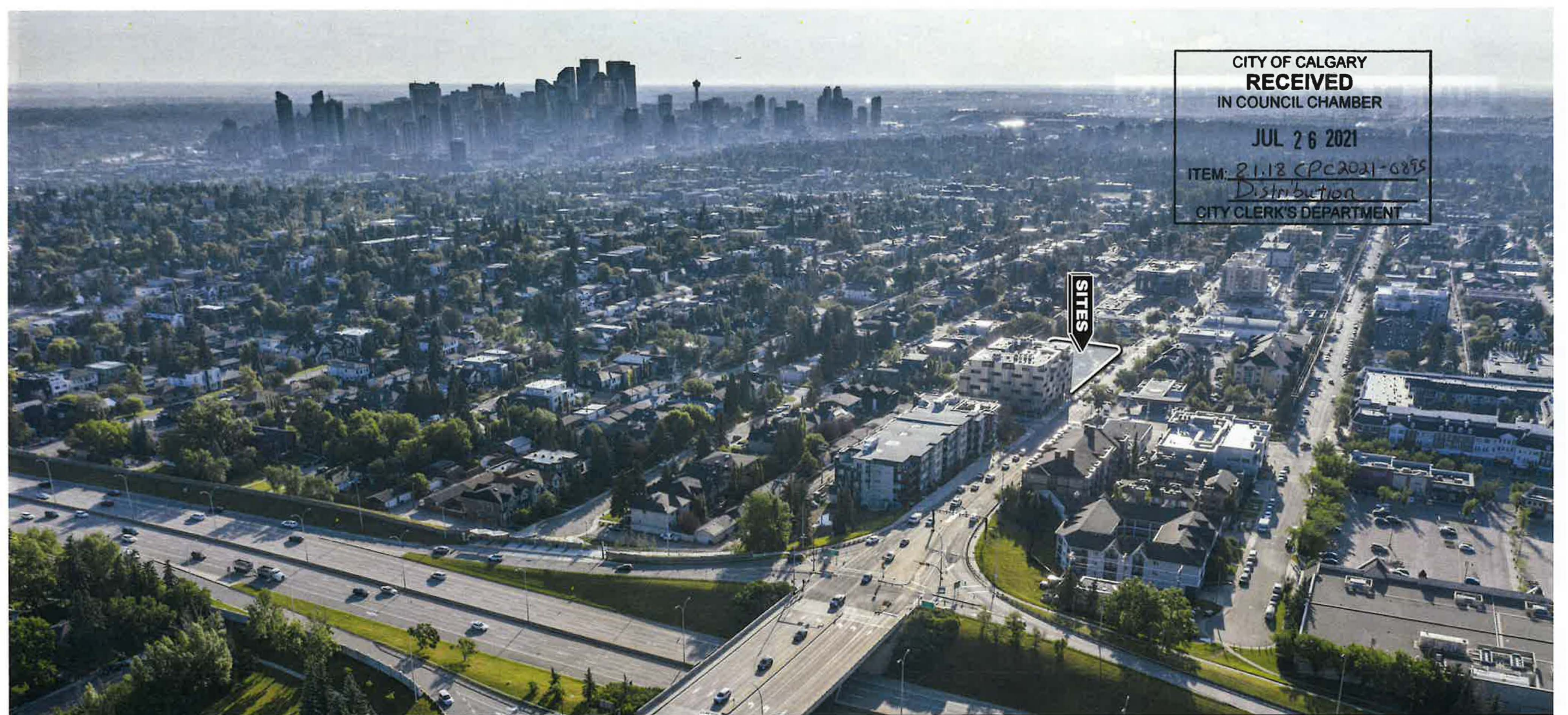


CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER
JUL 26 2021
ITEM: 8.1.18 CPC2021-0895
Distribution
CITY CLERK'S DEPARTMENT



CALGARY CITY COUNCIL PUBLIC HEARING

JULY 26, 2021

8.1.18 / LOC2021-0017 / CPC2021-0895



RNDSQR



FULL BLOCK ASSEMBLY

CY33

SITES

33 AV SW

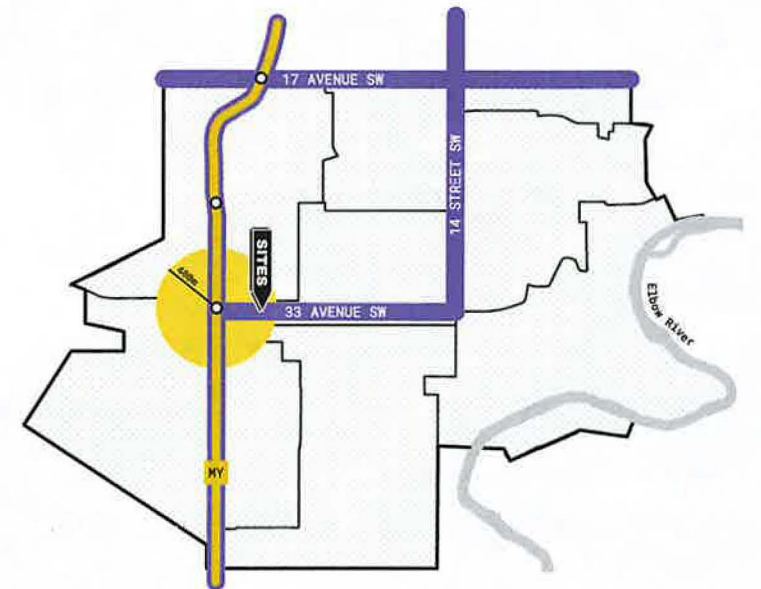




TRANSIT ORIENTED DEVELOPMENT

Situated along two major Primary Transit Network corridors, 33 AV SW and Crowchild TR SW.

The Primary Transit Network is an organizing tool for land use planning, with community design emphasizing higher intensity, compact mixed-used development concentrated near transit stops and stations to encourage ridership and optimize public infrastructure.



O MAX Station MY MAX Yellow BRT Primary Transit Network

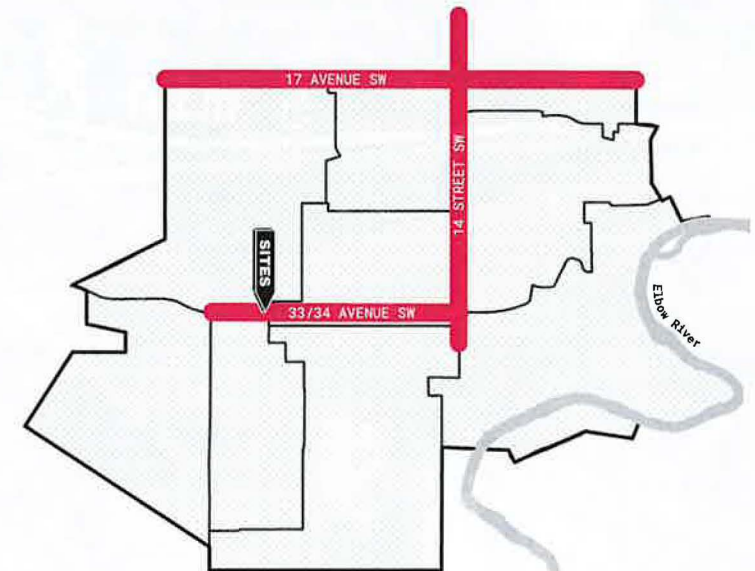


MAIN STREETS

Located along 33 AV SW, a MDP identified Neighbourhood 'Main Street' that stretches from Crowchild TR SW to 14 ST SW.

Main Streets are part of a long term plan to manage the growing population of our city over time.

The Main Streets project team is currently developing detailed drawings for the streetscape master plan project.



— MDP-identified Main Street

MAIN STREETS - MDP ALIGNMENT

**THE CITY OF CALGARY
MUNICIPAL DEVELOPMENT PLAN
(MDP) PUBLIC REALM POLICIES
ENCOURAGES A 1:1 BUILDING
HEIGHT TO RIGHT-OF-WAY
RATIO ALONG MAIN STREETS.**



EXISTING COMMERCIAL

33 AV SW

PROPOSED ARC 33 DEVELOPMENT

LANE

EXISTING GARAGE

EXISTING RESIDENTIAL

MAIN STREET INFILL CONTEXT



20
02 **3-Storeys**
Mixed Use



20
09 **6-Storeys**
Mixed Use



20
14 **3-Storeys**
Commercial



20
17 **4-Storeys**
Mixed Use



20
18 **5-Storeys**
Mixed Use



20
20 **6-Storeys**
Mixed Use



20
20 **5-Storeys**
Multi-Residential



20
21 **6-Storeys**
Mixed Use

PROPOSED CHANGE

SITES

CY33

22 ST SW

33 AV SW

ARP 16M MAX BUILDING HEIGHT

ARP 20M MAX BUILDING HEIGHT

ARP 22M MAX BUILDING HEIGHT

ARP 23M MAX BUILDING HEIGHT

PROPOSED CHANGE

EXISTING 22m BUILDING

SITES

33 AV SW

ARP 16M MAX BUILDING HEIGHT

ARP 20M MAX BUILDING HEIGHT

ARP 22M MAX BUILDING HEIGHT








ARP 23M MAX BUILDING HEIGHT

PHASE 1 DEVELOPMENT PERMIT (ARC 33)

A FIRST PHASE DEVELOPMENT PERMIT HAS BEEN SUBMITTED BY S2 ARCHITECTURE AND IS UNDER REVIEW BY CITY ADMINISTRATION

STAKEHOLDER OUTREACH SUMMARY

STRATEGIES

-  PROJECT WEBSITE, FEEDBACK FORM + DOWNLOADABLE BRIEF
-  PROJECT VOICEMAIL + EMAIL INBOX
-  POSTCARD MAILER + E-NEWSLETTERS
-  SUPPLEMENTARY ON-SITE SIGNAGE
-  COMMUNITY NEWSLETTER ADVERTORIALS
-  VIRTUAL MEETING WITH MARDA LOOP BIA (FEBRUARY 18, 2021)
-  DIGITAL INFORMATION SESSIONS

MARCH 22, 2021 INFORMATION SESSION #1
 MARCH 24, 2021 INFORMATION SESSION #2
 MARCH 26, 2021 INFORMATION SESSION #3

POSTCARD MAILERS



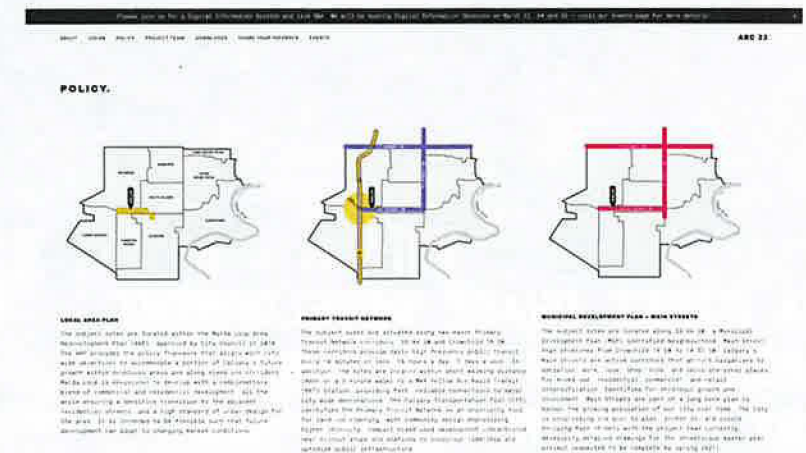
SUPPLEMENTARY ON-SITE SIGNAGE



COMMUNITY NEWSLETTER ADVERTORIALS



PROJECT WEBSITE, FEEDBACK FORM + DOWNLOADABLE BRIEF



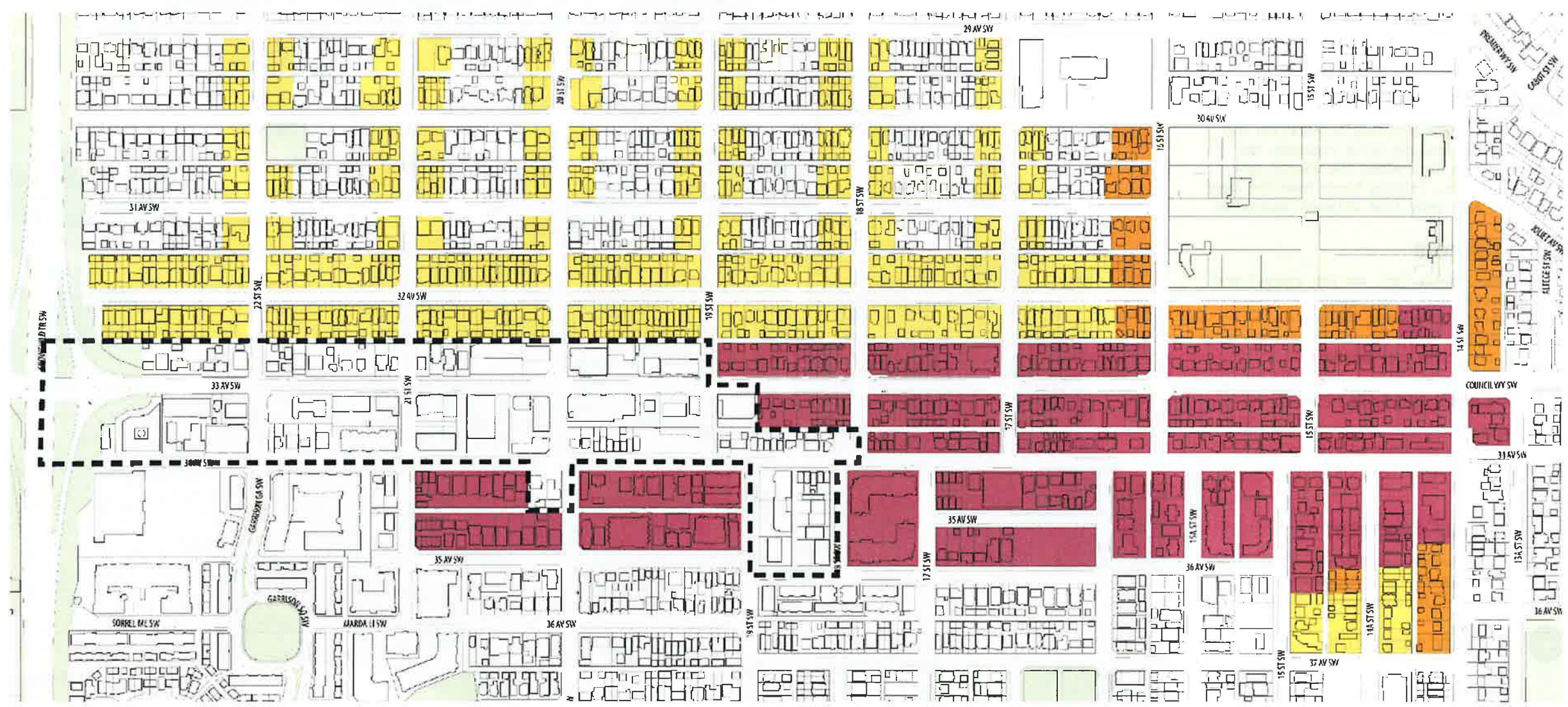
KEY THEME - CITY-INITIATED REZONING

COMMUNITY MID RISE (up to 6 Storeys)

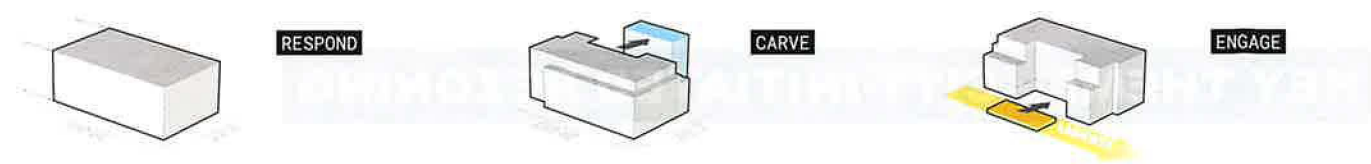
NEIGHBOURHOOD - LOW RISE (up to 4 storeys)

NEIGHBOURHOOD - LIMITED (up to 3 storeys including R-CG)

MARDA LOOP ARP BOUNDARY



KEY THEME - SHARED INTERFACE



1 MU-2 ANGULAR PLANE

45 degree angular planes are a commonly applied measure to achieve acceptable transitions in scale to preserve light, views, and privacy.

2 RECESSED BUILDING VOLUME

The U-shape building orientation and central massing-carve recesses the building form along the shared lane interface, helping break down the mass and step away from adjacent backyards.

3 STEPBACKS

Upper levels (5th and 6th storey) are stepped back 4.6m, adding an additional transition between low-density residential buildings, helping preserve light, views, and privacy.

4 BALCONY ORIENTATION

Upper level balconies (5th and 6th storey) have been positioned and oriented away from the lane to minimize overlook.

5 BALCONY TREATMENT

Opaque balcony railings are used along the property line that shares a lane with existing low density buildings.

6 PRIVACY SCREENING

Privacy screening is used to obscure sight-lines into amenity areas of neighbouring properties.



An aerial photograph of a city intersection. A multi-lane road runs horizontally across the middle of the frame. Another road runs vertically from the top left towards the center, crossing the horizontal road. A third road runs diagonally from the bottom right towards the center, also crossing the horizontal road. The area is densely populated with residential buildings, trees, and parking lots. The sky is clear and blue. The overall scene depicts a busy urban environment.

KEY THEME - TRAFFIC

ANALYSIS SHOWS THAT ALL ROADWAYS IN THE STUDY AREA WILL CONTINUE TO CARRY TRAFFIC VOLUMES THAT ARE WITHIN THEIR RESPECTIVE GUIDELINES AFTER THE ADDITION OF THE PROPOSED DEVELOPMENT.

KEY THEME - PARKING



6

STOREYS 22m Max. Height

2,032 m²

Site area (21,872ft²)

7,396 m²

Gross Floor Area (79,610ft²)

4.0 FAR

Max. Floor Area Ratio



378 m²

COMMERCIAL/RETAIL (±4,064ft²)



82

DWELLING UNITS



8

LIVE-WORK UNITS



101

BICYCLE STALLS



57 97

AUTO PARKING STALLS

**AN ADDITIONAL FORTY
(40) VEHICLE STALLS
ADDED BY INCORPORATING
A SECOND FULL-LEVEL OF
UNDERGROUND PARKING**

THE FIRST FULL BLOCK

SITES

22 ST SW

33 AV SW



KEY VISUALS

CORNER INTERFACE



33 AV SW STREETScape



LANE INTERFACE








SITE 1



SITE PLAN



- 1 RESIDENTIAL ENTRANCE
- 2 BOULEVARD TREES
- 3 PUBLIC SIDEWALK
- 4 PLANTING AREA
- 5 BENCH
- 6 TRELLIS WITH SEATING / BBQ AREA
- 7 FIRE PIT AREA
- 8 CORNER PLAZA / SEATING AREA
- 9 RETAINING WALL
- 10 PARKADE ACCESS
- 11 NEW CURB EXTENSION
- 12 WASTE & RECYCLING STAGING / LOADING AREA
- 13 PATIO FOR LIVE-WORK UNITS
- 14 TRANSFORMER

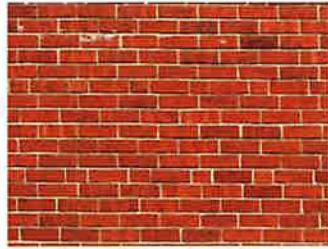
-  LIGHT GREY CONCRETE
-  SANDBLAST FINISHED CONCRETE
-  CONCRETE PAVER
-  PLANTING BED
-  TREES
-  SHRUBS
-  PERENNIALS

ARCHITECTURAL MATERIALS PALETTE

MATERIALS



BRICK SCREENING - RED



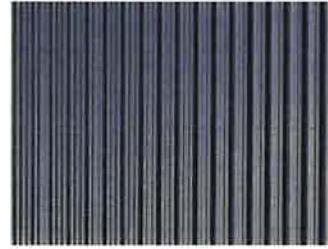
SOLID BRICK - RED



PLANK SOFFIT - CHARCOAL



CONCRETE - LIGHT GREY



CORRUGATED METAL - CHARCOAL



CEMENTITIIOUS FINISH - WHITE



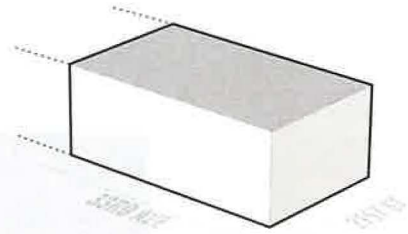
METAL PANEL - GREY

MATERIALITY PRECEDENT

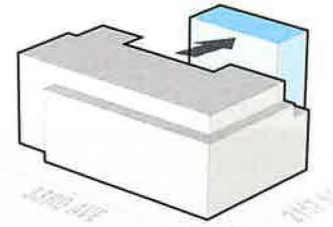


DESIGN PROCESS

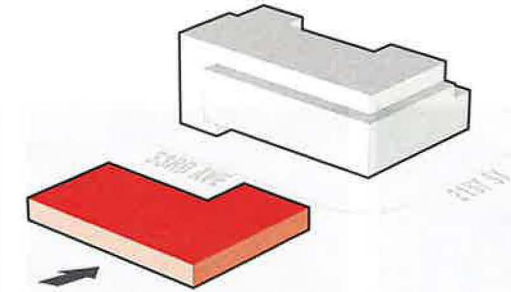
01



02



03



RESPOND

Build to the evolving block context with a continuous 6-storey street wall.

CARVE

Carve the building mass to reduce adjacent shadow impacts and provide courtyard amenity space for building residents.

ACTIVATE

Introduce main street retail and ground-level entries to activate the street and establish a human-scale rhythm.

04



05



06



ENGAGE

Engage the lane by lining courtyard amenity space with live-work units and incorporating welcoming/inviting landscape design.

WRAP

Add articulation and texture to emphasize primary building elements, provide screening, and beautify the public realm.

ENHANCE

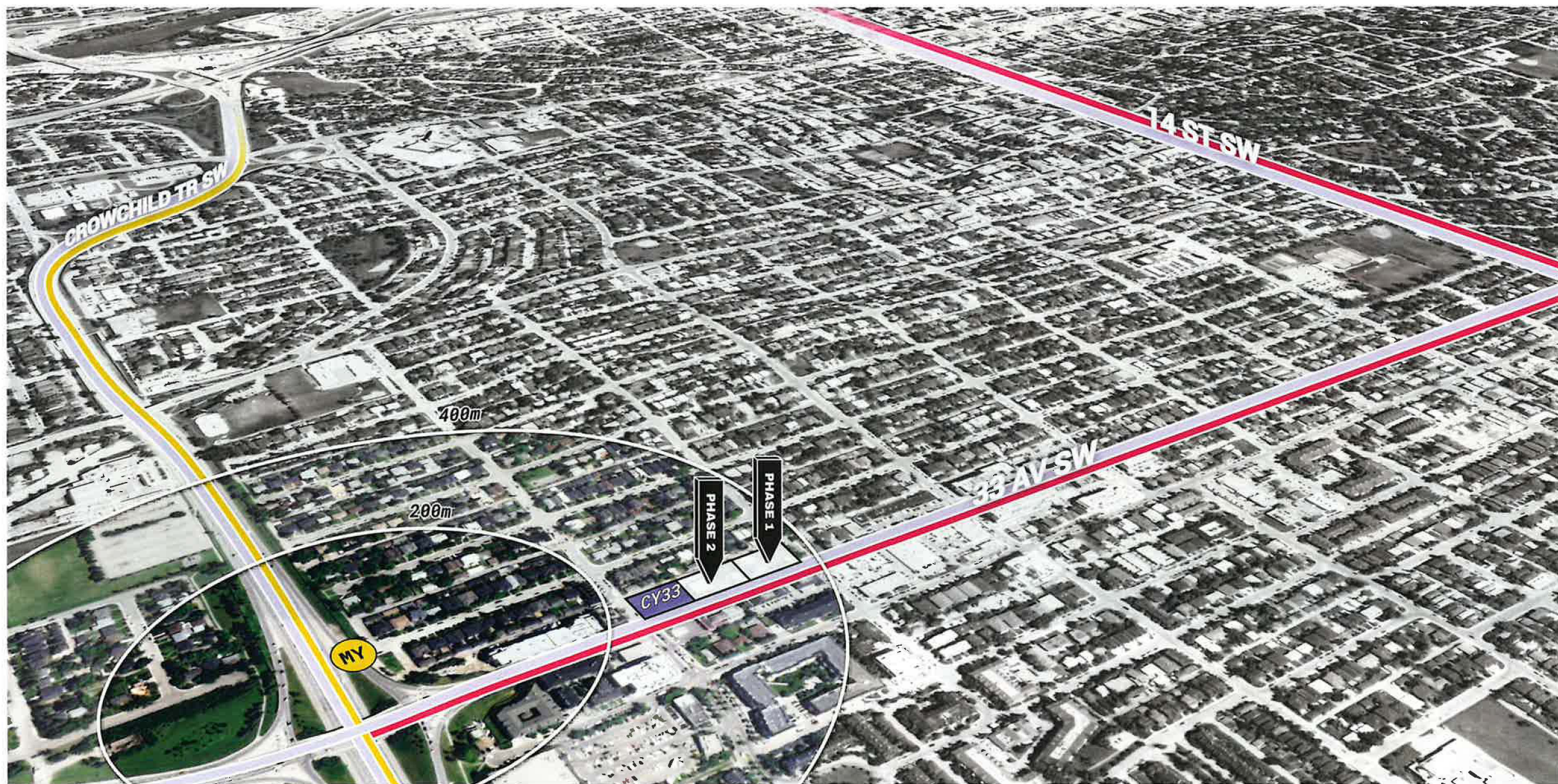
Enhance the public realm and pedestrian experience with wider sidewalks, street trees, lighting, street furniture, and new corner plaza.

21 ST SW ELEVATION



SITE CONTEXT

RETRIEVED FROM



PROJECT PRINCIPLES



LEAD WITH GREAT ARCHITECTURE



ENHANCE THE PUBLIC REALM



CONNECT PEOPLE TO LOCAL AMENITIES



OPTIMIZE STRATEGIC GROWTH AND INVESTMENT



PROVIDE SENSITIVE TRANSITIONS

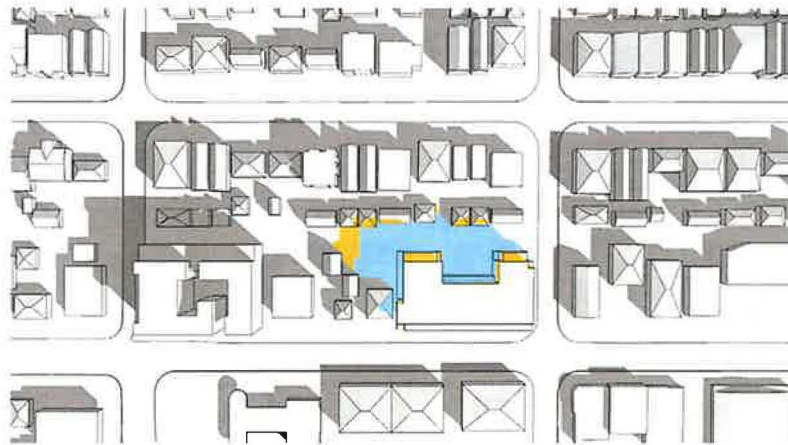


ENGAGE THE LANE

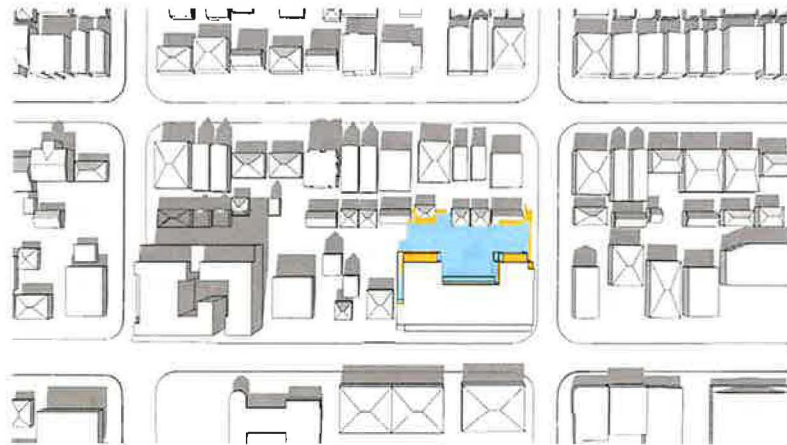
STUDIES

SHADOW STUDY

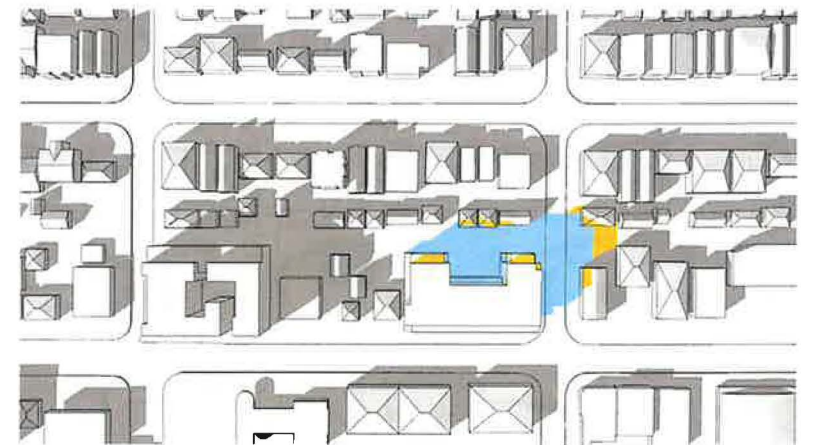
SPRING / FALL EQUINOX






MARCH 20 / SEPTEMBER 22 10:00 AM



MARCH 20 / SEPTEMBER 22 1:00 PM



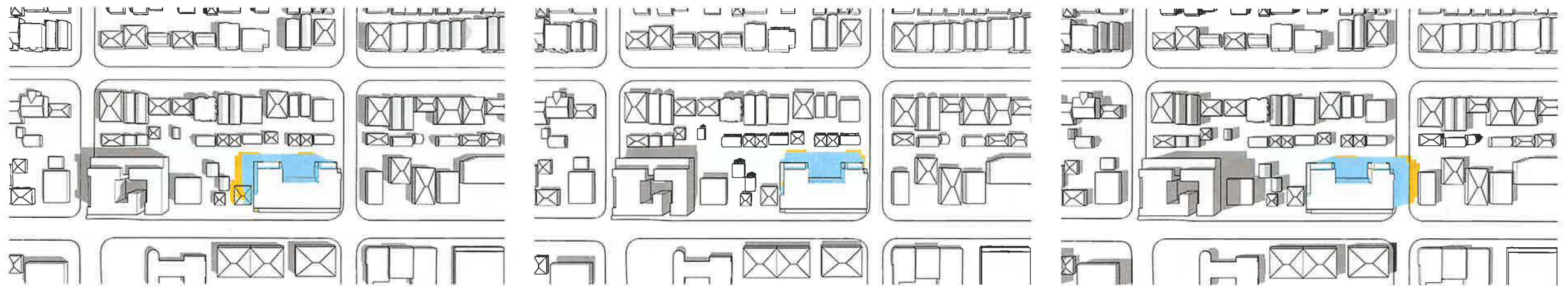
MARCH 20 / SEPTEMBER 22 4:00 PM

-  Existing Development Shadow
-  ARP Maximum Building Height (16m) Shadow
-  ARC 33 Proposal (22m) Shadow

SHADOW STUDY

ARC 33 PROPOSAL

SUMMER SOLSTICE



JUNE 21 10:00 AM

JUNE 21 1:00 PM

JUNE 21 4:00 PM

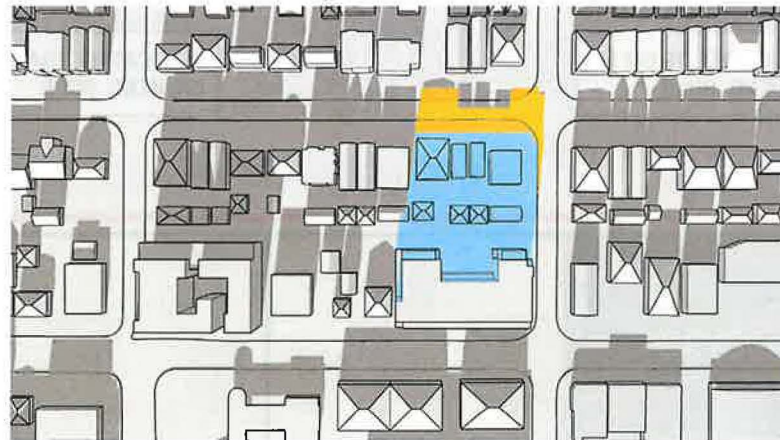
- Existing Development Shadow
- ARP Maximum Building Height (16m) Shadow
- ARC 33 Proposal (22m) Shadow

SHADOW STUDY

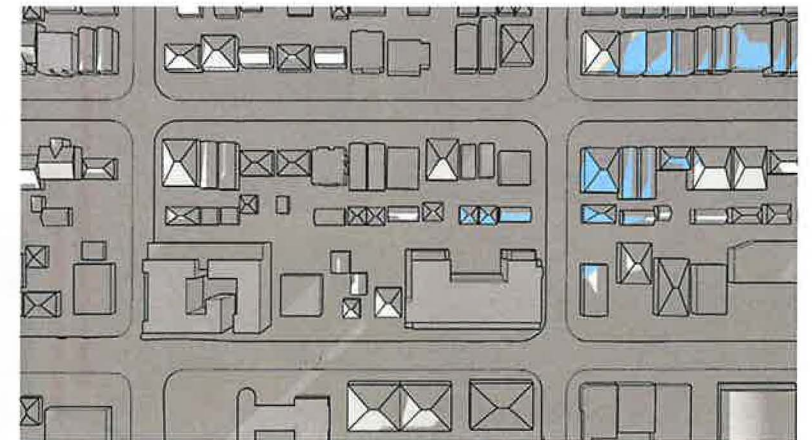
WINTER SOLSTICE






DECEMBER 21 10:00 AM



DECEMBER 21 1:00 PM

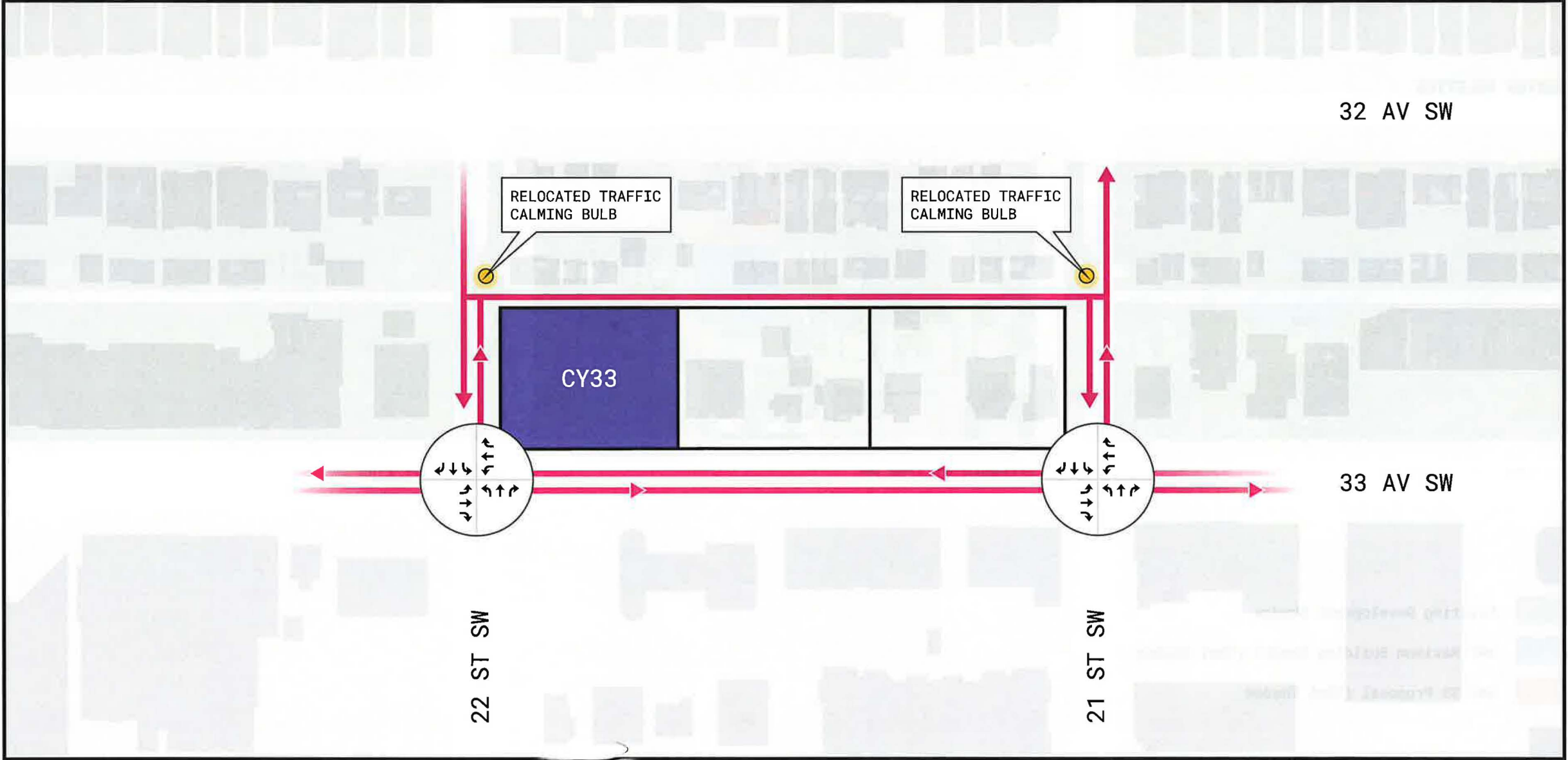


DECEMBER 21 4:00 PM

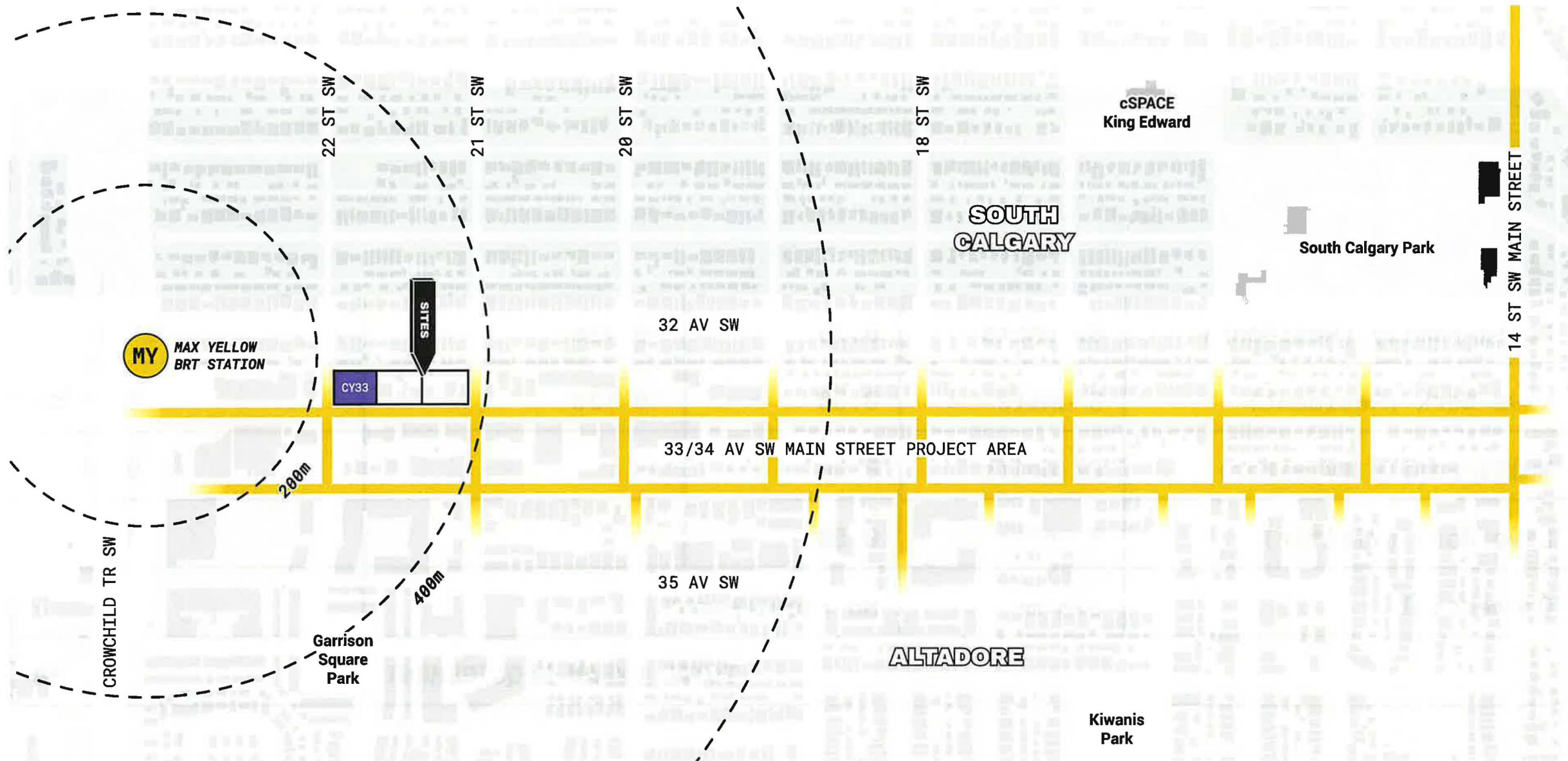
-  Existing Development Shadow
-  ARP Maximum Building Height (16m) Shadow
-  ARC 33 Proposal (22m) Shadow

SITE ACCESS

TRAFFIC CALMING



SITE LOCATION



BYLAW VEHICLE PARKING REQUIREMENT

MINI TABLE 111

USE	DENSITY	BYLAW REQUIREMENT		
		RATIO (STALLS PER UNIT)		STALLS
		BASE	BICYCLE REDUCTION	
Multi-Family (Resident)	82 units	0.75	-0.125	52 (51.3)
Live-Work (Resident)	8 units	0.50	-0.125	3 (3.0)
Multi-Family (Visitor)	82 units	0.10	-	9 (8.2)
Live-Work (Visitor)	8 units	0.50	-	4 (4.0)
Commercial	378 m ²	No requirement		-
TOTAL BYLAW REQUIREMENT				68

OUTREACH

APPLICATION OUTREACH TIMELINE

2021



LAND USE REDESIGNATION + ARP AMENDMENT

PRE-APPLICATION MEETING
Discuss proposal with City Administration and identify major obstacles and opportunities

LAND USE REDESIGNATION APPLICATION SUBMISSION
Supported by Vision Brief 1.0

CALGARY PLANNING COMMISSION
Proposed Land Use and ARP amendment review & recommendation

CITY COUNCIL PUBLIC HEARING
Council decision on proposed Land Use and ARP amendment

DEVELOPMENT PERMIT (PHASE 1)

DEVELOPMENT PERMIT APPLICATION SUBMISSION
Supported by Vision Brief 2.0 Update

STAKEHOLDER OUTREACH

VIRTUAL MEETING
Marda Loop Business Improvement Area

VIRTUAL INFORMATION SESSION(S)
Webinar-style event facilitated by the Project Team via video-sharing software

WHAT WE HEARD REPORT
Applicant Outreach Summary released

CITY COUNCIL PUBLIC HEARING
Members of the public can attend and speak to the item

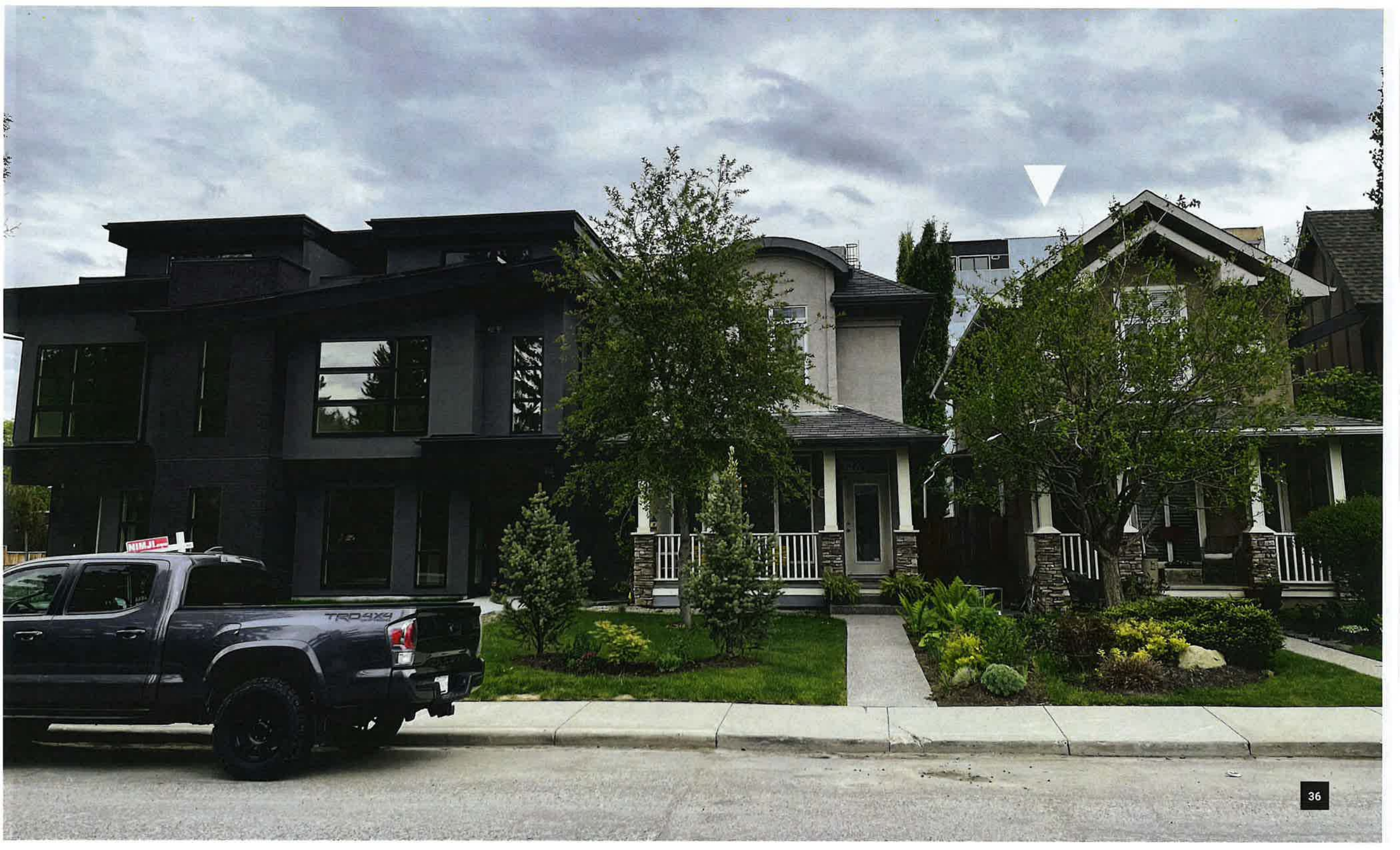
PRE-APPLICATION OUTREACH
Ward 8 Office, Marda Loop Business Improvement Area

STAKEHOLDER OUTREACH
Project Website + Feedback Form / Phone Line, Voice-Mail + Email Inbox / Postcard Mailer / On-site Signage

ONGOING COMMUNICATION WITH STAKEHOLDERS
Application progress milestones

ONGOING COMMUNICATION WITH CITY ADMINISTRATION
Coordination and support for the application development, submission, and review process

CONTEXT PHOTOGRAHY





SITES

21 ST SW

33 AV SW



CV33

22 ST SW

32 AV SW

21 ST SW

SITES



33 AV SW

SITES

CY33

32 AV SW

22 ST SW