

# Applicant Submission

**sarina**homes

Sarina Developments Ltd.  
#2, 2005 37 St SW  
Calgary AB T3E 3A5

T: 403-249-8003 info@sarinahomes.ca 19 August 2020

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Municipal Address 1915 33<sup>rd</sup> Avenue S.W.  
Applicant Sarina Homes  
Community Marda Loop  
Applications PE2020-01472  
From R-C2  
To DC based on R-C2

## Application Summary

This proposal is to re-designate 1 lot located at 1915 33<sup>rd</sup> Avenue S.W. from R-C2 to a Direct Control district based on R-C2 to allow for Child Care Service Use.

## 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 are also in the process of building a fantastic residential building (COCO) in Marda Loop on the corner of 33rd Avenue and 16th Street, having recently 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 began excavation this month.

## Site Context

The project is located mid-block of 33 Avenue and 18/19 Streets 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 property has recently been used as a Temporary Sales Centre, a Use which is nom longer required.

The site is within 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

#### Intent Statement

After CPAG discussions at PE2020-01472, we have decided to apply for a Direct Control district, rather than another zoning, as the sole purpose is to allow for Child Care Service at the property. We have no intentions to re-zone at this stage to open up a wider variety of Uses.

#### Public Engagement

Sarina is committed to continual engagement with all stakeholders as we progress through the Land Use Amendment and Development Permit (DP) application processes. Sarina plans to undertake a 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 contain the following elements:

- Information Campaign: Inform the community of the project and their opportunity to voice their thoughts.
- Face-to-Face Engagement: Opportunities to discuss the project with team members.
- In Situ Engagement: An on-site installation that is available 24/7 and includes information about the project and an opportunity for feedback.

The public engagement process will inform Sarina and influence the proposed development to assist in the project's integration into the community. 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 submit of a Change of Use Development Permit application 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 progress the site in a manner that is reflective of the discussions and suggestions that have come from CPAG and community engagement.

Yours Sincerely,



Max Parish  
Development Manager, Sarina Homes  
[max.parish@sarinahomes.ca](mailto:max.parish@sarinahomes.ca)