

# Community Association Response

**From:** MLCA President <president@mardaloop.com>  
**Subject:** RE: Land Use Redesignation Follow Up  
**Date:** April 19, 2021 at 11:14 AM  
**To:** Jeannine Hollman <jeanninehollman@gmail.com>  
**Cc:** MLCA Development <development@mardaloop.com>

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Hello Jeannie,

Thank you for the email and the reminder to follow-up. Do you have a form letter for support that you would like us to use? I don't see an issue with us supporting the land use change. I can bring it to the Executive for this evening's meeting.

Regards,

Casey Bray  
President  
403-519-0072



*The MLCA is successful because of its members. If you are already a member, thank you for your support. If you are not currently a member, please [join now](#).*

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**From:** Jeannine Hollman <jeanninehollman@gmail.com>  
**Sent:** April 5, 2021 11:41 AM  
**To:** MLCA President <president@mardaloop.com>  
**Cc:** MLCA Development <development@mardaloop.com>  
**Subject:** Re: Land Use Redesignation Follow Up

Hello Casey and MacKenzie,

I hope you had a nice long Easter weekend! I just wanted to follow up regarding my last email on March 7th. I am seeking your support in my application for land redesignation for the property at 1747 34 Ave SW. I have received support from Evan Wooley, our Ward 8 councillor, and am hopeful to receive your support as well to be included in my community outreach package to the City of Calgary.

Thank you in advance for your time and consideration. I look forward to hearing from you.

Kind Regards,

Jeannine

Jeannine Hollman MSc. PT, B.Kin, IMS, CMT, Canine Rehab Therapist

Alta Physiotherapy

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Calgary AB T2T 1Y7  
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On Mar 7, 2021, at 8:31 PM, Jeannine Hollman  
<[jeannahollman@gmail.com](mailto:jeannahollman@gmail.com)> wrote:

Date: March 8 2021

Attn: Mardaloop Community Association  
Re: Land Use Redesignation

Dear Casey Bray and MacKenzie Kroeger,

I am seeking your support in the redesignation of a South Calgary land parcel, located at 1747 34 Ave SW. I have submitted my application to redesignate from MC-1 to a Direct Control (DC) district, with additional use of Medical Clinic. The existing house on the parcel is a beautiful 1912 built home. My husband and I are also owners of an irreplaceable century home only a few blocks away. My vision is to rejuvenate the existing house, inside and out, and serve the community with quality Physiotherapy in the comforts of a unique century home.

I am a Physiotherapist and business owner of the home-based practice, Alta Physiotherapy, in South Calgary. I have been operating my business, located at 1724 33 AVE SW, since January 2020. My local clientele has steadily grown, but is limited by City of Calgary land use by-laws for homebased clinics. I now have a tremendous opportunity to realize my career dream, within a beautiful Calgary century home.

Approval of this redesignation will support the policies outlined in; The Guidebook for Great Communities, Main Streets program and MLCA planning and development. It will generate higher activity levels in adjacent neighbourhood commercial, increase local pedestrian movement along the street and create a vibrant business front by upgrading the existing structure on the parcel. Developments within an established community can have challenges and be undesired by neighbours. Understanding the concerns of residents living near a proposed development, I will be keeping the original structure on the parcel intact. Updating this structure will help celebrate the character of the community and maintains a low impact with no need for additional infrastructure.

LIVING in the Altadore/South Calgary community I am aware that parking is not overabundant in the area. I completed initial community engagement, by providing detailed development pamphlets to all neighbouring, detached dwelling within a two-block radius, with no concerns voiced (Please see attached document below). However, in a proactive approach I plan to address the need for parking by expanding the current parking stalls from two to four along 17<sup>th</sup> street SW access. Neighbourhood engagement pamphlets were delivered December 20<sup>th</sup>, 2021. To date, I have received no concerns about the proposed development. The feedback I have received from current local clientele has been positive and encouraging. With the guidance of Holland Design Team and Monument Developments, I am committed to the vision of serving the community with quality, personalized health care in the comforts of an irreplaceable century home. Altadore and surrounding area is experiencing great development pressures and facilities such as Alta Physiotherapy will ensure a prosperous, accessible, long term community atmosphere for all residents.

Thank you for your time and consideration,

Jeannine Hollman

Jeannine Hollman MSc. PT, B.Kin, IMS, CMT, Canine Rehab Therapist

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<Appendix - Community Outreach Brochure 2.pdf>

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