



To Members of Calgary City Council

July 2017

Re. BYLAWS 44P2017 AND 270D2017, CPC2017-269

Dear Councillors and Mayor,

The Marda Loop Business Improvement Area is supportive of this application. While this project is outside of the boundary of our BIA, it is nearby on our main street. We recognize the benefits of improving the area with quality projects that bring vibrancy and people to Marda Loop – including new neighbours and customers within walking distance of area businesses and amenities like the South Calgary pool, Library and Marda Loop Community Hall.

There was an extensive consultation on this project carried out by the applicant and by the City, and the project before you reflects much of that input. While the proposal stands out as the first major multifamily project on 33rd Avenue that is not contiguous with the existing higher density Marda Loop business area, and is on a stretch of the avenue that has historically been low density, the proposal is consistent with the direction of the Municipal Development Plan and the Main Streets model.

Regarding the potential for commercial uses in this area, we expect this will be addressed in upcoming Main Streets work. For right now, in this proposal, while it is true that the BIA would prefer commercial development be concentrated in the BIA area – to fill out our commercial streetscapes – we do not object to allowing commercial opportunities elsewhere.

Like many who have commented on this proposal and others in the area, the BIA is also concerned about pedestrian safety, traffic speed, and the quality of our streets and public realm generally. This project is yet another indication of the need for the implementation of public realm improvements in Marda Loop which are long overdue and much anticipated.

Thank you for the opportunity to comment.

Sincerely,

Bob van Wegen
Executive Director

