

**POLICY AMENDMENT AND LAND USE AMENDMENT
SOUTH CALGARY (WARD 8)
15 STREET SW AND 33 AVENUE SW
BYLAWS 44P2017 AND 270D2017**

MAP 8C

EXECUTIVE SUMMARY

This land use amendment seeks to redesignate a 0.35 hectares \pm (0.85 acres \pm) site from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CGd72) District to Mixed-Use – General (MU-1f2.5h15) District in order to facilitate the development of a 4 storey multi-residential development.

Administration believes that this amendment aligns with the Municipal Development Plan with respect to the neighbourhood main street corridor policy. Further, the subject site is part of the work plan area that Administration will be looking at with the Main Street initiative and Streetscape Master Plan for the 33 Avenue SW corridor in Marda Loop (from Crowchild Trail SW to 14 Street SW).

PREVIOUS COUNCIL DIRECTION

None.

ADMINISTRATION RECOMMENDATION(S)

2017 June 15

That Calgary Planning Commission recommends **APPROVAL** of the proposed Policy and Land Use Amendment.

RECOMMENDATION(S) OF THE CALGARY PLANNING COMMISSION

That Council hold a Public Hearing on Bylaws 44P2017 and 270D2017; and

1. **ADOPT**, by bylaw, the proposed amendments to the South Calgary/Altadore Area Redevelopment Plan, in accordance with Administration's recommendation; and
2. Give three readings to the proposed Bylaw 44P2017.
3. **REFUSE** the proposed redesignation of 0.35 hectares \pm (0.85 acres \pm) located at 1602, 1606, 1610, 1616, 1620, 1624 – 33 Avenue SW (Plan 4479P, Block 62, Lots 1 to 12) from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CG d72) District **to** Mixed-Use (MU-1 f2.55h18) District; and
4. **ABANDON** the proposed Bylaw 270D2017.

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REASON(S) FOR RECOMMENDATION:

The Land Use and Policy Amendments application conform to the overall intent and goals of the Municipal Development Plan by improving housing diversity and choice, enhancing community character and contributing to a high-quality living environment.

ATTACHMENTS

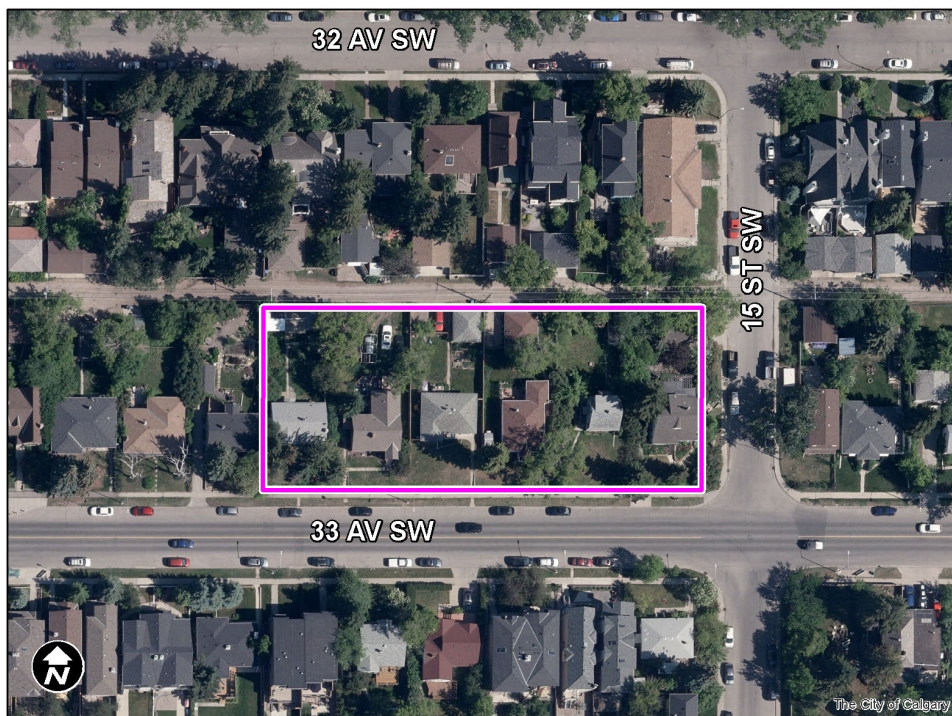
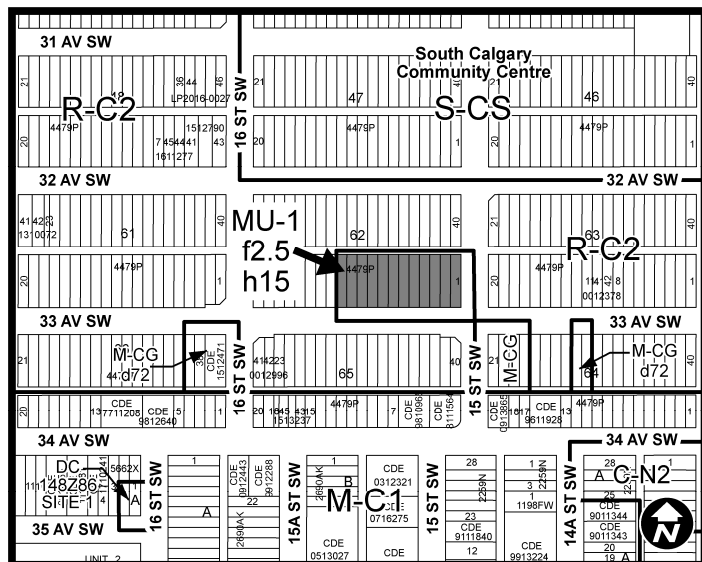
1. Proposed Bylaw 44P2017
2. Proposed Bylaw 270D2017
3. Public Submissions

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LEGEND

★ Site Location

The map shows the City of Lincoln, Nebraska, with various streets and landmarks. The proposed site is marked with a pink star at the intersection of 17th Avenue South and 37th Street West. The map includes a legend and a north arrow.



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ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION

1. Recommend that Council **ADOPT**, by bylaw, the proposed amendments to the South Calgary/Altadore Area Redevelopment Plan (APPENDIX IV).

Moved by: L. Juan

Carried: 4 – 3

Opposed: R. Wright, A. Palmiere
and S. Keating

2. Recommend that Council **ADOPT**, by bylaw, the proposed redesignation of 0.35 hectares \pm (0.85 acres \pm) located at 1602, 1606, 1610, 1616, 1620, 1624 – 33 Avenue SW (Plan 4479P, Block 62, Lots 1 to 12) from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CG d72) District to Mixed-Use (MU-1 f2.5h15) District.

Moved by: L. Juan

LOST: 3 – 4

Opposed: G.-Carra, L. Juan,
C. Friesen, R. Wright

Reasons for support of the ARP Amendment and amended Land Use Redesignation from Mr. Friesen:

- I supported the Policy change and the proposed height increase to 18 metres as this is an appropriate location for additional density and height. The issue to me is not the density or height but the quality of design. Whether the building is 4 or 5 stories its impact on the streetscape and the neighborhood can be significantly changed by the form and detailing of the building. The images we saw showed an appropriate setback on the elevation but a very flat and linear treatment on 33 Avenue SW. Higher density must include high quality planning, urban design, open space, etc. I hope that this project will get a thorough review at UDRP which will address these issues.

Reasons for support of the ARP Amendment and amended Land Use Redesignation from Ms. Juan:

- After a lengthy mixed discussion and debate over this development, my recommendations are for an amendment to increase height and density. At Commission, I favoured an increase to the height modifier to allow the developer the opportunity to reach 5 storeys, with good design measures, a review with UDRP, and perhaps more community consultation, a strong urban environment can occur on 33 Avenue SW. We should be looking at intensifying 33 Avenue SW with good design as it is part of the Main Streets initiative. 33 Avenue SW is also a Neighbourhood Corridor according to the MDP, and I worry that we are holding back

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on the spirit and the potential of these streets through ridged decisions. I sincerely hope Council considers the value of the proposal and considers modifying the height and density to allow the developer flexibility.

Reasons for Opposition of the ARP Amendment and Land Use Redesignation from Mr. Palmiere:

- I believe the application is premature and the redevelopment of the eastern half of 33 Avenue Main Street requires community consultation consistent with other corridor processes (Bowness Road, Bridgeland, 17th Avenue SW, etc). The move to MU-1 with optional at-grade retail is a significant shift in the form and character of eastern 33 Avenue SW and it warrants real community dialogue. While the ultimate main street built form recommendation may mirror this proposal, it is inappropriate to pre-suppose an outcome when the Main Street process is scheduled for Q1 of 2018.

Reasons for Opposition of the ARP Amendment and Land Use Redesignation from Mr. Wright:

- I was not in support of this application because of scale and density and height is overwhelming in comparison to the very active redevelopment area that is unfolding. The Marda Loop ARP was designed to concentrate density and height, with gateway and 33 Avenue and 18 Street SW. This project belongs in the Marda Loop ARP boundaries.

2017 June 15

AMENDMENT: Amend Administration's recommendation to have the proposed land use changed to Mixed-Use (MU 1 f2.55h18) District.

Moved by: G.-C. Carra

LOST: 3 – 4

Opposed: R. Wright, M. Tita,
A. Palmiere and
S. Keating

MOTION: The Calgary Planning Commission recommended that Council:

- A. 1. **ADOPT**, by bylaw, the proposed amendments to the South Calgary/Altadore Area Redevelopment Plan, in accordance with Administration's recommendation; and
2. Give three readings to the proposed Bylaw; and

Moved by: M. Tita

LOST: 3 – 4

Opposed: L. Juan, R. Wright,
A. Palmiere and
S. Keating

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- B. 1. **ADOPT**, by bylaw, the proposed redesignation of 0.35 hectares \pm (0.85 acres \pm) located at 1602, 1606, 1610, 1616, 1620, 1624 – 33 Avenue SW (Plan 4479P, Block 62, Lots 1 to 12) from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CG d72) District **to** Mixed-Use (MU-1 f2.5h15) District, in accordance with Administration's recommendation; and
2. Give three readings to the proposed Bylaw.

Moved by: M. Tita

LOST: 3 – 4

Opposed: L. Juan, R. Wright,
A. Palmiere and
S. Keating

MOTION:

The Calgary Planning Commission **FILED** Administration's recommendation of **APPROVAL** and recommends that Council:

- A. 1. **REFUSE** the proposed amendments to the South Calgary/Altadore Area Redevelopment Plan; and
2. **ABANDON** the proposed Bylaw.

Moved by: R. Wright

LOST: 3 – 4

Opposed: M. Tita, C. Friesen,
L. Juan and G.-C. Carra

- B. 1. **REFUSE** the proposed redesignation of 0.35 hectares \pm (0.85 acres \pm) located at 1602, 1606, 1610, 1616, 1620, 1624 – 33 Avenue SW (Plan 4479P, Block 62, Lots 1 to 12) from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CG d72) District **to** Mixed-Use (MU-1 f2.5h15) District; and
2. **ABANDON** the proposed Bylaw.

Moved by: R. Wright

LOST: 3 – 4

Opposed: M. Tita, C. Friesen,
L. Juan and G.-C. Carra

RECONSIDERATION: To reconsider the vote on Administration's recommendation for the proposed amendments to the South Calgary/Altadore Area Redevelopment Plan and proposed redesignation of 0.35 hectares \pm (0.85 acres \pm) located at 1602, 1606, 1610, 1616, 1620, 1624 – 33

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Avenue SW (Plan 4479P, Block 62, Lots 1 to 12) from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CG d72) District **to** Mixed-Use (MU-1 f2.5h15) District.

Moved by: S. Keating

Carried: 7 – 0

MOTION:

The Calgary Planning Commission **FILED** Administration's recommendation of **APPROVAL** and recommends that Council:

1. **ADOPT**, by bylaw, the proposed redesignation of 0.35 hectares \pm (0.85 acres \pm) located at 1602, 1606, 1610, 1616, 1620, 1624 – 33 Avenue SW (Plan 4479P, Block 62, Lots 1 to 12) from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CG d72) District **to** Mixed-Use (MU-1 f2.55h18) District, in accordance with Administration's recommendation; and
2. Give three readings to the proposed Bylaw.

Moved by: L. Juan

LOST: 3 – 4

Opposed: R. Wright, M. Tita,
A. Palmiere and
S. Keating

MOTION:

1. **REFUSE** the proposed redesignation of 0.35 hectares \pm (0.85 acres \pm) located at 1602, 1606, 1610, 1616, 1620, 1624 – 33 Avenue SW (Plan 4479P, Block 62, Lots 1 to 12) from Residential – Contextual One / Two Dwelling (R-C2) District, Multi-Residential – Contextual Grade-Oriented (M-CG d72) District **to** Mixed-Use (MU-1 f2.55h18) District; and
2. **ABANDON** the proposed Bylaw.

Moved by: G.-C. Carra

Carried: 4 – 3

Opposed: G.-C. Carra, L. Juan
and C. Friesen

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Applicant:

Sarina Developments

Landowner:

May P Siu Professional Corporation
Nazim Virani
Parvisbegum Virani
Nadia Virani
Riyaz Virani

PLANNING EVALUATION

SITE CONTEXT

The subject site is located on 33 Avenue SW, west of 15 Street SW in the community of South Calgary/Altadore. Portions of the site are currently designated as Residential – Contextual One / Two Dwelling (R-C2) District, which allows for low density residential development in the form of duplex dwellings, semi-detached dwellings and single detached dwellings. The portion of the site designated as Multi-Residential – Contextual Grade-Oriented (M-CGd72) District was approved by Council in 2015 April 15, to accommodate a 4 unit multi-residential development with a maximum height of 3 storeys. The subject site has a back lane, and is sloped from the back lane down toward 33 Avenue SW. Directly adjacent to the site is low density development in the form of single and semi-detached dwellings. To the south/east of the site there is an M-CG District (1535 33 Avenue SW) developed with 4 residential units. Additionally, there is a proposed application for a 2 building 12 unit multi-residential development, with a maximum height of 4 storeys, which is currently under review by Administration.

South Calgary	
Peak Population Year	1969
Peak Population	4,064
2016 Current Population	3,954
Difference in Population (Number)	-110
Difference in Population (Percent)	-3%

The table above shows that the population in South Calgary has not seen a significant population increase since 1969. The proposed land use amendment and policy amendment can be seen as an opportunity to facilitate population growth in South Calgary and have closer alignment to Municipal Development Plan (MDP) Guidelines, which encourages a variety of housing types and more choices within complete communities.

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LAND USE DISTRICTS

The Applicant is proposing the land use redesignation in order to facility an up to 4 storey multi-residential development.

Current Land Use Districts - Residential – Contextual One / Two Dwelling (R-C2) District and Multi-Residential – Contextual Grade-Oriented d72 (M-CG d72) District

Portions of the site that are designated as R-C2 District are intended to provide for:

- residential development and contextually sensitive redevelopment in the form of duplex dwelling, semi-detached dwellings and single detached dwellings in the Developed Area;
- a maximum of one main residential building on a parcel; and
- a maximum building height of 10.0 metres.

The portion of the site designated as M-CGd72 District is intended to provide for:

- multi-residential development that will typically have higher numbers of dwelling units and traffic generation than low density residential dwellings;
- multi-residential development designed to provide some or all units with direct access to grade;
- multi-residential development in a variety of forms;
- multi-residential development of low height and low density;
- varied building height and front setback areas in a manner that reflects immediate context;
- a maximum density of 72 units per hectare (4 units); and
- a maximum building height of 12.0 metres.

Proposed Land Use District – Mixed-Use (MU-1f2.5h15) District

The proposed MU-1f2.5h15 District is intended to provide for:

- development along commercial streets where both residential uses and commercial uses are supported at grade facing the street;
- a mix of residential and commercial uses in the same building or in multiple buildings throughout an area;
- local area context by establishing a maximum building height for individual parcels;
- a maximum floor area ratio of 2.5; and
- a maximum height of 15.0 metres.

The MU-1 District was approved/added to the Land Use Bylaw by Council on 2017 May 01, and has recently been utilized by the Main Street Initiative in several corridors (16 Avenue NW and Bowness Road NW in Montgomery, 17 Avenue SW, 37 Street SW). Administration deemed the land use to be appropriate given that the site is designated as a 'neighbourhood corridor' and

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‘main street’ within the MDP. While the MU-1 district does allow for commercial uses, there is no requirement within the District for a specific amount of gross floor area to be dedicated.

The initial submission from the applicant proposed to redesignate the site to Multi-Residential – High Density Low Rise (M-H1f2.55h18d276) District in order to facilitate the development of a 5-6 storey 80 unit multi-residential development. Through Administration’s review and discussions with the applicant, stakeholders and public input and submissions, the MU-1 District was recommended with a reduced height modifier of 15.0 metres (approximately 4 storeys) and a floor area ratio modifier of 2.5. The current land use proposal does not include a density modifier. The applicant has agreed to only propose a floor area ratio modifier, which would allow flexibility in the building design, form and massing, and to facilitate further dialogue with local residents on the number of units at the development permit stage.

At the Development Permit stage, Administration will work with the Applicant and local residents within a public workshop, which will discuss, but not limited to, items such as massing, built form and number of units.

LEGISLATION & POLICY

The following sections review the planning policies that support the proposed MU-1 District:

South Saskatchewan Regional Plan (SSRP)

The recommendation by Administration in this report has considered and is aligned with the policy direction of the South Saskatchewan Regional Plan (SSRP).

Municipal Development Plan (MDP)

2.3 Creating Great Communities

“Goal – create communities by maintaining quality of living and working environments, improving housing diversity and choice, enhancing community character and distinctiveness.”

Key Direction #2: Provide more choice within complete communities.

Key Direction #4: Link land use decision to transit.

Key Direction #8: Optimize infrastructure.

The subject site was recently redesignated by Council (2017 April 11) as a ‘*Neighbourhood Main Street*’ within the MDP. The intent of ‘*Neighbourhood Main Street*’ is to provide for:

- mixed-uses within a pedestrian-friendly environment;
- opportunity for moderate levels of intensification of both jobs and population over time;
- different housing types and densities;
- ground-oriented housing, low-scale apartments and mixed use retail buildings; and

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- highest densities occurring in close proximity to transit stops and in locations where they merge with Activity Centres.

South Calgary/Altadore Area Redevelopment Plan (ARP)

The ARP designates portions of the subject site as '*Residential Conservation*' and '*Residential Low Density*'.

The intent of '*Residential Conservation*' is to provide for:

- low profile infill development that is compatible with surrounding dwellings; and
- conservation of existing structures in good repair and replace or rehabilitate structures in poor repair.

The intent of '*Residential Low Density*' is to provide for:

- low profile family-oriented development; and
- direct access to grade or landscaped areas as well as a proportion of units with two or more bedrooms.

The highest allowable density within the existing ARP is '*Residential Medium Density*', and if applied on the subject site, it would facilitate a 51 unit multi-residential development (148 units/ha – *based on the RM-4 District – Land Use Bylaw 2P80*) with a maximum height of 3 storeys. As such, since the applicant is seeking to develop at a higher density and height, a major policy amendment to the ARP will be required to add a new land use classification and associated text amendments.

Administration has utilized the Developed Areas Guidebook (DAG) in drafting the new land use category and associated text amendments. The new land use classification being proposed is '*Community Mid-Rise*', which is a classification within the DAG, and which the MU-1 District falls under.

The proposed ARP amendments were also drafted in consultation with both the Main Street and Developed Area Guidebook project teams, and are in alignment with MDP policies for a 'Neighbourhood Main Street' by:

- providing the opportunity for a mixed-use development;
- supporting a range of housing types; and
- supporting urban development in a built form that helps optimize existing public investment, municipal infrastructure and facilities;

Further details on the policy amendments are provided in APPENDIX IV.

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The Main Streets Initiative

The Main Streets Initiative team has been consulted throughout the review process and has indicated that subject site is located within the '33 Avenue Main Street project', which would be part of the next phase of their review (Q1, 2018). Further, the preliminary review by the Main Street Initiative is that a 4-6 storey building, utilizing the MU-1 District, was supported at this particular location.

Location Criteria for Multi-Residential Infill (PUD2016-0405)

In order to assist in the evaluation of a land use amendment application for multi-residential infill and associated local area plan amendments, Council has directed Administration to apply the 'Location Criteria for Multi-Residential Infill' and report on in reports to the Calgary Planning Commission. The subject application meets the following criteria:

Location Criteria 1 – On a corner parcel

- The subject site is located at the corner of 15 Street SW and 33 Avenue SW.

Location Criteria 2 – Within 400.0 metres of a transit stop

- The subject site is directly adjacent to the #7 transit route.

Location Criteria 3 – Within 600.0 metres of an existing or planned primary transit stop

- As mentioned, the subject site is directly adjacent to transit route 7, which offers frequent service that connect the site to the downtown core, LRT stations and Marda Loop neighbourhood.

Location Criteria 4 – On a collector or higher standard roadway on at least one frontage

- The subject site is on a 'higher standard' roadway, fronting onto 33 Avenue SW.

Location Criteria 5 – Adjacent to existing or planned non-residential development or multi-unit development

- To the south/west is a 4 unit multi-residential development;
- To the south/east, Administration is currently reviewing a Development Permit for a 2 building, 12 unit multi-residential development with a maximum 4 storey height.; and
- To the south/east is a 4 unit multi-residential development.

Location Criteria 6 – Adjacent to or across from an existing or planned open space, park or community amenity

- The subject site is approximately 64.0 metres from South Calgary Park which includes: the South Calgary Swimming Pool, the South Calgary Community Centre and the Alexander Calhoun Public Library.

Location Criteria 7 – Along or in close proximity to an existing or planned corridor or activity centre

- Main Streets has indicated that the subject site is located within the portion of 33 Avenue SW which will be the subject of the next phase of their review in early 2018.

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Location Criteria 8 – Direct lane access

- The subject site has lane access.

TRANSPORTATION NETWORKS

The subject site is on a corner lot at 15 Street SW (Residential, with less than 5,000 vehicle trips a day) and 33 Avenue SW (Neighbourhood Boulevard, with 13,000 vehicle trips a day). The intersection of 15 Street and 33 Avenue SW is stop-controlled in the north-south direction.

A combined Transportation Impact Assessment (TIA) and Parking Study was prepared for this application and included a number of other developments proposed or under construction in the greater area, as background developments. The TIA thus provides a more complete view of traffic changes due to multiple potential developments. Vehicular access to the site is available from the rear lane, from 15 Street SW. The development does not impact any of the intersection Levels of Service (LOS) calculations in the surrounding area and the parking being provided exceeds the minimum required by law. There are also parking restrictions in the area and residents of the proposed development will not be able to receive residential parking permits, protecting the current needs of residents being filled by this program.

The site is served by bus routes 7 and 107 directly in front of the site on 33 Avenue SW and the inbound station for the planned South/West BRT is located within a 700 metre walk of the site to the west on Crowchild Trail SW. Additional (in excess of bylaw requirements) bike parking is also being provided by the development, in support of greater use of the on-street biking, including along the recently implemented bicycle lanes along the 20 Street Corridor.

UTILITIES & SERVICING

The water mains available on 33 Avenue SW (150 millimetres, 1948) for service and fire prevention are deemed to be inadequate to support a high density multi-residential development.

At the formal submission of the development permit, the developer shall provide fire flow calculations and fire flow tests to determine upgrade requirements subject to approval from Development Approvals, Water Resources.

ENVIRONMENTAL ISSUES

There are no environmental concerns associated with the proposed development.

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ENVIRONMENTAL SUSTAINABILITY

Items such as: adaptability and flexibility in design, re-used or recycled content in the building materials, and optimization of the building's energy performance will be reviewed within the Development Permit application.

GROWTH MANAGEMENT

The proposed amendment(s) does not trigger capital infrastructure investment and therefore there are no growth management concerns at this time.

However, as per the Marda Loop ARP, and Councillor Woolley's Motion Arising, Urban Strategy is currently working on a streetscape master plan for 33 Avenue SW from Crowchild Trail SW to 14 Street SW along with intersecting side streets 18 Street SW, 19 Street SW, 20 Street SW, 21 Street SW, and 22 Street SW.

PUBLIC ENGAGEMENT

Community Association Comments

The Marda Loop Communities Association have provided the following comments:

- supports the reduced building height provided that the development is designed to respect the neighbouring properties;
- does not support the density exceeding 148 units per hectare;
- under the MU-1 District commercial uses are identified, and the MLCA does not support commercial uses at this location, as it is not within the Marda Loop ARP boundary; and
- appreciates the efforts put forth by the City, Sarina and residents of the Marda Loop communities to achieve an outcome that benefits our communities and Calgary as a whole.

Citizen Comments

Eighty nine letters of objection were received by Administration in response to the initial land use submission for M-H1f2.55h18d175 District. Letters expressed concerns with:

- increased traffic and noise pollution;
- an increase in laneway traffic;
- increase on street parking;
- insufficient on-site parking;
- on site waste and recycling maintenance;

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- safety for cyclists;
- that existing city infrastructure cannot support the proposal (i.e. utilities, transit services, roads);
- a high density development – townhouses, rowhouses, fourplexes more appropriate
- that there is already too much multi-residential development that is developed or soon to be developed;
- the proposed height – should only be allowed a maximum of 3 storeys;
- the future design and massing;
- impact on fire safety;
- commercial development;
- shadowing of the future development;
- increase in noise;
- impact on property values;
- the future design – lack of transition and integration, potential streetscape;
- impact on the existing low density character and environment;
- impact on privacy;
- the proposal not meeting the intents of the applicable statutory policies (MDP, ARP);
- the proposal undermining the Main Streets initiative by proposing the redesignation prior to their consultation with the community;
- the developer not sufficiently engaged or responded to public comments;
- more holistic approach to updating the existing ARP is not being undertaken;

Seven letters of support were received in response to the initial land use proposal, which can be summarized as follows:

- the proposed location is appropriate for high density at a 3-5 storey height;
- multi-residential fits well within the existing community which is a mix of commercial and residential;
- proposal facilitates community vibrancy and a variety of housing types for citizens with various income levels;
- proposal encourages a walkable community
- there are available services for increased density;
- new retail and service outlets would be great for the neighbourhood;
- infill development has reduces urban footprint and sprawl;
- there are good transportation links available to support the proposal.

As previously mentioned, Administration shared the concerns of the public with the applicant in terms of the initial proposal. Administration is supporting the current proposal, as the applicant has responded to public and planning concerns by lowering the height modifier to 15.0 metres (approximately 4 storeys) and by removing the density modifier, which had supported up to a maximum of 80 units.

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The applicant is aware the proposal for a 70 unit multi-residential development will be considered by Administration at the Development Permit stage, and that this would require further City led engagement with local residents in the form of a workshop. This workshop will be looking into items such as, but not limited to: units, massing, building materials, streetscape and interface within the existing community.

Ten additional letters of objection were received by Administration since the revised land use redesignation was circulated on 2017 May 11. Letters expressed concerns with:

- the proposed height;
- the proposed density;
- privacy;
- shadowing;
- the increase in street and laneway traffic;
- inadequate on-street parking;
- the potential negative change in the community dynamics;
- the lack of community input through the Main Streets Initiative;
- that the review process was rushed;
- the contradiction on previous planning recommendations;
- the proposal not following the guidelines of the MDP, ARP or Main Streets Initiative.

Public Meetings

Applicant Led Engagement

The following engagement was undertaken by the Applicant:

- Late 2016 – 20 hours of engagement sessions (5 different days - November 22, 26, and 29, and December 3 and 6) with local residents in an engagement center that was established up in the home located at 1632 33 Avenue SW. We have also held a number of meetings with members of the Business Revitalization Zone (BRZ) and Marda Loop Community Association;
- 2016 October 12 and 2016 November 1 – Meeting with members of the MLBIA to discuss the scope of the proposal;
- 2017 February – the applicant, project Architect and Intelligent Futures met with the MLCA, a number of concerned residents, Councillor Woolley and Councillor Pincott to further discuss the proposed project and listen to additional concerns from the community (APPENDIX I) ;
- 2017 April 5 – the applicant met with residents and the MLCA to discuss revisions to the proposed project;
- 2017 April 19 - the applicant attended the City open house and answered questions and heard additional concerns about the proposed land use re-designation; and
- 2017 May 1 – the applicant presented an update to the MLCA board of directors.

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City Led Engagement

Approximately 295 people attended a City-led public open house on 2017 April 19, and an online survey was posted from 2017 April 19 to 2017 April 23, where the public was asked for their feedback on:

- the types of development appropriate along 33 Avenue SW;
- the services/amenities that they would like to see in their community; and
- how the ARP amendment was impacting them.

Additionally, at the City-led public open house, Administration shared information on the proposed land use redesignation, applicable statutory policy (MDP & ARP), as well as supporting information from the Main Streets initiative and the DAG. The applicant was also attendance and provided information (a rendering was shown of the proposed development – a 5 storey development) and answered questions on the proposed land use application and pre-application submission to the City (PE2017-00498).

Based on the feedback collected from the public open house and online survey, most attendees were concerned with:

- the proposed 5 storey height
 - *Administration requested that the applicant lower the height modifier.*
- increasing traffic
 - *Transportation Planning requested that the applicant submit a Traffic Impact Assessment for additional analysis;*
- maintain the existing low density development character in the community to be maintained
 - *Administration requested that the applicant remove the density modifier in order to have further discussions on the number of units at the development permit stage;*
- some attendees mentioned that a 3-4 storey apartment building could be supported, but that it had to be substantially less than 80 units.

Further details on the results of Administration's engagement can be reviewed within the executive summary from the 'Stakeholder Report Back: What we Heard' report (APPENDIX III).

The City also held an Information Session on 2017 June 07 in the community where the following was information was shared:

- a summary of the 'what we heard' report and what recommendations Administration have made;
- information on the revised land use redesignation and policy amendments; and
- examples of various building types that could be facilitated with the proposed land use.

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APPENDIX I

APPLICANT'S SUBMISSION

RE: Additional Revisions to LOC2017-0028

Dear Mr. Friedman,

Through this correspondence, Sarina Homes wishes to formally make one final revision to our land use re-designation application, LOC2017-0028. **This amendment consists of changing the requested land use from M-H1 to MU-1, reducing the FAR modifier from 2.55 to 2.5, reducing the height modifier from 18.0 m to 15.0 m and removing the density modifier based on administration's recommendation.** The modifiers on this land use application have now been revised twice following discussion with administration and extensive engagement with local community stakeholders.

Summary of Application and Revisions

1. The original application, submitted on January 13, 2017, was to re-designate 10 lots located at 1602, 1606, 1610, 1616, 1620, 1624, 1628, 1632, 1636 and 1640 33 Avenue SW from R-C2 and M-CG to M-H1 f2.8h20d330 that would allow for a multi-family residential development. The intent of the application was to build out the site in two separate phases containing a total of 2 buildings.
2. Following extensive community engagement, Sarina amended the land use application on March 14, 2014. The requested revisions to the original application were as follows:
 - Re-designate 6 lots located at 1602, 1606, 1610, 1616, 1620 and 1624 33 Avenue SW from R-C2 and M-CG to M-H1 f2.55h18d276 that would allow for a single multi-family residential development.

**This initial revision represented a 9% decrease in allowable FAR, a 10% reduction in allowable height and a 16% reduction in allowable density. **

Following additional engagement and discussion with City of Calgary administration, Sarina wishes to make a final revision to our land use application LOC2017-0028. The requested revisions are as follows:

- Re-designate 6 lots located at 1602, 1606, 1610, 1616, 1620 and 1624 33 Avenue SW from R-C2 and M-CG to MU-1 f2.5h15 that would allow for a multi-family residential development with a maximum of 4 storeys.

Revising the application from an M-H1 designation to an MU-1 designation will ensure that the parcel is more in line with any future Main Streets program along 33rd Avenue. As the site is adjacent to lower density residential uses, the side and rear angular planes prescribed in the MU-1 district will apply and will help to address the transition to adjacent properties. Additionally, the MU-1 district has a stronger focus on the street interface, which will be a beneficial outcome for the area. The reduction in height is in response to feedback from the community and administration and will ensure the development will not exceed 4 storeys.

This final revision represents an 11% decrease in allowable FAR and 25% reduction in allowable height from the original application.

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Proposed Revised Land Use District

Five of the parcels are currently zoned as R-C2 and 1610 33 ave S.W is currently zoned as M-CG. Sarina Homes is now seeking to re-zone all six parcels to MU-1 f2.5h15.

A height of 15.0 m is requested to accommodate the ultimate build form. 15.0 m represents the maximum building height which will be found towards the southeast corner of the project. An FAR of 2.5 is requested to allow for the density and coverage that the intended building is able to accommodate. The density modifier has been removed following a recommendation from City administration.

Supporting Policy Framework

All of the active City of Calgary policies described in the original application are still applicable to this revised application. These policies include:

- The Main Streets Initiative
- The growth targets and development goals outlined in the MDP
- The Multi-Residential Infill Guidelines

This project integrates many of the intended outcomes of the MDP including building vibrant, transit supportive activity centers along community corridors and the promotion of urban design which contributes to high quality living environments in pedestrian friendly communities. This project is located on a corner parcel, within 400 m of multiple transit stops, has its main frontage along a higher standard roadway, is within close proximity to a large park and community amenity space, is located directly on the main street corridor of 33 Ave SW and has direct lane access.

Developments like this one can help The City of Calgary achieve its smart growth targets including encouraging population growth within established residential areas.

Local Area Context

The proposed development is located along the developing corridor of 33rd ave S.W. within the community of South Calgary. The project is located directly on the main street and is in close proximity to parks (1 block north), bike paths (1 block south on 34th ave), many commercial/retail amenities (found along 33rd ave and 14th st) and public transit (2 routes with stops on 33rd ave).

Engagement Update

As previously indicated, towards the end of 2016, Sarina held 20 hours of engagement sessions with local residents in an engagement center that was established up in the home located at 1632 33 Avenue SW. We have also held a number of meetings with members of the BRZ and MLCA.

On February 7, 2017, Sarina, the project Architect and Intelligent Futures met with the MLCA, a number of concerned residents, Councillor Woolley and Councillor Pincott to further discuss the proposed project and listen to additional concerns from the community. Following this meeting, Sarina decided to make significant changes to the project design including abandoning the previously proposed 6 storey build form. The initial revisions to the land use application that Sarina decided to make were a direct result of what we heard through our community engagement.

On April 5, 2017, Sarina again met with residents and the MLCA to discuss revisions to the proposed project. On April 19, 2017, Sarina was also present at the City led ARP amendment engagement session in order to answer any questions and hear additional concerns about the proposed land use re-designation. On May 1, 2017, Sarina presented another update to the MLCA board of directors.

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Process Moving Forward

Sarina's intention has always been to submit a concurrent DP application along with the land use to provide both the City and the community with confidence that we intend to build a out project that is reflective of the discussions and suggestions that have come from CPAG and community engagement. While we still intend to submit the DP as soon as possible, we will be delayed due to the building redesign associated with the additional revisions to the land use amendment detailed in this letter. It is now our intention to submit the DP for the revised building sometime during the first week of July 2017.

Through thoughtful design, effective community engagement and a consistent planning approach, we believe that this project will be able to deliver the greatest benefit to the community and will serve as a prime example conscious re-development and densification in the City.

Sincerely,

**Joel Tiedemann
Project Manager, Sarina Homes**

1600 Sarina What We Heard Report

February 15, 2017



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SARINA HOMES

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***“We care
about people
and building
community”***

Naz Virani
President of Sarina Homes

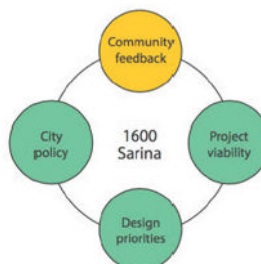
INTRODUCTION

In fall 2016, Sarina Homes acquired the land on the north side of the 1600 block on 33rd Avenue SW and have proposed a multi-family development project that would be built in two phases and would have 160-180 units upon full build-out.

The project is currently in the conceptual stage and Sarina wanted to engage with the public at this early stage in the process to have their feedback help inform the final design solution for the site.

This report explores the feedback received from a three week community engagement initiative on the proposed development on the 1600 block by Sarina Homes (henceforth known as 1600 Sarina).

The main themes and sub-themes will be discussed along with the project team's response to these issues. As Sarina proceeds with the project, community feedback will be incorporated in balance with other factors that must be considered, such as City of Calgary policy, design priorities and overall project viability.



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DEVELOPMENT PROCESS

There are many steps to creating a new development. The outline below reflects Sarina's planned approach, highlighting the key planning and approvals elements that are necessary before any construction can commence.

Pre-application: The developer creates initial ideas for a site to create a viable project of high quality.

What is unique with this project is that Sarina wanted to hear from the community prior to any land use submission. The project team did this because they wanted the public's feedback to truly inform the final product. Fewer components are finalized at this stage, allowing for input to have greater influence than is usually seen in similar processes.

Land Use Amendment: The developer applies to The City to change the land use (zoning) for the site. The land use guides what is allowed to be built on this site, but does not include a specific design for a building. The final decision on land use is made by City Council.

Concurrent Development Permit: While the land use amendment is being circulated through The City and to the community, the developer submits a development permit showing the specific building design envisioned. This concurrent process gives assurance to the developer, The City and the community as to what will actually be built.

Building Permit and Construction: Upon approval of the land use amendment and development permit, the developer can then apply for a building permit. Once this is in place, construction can begin.

POLICY

There are several policies that will influence the development plan for the 1600 block.

First is the Municipal Development Plan (MDP). This is The City's highest-order policy guide on matters of land use and development.

The MDP outlines plans and visions for the next 60 years. One aim is to "accommodate 33 percent of Calgary's future population growth within Developed Residential Areas by 2039." This number is intended to reach 50 percent by 2059.

Second is the Main Streets Initiative. The Municipal Development Plan outlines 24 main street areas across Calgary which are well suited for long-term growth and densification. Both 33rd Avenue SW and 14th Street SW are identified as main streets. 1600 Sarina is in a unique position as it sits at the confluence of two main streets. This project is poised to be one of the first in this area to support the Main Streets Initiative.

1600 Sarina is a response to these City policies that direct growth into developed areas along main streets. Developments of this scale are ideal for achieving the goals in both of these plans. Keeping the development within the mid-rise built form allows for it to still have a human scale that can create positive interaction with the street. A development up to 140 units allows for single family homes and duplexes to be built in the neighbourhood while still achieving the 50 percent population growth in developed areas without having to build tall apartment towers. This building type also aligns with the MDP goals of having a diversity of housing types and costs throughout The City.

There is also an Area Redevelopment Plan (ARP) for South Calgary/Altadore that includes the 1600 Sarina site. This document was created in 1986. Much has changed in planning and development in Calgary since then, including the direction from the MDP. An amendment to the ARP would be required as part of the 1600 Sarina process.

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ENGAGEMENT PROCESS

The initial 1600 Sarina engagement process was a three-week community engagement initiative provided by Sarina Homes. During this time, the team offered five channels for the public to find information and/or share feedback about the 1600 block site. These channels included a 24-hour phone line, project website, e-mail updates and a social media presence. In addition, a home on the development site (1632 33rd Avenue SW) was converted into an engagement centre. Five storefront sessions were hosted at Engage House during the three-week engagement.

From November 21 to December 6, 2016 the Sarina-led project team engaged with participants from South Calgary, Marda Loop, Altadore and other Calgary communities about the redevelopment of the 1600 block (See Appendix B, Where Participants Were From).

In the engagement process, the overall development intent for the block was outlined and people were shown three potential concepts (shown adjacent). They were asked to provide feedback on what they liked and disliked about each concept. There was also an open-ended question for any other comments.

Most feedback came via the Engage House sessions. Here participants had access to the project team and could chat one-on-one about the future of 33rd Avenue's 1600 block. There were boards showing the process and possible design solutions to help direct conversation and collect feedback. Those who visited Engage House were predominately adjacent neighbours from the 32nd Avenue south block.

In total, 51 participants in the process generated 203 unique ideas. Of these participants, 39 visited Engage House in person, 12 completed the online survey, and two people communicated via email.

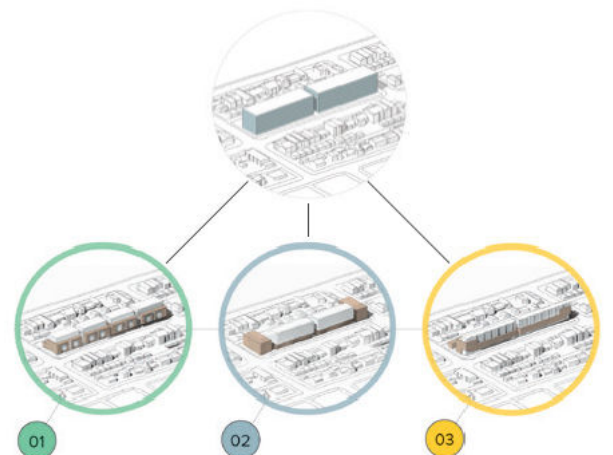
Social media engagement included 78 posts with 2,365 impressions on Twitter. Facebook reached 3,283 people and received 35 likes and one comment. Instagram received 35 likes. The project website had 228 unique visitors.

COMMUNITY FEEDBACK

During the engagement process, the themes heard from the community fell into six key categories—Height, Density, Design, Mobility, Public Amenities and Property Values.

The following pages highlight what community feedback was shared in each theme as well as a break-down of prominent sub-themes. It also shows how this feedback, City of Calgary policy, design priorities and project viability factors will inform the final approach for the 1600 block.

Each section includes a response from the project team, highlighting issues that are influencing the decision-making process.



The maximum building envelope and the three concepts shown during the engagement

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HEIGHT

Most comments heard in this theme related to the perceived large height and mass of a six storey building. Many felt that the height of the building was too tall, and noted related concerns around shadowing and privacy.

Other comments on height included housing type and transition to existing neighbours.

Sub-Themes + Quotes

Sub Theme: Building Height and Shadowing

The most frequent comments were around the height of the proposed building. Most participants noted six storeys as being far too high. Most comments on height focused on it being out of character for the area, and issues of shadowing and privacy were often mentioned.

"Privacy, lost from overlooking"

"Sunshadowing onto 32nd Ave homes"

Sub Theme: Housing Type

Suggested changes to the design included lowering the height to accommodate townhome-style buildings. Other participants were happy to see a similar design as shown in the engagement, but at 3-4 stories tall.

"The initial proposal of fourplex structures or a series of townhomes would have been a less jarring addition"

Sub Theme: General Support

Although height proved to be a contentious issue for many, some participants were happy with the height. For these participants, it was the correlation to density and having more people to spark greater vibrancy in the community that led to their support.

"I love that the Marda Loop vibe will be extended east"

From the Project Team

Given that this is the first development of this type proposed on the east end of 33rd Avenue, we understand that this concept may be a surprise to some neighbours. Up to this point, most of the redevelopment that has occurred in the surrounding area has been more in line with row housing and duplexes. The policies and initiatives that The City of Calgary is currently putting forward in support of the Municipal Development Plan (i.e. Main Streets), along with the increasing demand for affordable inner city options, is influencing development in our city. We believe that as The City continues along this policy direction and the market demand continues, the height of the buildings along 33rd Avenue will continue to increase.

Shadowing

As we develop the detailed building design for this project, we will work to ensure shadows are minimized. The three concepts we shared offered slightly different ways of solving the shadowing issue.

In the concept refinement process, we will be using industry standard modeling to analyze these impacts. These studies are also required by The City and will be included in the development permit submission. Shadow studies completed on the updated building design will be shared with local neighbours to highlight how building design minimizes the impact of shadowing.

Housing Type

Upon completion of the engagement process we started to explore design solutions that can satisfy The City of Calgary, the community, and Sarina. We want this project to work for the community and be something they are proud to have. With that in mind, we are pleased to say that we are taking a new and innovative approach to the site design that will allow the development to be less than six storeys tall. This development approach will blend condo and townhome built forms in order to integrate into the community more harmoniously.

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DENSITY

Many participants in the engagement process felt that 160-180 new units on the site was not appropriate. A number of participants noted being dissatisfied with the number of new people who would be introduced to the neighbourhood. Adjacent neighbours — particularly to the north — were particularly concerned about the impact on privacy, traffic, family-friendliness and height.

Sub-Themes + Quotes

Sub Theme: Too Dense

The most frequently heard comments were that this development is “too dense” and “too big.” Not all were opposed to an increase in density, but most saw this proposal as too drastic of a shift for this area of the neighbourhood.

“I would be all for 3 maybe even 4 level town home ideas, higher density with community feel, but an apartment block does NOT achieve that.”

“You should consider a complete design change with much lower density.”

Sub Theme: Not the Right Location

Some participants noted they were not opposed to density in their neighbourhood, but felt the 1600 block was not the right site for the proposed concepts. Some felt the concepts would be appropriate for the BRZ, or closer to 26th or 36th avenues.

“This density should be in BRZ.”

“There is nothing like this in a 4 block radius.”

From the Project Team

Concerns about density often ran hand-in-hand with the concern about height. We understand the response to the number of units and have adjusted our target to a range of 120-140 units. We believe this will still provide an opportunity for density that increases the vibrancy and housing mix within the community.

Too Dense

The newly proposed density still aligns with both the Municipal Development Plan and the Main Streets Initiative. Developments like this will allow for The City of Calgary to achieve the intended growth targets in developed areas while still allowing the interiors of the neighbourhoods to keep their current character and feel. This also creates a diversity of housing types throughout The City, another goal put forward by The City of Calgary.

Not the Right Location

The Marda Loop BRZ and all of the amenities it offers are a huge advantage for anybody living in the area. The 1600 Sarina site is only a six-minute walk from the BRZ's current boundary. As the Main Streets Initiative continues along 33rd Avenue, eventually other blocks will increase their density and it will make for a more continuous feel between the BRZ and the 1600 block. The sequencing of development is rarely orderly, rather, the order in which development occurs is determined by market opportunities. The 1600 block happened to provide the most suitable location for redevelopment along this Avenue at this time.

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DESIGN

Participants who offered insight on the three concepts focused primarily on the texture and depth of the building, entrances, and transitioning to the neighbouring community.

Sub-Themes + Quotes

Sub Theme: Texture and Depth

Participants expressed a desire to see more architectural articulation through texture and depth of the building. Participants also felt that the massing of the building would be improved by providing a variety of materials on the exterior.

"Brown post, beam and glass - good"

"Windows allow residents to enjoy the green space - they give a lightness to the building and a welcoming feel."

Sub Theme: Entrances

Participants spoke positively of the building entrances shown on the design concepts. The interaction with the building and the street was seen as an important element in the concept design.

"The entrances are spectacular and love the size of the windows. Lots of natural light and the entrances make a statement."

Sub Theme: Transitions

Many participants felt strongly about the need to sensitively transition from the new development to existing homes. In this regard, concept 3, which included laneway housing, was seen as the most effective design. Some participants suggested greater setbacks along the edge as a method of addressing this.

"Would be better if front was 4 stories with back at 2 stories"

"The height and density of this structure is not conducive to a pleasing transition to the single family residences on 32nd Ave, which back onto the laneway."

From the Project Team

We are working closely with FAAS Architecture to create a design that will be an asset to the community. As we work on the concept, we will not only be designing for eventual residents of the development, but for those who already live in the area. We believe that our developments should enhance a community and our final design will reflect this belief.

What makes this project unique is that the building has not yet been fully designed. We purposely paused the design process at the concept stage and created three potential concepts for community feedback. All three concepts were driven by our design priorities (shown in diagram on the next page) but each took a different approach and highlighted other components and solutions. This was what we used to collect feedback.

This feedback we received is now being used to inform our final design. By approaching the design this way, we can incorporate community views and blend these with our design priorities to create a design that meets the high standards for 33rd Avenue and the community.

Our new innovative design will be a unique built form that is under six storeys and will be combination of townhouses and condominiums. This design approach will allow for us to adjust to the feedback we received while also ensuring the project is viable for Sarina and keeping within the policies put forward by The City of Calgary.

Further in this process, the ultimate design will be presented to the community to collect additional feedback.

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DESIGN PRIORITIES



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MOBILITY

There were many comments about the potential for negative impact on mobility as a result of the site's redevelopment. The most prominent issue raised was parking. Many believed the development would lead to overcrowded street parking and disturbances on the lane due to underground parking access from the rear of the building.

Other comments on mobility were in regard to traffic as well as pedestrian safety.

Sub-Themes + Quotes

Sub Theme: Parking

Feedback around parking ranged from concerns about on-street parking being less available to the need for better access to the underground parkade. One suggestion was to provide dual entrances for parking from the east and west ends of the alley, as opposed to centralizing it mid-block.

"Alley cannot handle all these vehicles"

"there is not enough street parking here"

Sub Theme: Vehicle Traffic

Comments about vehicle traffic were mainly focused on having more cars without increased road capacity. The peak commuting hours were of greatest concern as back-ups on 33rd Avenue were said to push traffic onto adjacent streets when commuters are looking to short cut.

"33 Ave is in gridlock during rush hour (mornings especially)"

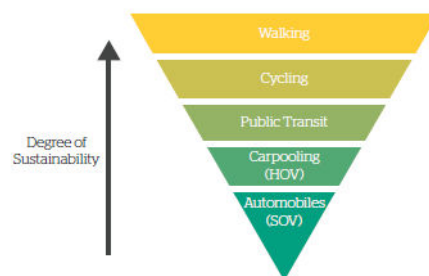
Sub Theme: Pedestrian Safety/ School Zone

The comments around pedestrian movement were predominately rooted in safety and the disturbance new traffic could have on the school zone along 16th Street SW.

"Already people cutting through on 16 street to beat 14 st light. Speeding through the school zone"

From the Project Team

How people get around and where they can leave their vehicles at the end of the day are contentious issues. That is why we were keen to collect local knowledge and find statistics to help guide us through this part of the process.



"Transportation Sustainability" Triangle from the City of Calgary MDP

Parking

The decision was made early on to not ask for any parking relaxations for the 1600 block, something that is commonly requested by developers. This development will exceed city parking requirements for developments of this size, in regards to both owner/occupant and visitor parking stalls.

We are examining the feedback surrounding the concerns about a single parkade entrance in the middle of the laneway. As we work on a refined concept, we are exploring new options to come up with the best solution for the parkade entrance. These solutions will be part of the final design.

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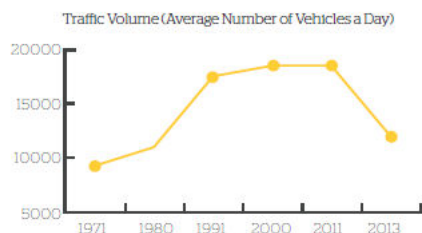
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Traffic

Looking at the traffic numbers from The City of Calgary, one can see that the number of vehicles on 33rd Avenue has actually been decreasing since the early 90s. This has occurred at the same time as the population of The City and the community has increased. Traffic along 14th Street has actually gone down substantially over this same time period. This all shows that more people does not directly mean more traffic.

In 2009, The City of Calgary released the Calgary Transportation Plan, followed by the Complete Streets Guide in 2014. Both these documents had visions and policies to promote and increase transportation by walking, cycling and transit. The City has invested money in an attempt to try and distribute the way people get around this city.



The Main Streets Initiative What we've learned report for 33rd Avenue SW

School Zone

We heard that people speed through the playground zone in order to cut past traffic waiting at the light at 14th Street. This problem may be caused more by people traveling through the neighbourhood rather than people living in it.

Sarina is committed to creating a development that has a benefit to the surrounding community. With this in mind, we would be fully open to exploring the opportunity to contribute to traffic calming measures in the surrounding area.

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PUBLIC AMENITIES

Public amenities were not a common theme, but most comments in this area focused on green and commercial spaces.

Community feedback included having more access to these public amenities, primarily to improve aesthetics and area vibrancy.

Sub-Themes + Quotes

Sub Theme: Green Space

A few participants suggested there be more green space allocation, especially in the form of trees and foliage. There was some discussion over whether this is a public or private function of the space, but generally people would like to see more green.

"Street edge green space is good for sound and dust"

"Add more street trees"

"Needs a good green space at the front"

"I love the idea of green space in the courtyard"

Sub Theme: Commercial Space

Most comments about adding a commercial component speak to the desire for more retail in South Calgary.

"Needs some retail to make active at all times"

"Please try and put commercial space on the main level"

From the Project Team

Quality public space is always a value add for people. Having a place that one can walk to and enjoy a well-designed public realm can create a welcome change of pace in day-to-day life. These are the things we are committed to thinking about when designing our buildings. We want to offer this to the people of South Calgary and Altadore.

Green Space

A priority for Sarina with any development is to not only make a high-quality building, but for the building to have a positive impact on the surrounding neighbourhood. With that in mind, we are focused on the quality of the green spaces, entrances and public interaction.

There are two areas of focus within this work. One is to create a building that encourages interaction between the residents and those walking past. This creates a more personal connection between residents and neighbours. The second is to create a development that is aesthetically pleasing. This includes components like facade materials and plenty of landscaping.

Commercial Space

While we can see the appeal of more commercial space throughout the community, we did not feel this location was the proper fit for commercial development. At this time we have chosen to focus on a residential development, which can provide more future customers for the businesses in Marda Loop, enhancing the vibrancy of the commercial area.

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15 STREET SW AND 33 AVENUE SW
BYLAWS 44P2017 AND 270D2017

MAP 8C

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SARINA HOMES

KOO SARINA | WHAT WE HEARD REPORT

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PROPERTY VALUE

Some participants expressed concern that their property values would be negatively impacted by this development. There was much concern around Sarina profiting at the expense of surrounding property owners.

Some neighbours requested that they be financially compensated by Sarina Homes for the perceived future loss in home value.

Sub-Themes + Quotes

"You need to consider the significant investment of the neighbours property. How much less will their homes be worth with two giants behind them blocking all the light?"

"Property value will decrease (financial compensation needed)"

"The property Values just dropped significantly. My assumption would be by a minimum of \$50000 based on my conversation with realtors about this project, and that's peoples livelihood we are talking about."

From the Project Team

We acknowledge the concern of some residents that their property values could decrease as a result of this development. We believe that a well designed mid-rise development can help to add to the vibrancy of the community and provide additional housing options for the area. Coupled with the significant desirability of the area and its inner-city location, we believe that projects like 1600 Sarina will actually add value to the surrounding neighbourhood.

A study out of the University of Washington showed that there is a positive correlation between higher neighbourhood density and the value of single-family residential properties.¹ As surrounding land is up-zoned and demand in a particular area increases, neighbouring land owners see the resulting benefits.

Further, a report put out by the Urban Land Institute² found that new higher-density development either had no impact, or a positive impact on the property value of surrounding homes. It discussed a survey that showed the value of single-family houses within 300 feet of an apartment or condominium building went up 2.9 percent compared to 2.7 percent for single-family homes without those buildings nearby. It also discusses a study that looked at the multiple ways that new apartments enhance property value through the amenities, diversity, and the population that they bring.

Here in Calgary, revitalization has been shown to have a positive impact on neighbourhood property values. According to The City of Calgary, median property values in Altadore rose by 260 percent during a 15-year period of active redevelopment, compared to 149 percent in a nearby community.³

¹ www.sciencedaily.com/releases/2012/06/120626151109.htm.

² http://uli.org/wp-content/uploads/ULI-Documents/HigherDensity_MythFact.ashx.pdf

³ http://www.smartergrowth.ca/sites/default/files/rising_a_smart_city.pdf

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SARINA HOMES

1600 SARINA - WHAT WE HEARD REPORT

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NEXT STEPS

Informed by the feedback outlined in this document, Sarina is now working with FAAS Architecture to finalize the design of the building.

The land use amendment will be resubmitted based on the design changes discussed in this document. This will include a request for a land use amendment from Multi-Residential - Contextual Grade-Oriented (M-CG) & Residential - Contextual One/Two Dwelling (R-C2). As we go forward with our new design approach for the 1600 block we will be able to determine the appropriate zoning.

The concurrent Development Permit will be submitted shortly after the land use amendment. This will include the final design for the site, including the number of units, physical design, landscaping, parking, etc.

Following the land use amendment and development permit application, Sarina will submit the building permit for the project. Construction would begin once the building permit is approved. This construction would take place in two phases, beginning with the eastern half of the block.

As the project progresses, Sarina will share updates on our website (1600sarina.com) and through the project email list. The project team will reconnect with residents and the Marda Loop Community Association as the building design continues to be refined, in order to share the revised design and generate more feedback. Sarina will also be collecting input on the project and engaging in conversations around community improvement as it relates to this project. This could take the form of landscaping, traffic calming, or other elements community members feel would be most beneficial.

Sarina Homes would like to thank everyone who took the time to share their ideas and perspectives on 1600 Sarina.

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APPENDIX B:
WHERE PARTICIPANTS WERE FROM

The map below shows where the participants that came to the Engage House were from. Each participant was asked to place a pin in the map to show approximately where they reside.



APPENDIX C:
PHOTOGRAPHS



The exterior of the Engage House



Walking a community member through the process and collecting feedback

POLICY AMENDMENT AND LAND USE AMENDMENT
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APPENDIX II

LETTERS SUBMITTED



3130 16 Street SW
Calgary, AB, T2T 4G7

June 6, 2017

Circulation Control
Planning & Development #8201
PO Box 2100 Station M
Calgary, AB, T2P 2M5
Email: CPAG.Circ@calgary.ca

Attn: Jarred Friedman jarred.friedman@calgary.ca

SENT BY EMAIL

Dear Mr. Friedman;

RE: Updated Community Association Feedback for LOC2017-0028

After submitting our feedback on this application, Sarina Homes revised their proposed designation from M-H1f2.55h18d276 to MU-1f2.5h15. The comments in our letter dated May 2, 2017 still apply to this application unless otherwise noted as follows:

- The Marda Loop Communities Association (MLCA) supports the reduced maximum building height of 4 stories in 15 metres provided the development is designed to respect the neighbouring properties. Maintaining the privacy of the adjacent homes, minimizing shadowing impacts, and providing appropriate setbacks to reduce massing are key priorities.
- The MLCA does not support the density exceeding 148 units per hectare (based on the M-C1 district) unless it can be clearly demonstrated that the traffic and parking impacts of the proposed development have been mitigated. To-date the MLCA has not been provided with any traffic or parking assessments. Retaining safe and efficient access to the laneway for all users is vital when considering the effects of the development.
- It is the understanding of the MLCA that the proposed development is to consist of residential units only. Under the MU-1 district, however, many commercial uses are identified. The MLCA does not support commercial uses at this location as it is not within the 33rd Avenue SW Marda Loop ARP boundary.

Marda Loop Communities Association Vision:

An evolving, vibrant, urban community that is engaged, connected, and desirable.

J. Friedman

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Community Association Feedback for LOC2017-0028
Page 2 of 2

The MLCA appreciates the efforts put forth by The City, Sarina Homes, and the residents of the Marda Loop communities to achieve an outcome that benefits our communities and Calgary as a whole. Thank you for providing us the opportunity to provide additional feedback that will be considered in your review of this application. If you have any questions regarding these comments, please contact us at your convenience.

Respectfully,

Tom Rosettis
President
Marda Loop Communities Association
president@mardaloop.com

Lauren Makar
Director – Planning & Development
Marda Loop Communities Association
development@mardaloop.com

cc: Councillor Evan Woolley, Ward 8 Councillor, evan.woolley@calgary.ca
Councillor Brian Pincott, Ward 11 Councillor, brian.pincott@calgary.ca

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3130 16 Street SW
Calgary, AB, T2T 4G7

May 2, 2017

Circulation Control
Planning & Development #8201
PO Box 2100 Station M
Calgary, AB, T2P 2M5
Email: CPAG.Circ@calgary.ca

Attn: Jarred Friedman jarred.friedman@calgary.ca

SENT BY EMAIL

Dear Mr. Friedman;

RE: Community Association Feedback for LOC2017-0028

Thank you for allowing us the opportunity to provide comments on this application that reflect the vision of the Marda Loop Communities Association (MLCA). The following comments have been written with extensive consideration towards what is best for our communities and our city. Marda Loop Communities are extremely desirable places to live, work, and enjoy. This is clearly evident in the amount of re-development that has taken place over the last 30 years. Many of the things that make Marda Loop so desirable such as great amenities, extensive community programming, and a vibrant population can be contributed to this re-development. As Marda Loop continues to evolve we will advocate for building upon our strengths, while taking care not to exploit them.

As the above noted application would be considered a major amendment to the South Calgary/Altadore ARP both the developer, Sarina Homes, and The City have engaged our communities. The MLCA has taken part in the following engagement to-date:

- Sarina Homes presented their intention to apply for a land use amendment to the MLCA Planning & Development Committee on October 24, 2016.
- Throughout November 2016 and December 2016 Sarina Homes held open houses and conducted an on-line survey to obtain feedback from the community.

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Community Association Feedback for LOC2017-0028
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- The MLCA held a feedback session for members of the community on January 11, 2017. This meeting drew over 100 residents, and many concerns were raised about the proposed development.
- On February 7, 2017 the MLCA held a meeting with Sarina Homes, Councillors Evan Woolley and Brian Pincott, Desmond Bliek from The City of Calgary's Main Streets Initiative, and representatives from the community. Sarina Homes presented their "What We Heard" report.
- On April 5, 2017, Sarina Homes presented their revised concept for the site to the MLCA, Councillor Evan Woolley, yourself and Ryan Hall from The City of Calgary, and a group of community residents.
- The City held an Engage Open House on April 19, 2017 in addition to an on-line feedback forum from April 19-23, 2017.

Although community engagement was carried out by both Sarina Homes and The City of Calgary for the scope of this application, it is disappointing that a more comprehensive review of 33rd Avenue SW and the surrounding area was not conducted as part of the Main Streets Initiative prior to this application. This would have allowed the communities to take a proactive role in re-envisioning our Main Street rather than reacting to a stand-alone application that will set the precedent for the re-development of this street.

While Sarina Homes engaged extensively with the community on this application and did revise the scale of the application based on the feedback they received, ultimately the community still does not demonstrate support of a re-development of this magnitude. Community members indicated that they were open to accepting a moderate increase in density along 33rd Avenue SW, however, this application (with a maximum floor area ratio of 2.55, a maximum height of 18m, and a maximum density of 276 units per hectare) far exceeds what the community deems to be an appropriate scale of re-development at this location.

Many properties surrounding the proposed project have recently been re-developed. As such, it is not felt that a development of this extent could be respectfully transitioned to the neighbouring low-density residential dwellings in either the current state or in the future state when 33rd Avenue is fully re-developed in-line with the Main Streets Initiative. Community members are rightly concerned that this building could end up being a stand-alone obtrusive structure at a planned height of 5 stories in 18 metres. Developing above 4 stories in 14 metres at this site would be considered a detriment to the streetscape and character of the Marda Loop Communities.

With regards to the density increase of the proposed development there is concern that this high density development will provide "development with higher numbers of Dwelling Units and traffic generation", yet it has not been demonstrated to the community that the traffic and parking impacts of this proposed project have been addressed.

Marda Loop Communities Association Vision:
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Community Association Feedback for LOC2017-0028
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Based on the above, Marda Loop Communities Association strongly opposes this land use amendment application. Our opposition is overwhelmingly supported by the community residents who have contacted us. To date, we have received written objections from approximately 40 community residents. Only one resident wrote in support of the application. We expect to receive further feedback from the community throughout the amendment application process and anticipate sharing that information with you as it becomes available.

It is the opinion of the MLCA that the maximum zoning increase that could be considered a benefit to the communities at this location would be a low profile, medium density district such as M-C1: Multi-Residential – Contextual Low Profile, which would achieve a significant increase in density from the existing low density zoning, at a scale that respects the streetscape.

If you have any questions regarding these comments, please contact us at your convenience. Thank you in advance for considering these comments when assessing the merits of this application.

Respectfully,

Tom Rosettis
President
Marda Loop Communities Association
president@mardaloop.com

Lauren Makar
Director – Planning & Development
Marda Loop Communities Association
development@mardaloop.com

cc: Councillor Evan Woolley, Ward 8 Councillor, evan.woolley@calgary.ca
Councillor Brian Pincott, Ward 11 Councillor, brian.pincott@calgary.ca

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June 3rd, 2017

Dear Jarred Friedman, File Manager
Planning & Development
The City of Calgary
Calgary Municipal Building

Re: land-use amendment (LOC2017-0028)

We are submitting our comments in regards to land-use amendment (LOC2017-0028) proposed for the 1600 block of 32nd Avenue SW (we will refer to as "1600 Sarina"). We represent an ad hoc group of affected residents (250 members) both in the immediate area and the surrounding community of the proposed development. The applicant/owner has applied to rezone the site from M-CG/R-C2 to MU-1 to allow for a 15 metre building (4 stories) and an unknown number of units. There is no density modifier attached to the application and there is no Development Permit at this time.

We are deeply disappointed that the application is being pursued at all and even more upsetting that the administration is supporting it against the ARP, wishes of the residents of the community and the CA. We feel our concerns are valid and are being purposefully ignored. We outline our concerns below bifurcated between policy concerns and neighbourhood impact concerns.

POLICY CONCERNS

Contradicts 2015 planning recommendation for same site. In 2015, the applicant applied for a land use amendment for one lot in the proposed 1600 Sarina block. At the time, they requested a land re-designation from R-C2 to M-CGd72 (CPC2015-043, Bylaws 11P2015 and 41D2015). This amendment required a revision to the South Calgary / Altadore ARP as it did not fit under the existing zoning and the 2015 amendment was granted. The applicant now proposes to again rezone the same site from M-CGd72 to MU-1.

- Planning Dept. recommended in 2015 that M-CGd72 for the site in question was "*designed to be implemented in proximity to or directly adjacent to low density residential development. The proposal represents a modest density increase of inner city parcels of land and allows for a development that has the ability to be compatible with the character of the existing neighborhood*"
- If a density of 72 UPH on the same exact site was deemed "*modest and compatible*" how can the City now recommend unlimited density as being consistent with the same statutes and guidelines?
- It would be an absolute contradiction for the City to now recommend the shift from M-CG to MU-1 on the exact same site and the Planning department would be undermining its own mandate by proposing a significant deviation from its 2015 interpretation of the same applicable statutes (ARP and MDP).

Project isn't permitted under existing South Calgary ARP (86). Item 2.3.2 of the South Calgary ARP states that "a low density multi-unit policy utilizing the RM-2 designation will create an appropriate transition between existing RM-4 and R-1/R-2 areas. The maximum density under this designation cannot exceed 75 units per hectare." The ARP is clear in stating that density cannot exceed 75 UPH in this area. The zoning designations have changed (from RM-4 to R-CG and M-CG) but the guidelines within the ARP have not. The intention to create transitional forms in the areas between medium density/ commercial development and low density residential. That is why we believe M-CG or like forms as approved in the original 2015 land use application is appropriate.

- Item 2.3.4 states "A medium density policy is appropriate for parts of the community to encourage redevelopment with a variety of unit types using the RM-4 designation (now R-CG or M-CG) and is encouraged to locate around activity nodes (i.e., commercial areas) or along the more major roads in the area (i.e., 26th Avenue S.W.)" This policy would dovetail with designation 33rd Avenue as a "neighborhood corridor" and encourage incremental development and an increased intensification through using R-CG or M-CG.

J. Friedman

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Marda Loop ARP (MLARP - 2014) had mixed-use corridor focused significantly further to east and didn't contemplate tall buildings outside of core area. The area on 33rd Avenue from 18th street to 14th street SW was notably absent from this new mixed-use corridor outlined in the MLARP. We believe this was intentional as the eastern area of 33rd Avenue SW (where 1600 Sarina is proposed) was never intended to fall under a higher density mixed use zone and instead was to remain as low-density low-height residential (5P2014).

- *"the Plan ensures that new development will provide a sensitive transition to the adjacent residential streets"*
- *"The tallest building heights have been placed central to the Plan area with the lower building heights situated throughout the rest of the area. This creates new opportunities for redevelopment that reinforces the pedestrian oriented nature of these streets while providing appropriate built form transitions to the low-density, low-rise residential community"*
- The land use amendment is not consistent with the MLARP and an approval of as proposed would be a significant deviation from the MLRAP. **The proposed project would effectively double the length of the mixed-use corridor which would completely disregard the prior community consultation.**



The proposal does not conform with applicable policies of the Municipal Development Plan item (Item 3.4.1.h or Item 3.5.1.a). 33rd Avenue is designated a "neighbourhood corridor" by the MDP.

- Under the MDP "Low to medium density residential, retail, mixed-use buildings (Bylaw 46P2013)" are appropriate on a neighbourhood corridor. The applicant is proposing MU-1 land use amendment with no maximum density which is not prescribed under the MDP as fitting with Neighborhood Corridor designation nor the density classification. The prior application called for density of 276 UPH which is considered high density.
- Item 3.4.1.h "An appropriate transition between the Neighbourhood Corridor and the adjacent residential areas is REQUIRED. Transition should generally occur at a rear lane or public street. These transitions should be sensitive to the scale, form and character of surrounding areas, while still creating opportunities to enhance the connectivity with the community". There is no neighboring or offsetting buildings that remotely of the same height and I believe that 1600 Sarina does not even attempt an appropriate transition from the surrounding residential.
- Item 3.4.3 states that "the highest densities occurring in close proximity to transit stops and in locations where they merge with Activity Centres or Urban Corridors" The subject site is not at a location merged with any urban corridors nor with any activity centre (Bylaw 18P2014)
- Applicable MDP guidance related to "Developed Residential Area " Item 3.5.1.a *Recognize the predominantly low density, residential nature of Developed Residential Areas and support retention of housing stock, or moderate intensification in a form and nature that respects the scale and character of the neighbourhood.*

We believe that the proposal does not conform with the applicable policies of the Municipal Development Plan. The unlimited density proposed is not prescribed under the "Neighborhood corridor" designation. There is no sensitive transition to adjacent low density residential area which is required under MDP. The proposed development is not similar in scale and nature to existing community

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Main Streets is not statutory for 33rd Ave and should not even be considered for guiding policy when assessing this application. It was the applicant's prerogative to front-run the 33rd Avenue Main Streets formalization so the application must be judged on the current statutes. It would be erroneous to allow them to use their own interpretation of potential future policy to bolster their land use amendment.

- It would be inappropriate to use Main Streets as a policy guide for 1600 Sarina as it has 1) community has not even started consultations yet 2) Main Streets has not been implemented nor is statutory for 33rd Avenue yet. The community's future Main Streets consultation would be predetermined if this application were approved.

COMMUNITY IMPACT CONCERNS

Undermines future community consultation. Item 2.3.7. of the MDP states "*Foster community dialogue and participation in community planning Objective Promote community education and engagement.*" And specifically

- c. Provide for effective community consultation and participation in projects of significance to The City and local communities.
- d. Local planning studies will ensure the necessary resources and timeframes to undertake community planning projects in a manner that is responsible, thorough, transparent and includes participatory community planning and consultation.

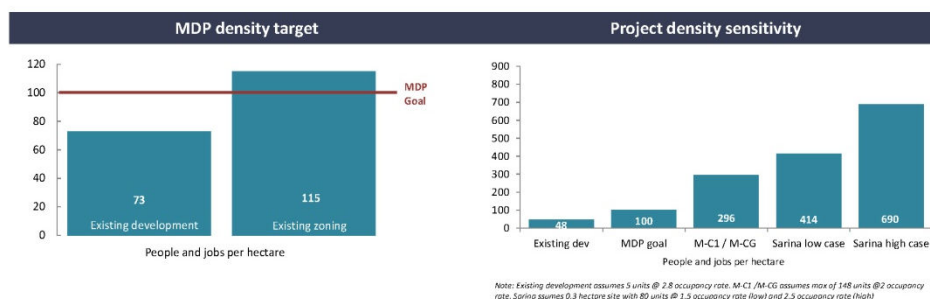
Fulsome community consultation regarding 33rd Avenue Main Streets hasn't happened yet. The April City Open House regarding this and one other application is not sufficient consultation and should not be a substitute for the real "Main Streets" consultation

If the City proceeds with supporting the Land Use amendment and ultimate development of the project site it will absolutely be ignoring one of the most important policies of the MDP which is sincere community consultation. The 33rd Avenue portion of "Main Streets" and revisions required for ARP will be significant. That's why it's imperative that the process must not be predetermined by this application. The applicant chose to submit its request before the community consultation had even commenced so they must follow the current ARP.

Height. The proposed height at 15m is not a modest increase in height from current zoning and is not sensitive to the surrounding residential (most of which is under 10 metres). We believe the proposed height and massing will be overwhelming to the surrounding community.

Density. The proposed unlimited density will permanently alter the fabric of the community and is not appropriate for the site. While some may argue discretion at development permit stage can address such issues, we believe it should be addressed at the land use stage where it is apparent the district is too intensive for the area. Even using the applicants last stated density modifier of 276 UPH this equates to a 1500% increase in the Units per Hectare metric (uph). This is not a modest increase in density.

- The Main Street guide for 33rd Avenue acknowledges that "Growth for this main street area is close to the Municipal Development Plan desired target" and under existing zoning 33rd Avenue would exceed the People and jobs per hectare metric. This negates the need for massive increase in density that the 1600 Sarina project proposes. Below we show the current and forecast intensity for the neighborhood as part of the Main Streets initiative.



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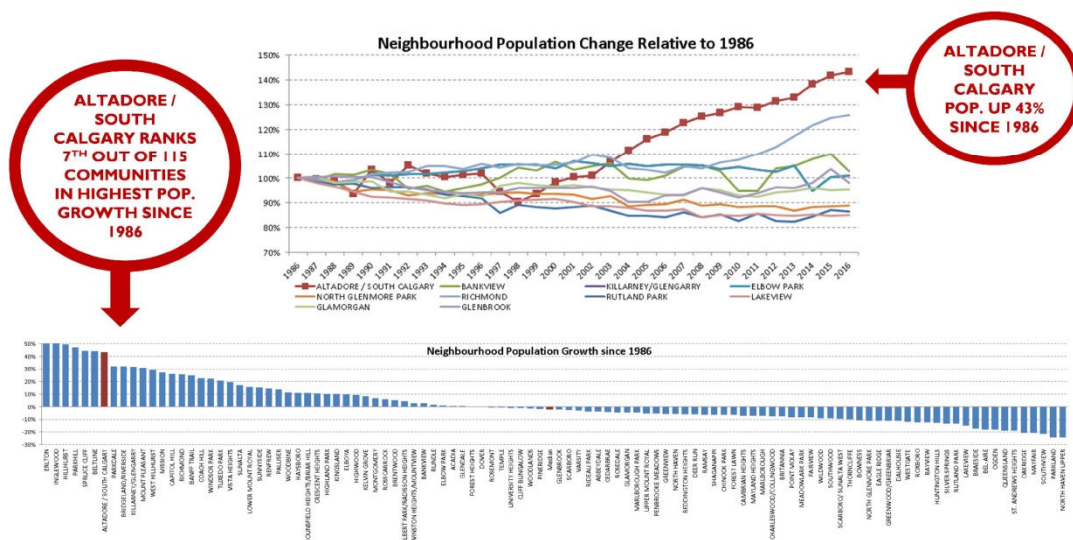
Shadowing. The extreme height of the building combined with that it is on the north side of 33rd will cause immense shadow issues on the properties sharing laneway. Resident's preliminary sun studies show no sun on rear laneway parcels from 10 am - 4pm from November until February. Multi-residential development should be encouraged within South Calgary, but not at the expense of the use and enjoyment of neighbouring low density residential properties.

Lack of transition. The neighbours have concerns that a 15 metre building is an extreme over-development of the site that is surrounded by R-C2 single-family and duplex dwellings. There is no possibility of a transition zone between 1600 Sarina and other tall buildings in MLARP "high street". The area between core district and 1600 Sarina is already developed with new RC-2 housing (infills) preventing a natural transition zone connecting 1600 Sarina to other 18-20 metre height buildings. **This will result in no transition zone and no possibility of any future transition zone as the buffer area has already been redeveloped with new housing stock. It means that the proposed development will remain an extreme outlier (with random zoning) surrounded by low density residential.**

Parking, traffic and vehicle access. A significant increase in the number of units on the block (5 to potentially 160 units assuming other 5 lots developed) will negatively impact traffic and parking in the area. As with most condo's, the number of owner vehicles will exceed the built parking resulting in an influx of street parking.

- The MU-1 designation allows for commercial uses which will further negatively impact traffic and parking. 33rd avenue is only 13 metres wide that is already pushed to its limits.
- The offsetting streets (32nd Ave) are narrow residential streets that will not be able to handle the incremental traffic and parking brought on the proposed development and related commercial. In addition, the eastern end of 33rd Avenue does not have the same egress as the west-end which will cause 32nd Avenue to be cut-through street.
- There is also a public pool, playground and a playground zone a mere metres from the laneway access of the proposed project

South Calgary / Altadore is not a "NIMBY" community. Altadore / South Calgary have experienced significant growth since the ARP was constituted in 1986 with population up 43% according to census data (shown below). Our residents have supported and will continue to support density. Yet, the opposition to the land use amendment is almost uniform by the community and the community association opposes the project in its current form.



Source: City of Calgary Census

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Public Engagement

The public engagement thus far has been driven by the affected residents 1) We have 250 community members that are a part of our group opposing the project 2) Our group personally distributed Open House details to 1,500 households in the week preceding the April Open House 3) The Open House in April was attended by over 300 people and the feedback was almost uniformly opposed to the project (please see the "What We Heard Report"). We have also met with the applicant numerous times in the last few months.

While we are encouraged by the applicant's willingness to meet with the affected residents and community we feel that "real" engagement by the City Planning department and the Applicant would be demonstrated by revising the land-use amendment to receive the support of a meaningful amount of the community. We are not asking that the applicant follow the ARP exactly but rather have any rezoning be sensitive to the community.

- The original application called for M-H1F2.55h18d276 or around 80 units in the development (there was a prior application that proposed 2 phases over 10 lots but the applicant doesn't own all 10 lots so we view the original application as irrelevant).
- The last iteration revised the application to MU-1f2.5h15 and now there is no density modifier. In our view the most recent revision was meant to appease the community opposition but fell woefully short. Adjusting the FAR from 2.55 to 2.5 is not sufficient. There is now no density modifier and it is our understanding that one story has been removed will be "re-allocated" to the rest of the building so we are left to assume that the building will have the same number of units.

Conclusion

- **If the application was indeed "modest" as claimed then why is there almost uniform opposition? Why has a community that has embraced density so diametrically opposed to this project?**
- **Surely, if the application fit with character of the community there would be a quorum of residents who see the development as an improvement over a half block of dilapidated bungalows? Yet there isn't any**
- **How can the city judge this application as a modest increase in density (under MDP policies) when it already stated that M-CG was appropriate for the site less than 2 years ago?**
- **Why not re-zone the land as M-CG or M-C1 which would allow for a meaningful increase in density and still be sensitive to the community?**

The residents have reason to be weary of the ongoing development. The residents of Altadore / South Calgary have supported density for 30 years and we are beginning to feel taken advantage of. Based on lack of respect for the ARP's and community consultation it appears that the MDP guidelines only apply if they support developers. Should the statutes be so malleable that both a 4-plex and an 80 unit condo building both be considered sensitive and modest?

The South Calgary / Altadore community and its residents are asking that the 1) The City genuinely examine if this application is indeed "modest" 2) take into account the almost uniform opposition to this development 3) acknowledge that the community has not yet had its input in any shaping 33rd Avenue changes and LOC2017-0028 will permanently alter the community with an extreme over-development of the site.

Thank you

South Calgary Residents Group
c/o Stacey McDonald
staceycgy@gmail.com

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APPENDIX III

WHAT WE HEARD REPORT – EXECUTIVE SUMMARY



South Calgary/Altadore ARP Amendment

Stakeholder Report Back: What we Heard
May 16, 2017

Project overview

A Land Use Amendment Application was submitted for multiple properties located in the 1600 block of 33 Avenue S.W. (1602-1624 33 Avenue S.W.). The Land Use Amendment Application is to redesignate (rezone) the properties to allow for a mixed-use, multi-residential development with a maximum building height of 18.0 metres (4-5 storeys) and a maximum of 80 dwelling units. This would require amending the South Calgary/Altadore Area Redevelopment Plan (ARP) to change the current land use of M-CG (land is primarily designated for townhouses and fourplexes) and RC-2 (land is primarily designated for single detached, side-by-side and duplex homes) to M-H1 (land could accommodate a 4 to 6 storey apartment building that could include commercial storefronts).

An Area Redevelopment Plan (ARP) is a long-range planning document that guides development in a specific area and outlines:

- Where certain sizes and types of buildings should be located.
- Where amenity spaces and other public infrastructure should be located.
- How the land can be used and what can be built on the land (commercial, residential, etc.).
- Improvements to infrastructure that are needed to accommodate changes.

An Area Redevelopment Plan review has five steps. First, land use amendments and ARP amendment applications are submitted to the City of Calgary. The City then reviews the applications and shares them with internal and external stakeholders for review and comment. Next, the City hosts in-person and/or online public engagement opportunities for you to provide your feedback. The City then reviews all of your comments and uses the input collected to make suggested changes to the applicant, where possible. Lastly, City Administration presents the land use and ARP amendment applications to the Calgary Planning Commission who, in turn, makes a recommendation to Council.

Engagement overview

Engagement occurred in-person and online. We invited you to attend an open house on April 19 as well as participate in an online survey from April 19 to 23 where we asked for your feedback on the types of development appropriate along 33 Avenue, the services/amenities that you would like to see in the area and the impact that amending the ARP would have on you.

This project is operating simultaneously with another project nearby. To be considerate of your time, we chose to combine the open house for the South Calgary/Altadore ARP Amendment project with the Marda Loop ARP Amendment project.

Engagement Guiding Principles

In alignment with City Council's [Engage Policy](#), all engagement efforts, including this project are defined as: *Purposeful dialogue between The City and citizens and stakeholders to gather meaningful information to influence decision making.*

As a result, all engagement follows the following principles:

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- **Citizen-centric:** focusing on hearing the needs and voices of both directly impacted and indirectly impacted citizens
- **Accountable:** upholding the commitments that The City makes to its citizens and stakeholders by demonstrating that the results and outcomes of the engagement processes are consistent with the approved plans for engagement
- **Inclusive:** making best efforts to reach, involve, and hear from those who are impacted directly or indirectly
- **Committed:** allocating sufficient time and resources for effective engagement of citizens and stakeholders
- **Responsive:** acknowledging citizen and stakeholder concerns
- **Transparent:** providing clear and complete information around decision processes, procedures and constraints

What we asked

- Social Media (Facebook) First campaign (event promotion): April 12 – 19
Second campaign (survey promotion): April 19 – 23
- Social Media (Twitter) First campaign (event promotion): April 5 – 19
Second campaign (survey promotion): April 20 – 23
- Mail drop (post cards) In market week of April 10 (7,671 delivered to surrounding area)
In market week of April 10 (1, 295 delivered to other landowners)
- 4 Bold Signs April 5 – 19

We heard feedback from many of you through the open house and the online survey. You told us what types of development you think is most appropriate for this area and provided your rationale, ranging from

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your parking concerns to your support for density that fits within the context of the community. The following list identifies the themes we heard from you. These are listed in order of the question we posed and are not in order of importance. Detailed explanations and supporting comments are included in the [Summary of Input](#) section.

- Up to six storeys is the least preferred option for this area.
 - A maximum building height of four storeys could be supported by some people
 - Development that remains between one and three storeys is the preferred option
 - Majority prefer that this area remain residential only
 - If retail were to be added, additional cafés, restaurants and retail space would be acceptable in this area
 - Commercial use should be limited to the existing Business Improvement Area* in Marda Loop
 - Current traffic issues, parking concerns and impacts to roads need to be addressed
 - Increased density could negatively impact the current way of life for those residing in the neighbourhood.
 - The proposed development does not fit within the context of the community.
 - The Area Redevelopment Plan should be updated first and/or the Main Streets initiative should be completed for the area prior to new development occurring.
- ▶ For a detailed summary of the input that was provided, please see the [Summary of Input](#) section.
- ▶ For a verbatim listing of all the input that was provided, please see the [Verbatim Responses](#) section.

Next steps

Results from engagement will be shared with the South Calgary/Altadore ARP Amendment project team. They will incorporate the feedback into the review of the application, and the feedback will be included in the report and presentation to Calgary Planning Commission (CPC) on June 15, 2017. CPC may either refer the application back to Administration for changes, or may keep or change the recommendation provided by Administration, which is forwarded to Council for a final decision. A date for a Public Hearing of Council has been scheduled for July 31, 2017. Further information, including draft ARP amendments will be posted on [Planning & Development](#)'s webpage when they are available.

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Summary of Input

All of your comments from in-person and online engagement are reviewed to create themes. Each theme includes a summary and examples of verbatim comments in italics. These are the exact words you used. To ensure we capture all responses accurately, verbatim comments have not been altered.

In some cases, we utilized only a portion of your comment that spoke to a particular theme. This is reflected by using '...'. The chart below reflects the major themes we heard from you.

Which types of development would you like for this area and why?

Preferences	Explanation and supporting comments
<p>Up to six storeys is the least preferred option for this area.</p>  <p>IMAGE A Up to 6 storeys • Apartment • Mid-rise</p>	<p>A small portion of you told us that you would be comfortable with up to six storeys. You shared that if this option were selected, you wanted assurance of sufficient parking in the area and minimal disruption. A few of you indicated that the increased density will add to the area's vibrancy while others shared that this type of development could increase feasibility of people interested in relocating to the area. Most of you that responded to this question online or in-person were very much against this type of development. We heard from you that it is out of scale and does not fit with the community character.</p> <p><i>"Higher density housing will support a more vibrant area with better ahops"</i></p> <p><i>"It would be nice to see more condos style homes in area so more people are able to afford to live in the area and closer to downtown."</i></p> <p><i>"With adequate parking and no longterm street/sidewalk closures"</i></p> <p><i>"NO WAY. A is terrible. No to 6 storey. It is already extremely difficult to exit the neighbourhood. Kids can't ride bikes on streets. Please reconsider. Is hate to strong a word."</i></p> <p><i>"As a builder living and working in Marda Loop since 1996, I find the most recent commercial development out of scale and incongruent. 4-6 story buildings have become the norm and are strictly a cash cow for development conglomerates with no interest whatsoever in the character of the community. 18 m development on either side of 33rd ave diminishes the walkability of the community by increasing traffic and reducing light. I would support smaller scale commercial or multifamily projects respecting the current maximum heights."</i></p>
<p>A maximum building height of four storeys could be supported by some people</p>	<p>Some of you indicated that if development were to occur, you found up to four stories an acceptable option for this development. Additionally, you shared that if this option were selected, you wanted to see parking and</p>



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 <p>IMAGE B</p> <p>Up to 4 storeys</p> <ul style="list-style-type: none"> • Apartment • Town house • Low-rise 	<p>traffic concerns addressed. We heard from most of you that you support densification if it is done in a way that maintains the community's character and does not negatively impact your enjoyment of your neighbourhood.</p> <p><i>"Any new devt must have parking & visitor parking."</i></p> <p><i>"For neighbourhood integrity - staying in line with the feel and look of the existing neighbourhood."</i></p> <p><i>"As long as the North side is only townhouses and do not block the evening sun on 35 ave. and has adequate parking."</i></p> <p><i>"Let's increase density moderately while maintaining the character of Marda Loop"</i></p> <p><i>"Density needs to be increased along that corridor, but keeping it to no higher than 4 stories would be in keeping with the existing neighbourhood ... provided that the city ensures that the developers provide adequate parking and never again use the excuse that transportation is the responsibility of the City. The infrastructure must already exist for these developments to be accepted and successful in the community."</i></p>
<p>Development that remains between one and three storeys is the preferred option</p>  <p>IMAGE C</p> <p>1 to 3 storeys</p> <ul style="list-style-type: none"> • Singles • Semi-detached, duplex, suites, • Row house, town house 	<p>Majority of you told us that you prefer development under four stories. You shared that maintaining the character of the community is very important to you and you expect new development to provide reasonable transition from the surrounding homes and match the existing look and feel of the community. You indicated that you are concerned about increased traffic and the implications to both safety and infrastructure. Additionally, we heard from you that you are concerned about parking in the area and want to ensure there is a plan to support the increased need for parking that comes with increased density. Some of you referenced the current Area Redevelopment Plan and shared that of the options that were provided, option C best fits within the ARP.</p> <p><i>"You can still increase density to the desired amount by developing 3 story buildings. 4-6 story buildings don't match the current developments and won't allow for smooth transitions to surrounding homes."</i></p> <p><i>"Aesthetically, this is a better size fit for the neighbourhood. 33rd Avenue is ill-equipped to handle the volume of traffic it currently hosts. More will detract from the perceived attractiveness of the neighbourhood."</i></p> <p><i>"This is the only fair option for the existing homeowners who have developed their homes based on the ARP"</i></p>

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	<p><i>"This is a transition community which is getting more and more young kids each day. Given the proximity to the neighbourhood pool and park, low density dwellings are the only safe option here."</i></p> <p><i>"of the three options this is the best of the worst. This will have the least impact on the community, infrastructure, roadways. This option I with have the least impact to existing residential properties. Roadways, lane ways can better handle the fewer additional people/car traffic"</i></p> <p><i>"Better fit with the neighborhood and existing ARP"</i></p> <p><i>"The streets are already clogged with parked cars. It's tough to navigate the roads in winter with no snow removal and cars parked. Be sure there is off-street parking for residents."</i></p>
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What services/amenities would you like to see added on 33 Avenue SW between 14 Street and 19 Street?

Preferences	Explanation and supporting comments
Majority prefer that this area remain residential only	<p>We heard from most of you that responded that you would prefer that this area remain residential. You indicated that there is already sufficient retail space and are also some commercial properties that sit empty, so you question the value of adding more. Additionally, you informed us that you are concerned that extra services and/or amenities would increase traffic and thereby add to the existing congestion you are experiencing.</p> <p><i>"Development should be limited to residential only, with a minimum of 2 parking stalls per unit, plus a guest stall per every 3 units."</i></p> <p><i>"Residential Only - stay with the guidelines of the existing Area Redevelopment Plan - No commercial development - no highrise buildings"</i></p> <p><i>"33rd is narrow (13m curb to curb) and traffic already makes it dangerous for bikers, pedestrians and motorists. Adding retail/commercial/office will further degrade safety. Non-residential belongs in mixed-use core covered by the MLARP (centered at 20th street)"</i></p> <p><i>"Already too many commercial developments, a number of which are vacant currently."</i></p> <p><i>"It is already quite congested, and anything other than residential would add too much further congestion."</i></p> <p><i>"The streets are not designed in terms of parking and volume to accomodate commercial"</i></p>

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	<i>"There are sufficient services already located within walking distance of this project."</i>
If retail were to be added, additional cafés, restaurants and retail space would be acceptable in this area	<p>You told us that if services or amenities were added in the area, you would prefer cafés, restaurants and small retail space. You shared your value for local, unique and independent retailers. We also heard that you would be open to family-friendly space; space that is welcoming to children. Overall, you indicated that if a service or amenity were included in the development, it would be important that it positively impact the community.</p> <p><i>"a coffee shop might be ok along this section closer to 14th street but will add congestion to an already busy area."</i></p> <p><i>"...increased retail and commercial options increases the walkability of the neighbourhood"</i></p> <p><i>"Cafes and independent business opportunities that serve community needs"</i></p> <p><i>"More kid-friendly shops/restaurants/spaces."</i></p> <p><i>"locally-owned v. limited, v. small chains"</i></p> <p><i>"Smaller scale again supporting independent retailers. We have enough large scale commercial space."</i></p>
Commercial use should be limited to the existing Business Improvement Area* in Marda Loop	<p>Many of you indicated that services and amenities should be limited to the existing Business Improvement Area in Marda Loop rather than on 33 Avenue between 14 Street and 19 Street. You shared with us that you think there are sufficient amenities in Marda Loop and that this area should be dedicated to residential only.</p> <p><i>"No offices on eastern end of 33rd. They only belong in core business zone in BRZ"</i></p> <p><i>"Limit the commercial development to the areas currently zoned"</i></p> <p><i>"I fee this area ia predominantly residential and we are not a part of the Marda Loop BRZ district"</i></p> <p><i>"The marda loop area has all amenities we need. This does not need to turn into another 17 av sw."</i></p>
Current traffic issues, parking concerns and impacts to roads need to be addressed	<p>Many of you shared that you are concerned with the state of current traffic and you worry that increased density will make this worse, adding to already problematic congestion. You indicated that you are concerned that road infrastructure is unable to support increased density and you are</p>

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	<p>concerned for you, your family and your neighbours' safety. Additionally, we heard from you that parking is of significant concern. You asked that a traffic and infrastructure plan be done to assess some of the concerns that you have identified.</p> <p><i>"need better traffic control before adding any type of commercial space"</i></p> <p><i>"Need more parking even now it's difficult to park for banks etc. Improve intersections from 33rd to get on to 34th Ave"</i></p> <p><i>"More retail may be interesting, but it is a major artery. We see a lot of traffic congestion and pedestrian j-walking at 20th and 33rd Ave today."</i></p> <p><i>"If increasing volume of housing, you also need to increase the infrastructure. Widening of road to cope with increased traffic, more school places for elementary children. Better parking between 19th & 21st."</i></p> <p><i>"Traffic! 33rd Ave, 34th Ave, 20th St, 22nd St are already very congested at peak hours, to the point of gridlock at times. You need to develop a traffic & infrastructure plan before increasing density."</i></p> <p><i>"Permit parking for residents on side streets beside established homes"</i></p>
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*Business Improvement Area (BIA) is the new term for Business Revitalization Zone (BRZ). We have changed the terminology in our theming to be reflective of this. Your comments have remained un-edited.

What else would you like us to know about how amending the South Calgary/Altadore ARP impacts you?

Top themes	Explanation and supporting comments
Current traffic issues, parking concerns and impacts to roads need to be addressed	This theme came up in this question as it did in the other two questions and is an area that you identified as being of significant concern. Please see the previous section for further explanation and supporting comments.
Increased density could negatively impact the current way of life for those residing in the neighbourhood.	<p>Some you told us that you while you do not object to densification, you believe there should be limitations since too much densification impacts your quality of life and general enjoyment of your neighbourhood. We heard from you that you feel increased density threatens the community vibe you hold in high esteem and you are concerned that this development is not conducive to neighbours getting to know one another.</p> <p><i>"Density is good up to a point. Too much impacts quality of life of residents."</i></p> <p><i>"Detrimental to use/enjoyment of South Calgary Park."</i></p>

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	<p><i>"I would like to keep the low density, family friendly feel to the neighbourhood. Ammending the ARP threatens that in my opinion."</i></p> <p><i>"Loss of community. Larger scale buildings do not encourage neighbours to engage with each other."</i></p> <p><i>"I would be very upset if the ARP is changed to accommodate Sarina Developers. It was put in place years ago to protect our community from this high density building. There are areas in the city where this development would be more appropriate."</i></p> <p><i>"We feel that our quality of life will be impacted by any development that is higher than three stories. There would be more volume of traffic (which we already cannot handle), more overall potential for noise, and less of a community feel and sense of personal safety."</i></p>
The proposed development does not fit within the context of the community.	<p>Some of you told us that you do not feel the development fits with the current 'feel' of the community. You shared that you feel the proposal does not meet the stipulations within the Municipal Development Plan and that in your opinion, is not complimentary to the character of the community. We also heard your concerns regarding the impacts to the local infrastructure to support the increased density proposed in this development.</p> <p><i>"Inappropriate development for the neighbourhood - lacking in taste and unsympathetic to feel of the area."</i></p> <p><i>"This proposed development will be a severe strain on the aging infrastructure of the community. The 1948 water main in the 1700 block of 33rd Avenue (just west of the proposed development) was excavated seven times in 2016 (and once again last week) to search for and attempt to repair water leaks."</i></p> <p><i>"The proposed development does not comply in any way with the City's MDP 2-16 which states infilling must be sensitive, compatible and complementary to the existing physical patterns and character of the neighborhood."</i></p> <p><i>"Amending the current ARP so radically would upset the character of the neighbourhood as well as create a multitude of issues. These issues would include cut through traffic, lack of parking, insensitivity transition-wise towards the immediate neighbours an the inability to duplicate builds of this nature in the future as properties up to 19th St are already taken (included by Sarina Homes). This is clearly a builder driven proposal with our council and city planning department encouraging them along the way. Everyone has something to gain but not the community."</i></p>
The Area Redevelopment Plan should be updated first	<p>We heard from many of you that you feel the approach around this application undermines the current Area Redevelopment Plan. You shared</p>

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<p>and/or the Main Streets initiative should be completed for the area prior to new development occurring.</p>	<p>with us that you prefer to see a full review of the ARP so that applications such as this can then be measured against it. You also questioned the decision to respond to this application prior to seeking input on the Main Streets initiative. Additionally, a few of you shared with us that you reviewed the Area Redevelopment Plan when deciding to move to the area and you feel betrayed because you understood this type of development was not permitted.</p> <p><i>"We checked zoning in the area prior to moving here five years ago and did NOT sign up for an apartment building two blocks away."</i></p> <p><i>"Community input on Main Streets should be first priority."</i></p> <p><i>"Main Streets should be discussed first. This is all the cart before the horse at this point."</i></p> <p><i>"The redevelopment plan was designed in consultation with the residents of South Calgary and agreed to by the city. It appears that what the developer wants supercedes what the citizens agreed to in good faith."</i></p> <p><i>"This would be a piecemeal approach to development which is not consistent with the overall goal and purpose of creating a plan in the first place. Plan revisions should be guided by an approved plan which meets community goals and objectives and not the desires of one landowner. Approving a redevelopment based on a vague belief that it might meet future planning yet to be undertaken violates the foundation and principles upon which planning is undertaken in the first place. The proposal is a very significant departure from the existing ARP and not simply a minor change. This development will be detrimental to the surrounding residential properties which are currently zoned for much lower density."</i></p>
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APPENDIX IV

**PROPOSED AMENDMENTS TO THE SOUTH CALGARY/ALTADORE AREA
REDEVELOPMENT PLAN**

- (a) In Section 2.2 Residential Land Use after (d) add the following:
- “(e) Community Mid-Rise
Provides for mid-rise building types (up to six storeys) that may accommodate a range of retail, services, office, and residential uses. Community Mid-Rise is appropriate to accommodate mixed-use buildings (horizontal and vertical mixed-use). The MU-1 designation is appropriate for larger parcels on Neighbourhood Main Streets adjacent to low density residential development.”
- (b) In Section 2.3 Policy after 2.3.6 add the following:
- “2.3.7 Encourage a variety of housing types through the use of mid-rise buildings that may also include retail, services, and office uses along Neighbourhood Main Streets (i.e., 14 Street S.W. and 33 Avenue S.W.).
- (c) Delete the existing Map 2 entitled “Land Use Policy” and replace with the revised Map 2 entitle “Land Use Policy” (APPENDIX V).
- (d) Add MU-1 District to the table in subsection 2.4.1 as follows:

District	Land Use Policy	Development Guidelines
MU-1	Community Mid-Rise	<p>The following is to be encouraged:</p> <ol style="list-style-type: none">provision of residential development that has:<ol style="list-style-type: none">a mix of unit sizes and types to provide diversity in housing choice;upper storeys massed and stepped back to minimize the appearance of scale and reduce shadow impacts where appropriate;common amenity spaces that allow for social and communal activities;residential uses at ground level with front entrances facing the street;design features and spaces such as raised terraces, porches, steps , alcoves, forecourts or landscaping to provide a transition from the public street and sidewalk to at-grade residences.provision of commercial development that has:<ol style="list-style-type: none">active and ground-oriented uses at grade, such

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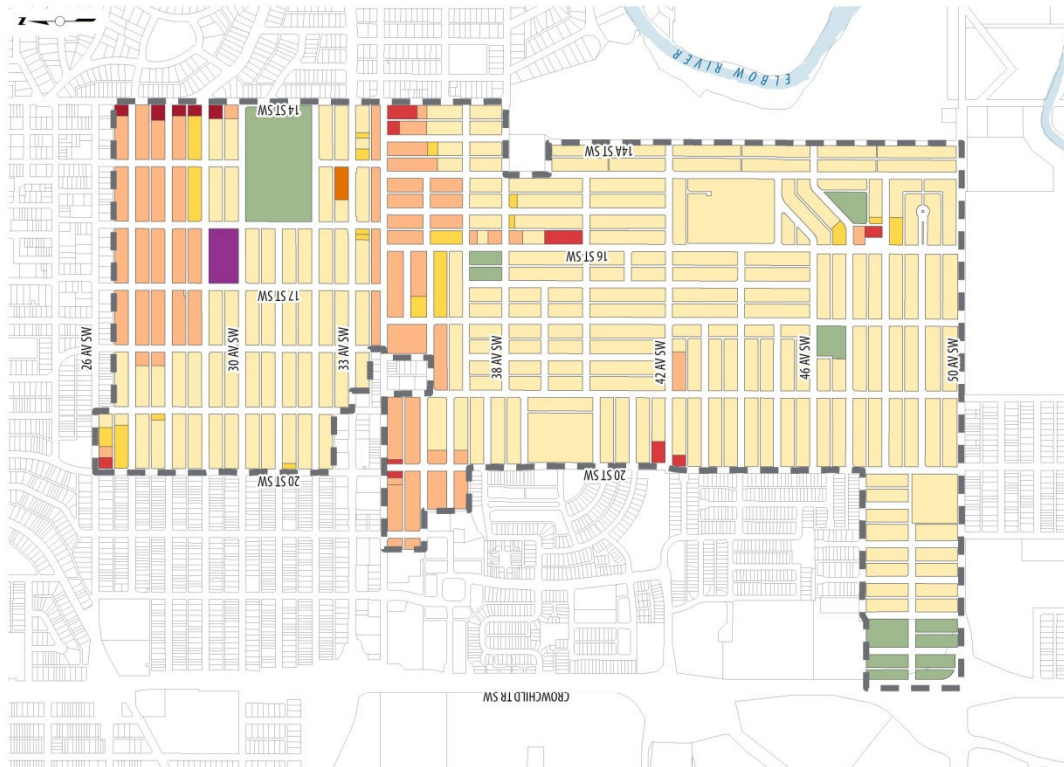
		<p>as retail uses that wrap the building edge along the lane or flanking street;</p> <ul style="list-style-type: none">b) commercial entrances distinguished from residential entrances (i.e., by elevating the residential entry, change in materials, integrated signage);c) finer-grained building frontage with uses for developments that face a primary pedestrian street. <p>3. provision of a building design that has:</p> <ul style="list-style-type: none">a) buildings oriented to the street to create a safe, comfortable pedestrian environment;b) setbacks and building separation minimizing wind, sunlight and privacy impacts;c) amenity space for building occupants;d) neighbourhood scaled transitions, appropriate to the context of an individual neighbourhood; ande) narrower frontages to increase visual interest for pedestrians and to avoid long street walls with only single access points. <p>4. provision of materials, detailing and entries with:</p> <ul style="list-style-type: none">a) high quality, durable exterior building materials and varied architectural materials that enhance and articulate street frontages;b) canopies and awnings along street frontages;c) primary entrances and prominent corners of mid-rise and higher intensity buildings, that are architecturally distinct, emphasizing a pedestrian scale and be clearly articulated on the street facing building;d) building entrances and accesses that face the street where transit service is provided;e) pedestrian entries to parking structures that are convenient and easy to find.
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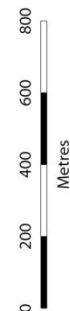
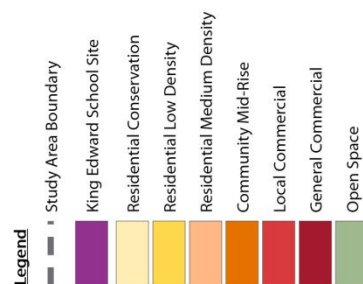
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APPENDIX V

PROPOSED MAP 2: LAND USE POLICY



Map 2
Land Use Policy



This map is conceptual only. No measurements of distances or areas should be taken from this map.