

Applicant's Submission



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File Number	LOC2019-0156
Municipal Address	1632, 1636 and 1640 33 rd Avenue S.W.
Applicant	Sarina Homes
Community	Marda Loop
Applications	PE2019-00532
From	R-C2
To	MU-1 f3.5h20

Application Summary

This proposal is to re-designate 3 lots located at 1632, 1636 and 1640 33rd Avenue S.W. from R-C2 to MU-1 f3.5h20 that would allow for a multi-family residential development including:

- One level of Ground Floor Commercial to provide additional services to the Community
- Four levels of residential units above grade
- One level of underground parkade
- A maximum FAR of 3.5 and height of

20.0m Introduction to Sarina

Sarina Homes is a team of young spirited and creative souls who believe in Calgary's future – one where smart growth and groundbreaking urban design will define us as among the world's greatest cities. We believe in building communities for people to come together so that we can all engage and live in a more vibrant way.

Sarina Homes has been a part of the Marda Loop community for more than ten years, living and working in an area that means a lot to us. Our recent multi-residential developments in Marda Loop have included numerous townhome projects including Amaya, Neva, Soho and Zahra. We have recently completed building a fantastic residential building (COCO) in Marda Loop on the corner of 33rd Avenue and 16th Street, having previously completed the 36 unit, mixed-use project, Avenue 33 at 3450 19 St, SW. Harrison, a 66-unit multi-residential project with ground floor boutique work studios started excavation this month. We now want to bring our enthusiasm and vision for vibrant communities and innovative housing choices to the West half of the 1600 Block of 33 Ave SW.

Sarina Homes and the project design team are pleased to be developing a project aimed at fostering a dynamic urban environment while meeting the goals set out by Council to achieve greater density in key locations.

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Site Context

The project is located on the Northwestern corner of 33 Avenue and 16 Street SW, within the area identified for both the 33/34 Avenue Main Streets Streetscape Master Plan and the 33/34 Avenue Main Streets Land Use Planning projects and within the South Calgary/Altadore ARP (SCAARP) area.

The project site is abutted by R-C2 lots, with COCO, under MU-1f2.5h18 within the Eastern half of the block. Throughout the design development process, our goal is to ensure that the project is integrated in a way that is sensitive to the transition from medium to lower density residential uses.

The project proposes siting and massing solutions that are responsive to the site, utilizing design strategies that provide key transitions to the surrounding context while maintaining important urban street edges. Direct boutique work studios access on the ground floor will activate the street while a series of carefully considered design layers, including landscaping elements, can provide both an element of privacy and enhance the pedestrian experience.

The goal of this project is to add residential density to a very walkable community that is well supported by transit access. This added density will serve to support local businesses that are found in the community scale commercial hubs located in close proximity to the project. In addition, the site also has excellent transit connectivity. The following routes/stops are located within close proximity to the site:

- Stop for the Eastbound #7 is directly in front of the site (additional stops within 200m and 400m)
- Stop for the Westbound #7 is within 50m of the site (additional stops within 150m and 300m)
- Stop for the Northbound #107 is within 300m of the site

This project integrates many of the intended outcomes of the MDP such as building vibrant, transit supportive activity centers and corridors, and the promotion of urban design which contributes to high quality living environments in pedestrian friendly communities.

Pertinent Policy Interaction and ARP Amendment

The site currently falls under the SCAARP and we may require an amendment to the ARP in order to allow for medium density residential development on the specific parcels if required. While the SCAARP does not identify our specific site as an area for medium density re-development, this type of densification is strongly supported by the density targets that are currently being set by the MDP and facilitated via the Main Streets Initiative.

Although this project falls outside of the Marda Loop ARP (MLARP), many of the design elements will incorporate fit in with the building and site design guidelines outlined in the MLARP.

With the interaction of the SCAARP, the Main Streets Initiative and the nearby MLARP, it is clear that there will be many policies influencing our proposed re-development. We believe that both the location and scale of this project represent thoughtful densification and will add significant value to the community.

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This project aligns with the SCAARP in the following ways:

- Appropriate redevelopment that provides the opportunity for a variety of population age groups, household types and incomes to reside in the area
- Medium density development located around activity nodes (commercial areas) and along major roads in the area

While this project does meet some of the goals of the SCAARP, we believe it is important to note that the SCAARP is a relatively dated document that does not fully capture the development path that has been seen in the area over the last 10 years. Some portions of our proposed project would require a variance to the SCAARP but we believe that this re-development fits well within the context of other re-development that has occurred in the area. For these reasons, we believe that this re-designation would warrant an amendment to the SCAARP if required.

The 33/34 Avenue SW Main Streets Initiative launched in February 2018 (initial community visioning in 2015); this project is aligned with the Initiative both in timing and goals – encouraging a vibrant public realm, with a variety of small business, increasing housing choice.

The project design will be guided by the Development Areas Guidebook (DAG), appropriate for the built form within the proposed Land Use. This development proposal aims to align with the City of Calgary Main Streets Initiative, Municipal Development Plan (MDP) and the DAG in the following areas:

- Create a vibrant public realm
- Provide a variety of retail & small business
- Provide innovation in consumer housing choices
- Build Character of community space
- Increased intensity of mixed uses
- Foster continuous and sensitive community evolution

Public Engagement

Sarina Homes has engaged the MLCA, MLBIA, surrounding neighbours and the local Councillor in a number of pre-planning conversations, and engagement sessions held on 03 October 2019 and 18 December 2019. Sarina has also engaged the City of Calgary (CPAG and Main Streets teams) in land use pre-application meetings as well as in a number of general conversations.

Sarina has used the following tools in their engagement process:

- On-site signage – sandwich boards (August 2019)
- Postcards – distributed to half block radius (September 2020)
- Engagement Session (03 October 2019)
- Land Use Application (October 2019)
- Small Engagement Session (shadow impacted neighbours, 18 December 2019)

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The project had been on pause January-May 2020, with no design progress or further engagement in that period. Sarina has conducted the following Community Engagement pre-CPC, as the project planning has restarted:

- Renewed on-site signage – 4'x8' billboard (early July 2020)
- Website launch (early July 2020)
- Postcards – distributed to half block radius (mid July 2020)

Sarina is committed to continuing engagement with all stakeholders as we progress through the Land Use Amendment and Development Permit (DP) application processes. Sarina plans to continue the lengthy community engagement program, appropriate to the project, to ensure stakeholders in the area are heard and that the project integrates into the community. The engagement program will run until DP/LOC Approval and will further contain the following elements:

- Online Engagement Session (30 July 2020)
- What We Heard Report #2 – distributed to half block radius (mid-August 2020)

The public engagement process will inform Sarina and influence the proposed development to assist in the project's integration into the community in a thoughtful way. This type of engagement program is informed by industry best practice, the City's vision for engagement and has proved successful on past projects.

Process Moving Forward

Sarina's intention is to time submission of a Development Permit application prior to CPC and to obtain DTR comments prior to the Public Hearing of Council for the Land Use Amendment in order to provide both the City and the community with confidence that Sarina intends to build a development that is reflective of the discussions and suggestions that have come from CPAG and community engagement.

Through thoughtful design, comprehensive stakeholder 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 of conscious re-development and densification in the City.

Yours Sincerely,



Max Parish
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