

# Applicant Outreach Summary

## sarinahomes

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Sarina performed community outreach in the Land Use process for the parcels at 1632-1640 33 Ave SW which were rezoned to MU-1f3.5h20 within LOC2019-0156 in 2020. The current application is to extend that rezoning with all the same principles for 1624 & 1628 33 Avenue SW.

This proposal is to re-designate 2 lots located at 1624 & 1628 33<sup>rd</sup> Avenue SW from MU-1f2.55h15 and R-C2 to MU-1 f3.5h20 that would allow for a multi-family residential development including:

- Up to six levels of residential units above grade, including Live/Work on the Ground Floor
- Two levels of underground parkade
- A maximum FAR of 3.5 and height of 20.0m

## Outreach overview

Sarina has engaged the surrounding neighbours and the local Councillor in a number of pre-planning conversations, and most notably an Online Engagement Session held on 03 June, 2021. Sarina has also engaged the City of Calgary (CPAG and Main Streets teams) in a number of general conversations.

Sarina has used the following tools in their engagement process:

- Project Website – engage1600.ca (relaunched Early May 2021)
- On-site signage – 4'x8' billboard (Early May 2021) – Appendix A
- Postcards – distributed to half block radius (Early May 2021) – Appendix B
- Online Engagement Session (03 June 2021)

Extensive details on the Online Engagement Session held on 03 June, 2021 are offered below:

The event was conducted at 6pm on 03 June, 2021, moderated by Jennifer Dobbin of Dobbin Consulting on the GoTo meetings platform. Upon RSVP'ing to the session's invite, a neighbour was emailed a link to the GoTo meeting. To maintain a disciplined session with respectful dialogue and interaction, within the session, participant cameras and microphones were disabled for the duration of the presentation, and a chat function was utilised for any questions,

fielded by the Moderator. Panellists did not see questions directly, with the Moderator's role to field questions and direct appropriately to the panel.

The session commenced with Introductions and a Powerpoint presentation as presented by Casola Koppe Architects (Project Architect) and Sarina Homes for approx. 20 minutes. The presentation provided context of the proposal within Marda Loop, engagement opportunities, visioning for the project and design details, with the bulk of information provided in Casola Kopp presented slides. As the proposed building covers the parcels located at 1624-1640 33 Ave SW, reference was made to the aforementioned LOC2019-0156 application, to show the evolution of design and feedback considered.

A Q&A session was then held for approx. 60 mins, moderated by Jennifer Dobbin, with the panel consisting of:

- Nazim Virani, President, Sarina Homes
- Max Parish, Development Manager, Sarina Homes
- Tony Casola, Partner, Casola Koppe Architects
- Talicia Wagner, Lead Architect, Casola Koppe Architects
- Mark Sasges, Coordinator, Centre West Community Planning, Planning & Development, The City of Calgary
- Jarred Friedman, Planner, Centre West Community Planning, Planning &

Development, The City of Calgary 21 further participants attended the session, including Zev Klymochko, representing Councillor Woolley.

## **How did people hear about outreach opportunities?**

On site signage, postcards and emails have been utilised to date, and for the Online Engagement Session, a letter (Appendix C) was distributed within a half block radius (Appendix D) of the proposed site on 21 May, 2021.

Emails were also sent to approximately 75 neighbours on 21 May, 2021 to local resident contacts on file (Appendix E) beyond the half block radius, including to COCO residents.

A sandwich board (Appendix F) was also erected on the subject property from May 23, 2021 as an open invitation to the session.

In total approx. 120 neighbours were directly invited.

## What we heard

Theme	Community Feedback	Sarina's Response
Height	<p>Shadowing - Resistance to 20m as this would create large shadows on the neighbours behind and beside the project.</p> <p>Privacy - Due to its height and scale, the neighbours directly behind and beside the proposed project are worried about losing their privacy.</p>	<p>Shadowing - The proposed building mass is being carefully considered with setbacks and stepbacks to minimize shadowing on adjacent sites. Sarina reviewed shadow studies with adjacent neighbours and will produce further studies to share, and also consider this issue in the design process.</p> <p>Privacy - Introduction of a stepped back 6<sup>th</sup> storey and an increased sized Courtyard adjacent to the laneway provides a sensitive height transition to neighbouring homes.</p>
Mobility	<p>Parking - The project worsens the parking situation in Marda Loop and the number of parking stalls isn't enough for future residents. Further, parking resources are constrained during construction.</p> <p>Lane Closures and Site Safety – Concern was raised of Sarina's practices for Site Safety and Lane Closures and notification of such during construction of the adjacent building (COCO).</p>	<p>Parking - Currently, the proposed building meets City parking requirements. Sarina will also endeavour to minimise affect of parking by trades during Construction.</p> <p>Lane Closures and Site Safety – Sarina acknowledged lapses in practices at COCO, and with recent improvements will endeavour to address such concerns, including through the PPSP required at BP Application stage.</p>

## Next steps

Informed by the feedback outlined in this document, Sarina will work with Casola Koppe Architects to develop the design of the building.

The Development Permit will be submitted prior to the Land Use Application's planned hearing at Calgary Planning Commission. This includes the design for the site, including the number of

units, physical design, landscaping, parking, etc. Sarina will incorporate feedback into the Development Permit submission and will continue to in DTR responses and review changes with neighbours.

Sarina will post a video recording of the Online Engagement Session and slides presented to the Project Website and will follow up with individual attendees on any questions that appear to have been unanswered within the time constraints of the Online Engagement Session.

## Appendix A – On-site signage – 4’x8’ billboard (Early May 2021)



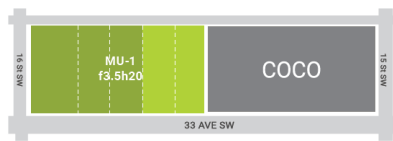
# Appendix B – Postcards – distributed to half block radius (Early May 2021)

## PROPOSED NEW DEVELOPMENT 1624-1640 33 AVE SW

### EXISTING



### PROPOSED



TOGETHER LET'S BUILD A MORE VIBRANT MARDA LOOP  
sarinahomes

## OUR VISION FOR 1624-1640 33 AVE SW

A multi-residential development with boutique live/work studios

Sarina Homes is currently seeking the Land Use redesignation of the 1624 & 1628 33 Ave SW parcels to MU-1f3.5h20



### Learn more about the proposed building and share your thoughts with us:

1632/1636/1640 redesignated to  
MU-1f3.5h20 in 2020  
Current Land Use Application covers  
1624 & 1628 33 Ave SW

**Online**  
Visit our website  
[engage1600.ca](http://engage1600.ca)

**Email**  
Connect with Max Parish,  
Development Manager at  
[max.parish@sarinahomes.ca](mailto:max.parish@sarinahomes.ca)

[Modern.Intelligent.Lifestyle.](http://Modern.Intelligent.Lifestyle.)

1624 & 1628 33 Ave SW

THURSDAY, 03 JUNE, 6PM

Online Engagement Session

RSVP to

[max.parish@sarinahomes.ca](mailto:max.parish@sarinahomes.ca)

**sarina**homes

# Appendix D – Distribution map of invites to Online Engagement Session, 03 June, 2021





## Appendix E – Invite emails to Online Engagement Session, 03 June, 2021

**From:** Max Parish

**Sent:** May 21, 2021 6:43 PM

**Subject:** 1624-1640 33 Ave SW - Proposed Project - Online Engagement Session - 6-7pm,  
Thursday 03 June

**Attachments:** 1600W.Postcard\_FINAL.20210506.pdf

Dear neighbour,

Following approval of the rezoning of 1632-1640 33 Ave SW to MU-1f3.5h20 through LOC2019-0156, Sarina is now seeking the rezoning of the 1924&1928 33 Ave SW parcels as an extension of the MU-1f3.5h20 zoning.

For further information, please find the following materials from us:

1. Postcard – you should have received in your mailbox last week.
2. [Project website](#)

Further, you are invited to the following event (you should have received an invite in your mailbox today):

**What: Online Engagement Session**

**Where: Online (details provided upon  
RSVP) When: 6-7pm, Thursday 03 June**

**RSVP to: [max.parish@sarinahomes.ca](mailto:max.parish@sarinahomes.ca)**

Cheers,

**Max Parish** BSc (Hons), MPD | DEVELOPMENT MANAGER

[max.parish@sarinahomes.ca](mailto:max.parish@sarinahomes.ca)



**From:** Max Parish  
**Sent:** May 21, 2021 6:23 PM

**Subject:** 1624-1640 33 Ave SW - Proposed Project - Online Engagement Session - 6-7pm, Thursday 03 June

**Attachments:** 1600W.Postcard\_FINAL.20210506.pdf

Dear neighbour,

Following approval of the rezoning of 1632-1640 33 Ave SW to MU-1f3.5h20 through LOC2019-0156, Sarina is now seeking the rezoning of the 1924&1928 33 Ave SW parcels as an extension of the MU-1f3.5h20 zoning.

For further information, please find the following materials from us:

1. Postcard - shared with neighbours and posted on the COCO Community Board
2. [Project website](#)

Further, you are invited to the following event:

**What:** Online Engagement Session  
**Where:** Online (details provided upon  
**RSVP) When:** 6-7pm, Thursday 03 June  
**RSVP to:** [max.parish@sarinahomes.ca](mailto:max.parish@sarinahomes.ca)

Cheers,

**Max Parish** BSc (Hons), MPD | DEVELOPMENT MANAGER

[max.parish@sarinahomes.ca](mailto:max.parish@sarinahomes.ca)



## Appendix F – Invite sandwich board to Online Engagement Session, 03 June, 2021

