Map



- Active Frontage
- Neighbourhood Commercial

- Neighbourhood Flex
- Neighbourhood Connector
- Neighbourhood Local
- Parks & Open Spaces

Building Scale Map



- Limited (up to 3-Storeys)
- Low - Modified (up to 4-Storeys)
- Low (up to 6-Storeys)
- Mid (up to 12-Storeys)
- Modified (up to 16-Storeys)
- Parks & Open Space

Marda Loop Transit Station Area



- Core Zone*
- Transition Zone

*Height may exceed Map 4: Building Scale where publicly-accessible private open space or provision of non-market housing is provided.



Capacity for Growth-Servicing & Mobility Infrastructure

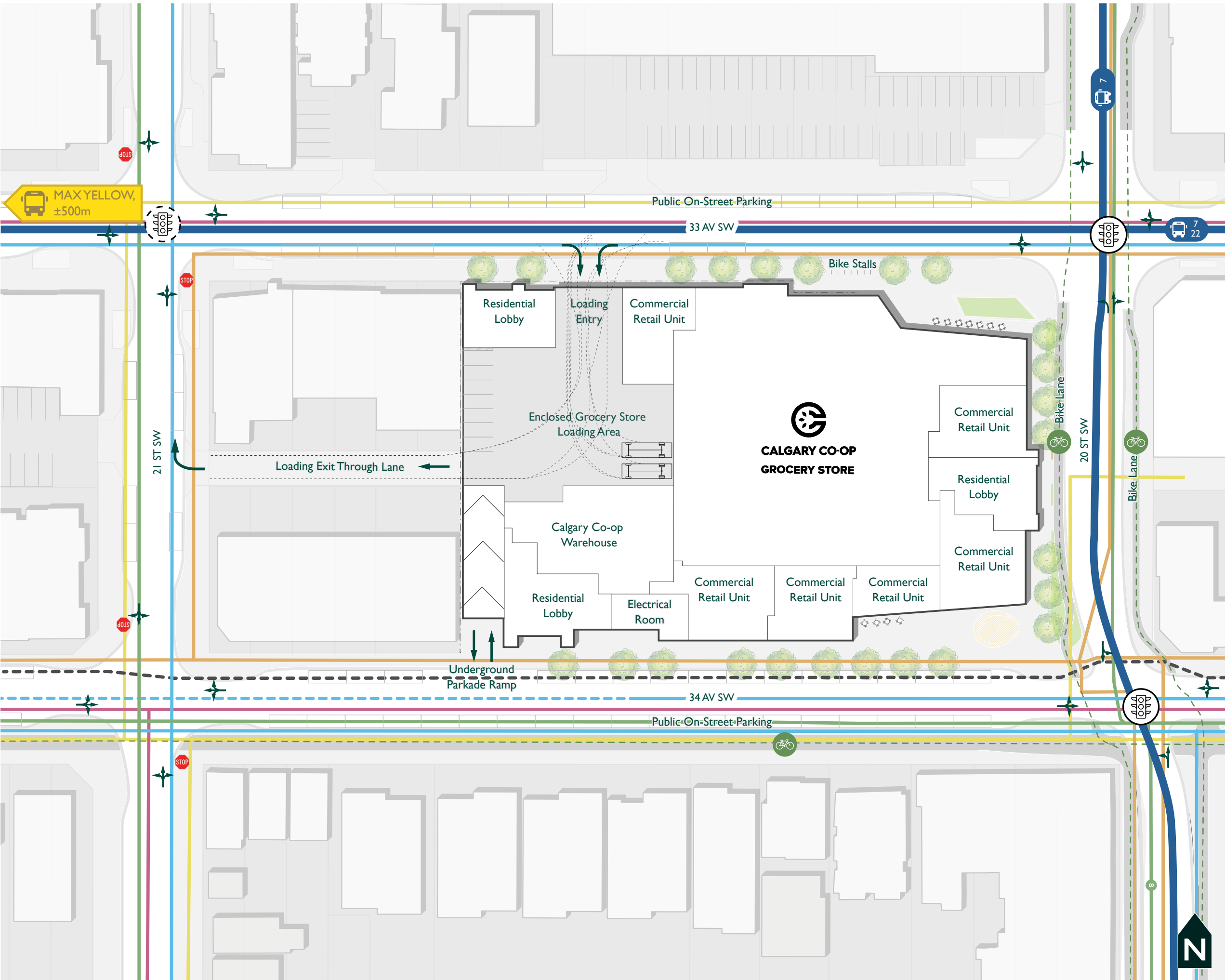
✓ Transportation	Capacity Available New Traffic Signal
✓ Sanitary	Capacity Available
✓ Potable Water	Capacity Available
✓ Storm Water	Managed On-site

2023/2024 Main Streets Upgrades

- ATCO Gasline Relocation
- ENMAX Powerline Burial
- Optic Internet Installation
- Watermain Replacement
- Intersection Signalization
- Streetscape Enhancements

Legend

--- Site Boundary	— Fibre Internet	— Water Main Upgrade
— Sanitary	— Gas Line	— Power Line Burial
— Storm	— Water Main	⊙ New Traffic Signal



Parking Supply & Future Operations

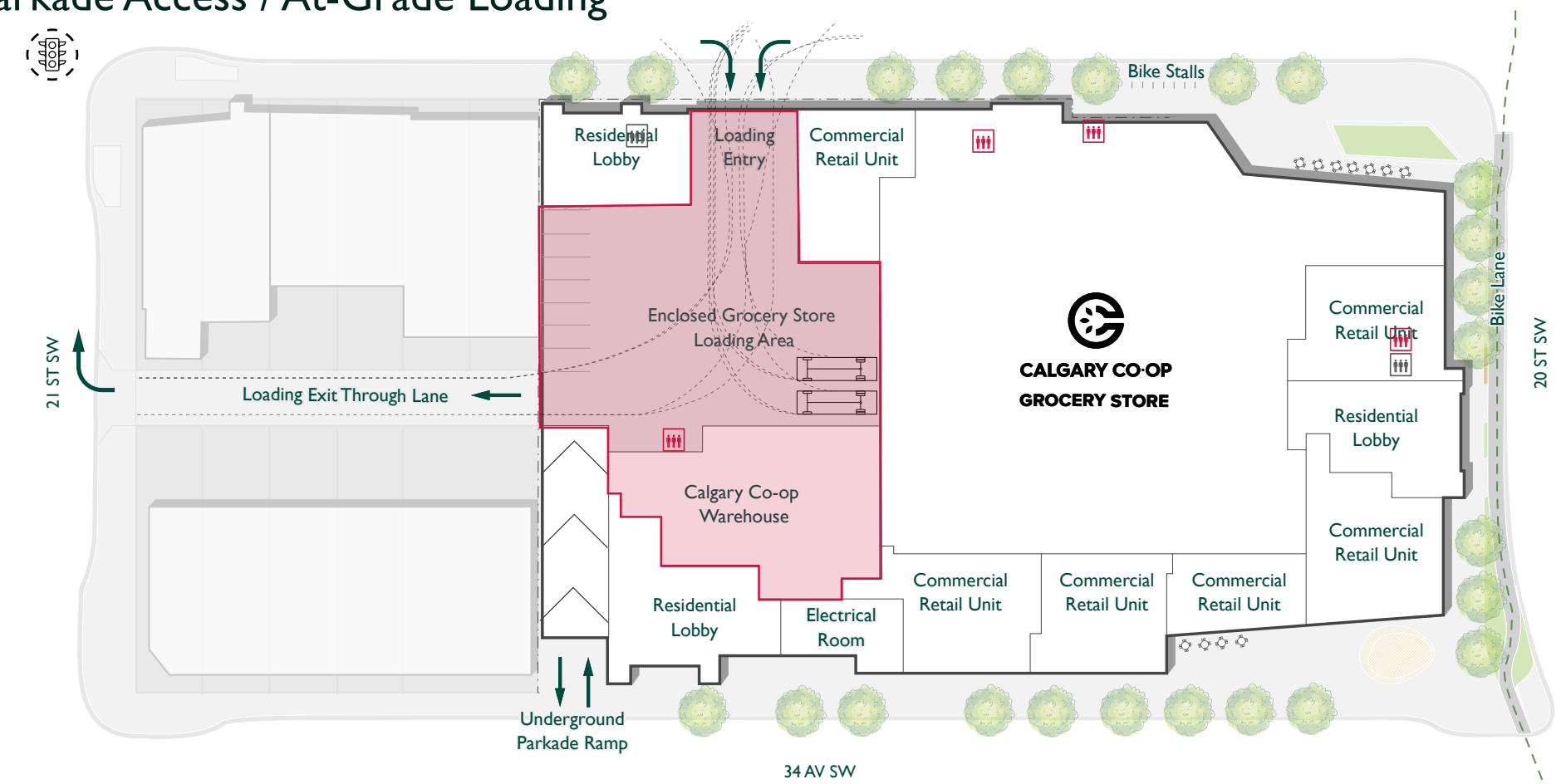
Access and Operations

- Large Delivery Vehicle access from 33 ST SW
- Enclosed At-Grade Loading & Warehouse Area for Grocery Store
- Parkade access from 34 ST SW
- 4-level Underground Parking Structure

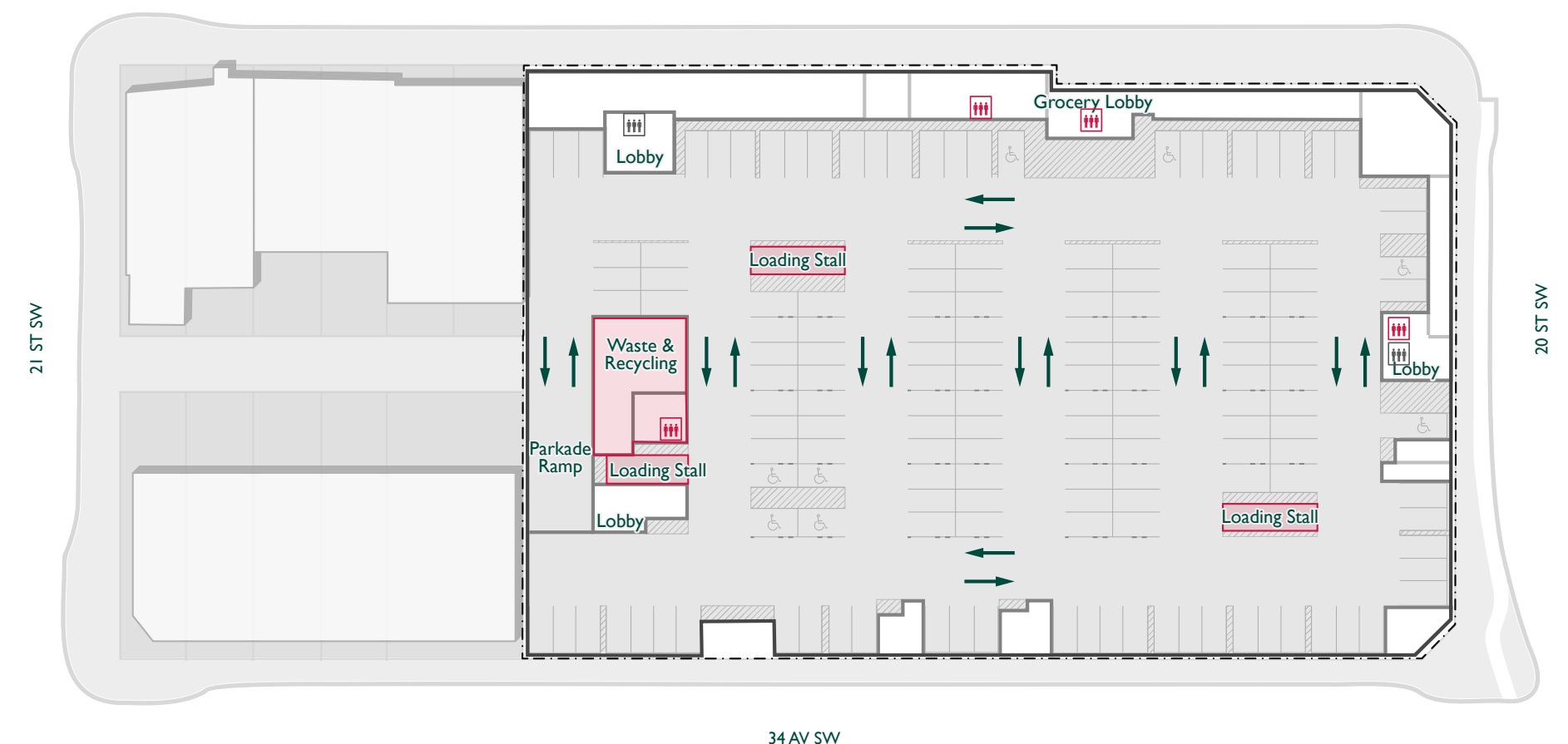
Parking Supply

- 155 Grocery & Commercial Parking Stalls
- 507 Residential & Visitor Parking Stalls
- 1.15 Stalls per Residential Dwelling

Parkade Access / At-Grade Loading



Parking Level I of 4 / Underground Loading & Operations



Applicant-Led Enhanced Outreach

● Feb. 2024 to Sept. 2024: Pre-Application

Dedicated website, on-site signage, community information sharing.

DART Pre-App, UDRP and CPC in-camera review.

Feb. 13 MLCA & MLBIA Virtual & Meetings

Aug. 11 Engage Centre Opening at Marda Gras (±300 Visitors)

Sept. 4 MLCA & MLBIA Engage Centre Meeting

● Oct. 2024: Public Launch & Application Submission

Oct. 7 In-Person MLCA Board Meeting

Oct. 24 2,029 Mailers, e-news, newsletter ad, website update

Oct. 26 Engage Centre Spook the Loop Event (±60 Visitors)

Oct. 30 Engage Centre Regular Hours (6 Weeks/±50 Visitors)

● Nov. 2024 to May 2025: Continued Outreach

Dedicated Website with reports, on-site signage, feedback forms,

e-news updates, email & phone correspondence, information sharing.

Nov. 19 Digital Information Session (±58 Participants)

Nov. 25 Ward 8 Councillor's Office Meeting.

Jan. 15 In-Person Meeting with MLBIA.

Jan. 17 Tour of West District with MLCA & MLBIA

Feb. 24 MLBIA Business Forum Meeting (±20 Participants)

May 4 MLCA Jane's Walk Tour Presentation (±20 Participants)

● May 2025: What We Heard Summary



On Site Engage Centre

Delivering Affordable Housing & Enhanced Public Spaces

Alignment with Home is Here Housing Strategy

- 17 Non-Market Purpose Built Rentals
- Owned & Operated by Liberty Housing Organization
- 80% of Median Market Rent for 40-Year Term, with City of Calgary Housing Agreement



Development Vision



View Southwest along 33 AV SW & 20 ST SW

Supplementary Slides

LOC2024-0265 & CPC2025-0553

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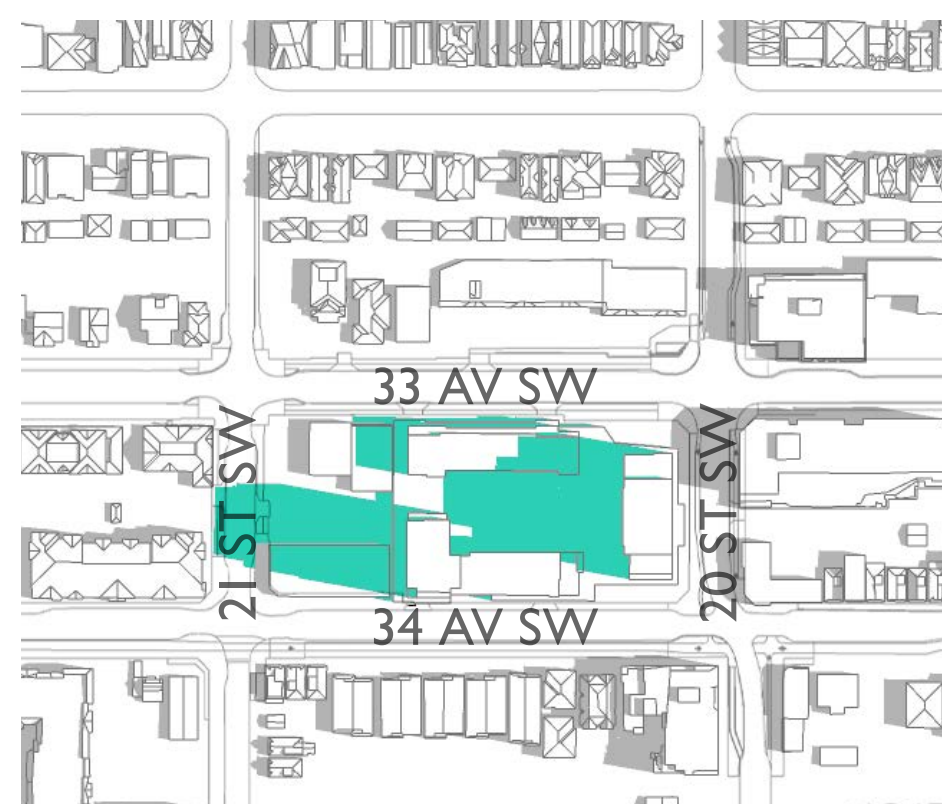
What Has Changed ?

Building Shifted South
(Away from 33 AV SW)

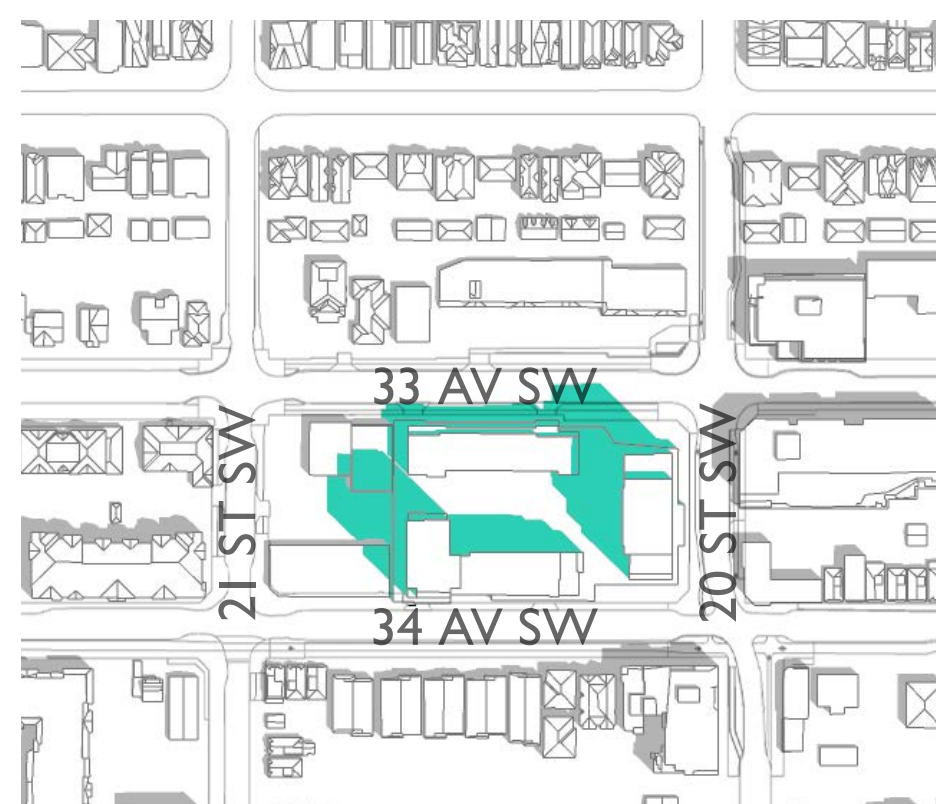
Max. 11-Storeys
(Increased from 8-Storeys)



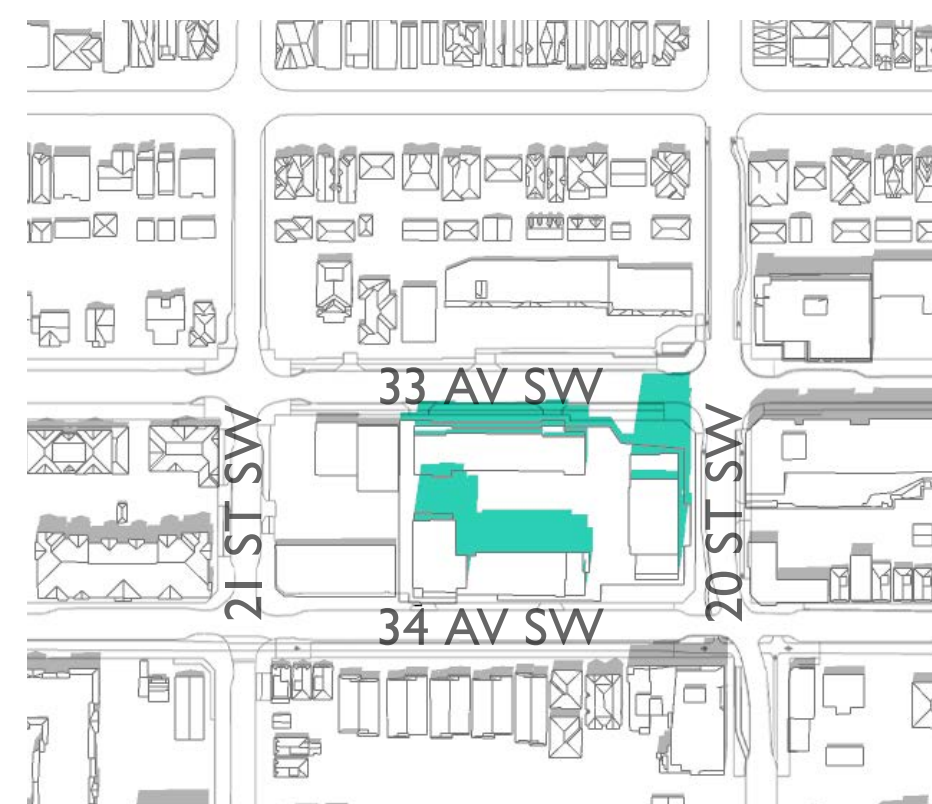
Sun Shadow: Summer Solstice, June 21



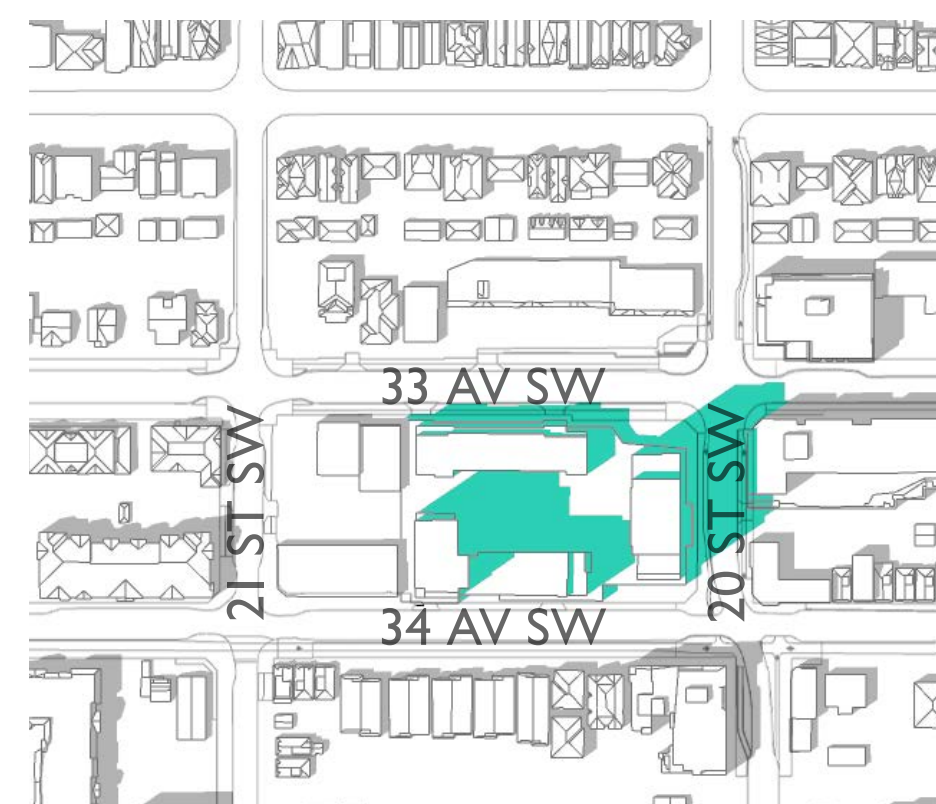
10:00AM



12:00 PM



2:00 PM



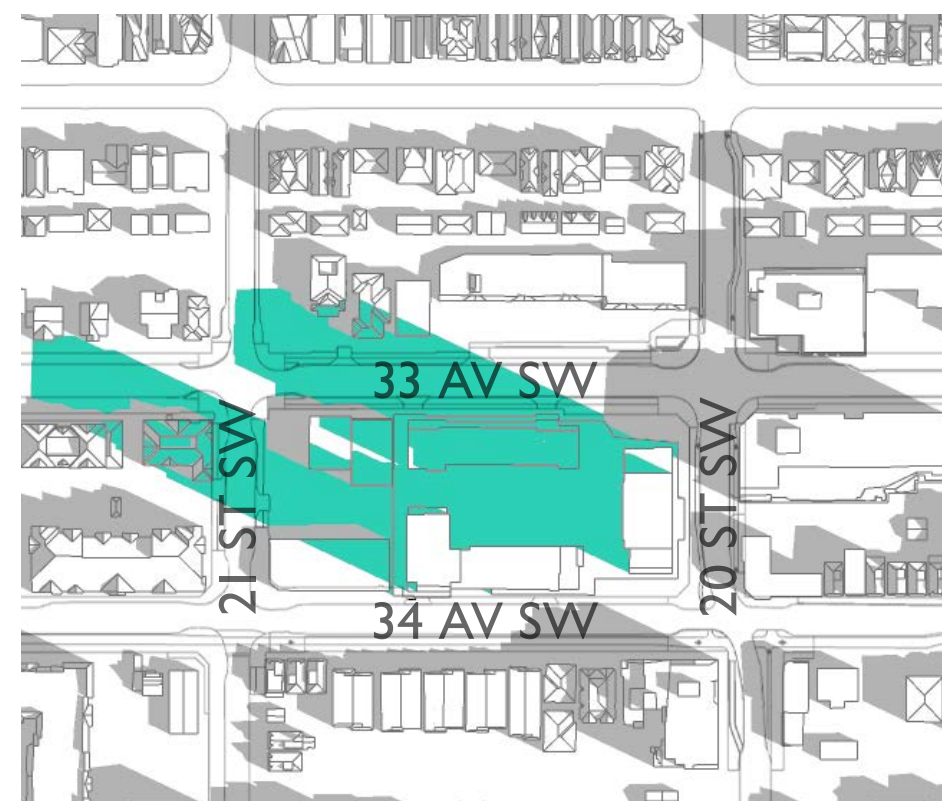
4:00 PM

- Existing Shadows
- New Shadows

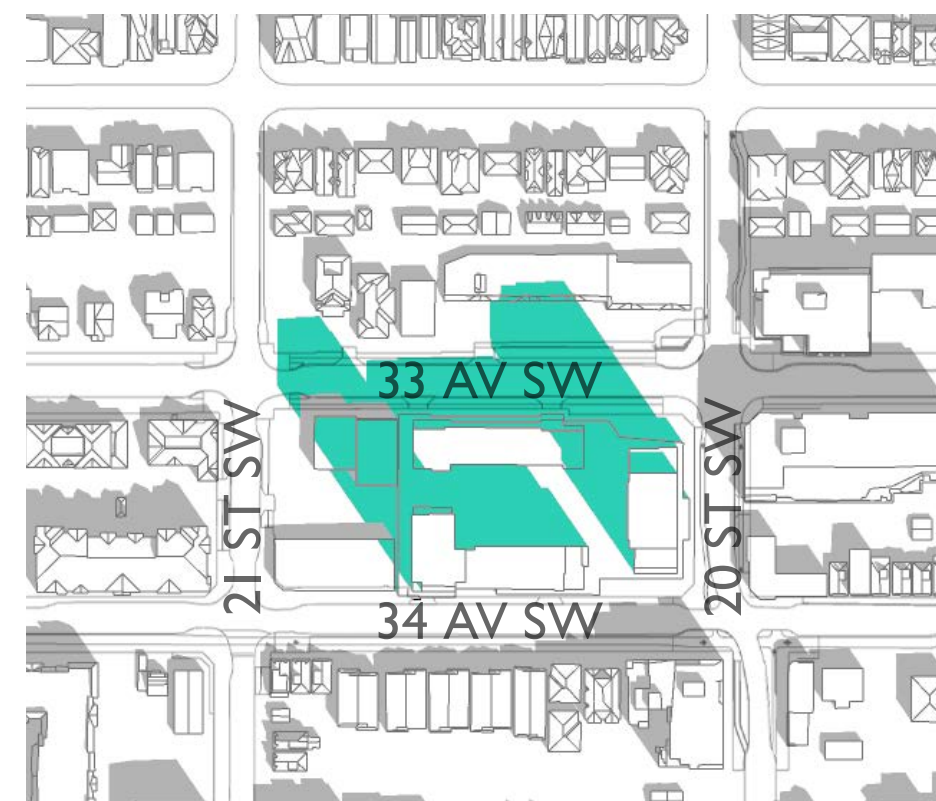


Note: Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of the proposed architectural design, surrounding built form and natural features. Simulated dates and times are based on established City of Calgary requirements and account for daylight savings.

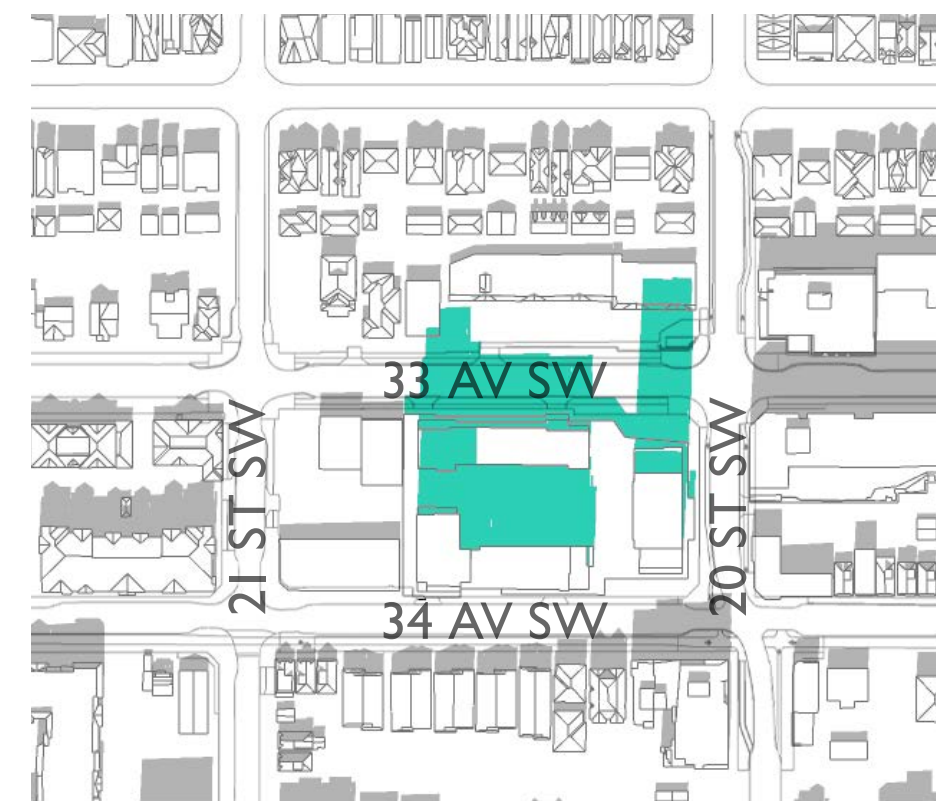
Sun Shadow: Spring & Fall Equinox, March 21 & June 21



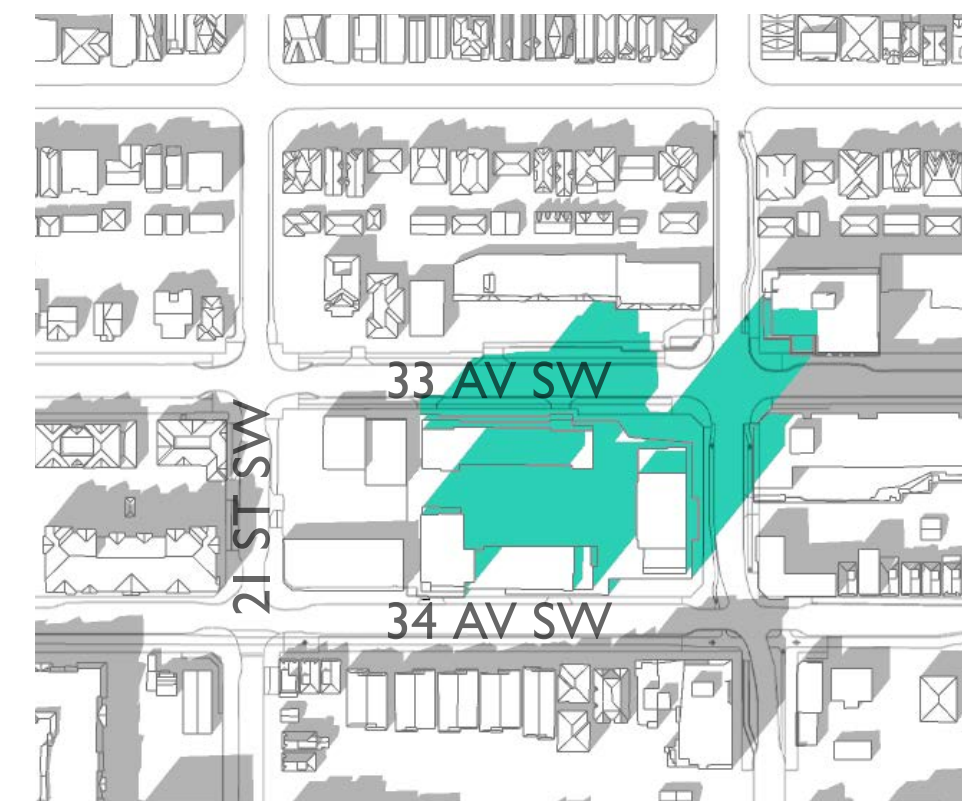
10:00AM



12:00 PM



2:00 PM



4:00 PM

- Existing Shadows
- New Shadows



Note: Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of the proposed architectural design, surrounding built form and natural features. Simulated dates and times are based on established City of Calgary requirements and account for daylight savings.

Sun Shadow: Winter Solstice, December 21



10:00AM



12:00 PM



2:00 PM



4:00 PM

- Existing Shadows
- New Shadows



Note: Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of the proposed architectural design, surrounding built form and natural features. Simulated dates and times are based on established City of Calgary requirements and account for daylight savings.

Development Vision



Height

24m, 44m, and 66m
6, 11, and 19 Storeys



Floor Area Ratio

±6.0



New Homes

441 Total
17 Non-Market Homes



Parking Stalls

±155 Commercial
±507 Residential



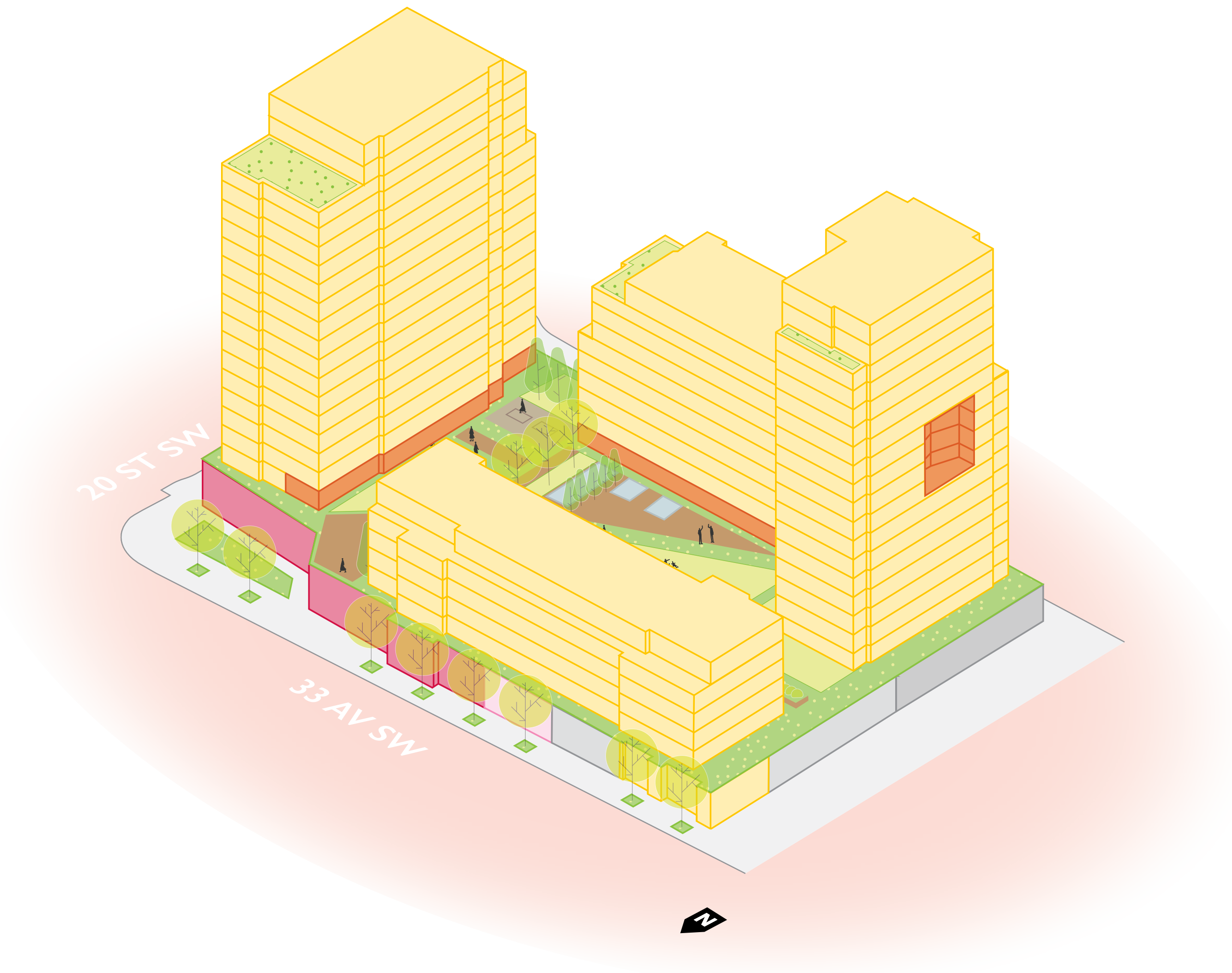
Total Commercial Area

±5,390 m² (± 58,020 ft²)




Total Public Amenity

±457 m² (± 4,920 ft²)



By the Numbers

 **±441 New Homes**

Studio, 1, 2 & 3-bedroom Homes

±17 Affordable Homes
Non-Market Homes Owned &
Operated by Liberty


±364 m² / ±3,918 ft²
Shared Amenity

 **±662 Total Parking Stalls**

±155 Retail Parking Stalls

±507 Residential Parking Stalls


±229 Secure Class I Bike Stalls

 **Up to 24m, 40m, & 66m**
6, 11, & 19 STOREYS

±7,140 m² / 76,850 ft²
Total Site Area

±41,335 m² / ±444,925 ft²
Total Gross Floor Area

3.0 to 6.0 FAR


 **±5,390 m² (58,020 ft²) Total Commercial Area**

±2,500 m² / ±27,000 ft²
Calgary Co-op Store

±425 m² / ±4,575 ft²
Calgary Co-op Warehouse

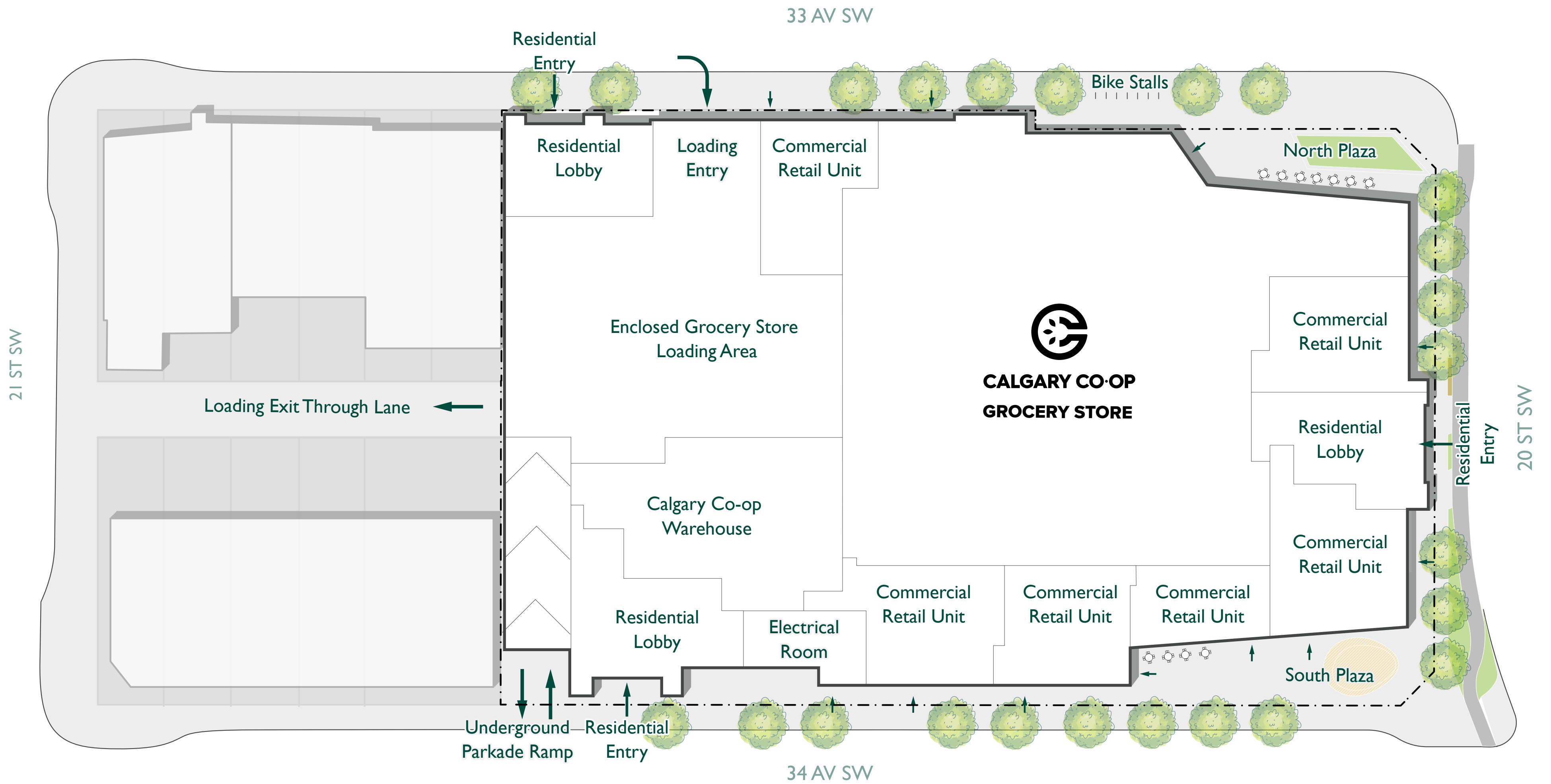
±1,450 m² / ± 15,600 ft²
At Grade Commercial Retail Units

±1,015 m² / ±10,925 ft²
Enclosed Loading

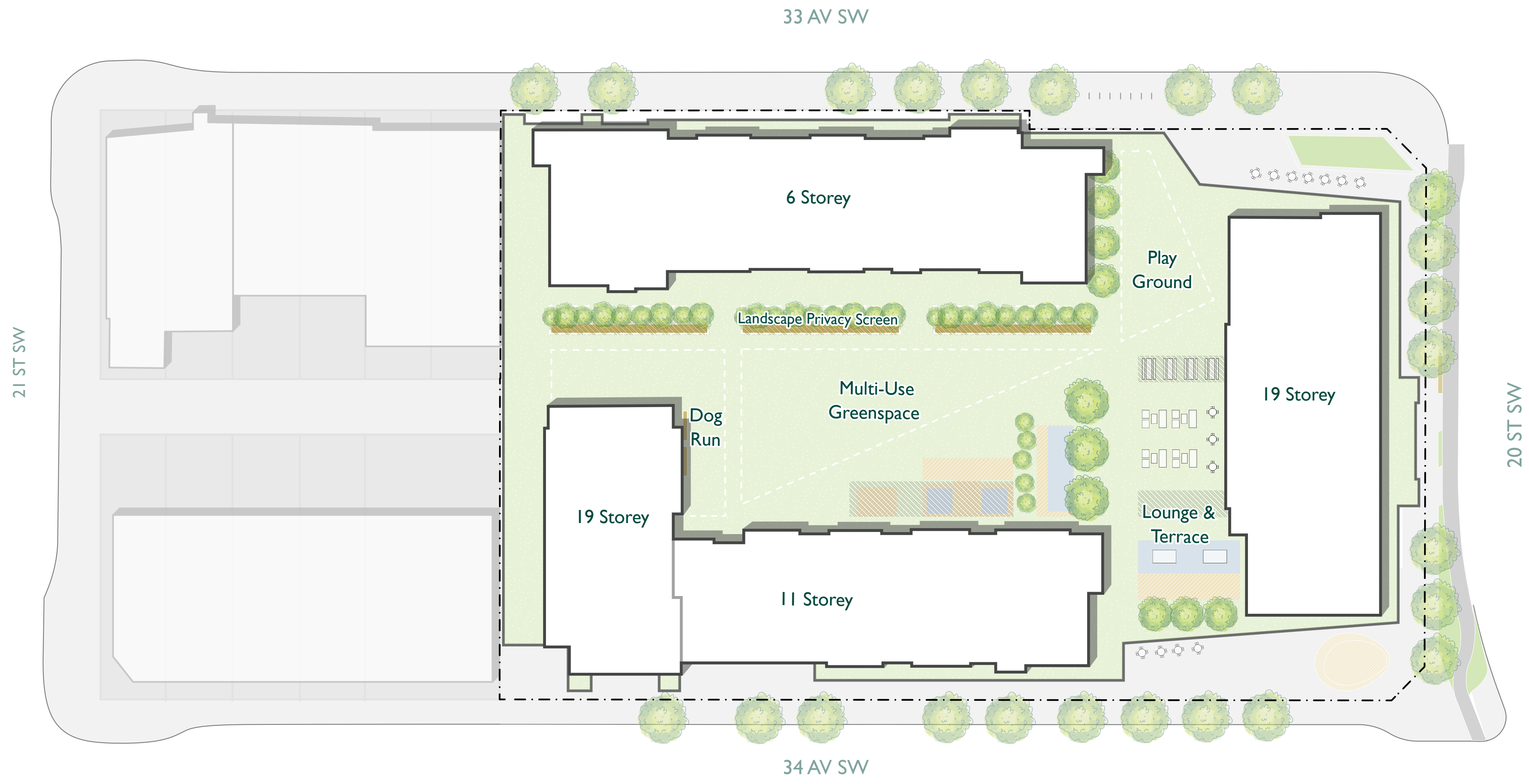
 **Public Amenity**

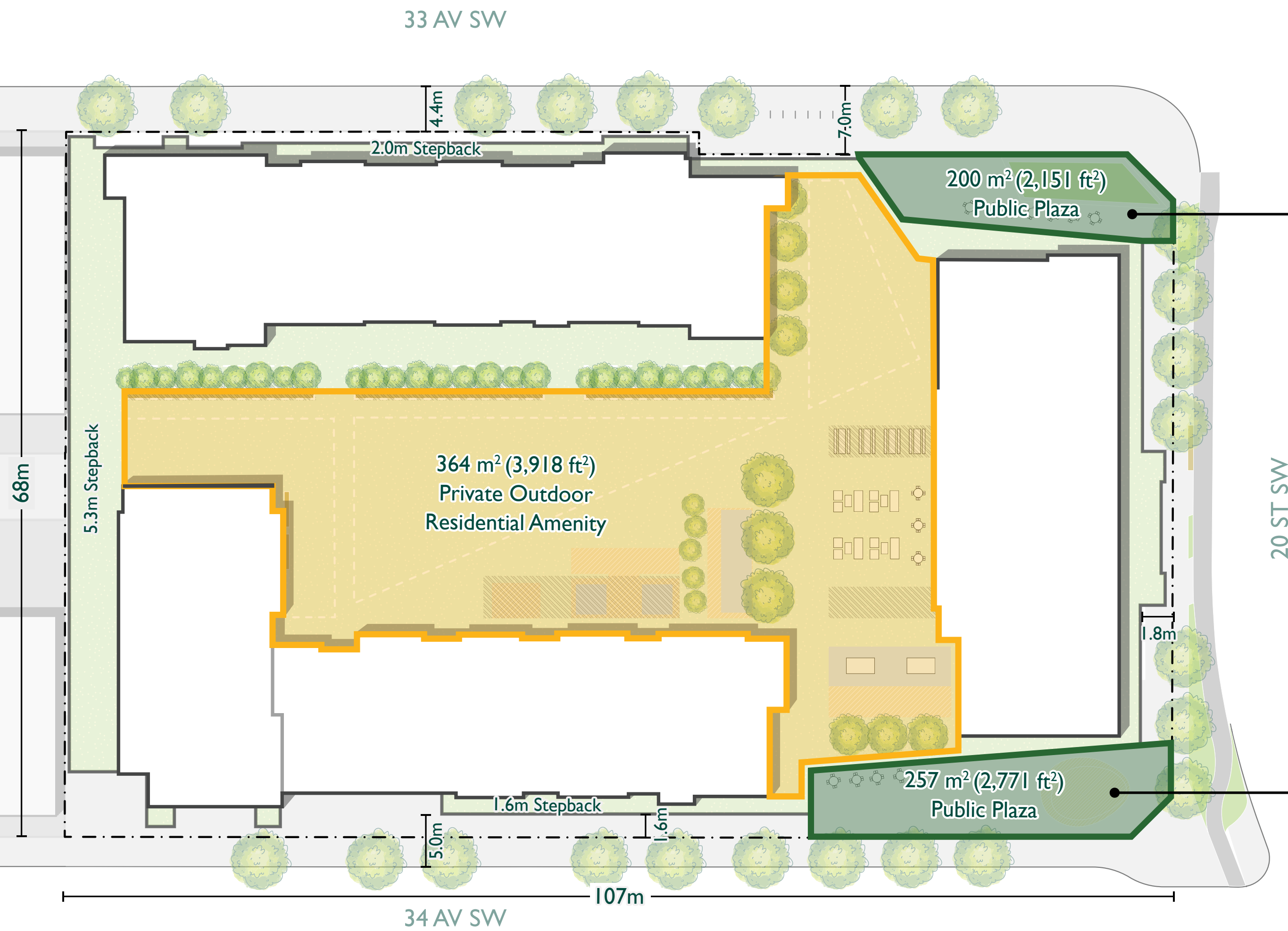
± 457 m² / ± 4,920 ft²
Public Plaza Area

24 New Public Street Trees
(Replacing 4 existing)



Annotated Level I Plan





A Little History



Marda Theatre
1953-1988 - Named for Marc & Mada Jenkins



No. 7 South Calgary Trolley
1949-1974

South Plaza Design Inspiration

- Flexible Day-to-Day, Gathering and Performance Space
- Marda Theatre and Casablanca Video
- Film Reel





Calgary Co-op Entry & North Plaza (33 AV & 20 ST SW)



South Plaza (34 AV & 20 ST SW)

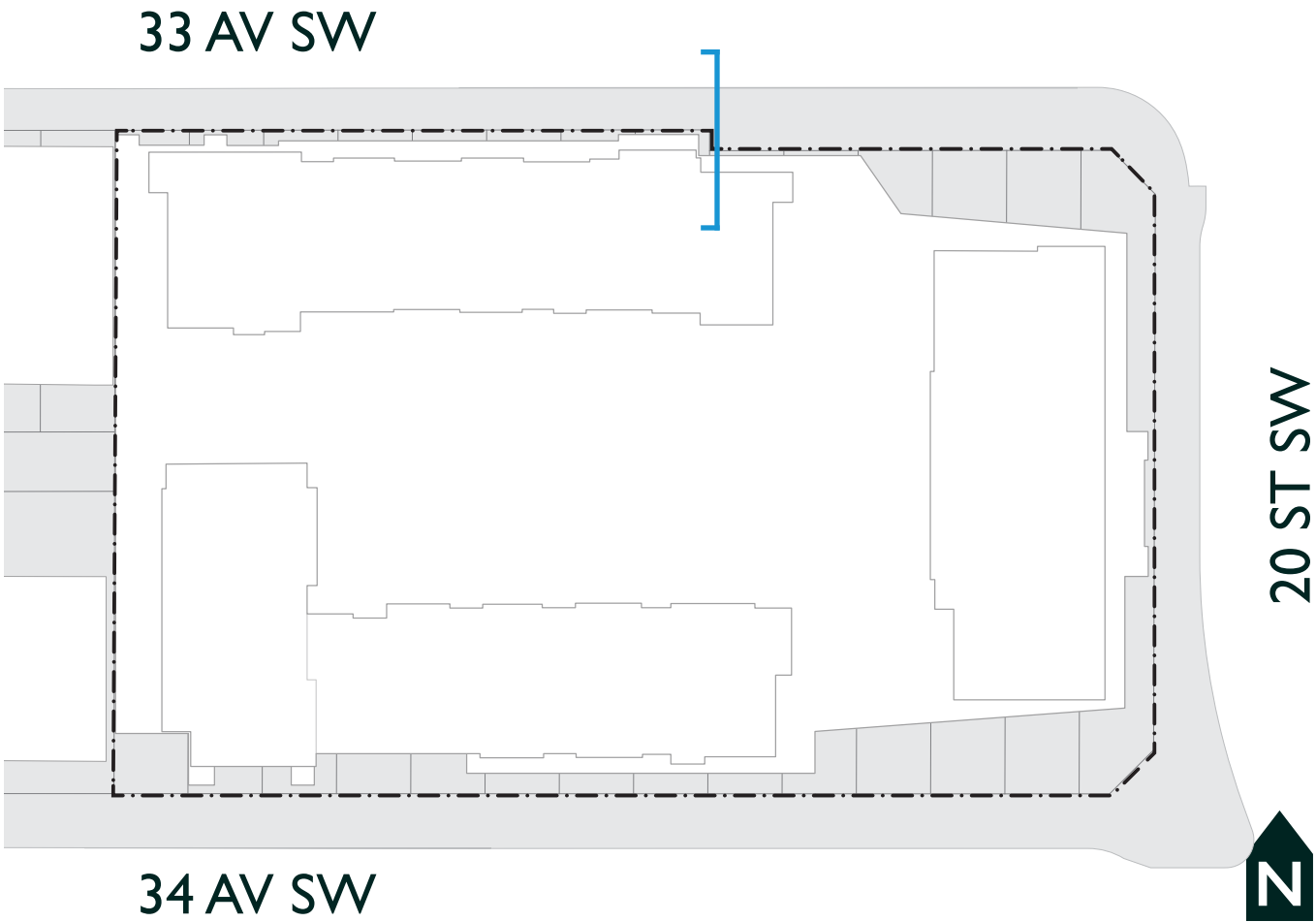
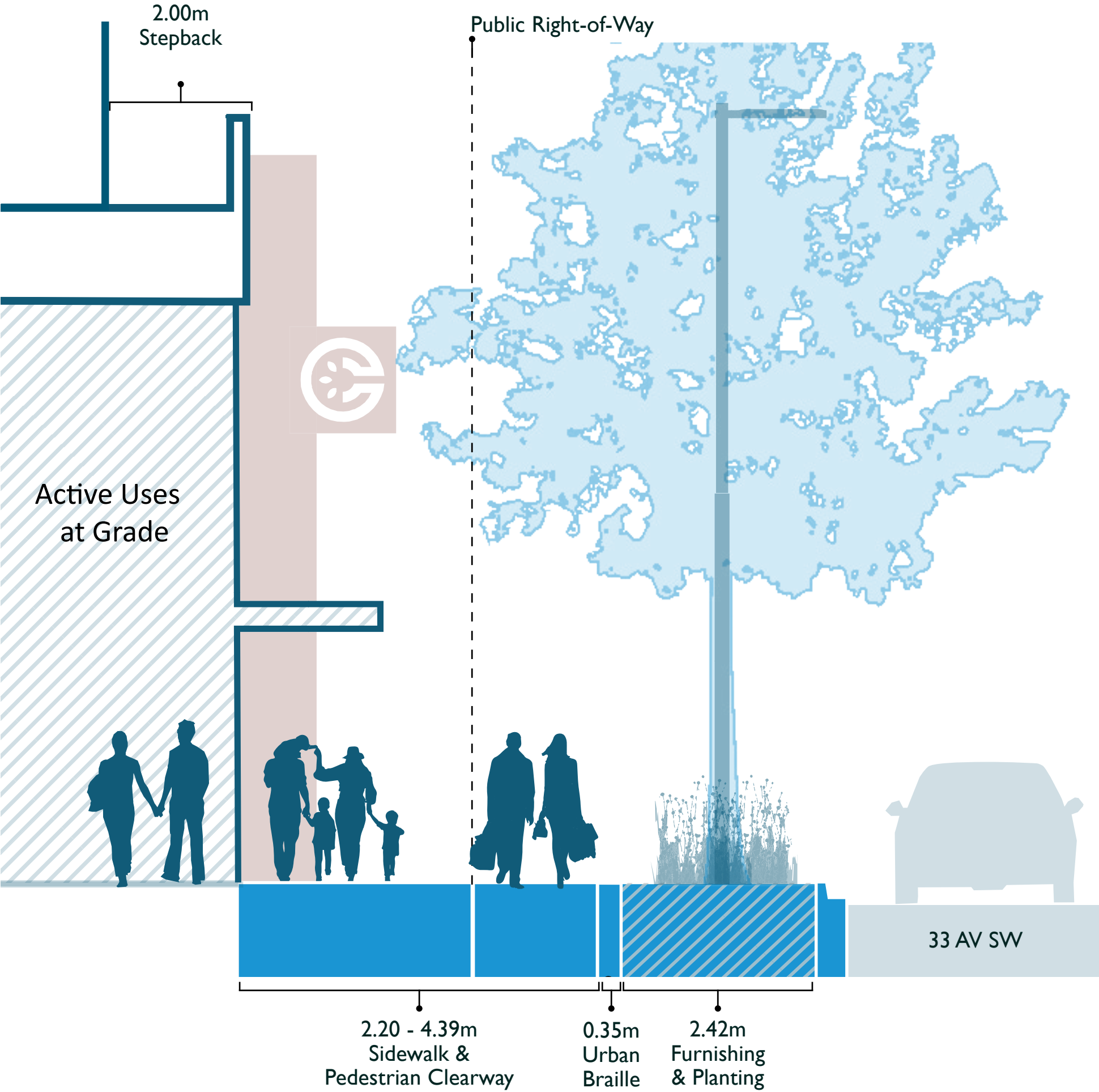


Looking Northwest at 34 AV & 20 ST SW

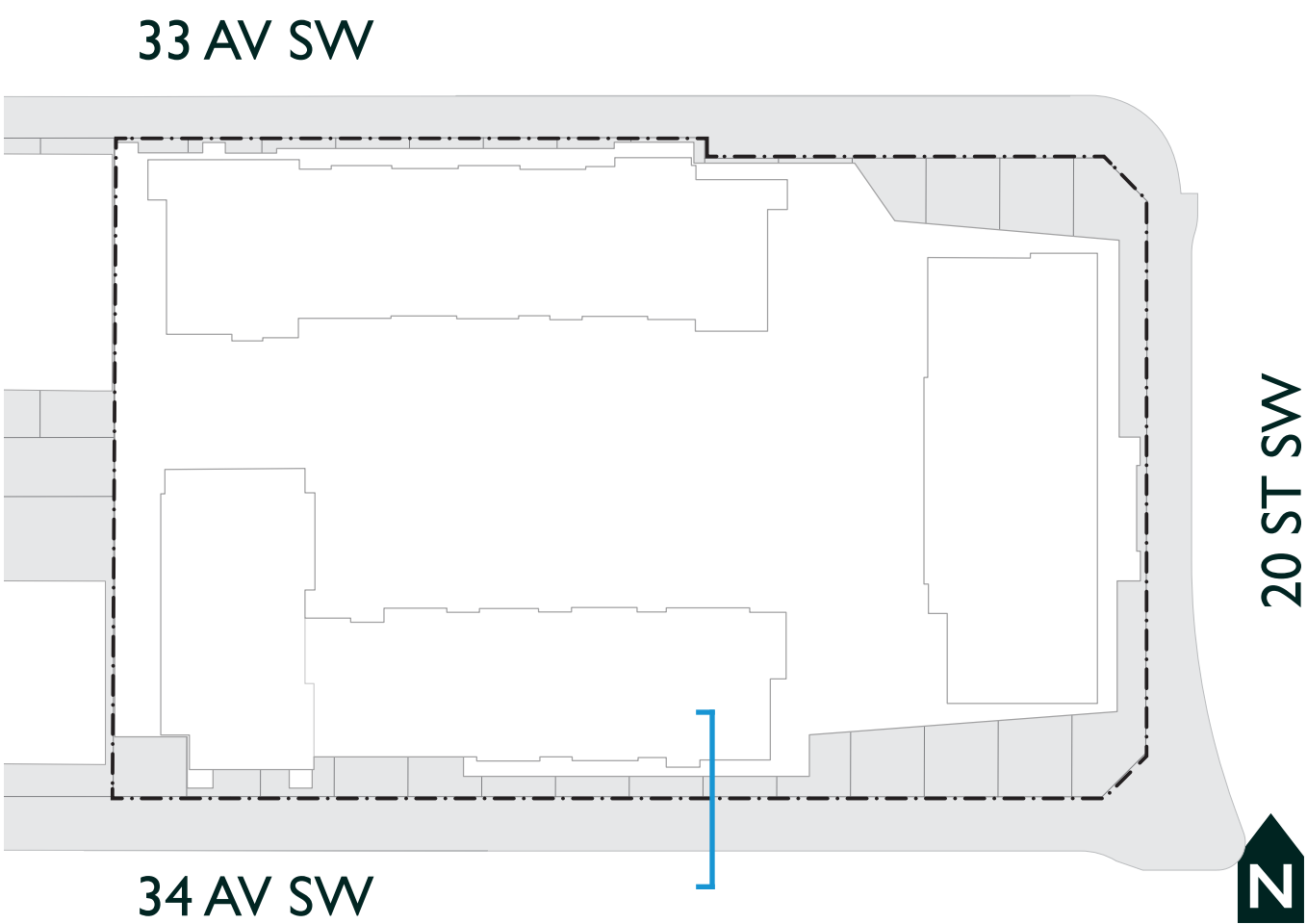
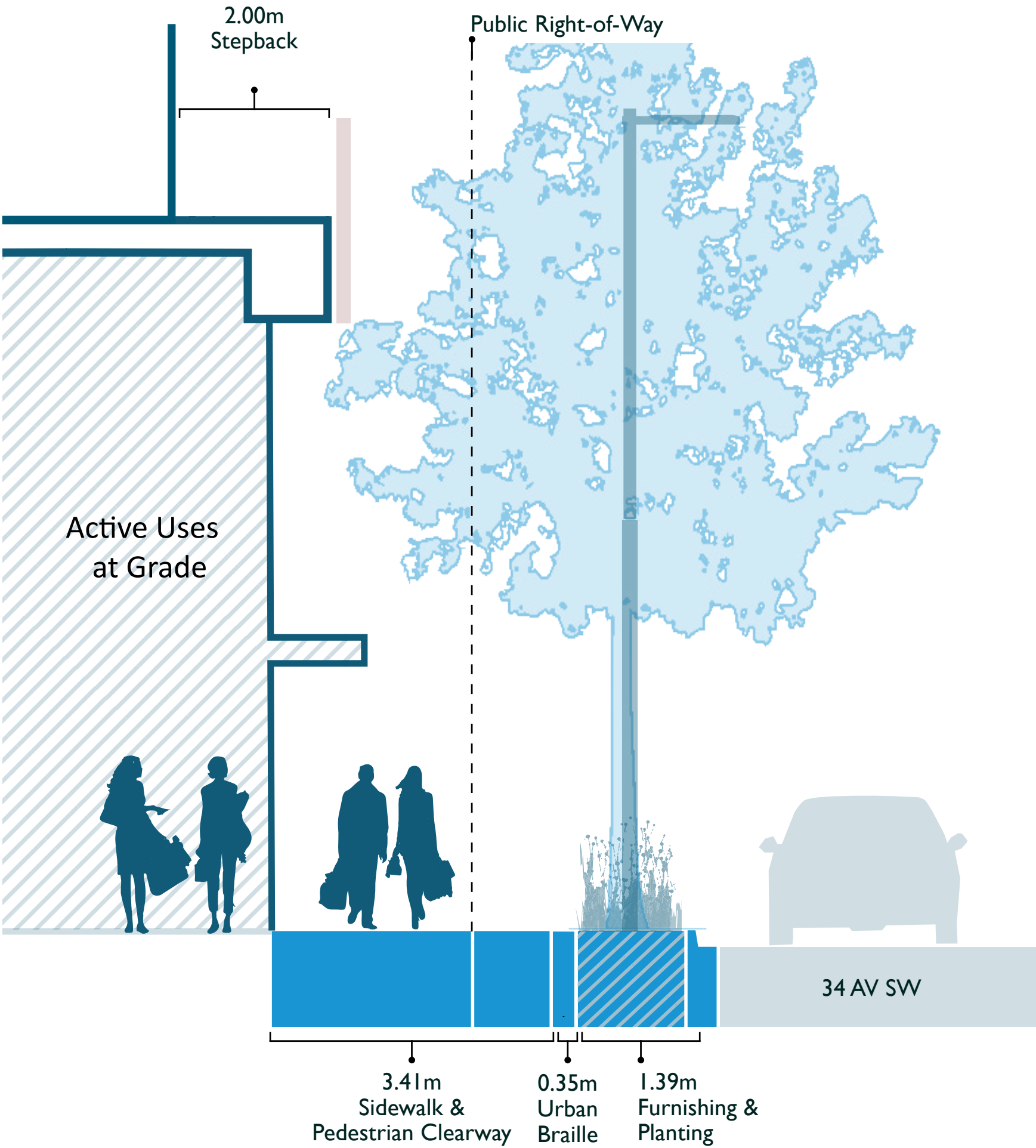


View Northwest along 20 ST SW

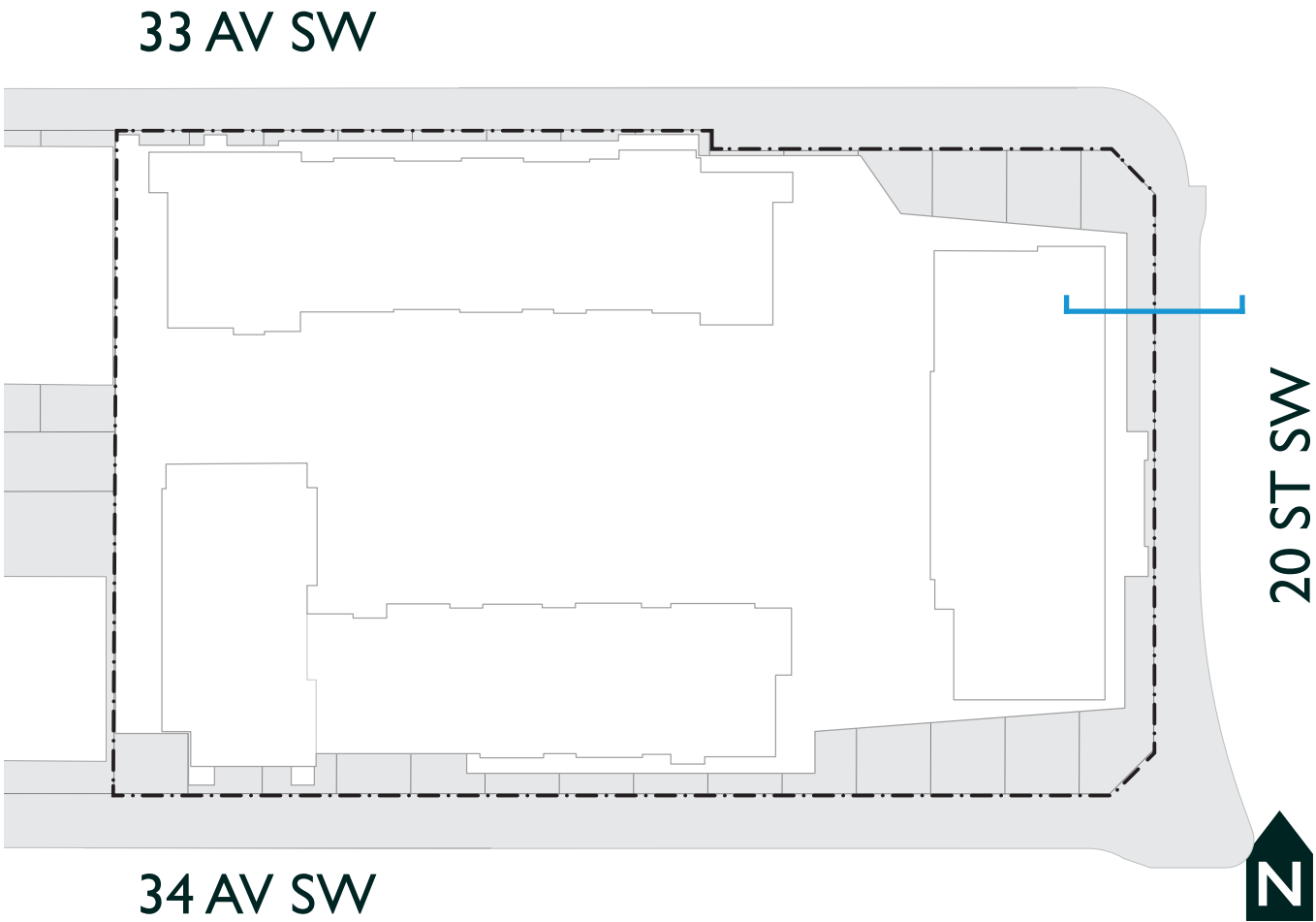
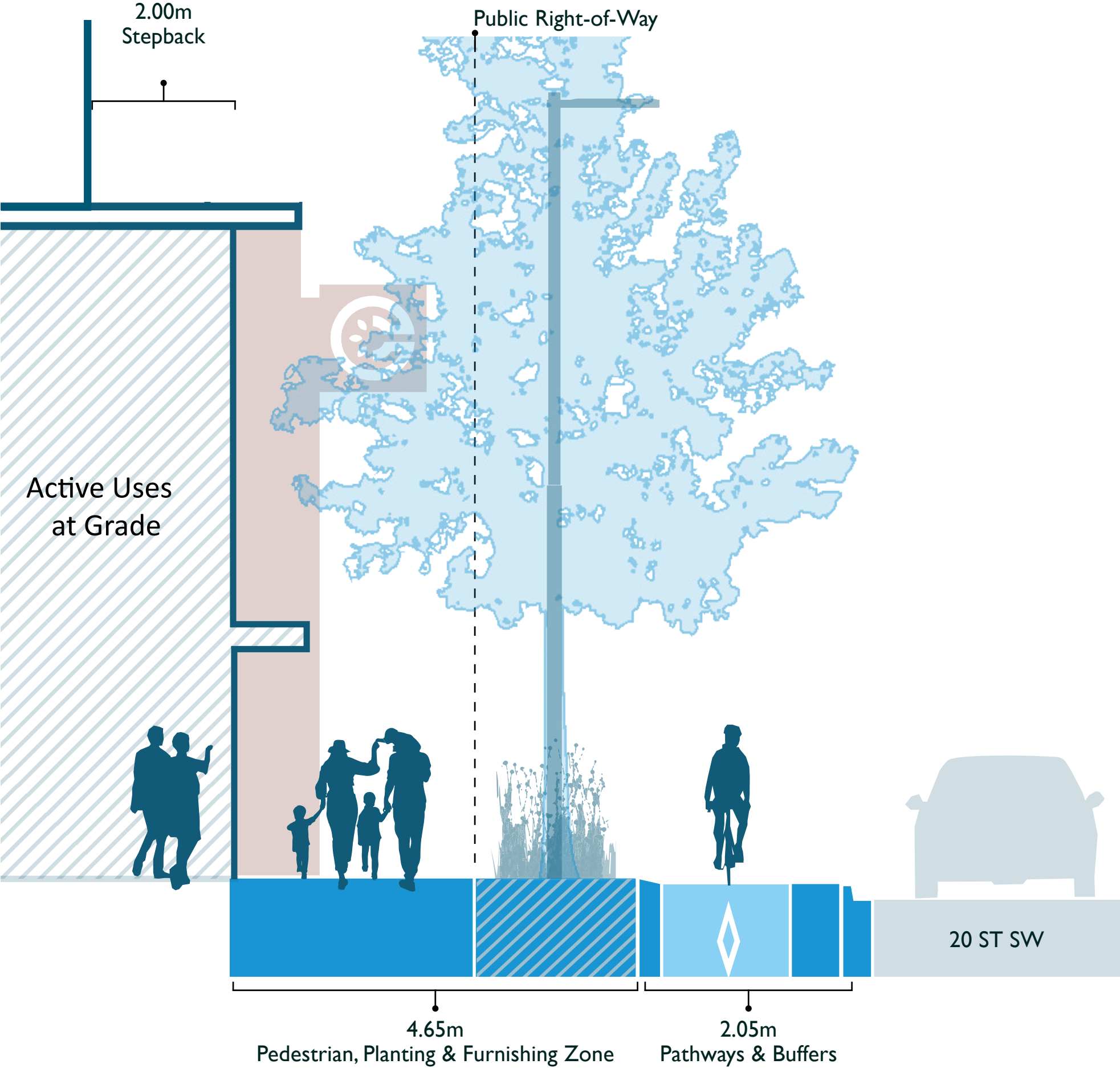
North Streetwall Interface



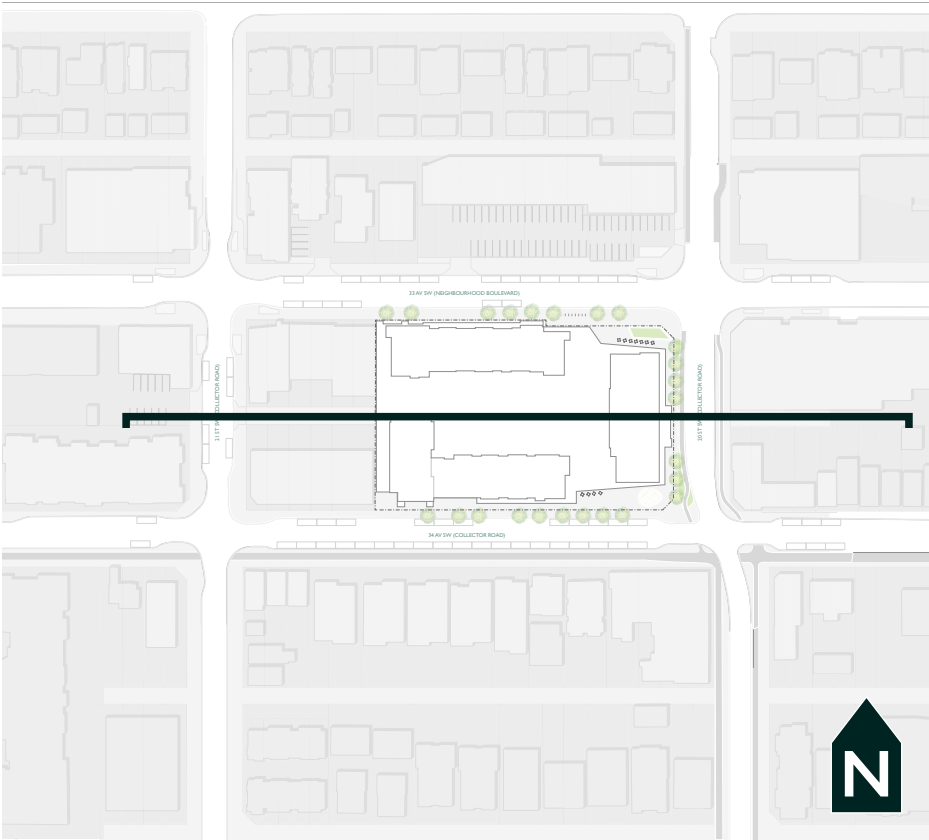
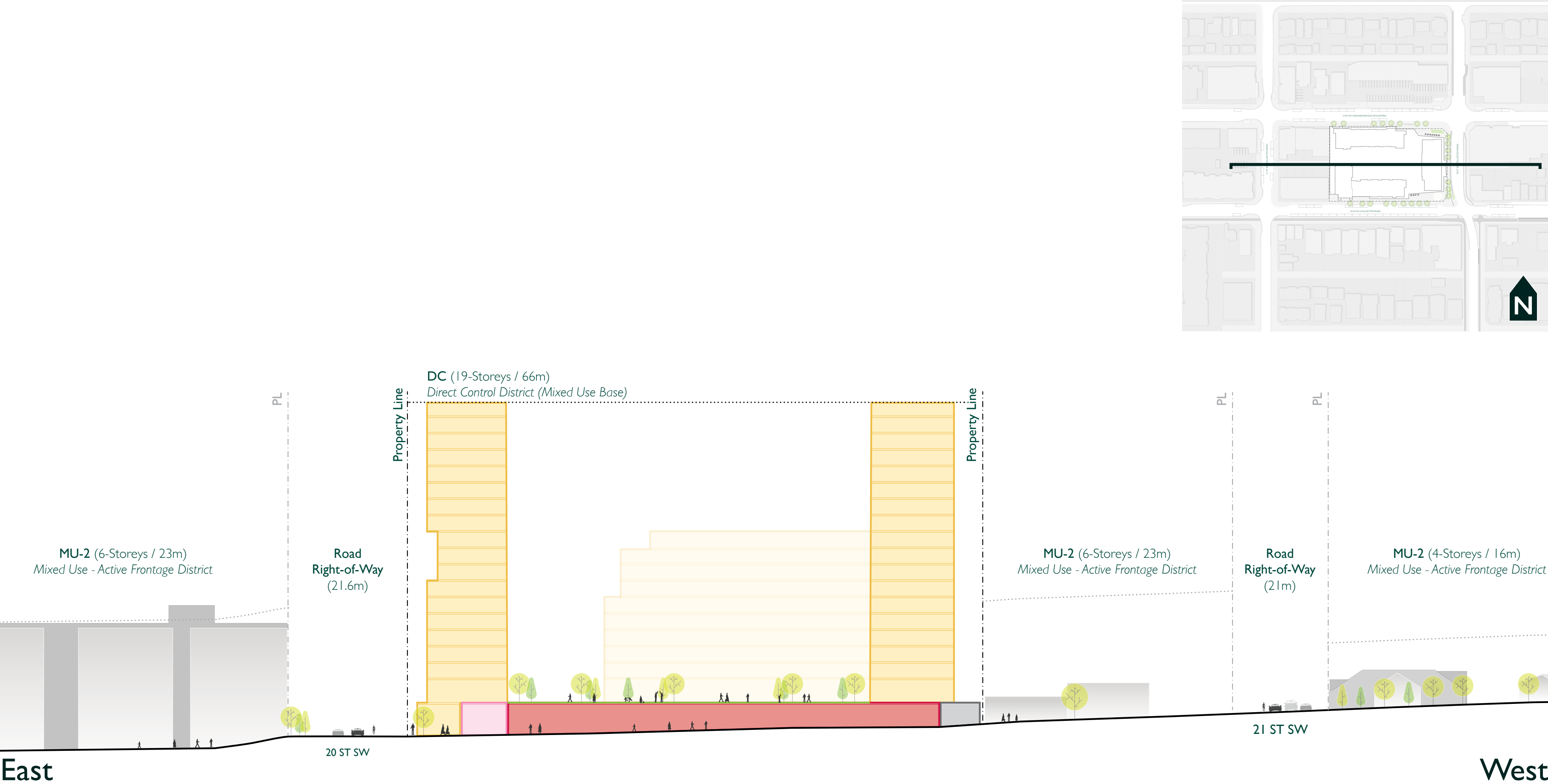
South Streetwall Interface



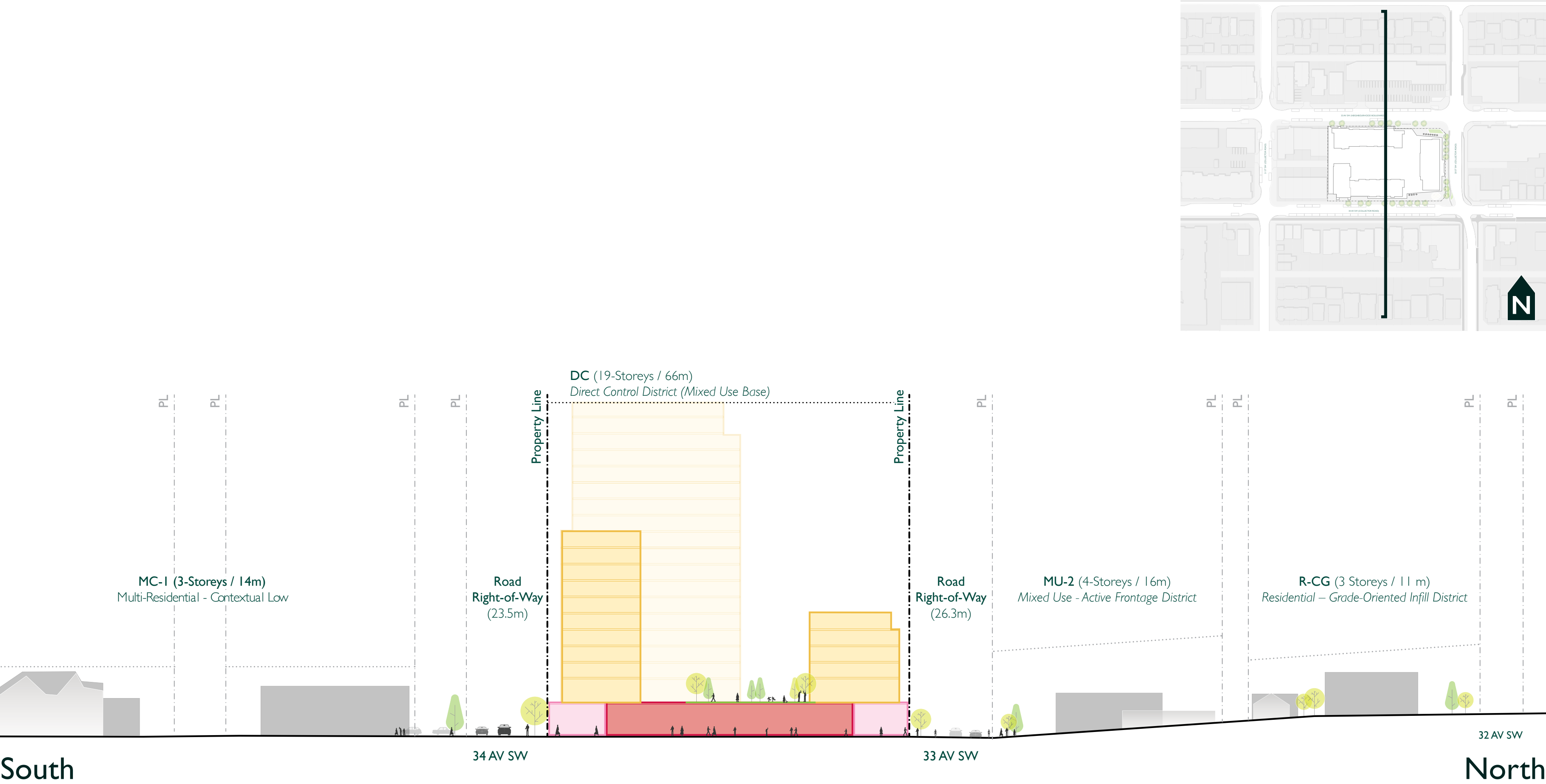
East Streetwall Interface

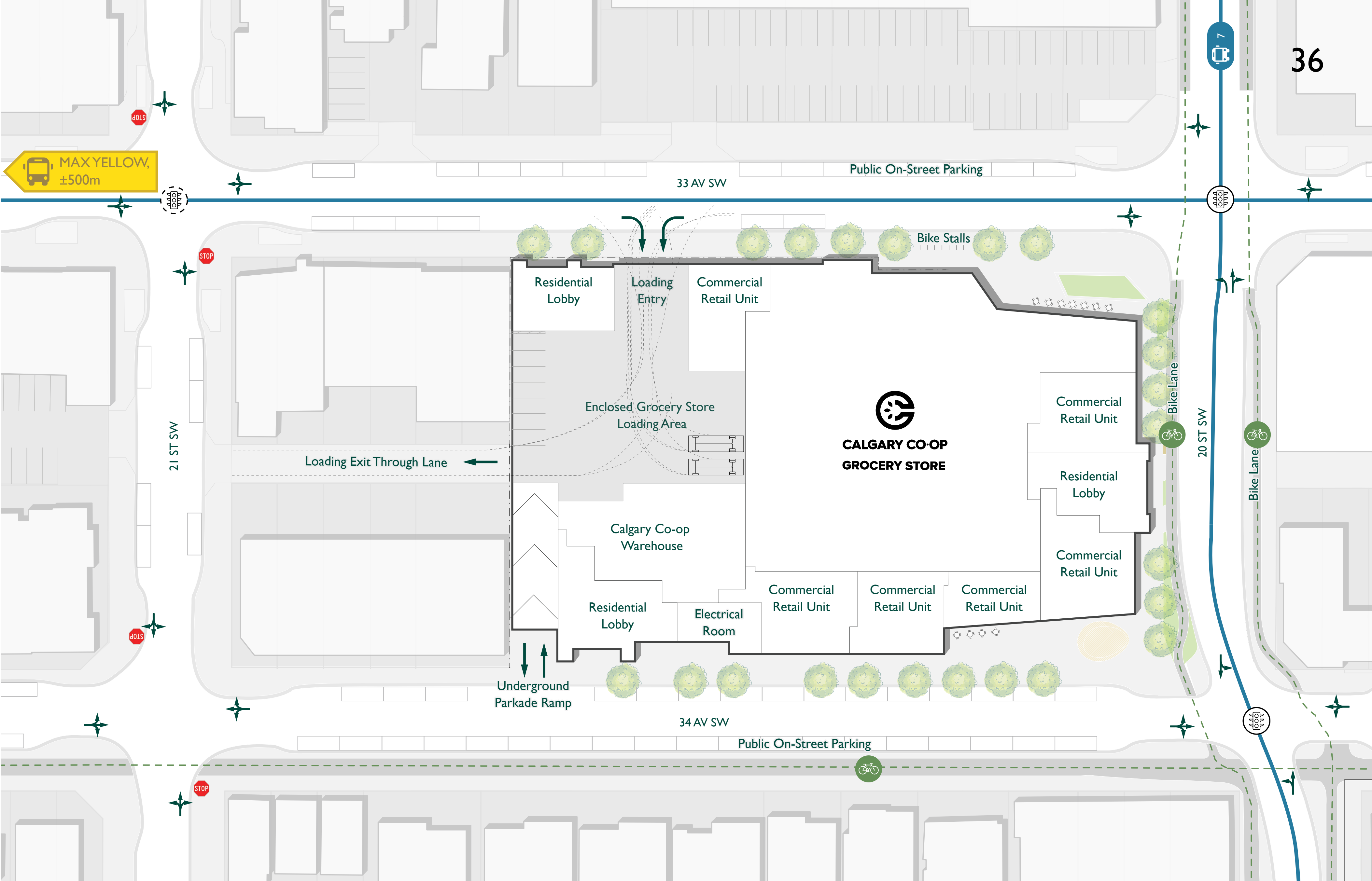


Building Height: East – West Section



Building Height: South – North Section





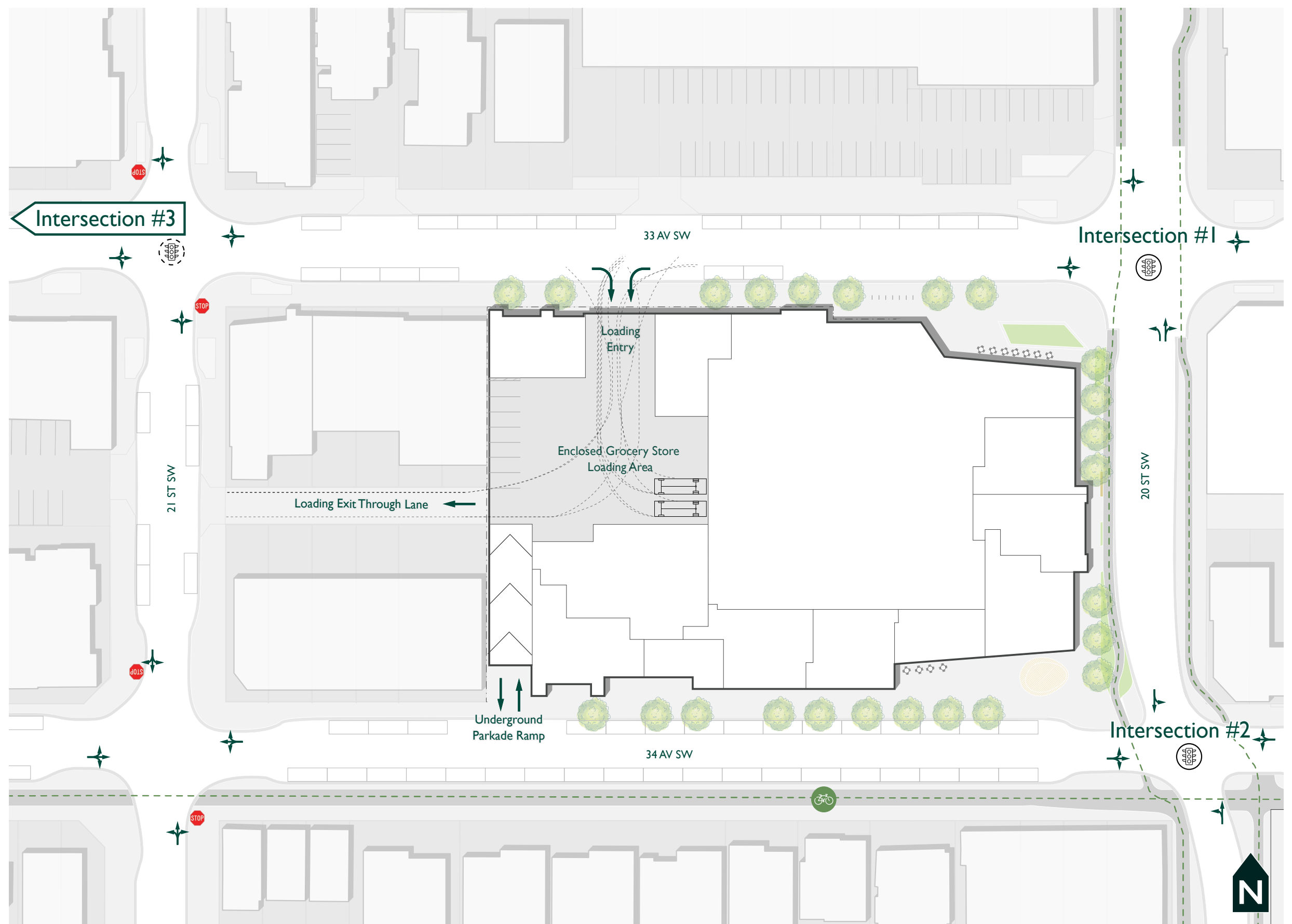
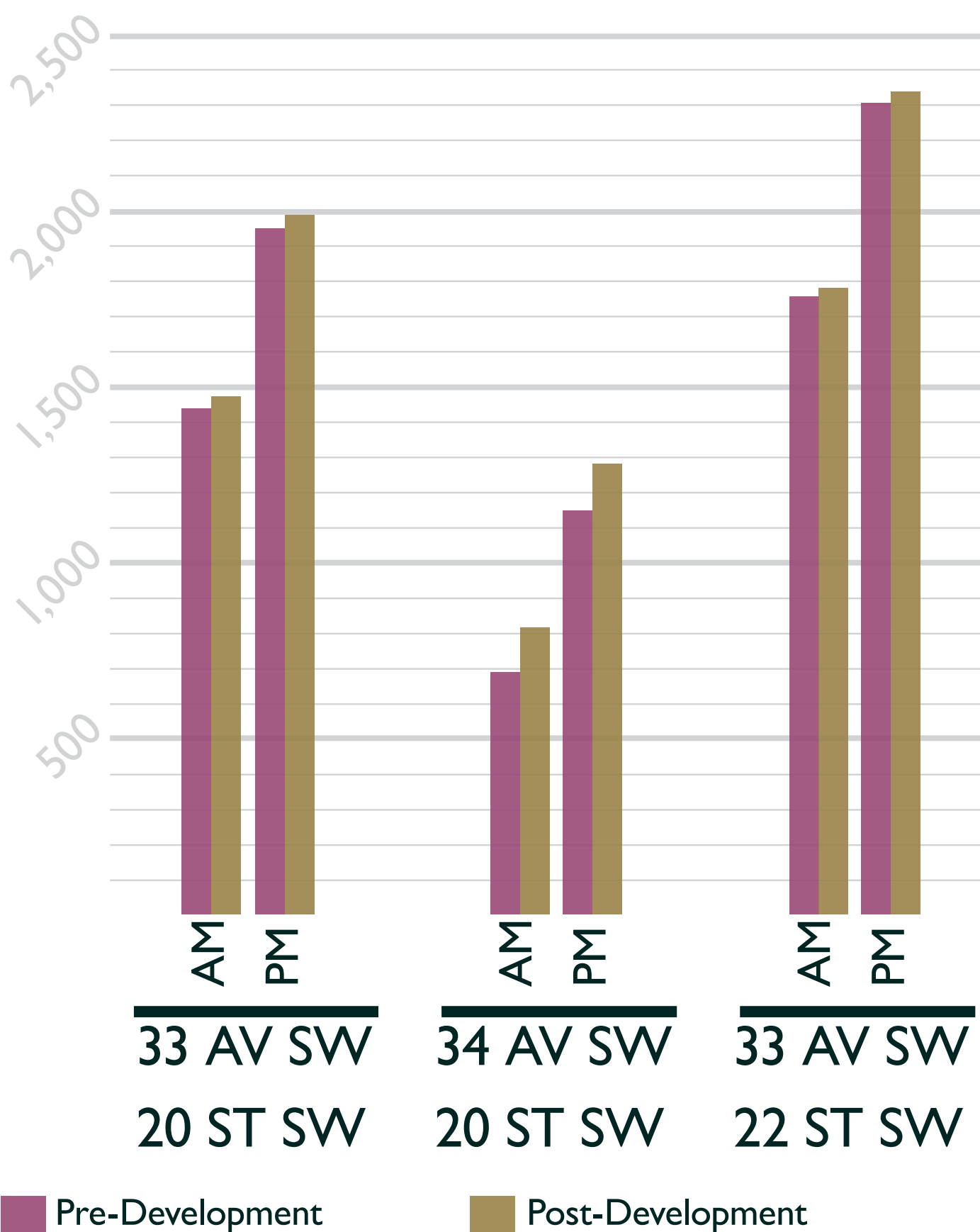
Transportation Improvements & Impact

Intersection Volume Before & After Development

Vehicle Trips Per Peak Hour

AM Peak Hour: 8am to 9am

PM Peak Hour: 5pm to 6pm



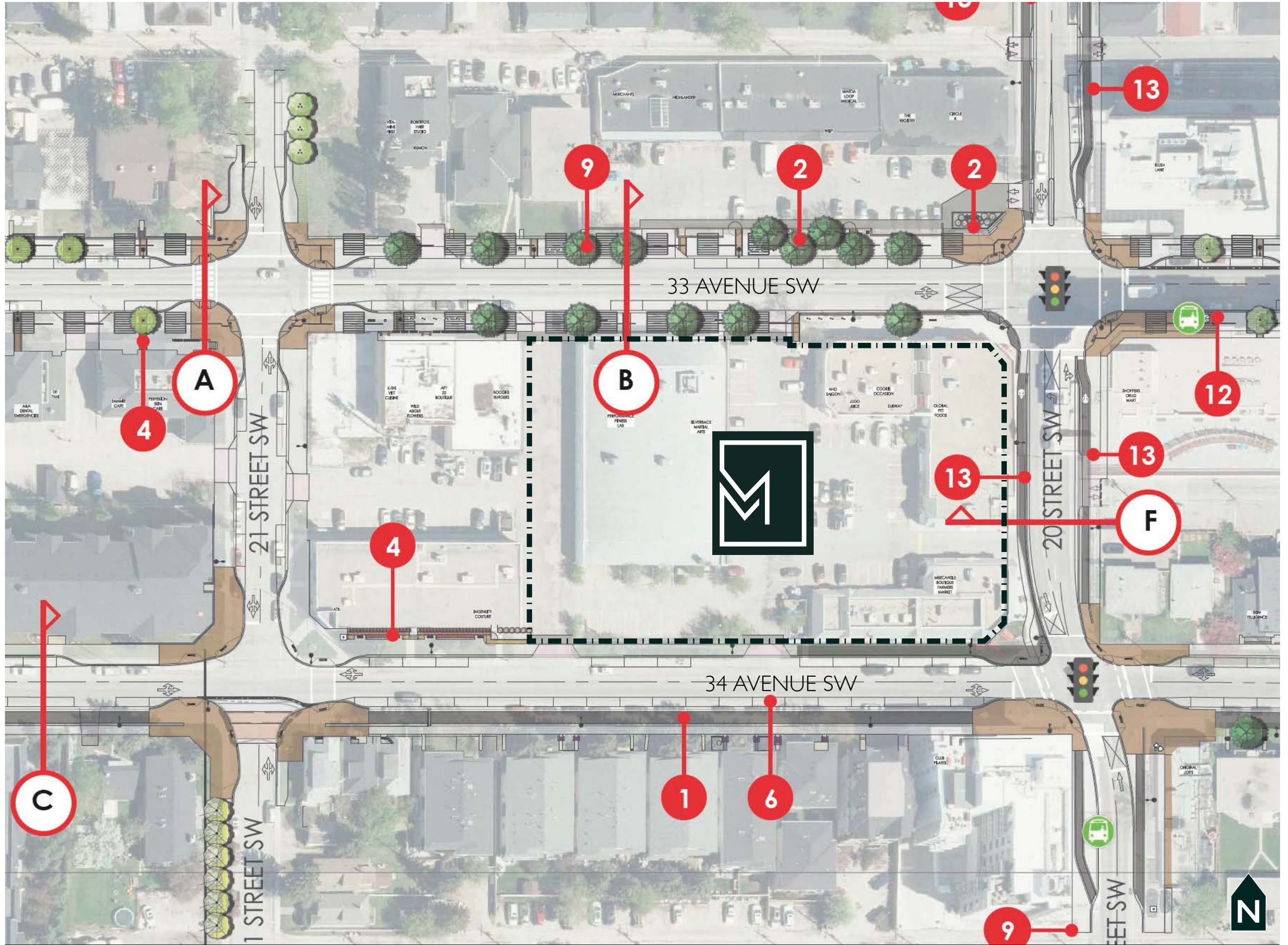
Large Class Vehicle Loading Constraints



Marda Loop Main Street Initiative: Phase One (33 AV & 34 VA SW)



33 & 34 AV SW Streetscape Plan - 2019



Marda Loop Main Streets Roll Plot - Phase One 2023/2024 Construction

Site Photographs



NE Corner - 33 AV & 20 ST SW



North Frontage - 33 AV SW



North Frontage - 33 AV SW



SW Corner - 34 AV SW

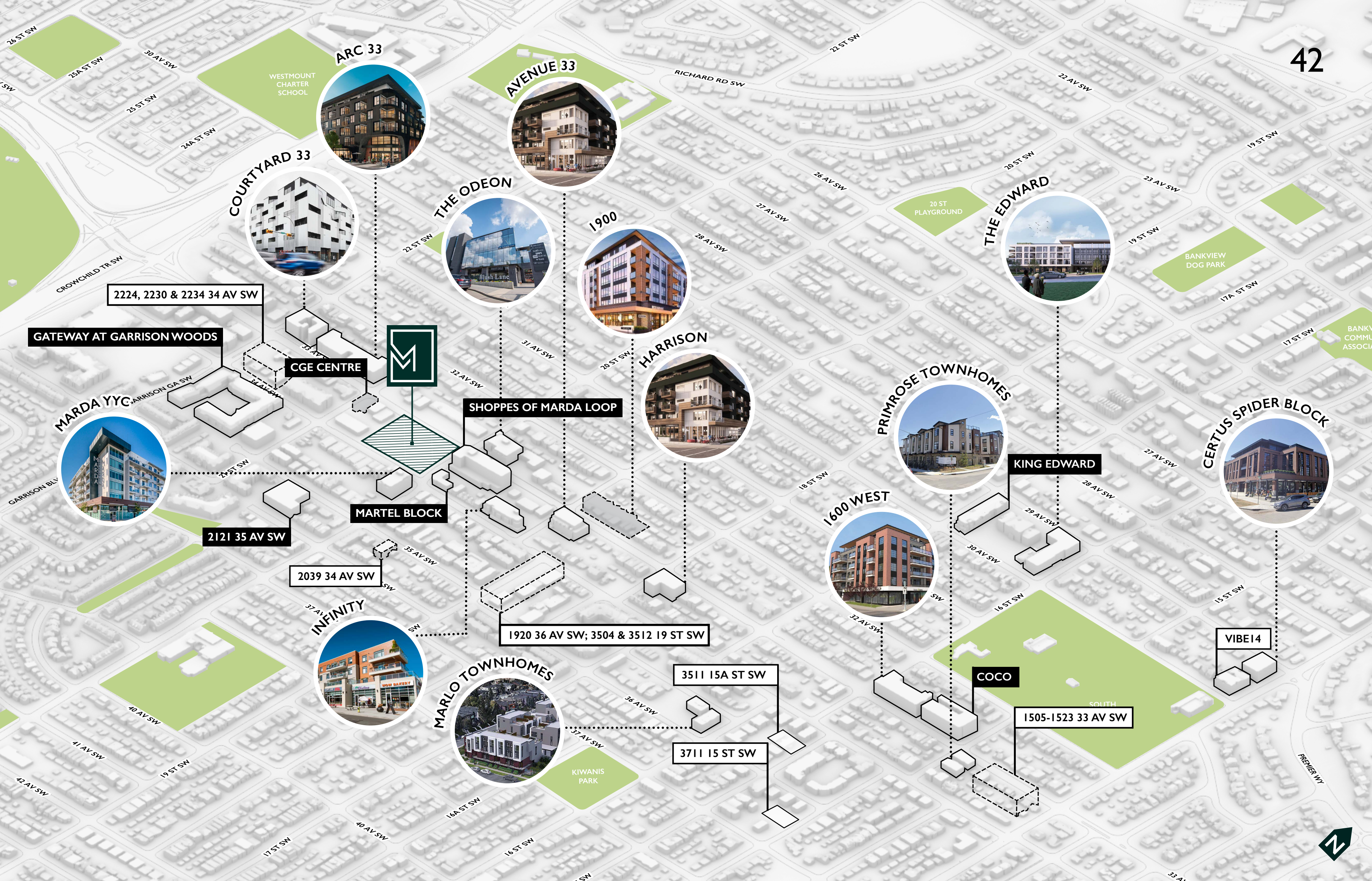


SE Corner - 34 AV & 20 ST SW



East Frontage - 20 ST SW







Design Principles



1 Vibrant Destination

Strengthen the relationship between people and place by creating lively, community-oriented public space, amenities and services that promote interaction in the heart of Marda Loop.



2 Enhanced Public Realm

Provide new public spaces and achieve high-quality public realm along active site edges – meeting and exceeding the urban design measures proposed through the Marda Loop Main Streets Initiative, and Streetscape Master Plan for 33 AV, 34 AV, and 20 ST SW.



3 World Class Architecture

Design attractive buildings that effectively use form, function and materiality to create a positive urban design impact.



4 Diverse & Affordable Housing Options

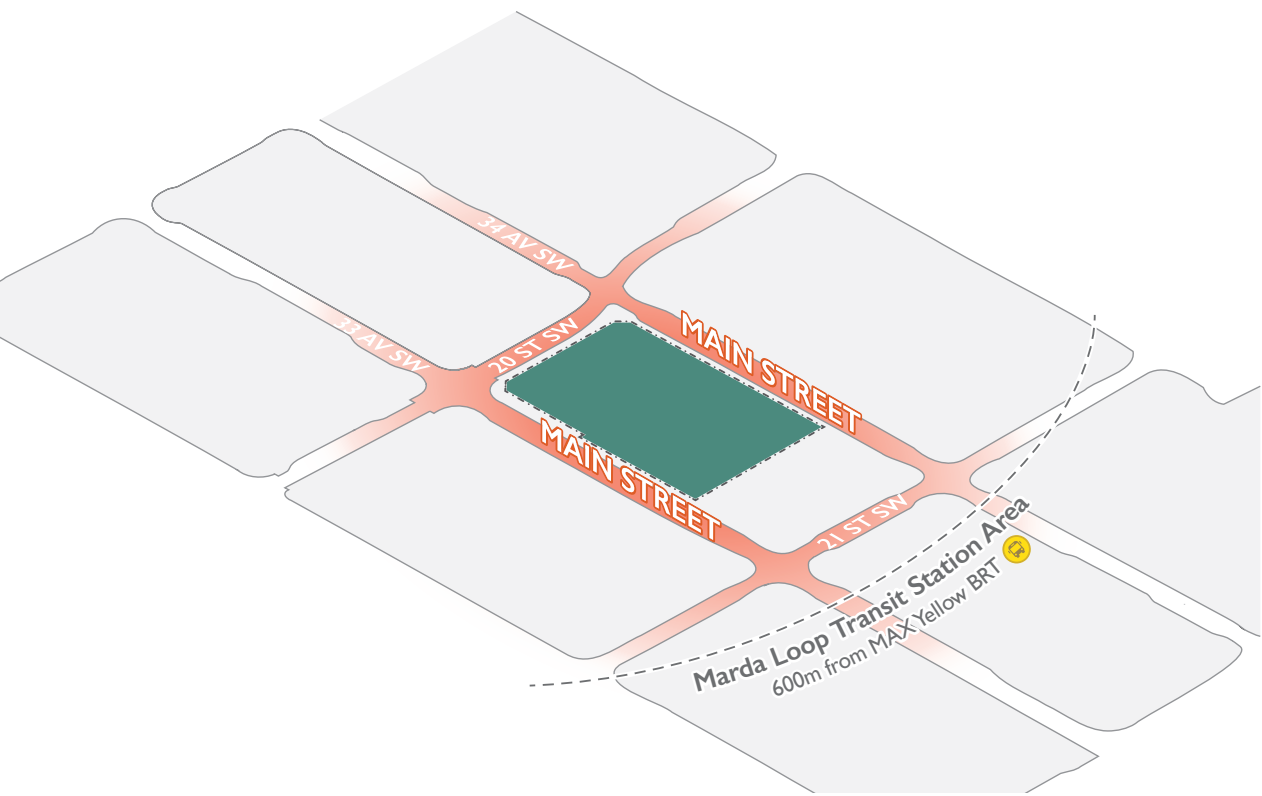
Provide housing options that support inclusivity for new residents with a diversity of backgrounds, income levels, lifestyles, and abilities.



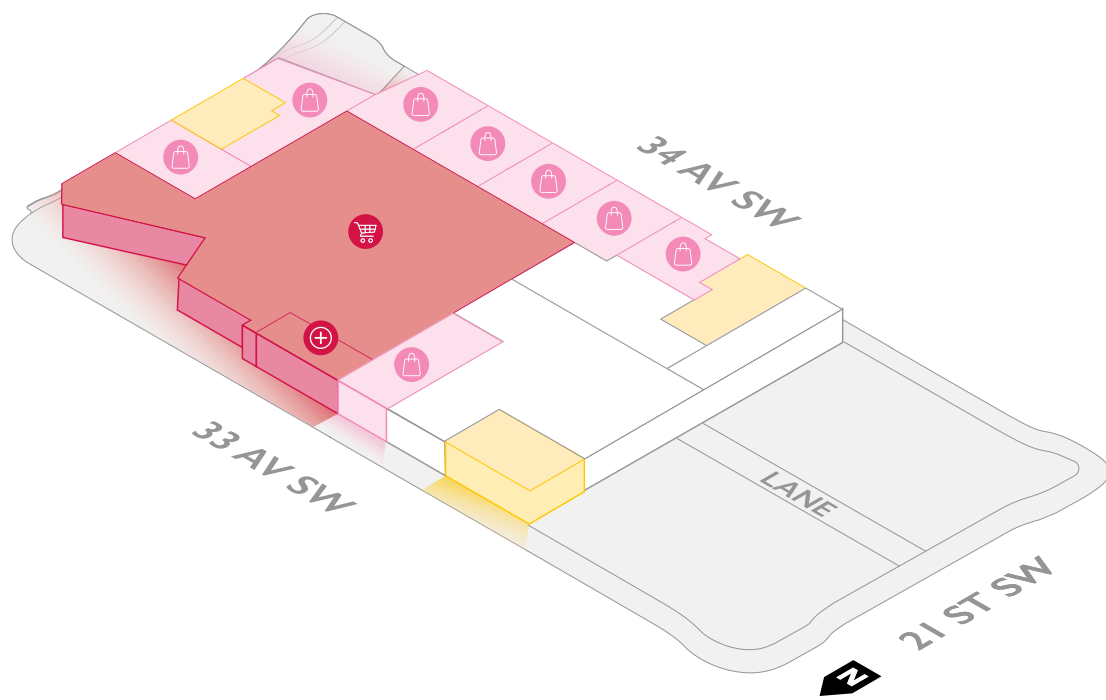
6 Economically Viable

The success of Marc & Mada Block is dependent upon a smart growth model that enables high quality architecture and urban design outcomes through economically-viable development intensity and use mix.

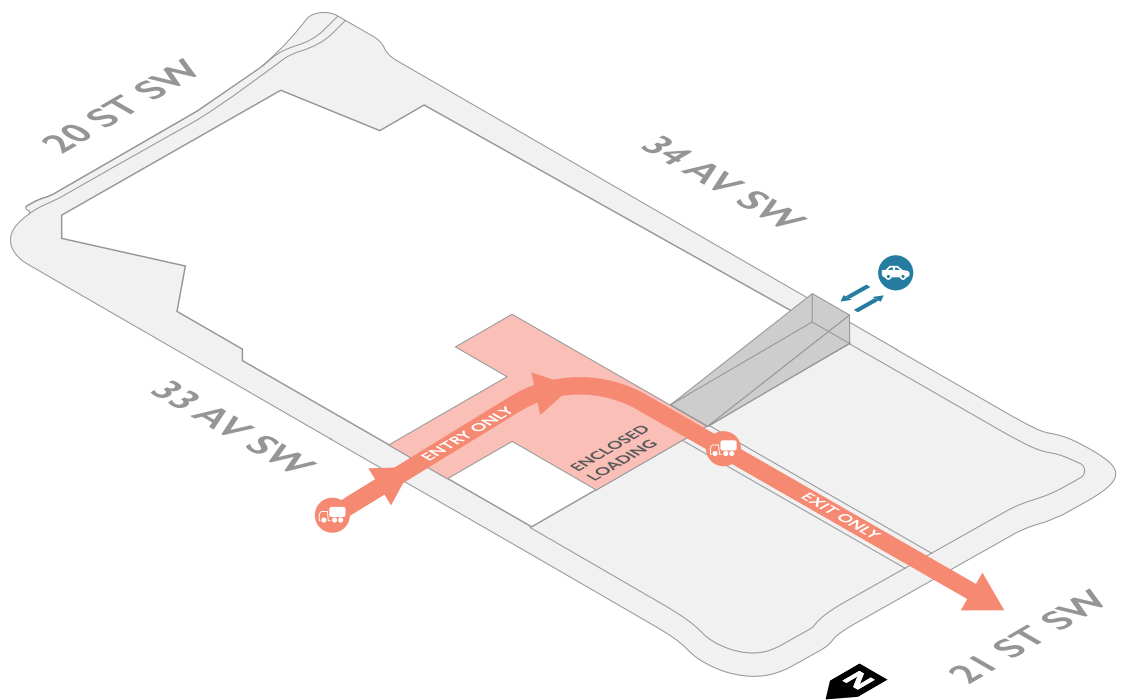
Big Design Moves



I. Unique Redevelopment Opportunity

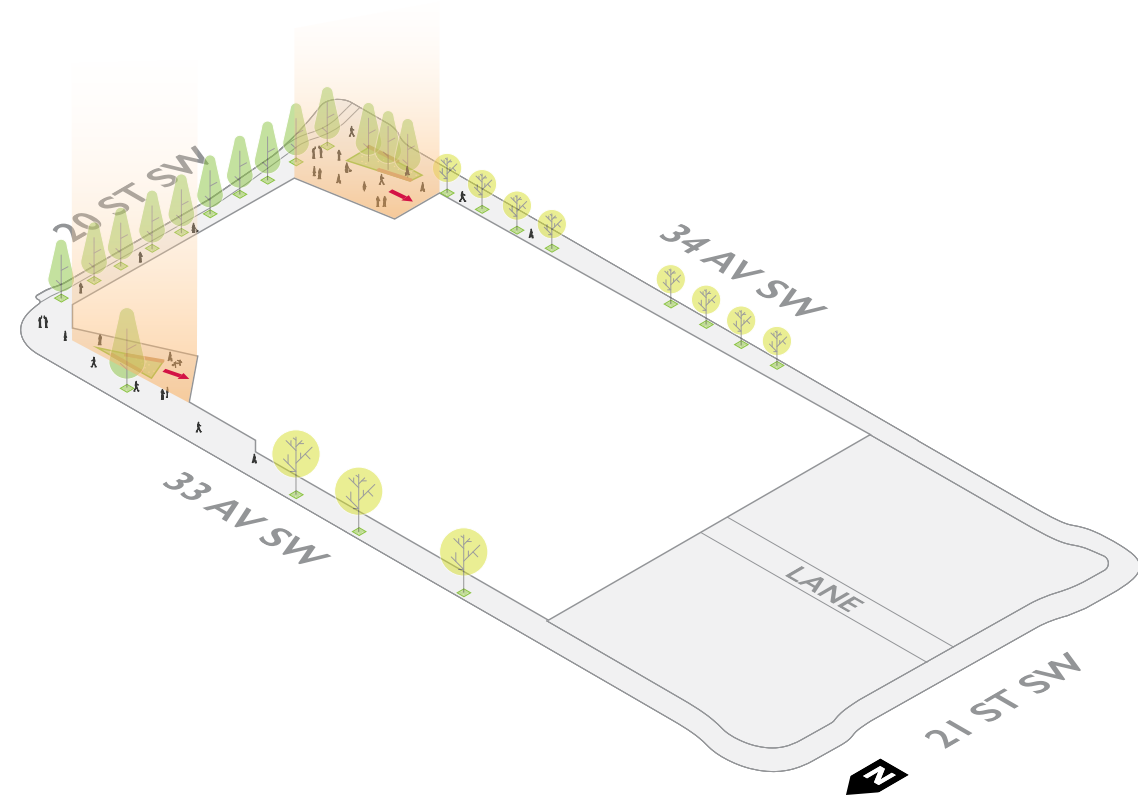


2. Anchor Grocery & Liner Commercial Spaces

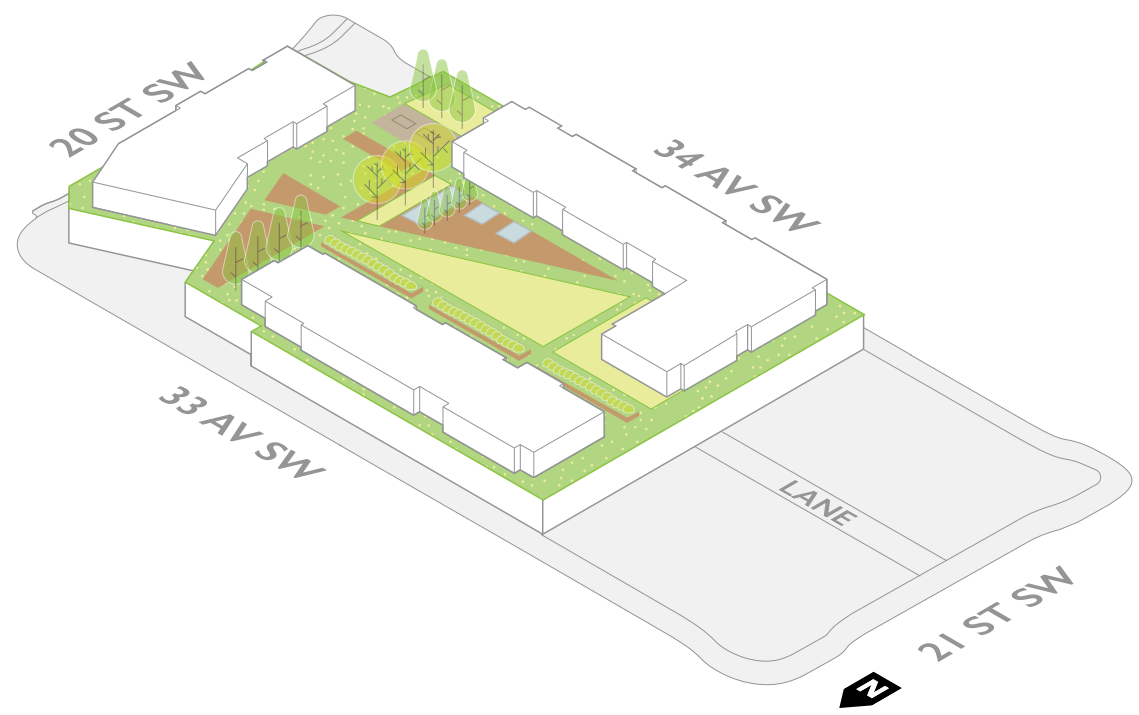


3. Optimizing Service & Private Vehicle Access

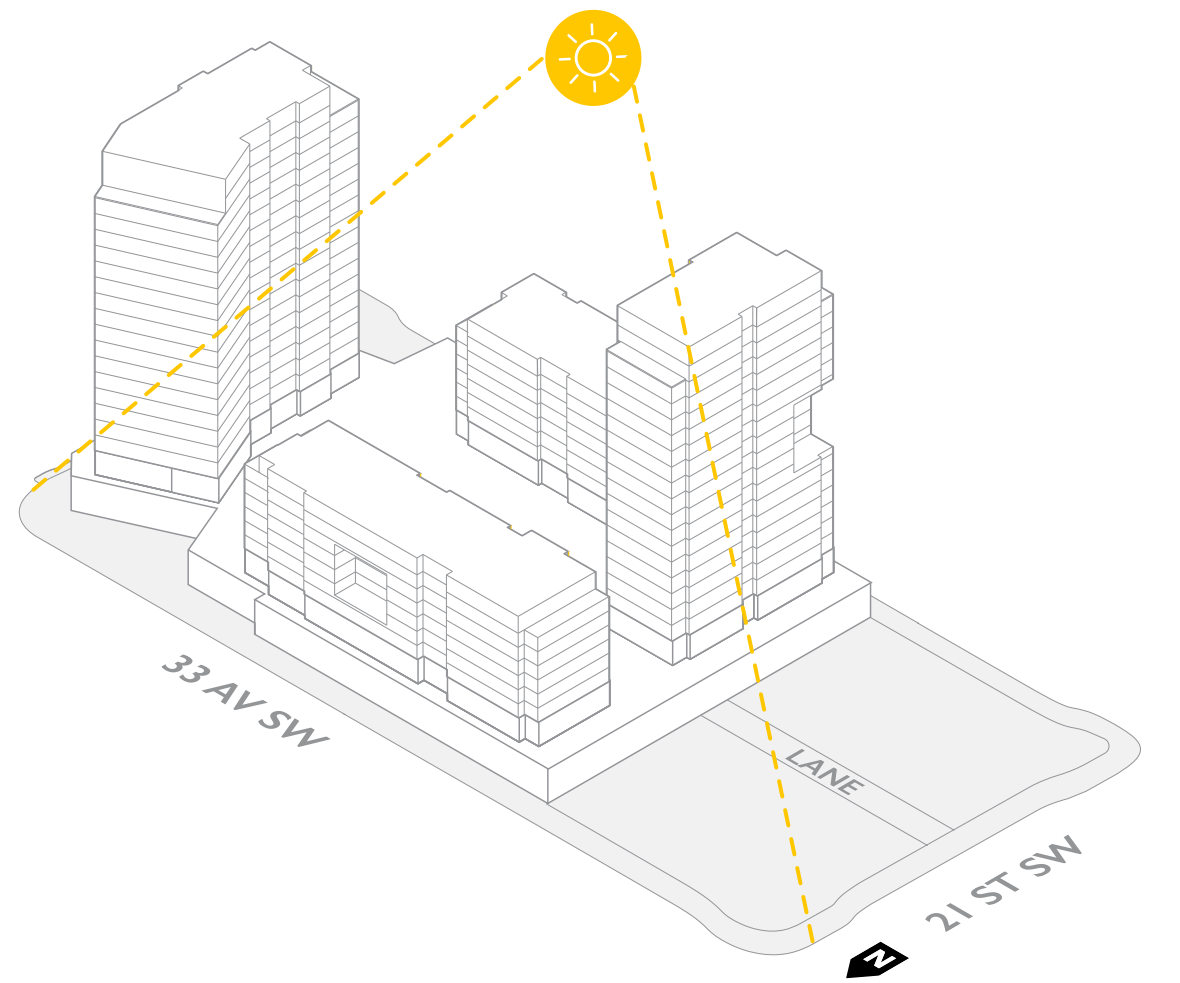
Big Design Moves



4. Streetscape Enhancements
& Corner Plazas

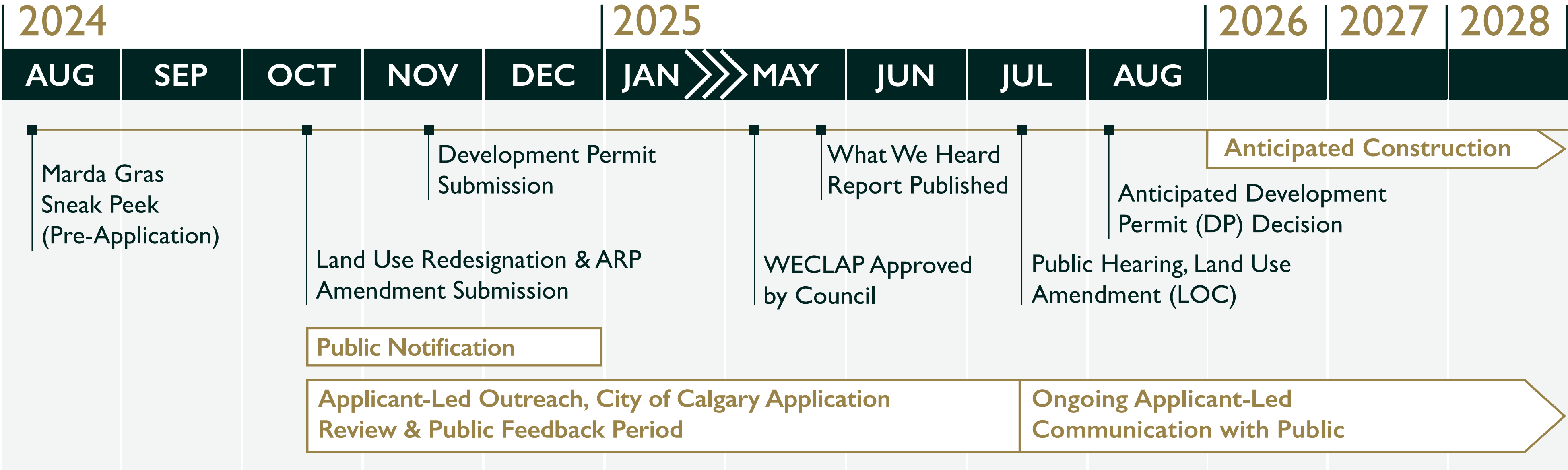


5. Family-Friendly Amenity for Residents



6. Maximizing Sun Exposure on
Public Space & Main Streets

Timeline



 On-Site Engage Centre

 Project Website

 Virtual Meetings & Events

 E-News Updates

 Project Phone Line / Voicemail

 Application Brief & Reports

 On-Site Signage

 Neighbour Mailer

 In-Person Meetings

 Media Release

 Dedicated Email Inbox

 Community Newsletter Advert

Green Building Design & Sustainability

Building Design Elements

- Exceeds National Energy Code for Buildings (NECB 2020)
- Energy-efficient mechanical systems and appliances
- High-performance glazing and building envelope to reduce energy loss and enhance comfort
- Electric Vehicle Stations & EV Ready Stalls
- Soft landscaping for stormwater management

