



# RNDSQR ARC 33

## WHAT WE HEARD REPORT


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### Applicant Outreach Summary


LOC2021-0017 | APRIL 2021


## OUTREACH STRATEGIES

### NOTIFICATION & AWARENESS BUILDING

 **Postcard Mailers**  
161 Postcard mailers were delivered to homes and businesses. The mailers notified those most closely affected by the proposed change of upcoming engagement events and opportunities for additional information and discussion, via the dedicated project website and email address.


 **On-Site Signage**  
A large project sign was installed on-site February 5, 2021 and has remained throughout the Land Use Redesignation and Development Permit application process. This sign presents important information about the project, and the proposed land use change, including key application details and visualizations of the proposed development. It also directs interested parties to the Project Website and provides contact information for the project team.


 **Large Format Notice Posting**  
In accordance with City of Calgary guidelines, a large format notice posting was installed on-site February 11, 2021 (shortly after the application was made) to advise citizens of the opportunity to comment on the proposed application. A second large format notice is required after Calgary Planning Commission to advise citizens of the Council Public Hearing.


 **Community Newsletter Advertorial**  
A community newsletter advertorial was published in the March editions of "The Source" and "The Review", reaching an audience of more than 12,000 households. The advertorial directed interested stakeholders to visit the dedicated Project Website for more information and opportunities to provide feedback.

### DIGITAL + DISTANCED MEETINGS


 **Virtual Meeting**  
The project team met with representatives from the Marda Loop Business Improvement Area on February 18, 2021 to discuss their review of the Land Use submission and ask questions with the planning and design team available.


 **Virtual Information Session #1**  
The project team held a pre-registration virtual information session with live Q&A on March 22, 2021 from 6:00pm - 7:00pm. Participants joined a Zoom meeting to watch a brief presentation from the project team followed by a facilitated question and answer period.


 **Virtual Information Session #2**  
The project team held a pre-registration virtual information session with live Q&A on March 24, 2021 from 6:00pm - 7:00pm. Participants joined a Zoom meeting to watch a brief presentation from the project team followed by a facilitated question and answer period.

 **Virtual Information Session #3**  
The project team held a pre-registration virtual information session with live Q&A on March 26, 2021 from 12:00pm - 1:00pm. Participants joined a Zoom meeting to watch a brief presentation from the project team followed by a facilitated question and answer period.

### COMMUNICATION CHANNELS

 **Project Website + Feedback Form**  
The dedicated project website ([www.ARC33.ca](http://www.ARC33.ca)) was launched January 29, 2021 and remains active. At this time of writing, a wide audience of ±1,500 unique visitors have accessed the site. The website provides an opportunity for interested stakeholders to learn about the vision for ARC33 and enables convenient 24 hour access to the most up to date project information. The website also allows visitors to contact the project team, and download current project reports including the Vision Brief and complete Transportation Impact Study.

 **Project Voice-Mail + Email Inbox**  
Coinciding with the launch of the Project Website, the voice-mail inbox (587.747.0317) and dedicated email ([info@engagerndsqr.com](mailto:info@engagerndsqr.com)) went live January 29, 2021. This served as a direct line to the project team, whereby stakeholders could leave a message and receive a response back within three (3) business days.

 **E-Newsletter**  
Those subscribed to the e-newsletter bulletins were provided key project status updates and reminders about upcoming outreach opportunities.

## WHAT WE HEARD + TEAM RESPONSE

### BALANCING MULTIPLE INTERESTS

An outreach process is more than a compilation of input by the project team. Our role, as the outreach lead, requires active listening to determine the root issues underlying individual statements, and reconciling often competing interests and points of view to arrive at evidence-based planning and design solutions.

The array of interests that influence any development project include, but are not limited to:

#### CALGARY'S GROWTH & DEVELOPMENT VISION

Planning for the next generations of Calgarians

#### OUR DESIGN PRINCIPLES

Key guiding principles for desirable design & development

#### LOCAL AREA POLICY

The existing policy framework that guides development

#### STAKEHOLDER FEEDBACK

What various stakeholders think and say about an issue

#### ECONOMIC VIABILITY

The needs of the developer to create a viable project

### OVERVIEW

In reviewing feedback collected to date (April 2021), the project team has identified a series of key themes heard from stakeholders. The themes outlined in the following pages are broken into:

- What We Heard
- Team Response

Each team response attempts to address the questions, comments and input received. While we welcome and listen to feedback, the project team cannot integrate everything suggested by our neighbours and the community at-large. Elements of the project where feedback has been incorporated are identified in this report. Where the ideas shared with us could not be integrated, we explain why changes did not occur and why.

An inventory of all written verbatim feedback collected by the project team through [info@engagerndsqr.com](mailto:info@engagerndsqr.com) is provided in the Appendix of this document.



## WHAT WE HEARD + TEAM RESPONSE

THEME / WHAT WE HEARD	TEAM RESPONSE
<p><b>PARKING</b> <i>Concern not enough vehicle parking is provided on-site</i></p>	<p>With all projects, RNDSQL makes a considered and conscious choice around the provision of active transportation and parking based on comparable existing development utilization rates. The proposed development responds to shifts in market demand for parking and considers the cost of parking as it relates to affordability and parking costs that would be passed onto consumers, businesses and tenants.</p> <p>The original contemplated 57 on-site stalls was a reflection of the site's proximity to recent capital investments in the MAX Yellow BRT, Primary Transit service along 33 AV SW, and Marda Loop's more than 130 local neighbourhood shops and services. These amenities promote an active transportation and transit-oriented lifestyle that reduces the overall demand for parking required on the site.</p> <p>Notwithstanding, in response to significant stakeholder concerns <b>an additional forty (40) stalls have been added</b> by incorporating a second full-level of underground parking. On-site parking now totals ninety-seven (97) stalls. This parking provision will meet and exceed the minimum Bylaw requirement of sixty-eight (68) stalls by a total of twenty-nine (29) stalls.</p>
<p><b>PARKING</b> <i>Concern about on-street parking congestion</i></p>	<p>As communities grow and change, a residential parking program can be useful in easing redevelopment pressure by providing older and lower density homes an advantage over newer high density and mixed-use buildings. Neighbours who feel parking pressure on local streets is too high may apply for a new residential parking zone via the Calgary Parking Authority. If supported by data, Administration will establish a new residential parking zone at the neighbourhood scale. New residents of the proposed development would not qualify for a Residential Parking Permit, as the current eligibility does not include multi-residential dwellings four storeys or taller with greater than 20 dwelling units.</p>
<p><b>PARKING</b> <i>Concern about short-term parking for businesses</i></p>	<p>The proposed development's on-street frontage can accommodate up to 10 cars. These stalls are currently unrestricted (33 AV SW) or signed 'no parking' (21 ST SW). Hourly timed restrictions (2-hour) are recommended to be implemented along these frontages to accommodate a steady reliable turnover of spaces available for short-term visitors and businesses serving residents.</p>
<p><b>TRAFFIC</b> <i>Concern about added traffic congestion</i></p>	<p>In support of the proposed land use change and associated development vision, Bunt &amp; Associates completed a Transportation Impact Assessment (TIA). The TIA uses the standard trip generation rates and methodology used to evaluate all transportation studies, and must satisfy the requirements of the City of Calgary Transportation Department. The TIA report concluded that the proposed developments will not have a significant impact on the surrounding transportation network. The existing network is operating below the designed capacity and will continue to do so with the addition of the proposed developments. The City of Calgary Transportation Department will review the study and its findings as part of the City of Calgary's application review process. This report is available for download via the project team website at: <a href="http://www.arc33.ca/downloads">www.arc33.ca/downloads</a></p>
<p><b>TRAFFIC</b> <i>Concern Transportation Impact Assessment data is unreliable</i></p>	<p>As part of the standard review process, City Administration identifies changes that may be required in a TIA prior to approval, including where updates to background assumptions are necessary. Comments have been received from Administration and the TIA has been finalized. Revisions included: Background Development Densities (Updated); Residential Trip Generation Summary (Comparison summary table added); Average Annual Weekday Traffic (Added AAWT factor for the count data); Historical Review of 33 AV SW Volumes (Added); and Historical Review of Other Roadway Volumes (Added). There are no changes in the TIA report conclusions.</p>

## WHAT WE HEARD + TEAM RESPONSE

THEME / WHAT WE HEARD	TEAM RESPONSE
<p><b>TRAFFIC</b> <i>Interest in future site and neighbourhood access as it relates to 33 AV SW</i></p>	<p>The City of Calgary has recently installed temporary traffic calming bulbs on the north leg of 21 ST SW &amp; 33 AV SW, restricting eastbound left turn movements and all southbound movements at the intersection with 33 Avenue SW. The analysis in the TIA report is completed with the assumption that the ultimate location of the 21 ST SW travel restriction will be moved to north of the lane and made permanent. Relocating the travel restriction will limit southbound movements to the lane but allow for northbound through traffic into the residential community. Primary access to the site via the lane would be from 33 AV SW, a higher order road designed to handle higher traffic volumes.</p> <p>22 ST SW neighbourhood access will ultimately improve with the completion of the CY33 development at the west end of the block. Similar to the 21 Street SW condition, a permanent traffic barrier will be installed north of the lane. This will limit 22 ST SW northbound travel access to the lane, but allow for all southbound movements from the residential community to access 33 AV SW.</p>
<p><b>BUILDING HEIGHT</b> <i>The proposed six storey height is too tall</i></p>	<p>Calgary's neighbourhood-scaled Main Streets buildings up to 6-storeys represent a best-practice solution to balancing intensification objectives with sensitive transitions to adjacent residential streets. The proposed six storey built form represents our planning merit-based intent at this location based on strong site context and detailed design considerations. The proposal would result in an appropriate transit-oriented redevelopment intensification within walking distance (400m) of a newly constructed MAX Yellow BRT station and is in keeping with the planning policy framework for Main Streets established by the Calgary Municipal Development Plan. Accordingly, no significant changes have been made to the density and/or scale of the proposed development. Principal concerns in the matter of height relating to compatibility, shadow, privacy, and overlook have been addressed and mitigated via substantial architectural design strategies that are sensitive to the adjacent residential context.</p>
<p><b>BUILDING HEIGHT</b> <i>Property owners privacy will be adversely affected if the increase in height is allowed</i></p>	<p>Scale relationships between the proposed development and the existing residential neighbours who share the rear lane have been analyzed using a 45-degree angular plane projected inward from the relevant property lines. 45-degree angular planes are a building height bylaw requirement of the MU-2 district, and a globally considered planning 'rule of thumb' that indicates appropriate scale relationships between adjacent and or nearby built forms. By applying an angular plane, shadows and overlook from a building can be limited.</p> <p>Additionally, substantial design strategies have been employed to mitigate building impacts and respect the privacy of neighbours:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Upper level (5th and 6th storey) building stepbacks add an additional transition between low-density residential buildings, helping preserve light, views, and privacy.</li> <li>• The design of balconies is done in a manner that mitigates privacy concerns of abutting properties. Upper level balconies (5th and 6th storey) have been positioned and oriented away from the lane to minimize overlook, and the use of privacy screening and opaque patio railings help obscure sightlines into private yards.</li> </ul>

## WHAT WE HEARD + TEAM RESPONSE

THEME / WHAT WE HEARD	TEAM RESPONSE
<p><b>BUILDING HEIGHT</b> <i>The proposed six storey height will result in severe shadowing issues</i></p>	<p>A sun-shadow study analysis was undertaken, using industry-standard modeling, to ensure minimal impacts to adjacent neighbours. The analysis shows that despite the building height increase, the proposal's shadow impacts are negligible and will not significantly affect adjacent neighbours backyards beyond the existing condition created by the detached garages that line the lane. There is no evidence presented that suggests shadows created by the proposed development will adversely impact the neighbourhood.</p>
<p><b>CITY-INITIATED REZONING (2019)</b> <i>It doesn't make any sense to allow changes to property zoning so soon after it was designated</i></p>	<p>A City-initiated land use rezoning for this site was undertaken in 2019, at 16m and 3.0 FAR. The driver behind this rezoning, part of the Main Streets Initiative that included a 33/34 Avenue Streetscape Master Plan visioning, was to encourage more growth where there will be significant public investment in amenity and infrastructure. Due to the then emerging draft Guidebook for Great Communities and impending multi-community Local Area Planning initiative (West Elbow Communities, in the case of this site), the City-led Main Streets rezoning initiative was scaled back, both in boundary and in the maximum allowable building heights, to at least allow for and align to the existing 2014 approved Marda Loop Area Redevelopment Plan (ARP). The current proposal acknowledges the City-initiated rezoning, but also considers its placeholder status in comparison to higher order Municipal Development Plan Main Streets policy, The City's Next Generation Planning System, and The Marda Loop ARP that explicitly states "It is intended to be flexible such that future development can adapt to changing market conditions." (page 1).</p>
<p><b>CITY-INITIATED REZONING (2019)</b> <i>Concern over a lack of certainty and cumulative impacts</i></p>	<p>This proposal with respect to appropriate building heights, densities, and massing are not considered to be conclusive in terms of future consideration of any planning and development applications the City may receive. Any future applications will be evaluated on their own merit, with City Administration having the benefit of reviewing the full and detailed development proposal submission materials.</p>
<p><b>PLAZA AND PUBLIC ART</b> <i>Interest in the plaza and public art details of the application</i></p>	<p>Several sites, including the sites considered in this proposal, have been identified in the Marda Loop ARP as potential locations for plazas and public art based on their development potential, location at key intersections or corners and, in the case of this proposal, their location on the north side of the avenues. Early in our conversation with stakeholders we heard that the provision of a publicly accessible plaza area was highly desired to take advantage of the sunny side of the 33 AV SW Main Street. Embracing this opportunity, a corner plaza was incorporated into the design at 21 ST SW with the built form recessed at-grade and curb extended at the intersection. The design of the plaza focuses on increasing public realm amenity and creating an outdoor public room that interacts with the building's architectural features. Placemaking design is emphasized at this corner with a large sculptural archway, extensive glazing, and operable windows and doors that open up and blend the division between indoor and outdoor space. A leasable commercial retail unit (CRU) at this corner will help activate the plaza, creating regular opportunities to attract new visitors and spark new connections at the site.</p> <p>RNDSQR supports public art opportunities that engage and activate the public realm with a monetary commitment of \$15,000.00. The details of the public art contribution, including whether it is installed onsite or elsewhere along the Marda Loop Main Street, will be negotiated and determined through the Development Permit review process.</p>

## WHAT WE HEARD + TEAM RESPONSE

THEME / WHAT WE HEARD	TEAM RESPONSE
<p><b>CONSTRUCTION</b> <i>Concern with ongoing construction nuisances</i></p>	<p>RNDSQR understands that construction near your home can be a headache and apologize for any inconveniences that have been caused. Construction projects can last several months and in a community seeing multiple active redevelopments this can add to the disruption. RNDSQR is committed to following construction management best practices that include City Bylaw and provincially legislated site management policies, and new City guidelines for communication with local residents. Regardless, we acknowledge that with all the preemptive measures taken and all the planning done, public nuisances cannot be completely avoided when introducing new developments into an established community. While not a consolation, we contend this is short-term pain for long-term gain—part of realizing the Marda Loop vision for a thriving mixed-use Main Street. During the course of construction, RNDSQR aims to pro-actively address any arising community site management concerns. A RNDSQR contact and telephone number will be prominently displayed and provided to neighbours while development works are taking place in order to respond to any inquiries and complaints.</p>
<p><b>CONSTRUCTION</b> <i>Concern that construction vehicles will continue to park in the neighbourhood</i></p>	<p>RNDSQR apologizes for any trade workers parking their vehicles on neighbourhood streets and any inconveniences this has caused, but reminds neighbours that on-street parking is public parking. Neighbours who feel parking pressure on local streets is too high may apply for a new residential parking zone via the Calgary Parking Authority. If supported by data, Administration will establish a new residential parking zone at the neighbourhood scale.</p>
<p><b>DESIGN CERTAINTY</b> <i>Rezoning should be tied to plans</i></p>	<p>As it relates to CY33, the 2017 Land Use Redesignation application using a Direct Control District tied-to-plans was about certainty of high design merit and a quality development outcome, but more importantly it was about certainty in realizing a publicly accessible privately-owned open-to-air courtyard space lined by commercial-retail uses (internal to the building). The Direct Control District made this outcome certain and was codified in the ultimate decision of Council in 2018. The unique design and tailored tied-to-plans approach was appropriate for CY33. In the case of ARC33, the certainty of a quality development outcome is found in the concurrent (or simultaneous) Land Use Redesignation and Development Permit process for the Phase 1 site. The second phase of development, or mid-block assembly of parcels, will be designed and constructed at a later date in the future. Through a future Development Permit application with a fulsome and required public engagement process, it's RNDSQR's intent to deliver a high-quality development with the same sensitive design considerations and public realm investments.</p>
<p><b>MISLEADING INFORMATION</b> <i>Concern supplemental materials being shared are inaccurate, or misrepresentative of scale.</i></p>	<p>All visualizations are intended to be supplemental-only to a series of required technical drawings formally reviewed by The City of Calgary. All site plan illustrations, elevations, sections, sun shadow diagrams, and other technical drawings of the proposed building were created using industry-standard modeling.</p>

**APPENDIX A**  
**VERBATIM COMMENTS**



## VERBATIM COMMENTS

The following is a record of the verbatim correspondence managed via the online feedback form and dedicated project email (info@engagerndsqr.com) made available and monitored January 29, 20121 through April 09, 2021.

Please note: personally identifying information has been removed from participant submissions. No other edits to the feedback have been made, and the verbatim comments are as received.

 **RESPONDENT #1**

**Date:** February 7, 2021  
**Subject:** Form Submission - ARC 33 - General Feedback Form - date for demolition


Hello, I live in 2202 33 Ave and see the sign on my lawn for the project vision but cant find any info about dates.

Do you know when the project will officially begin and we will need to move?

Any info you can give is great appreciated.

Thanks,

-----

 **February 8, 2021**


Good morning -----,

Thank you for reaching out. I have relayed your request for anticipated move-out dates to RNSDQR management. Somebody will be in touch this week to discuss details.

I will check back with you at the end of this week to follow-up. Please let us know if you have any other questions or concerns.

Best regards,

RNSDQR Project Team


 **February 12, 2021**

Hello -----,

I don't have a definitive timeline/schedule for construction to share, but demolition is anticipated to start towards the end of the year. Property management will be in contact to discuss the details. If this doesn't happen by the end of next week, please let me know and I will do my best to follow up and ensure somebody reaches out.

Thanks for your patience,

RNSDQR Project Team

 **RESPONDENT #1**

**Date:** February 12, 2021  
**Subject:** Re: Form Submission - ARC 33 - General Feedback Form - date for demolition

Hello, thanks for the update. I haven't heard from anyone at round square.

Hope you have a great weekend,

-----

 **February 16, 2021** -- A RNSDQR representative confirmed speaking with Respondent #1

 **RESPONDENT #2**


**Date:** February 9, 2021  
**Subject:** ARC 33

Hi there,

I was just browsing your website for ARC 33 and I love the building, the concept is very nice! I'm just wondering whether these apartments are planned to be for-sale or for-rent?

Thanks so much,

-----

 **February 9, 2021**


Hi -----,

Thank you for reaching out. Great to hear the positive feedback! The residential units are currently planned for rentals, but this is subject to market conditions at the time of construction.

If you have any other questions, please let us know.

Best regards,

RNSDQR Project Team

 **RESPONDENT #2**

**Date:** February 12, 2021  
**Subject:** Re: ARC 33

Hi there,

Thanks for getting back to me, I appreciate it!

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## VERBATIM COMMENTS

 **RESPONDENT #3**

**Date:** February 28, 2021  
**Subject:** Form Submission - ARC 33 - General Feedback Form - Arc33 unit details

Hello

I know this is early stages of the project but could you please share with me the unit plans for Arc33? We are looking to downsize from a house in Richmond in a few years and this could be the answer!!!

Very excited to see more details of this project. Would be interested in the top floor units and any forecast of pricing.

Thanks

-----

 **March 1, 2021**


Hello -----,

Thank you for reaching out. At this stage of the process, there are currently no units plans available. More project details are coming in the next 3-4 weeks, as the project team is nearing completion of a Development Permit that will be submitted to The City for review/ approval.

The best way to stay connected as the development progresses would be to sign up for the e-newsletter at <https://www.arc33.ca> to receive project updates. To subscribe, navigate to the bottom of the home page and input your email.

Thanks again for your interest and please don't hesitate to reach out if you have any further questions or enquiries.

RNDSQR Project Team

 **RESPONDENT #4**

**Date:** February 28, 2021  
**Subject:** ARC 33 Land Use and Development Applications

It's incredibly disappointing that RNDSQR used the courtyard concept, an ill-conceived idea for the Calgary weather, to justify the taller building at CY33 and will now use that building as a precedent for the 22m rezoning for the ARC 33 development. I was opposed to the concept and justification for the taller building and was concerned that this would happen.

RNDSQR, together with the support of the City of Calgary, is in the process of creating a shadowy wind tunnel, filled with vacant ground floor retail in Marda Loop.

I'm also disappointed that the RKHCA hasn't included a link to the comments page for the redesignation when they advised the community of the development.

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 **March 1, 2021**

Hello -----,

Your feedback has been received. Your input will be compiled and addressed in a Stakeholder Outreach Summary report that will be made publicly available as we proceed with the formal decision-making stages for the application. This report will share not only what we heard, but where the feedback influenced decision-making--and just as importantly--where the feedback didn't influence decision-making, and why.

In addition, we offer the following comments to some of your concerns:

*Building Height - The project team has conducted sun-shadow study analysis to ensure minimal impacts to adjacent neighbours. The analysis shows that despite a 2-storey height increase, the proposal's shadow impacts are negligible--as the u-shape building form reduces building mass on the lane and the angular setback requirements of the Mixed-Use District thoughtfully reduces building height, stepping back from adjacent backyards. We encourage you, if you have not already done so, to please see the Shadow Study (Page 27-29) of the ARC 33 Vision Brief available online at: <https://www.arc33.ca/downloads>*

RNDSQR Project Team

 **RESPONDENT #5**

**Date:** March 1, 2021  
**Subject:** ARC 33 Land Use and Development Applications

We own and live in the home across the alley immediately north of the proposed RNDSQR project. Our address is 2207 32 Ave SW. We are firmly opposed to increasing the allowable height of your proposed project from 4 stories to 6 stories.

RNDSQR knew when it purchased these properties that the allowable height was restricted to 4 stories. Likewise, when we purchased our property we understood there could be a development on the property behind us, to a maximum of 4 stories. Changing the rules because you as a developer (looking only to make money) have more influence over city council than we do as mere homeowners living in our home is unconscionable.

Increasing the height to 6 stories will cause us to lose our privacy as dozens of apartment units will be staring directly into our bedroom and backyard. It will also cause us to completely lose our sunny south facing back yard that is now a significant selling feature. Allowing these new proposed projects to be expanded to 6 stories will create a dark, cold claustrophobic situation with nothing but a giant lane of walls behind our previously open, warm and sunny home.

The new 6 storey RNDSQR building just built in the corner of 22nd St and 33rd Ave SW has already resulted in us losing our mountain and sunset views from our southwest windows. Our upper floor windows now only have a view of that building's wall, which is awful. We raised these concerns during the community engagement for that property too but they were ignored, and the result is even worse than we thought.

Losing our mountain view to a wall has already significantly decreased our property value. Having the entire south side view cut off by an entire street of 6 story buildings will decrease it further. I doubt RNDSQR is prepared to reimburse us for our loss of property value. If RNDSQR is willing to reimburse us for our existing loss of property value of our home as well as future losses of value from its proposed projects we would consider withdrawing our objection.

# VERBATIM COMMENTS

In addition, there already is too much dangerous traffic and not enough parking in the immediate area. Adding 2 stories of additional housing units with insufficient underground parking will make these already bad situations worse.

Please ensure that these comments are given to the relevant city authorities in full and verbatim with no editing.

----- and -----

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 **March 1, 2021**

Hello -----,

Thank you for reaching out. Right now we are welcoming all feedback and will consider it as we move forward with the design and application process. Your input will be compiled and addressed in a Stakeholder Outreach Summary Report that will be made publicly available as we proceed with the formal decision-making stages for the application. This report will share not only what we heard, but where the feedback influenced decision-making--and just as importantly--where the feedback didn't influence decision-making, and why.

We also encourage you to join us for one of our Digital Information Sessions and live Q&A on March 22, 24, and 26. We'll be bringing together key project expertise from architecture, planning and civil engineering to answer questions and hear feedback. Please visit our events page for more details: <https://www.arc33.ca/events>

The current design at a proposed 22m represents our best thinking for a Main Streets aligned street-oriented mid-rise development for Marda Loop. The project team is proposing to increase the maximum allowable building height based on the site's proximity to the Primary Transit Network, new MAX Yellow Bus Rapid Transit (BRT) station, public investments in the 33/34 Avenue public realm, and evolving infill development context. We also offer the following comments to some of your concerns:

**Shadowing/Loss of Privacy** – The project team is committed to a good neighbourhood 'fit' and has put together a well-considered and comprehensive proposal to demonstrate our project vision. Substantial architectural considerations designed to mitigate building impacts, like the u-shape orientation and building height step backs, thoughtfully reduce building height and massing along the shared lane interface, stepping away from adjacent backyards and allowing for more solar pass through, light, and air. A sun-shadow study analysis was undertaken to ensure minimal impacts to adjacent neighbours. The analysis shows that despite the building height increase, the proposal's shadow impacts are negligible and will not significantly affect adjacent neighbours backyards beyond the existing condition created by the detached garages that line the lane. We encourage you, if you have not already done so, to please review pages 27-29 of the ARC33 Vision Brief available online at: <https://www.arc33.ca/downloads>

**Traffic** – As part of the comprehensive planning and design process, RNSQR has sought the professional assistance of Bunt & Associates Transportation Planning and Engineers to complete a Transportation Impact Assessment (TIA). This assessment examines the current transportation system's performance and applies approved City of Calgary metrics to predict the relative impact of the proposal on the local transportation network. The TIA found that the proposed developments will not have a significant impact on the surrounding transportation network. The existing network is operating below the designed capacity and will continue to do so with the addition of the proposed developments. The full TIA report is available online at <https://www.arc33.ca/downloads>

*Parking – The proposed development responds to shifts in market demand for parking. The contemplated number of stalls is a reflection of the site's proximity to recent capital investments in the MAX Yellow BRT, Primary Transit service along 33 AV SW, and Marda Loop's more than 130 local neighbourhood shops and services. These amenities promote an active transportation and transit-oriented lifestyle that reduces the overall demand for parking required on the site. Ultimately, the parking supply based on the proposed uses, is being considered as part of The City of Calgary's application review process.*

RNSQR Project Team

 **RESPONDENT #6**  
**Date:** March 22, 2021  
**Subject:** ARC 33 Land Use and Development Applications

Hi. I registered for the open house; but haven't received a zoom invite.

How do I join?

Thanks

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 **March 22, 2021**

Hi -----,

Please find below the full details and links for tonight's event, starting shortly here at 6:00pm. It looks like the sign-up sheet had your email spelled ----- rather than -----.

We look forward to seeing you soon!

RNSQR Project Team

 **RESPONDENT #7**  
**Date:** March 24, 2021  
**Subject:** ARC33- Monday digital info session- comment rebuttal

Hello,

I recently attended the digital info session but unfortunately due to another commitment I had to leave. However, it was relayed to me that the uniqueness of the CY33 building height (22m) compared to the community's expectation for 16m on the remaining parcels was surprising to the engagement group and possibly RNSQR? The statutory Marda Loop ARP and streetscape plan both limit the height to 16m and although the MDP allows it, there was a community expectation that developers would follow the local area plans on future developments.

Attached is a document with 6 examples where the 22m height is linked specifically to the corner location, the plaza design, or the architectural merits to the point that ONLY the approved DP for CY33 would be allowed a built form with height 22m and FAR 4.0 and all other developments would be in-line with the ARP.

## VERBATIM COMMENTS

I would very much appreciate a reply to understand why our shock at the request for 22 metres on the remainder of the block is such a surprise to anyone, particularly (not limited too) the fact that no designs exist for the middle parcels.

Sincerely,

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March 26, 2021

Thank you for attending the digital information session on Monday, -----, and again for your feedback here.

As it relates to CY33, the 2017 Land Use Redesignation using a Direct Control District tied-to-plans was about certainty of high design merit and a quality development outcome, but more importantly it was about certainty in realizing a publicly accessible privately-owned open-to-air courtyard space lined by commercial-retail uses (internal to the building). The Direct Control District made this outcome certain and was codified in the ultimate decision of Council.

The unique design and tailored tied-to-plans approach was appropriate for CY33. In the case of ARC33, the certainty of a quality development outcome is found in the concurrent (or simultaneous) Land Use Redesignation and Development Permit process for the Phase 1 site.

Our publicly shared rationale, as you have pointed out, is that 6-storeys does not make sense just anywhere in the community. Proposals for greater building height than contemplated in the Area Redevelopment Plan (ARP) should be of a high design merit and possess some key locational attributes (like ARP cited opportunities for gateways, public plazas, and public art). The ARC33 proposal introduces a new public plaza at the corner of 33 AV and 21 ST, and will include investments in new public art. The concept also includes significant sensitive building design characteristics that reduce shadow and privacy impacts to neighbours – through setbacks, stepbacks and carving out the building mass along the shared laneway.

Since the CY33 approvals, RNDSQR has been successful in assembling the remaining twenty-two-hundred block properties. They're demonstrating commitment and investment in the community. RNDSQR is excited by the opportunity to shape and deliver the first complete block of the Main Street corridor and Streetscape Master Plan.

Since the 2014 ARP's adoption, there have been additional public capital infrastructure investments (in particular the MAX Yellow BRT) that support even greater transit-oriented strategic growth in close proximity to those investments.

The second phase of development, or mid-block assembly of parcels, will be designed and constructed at a later date in the future. Through a future Development Permit application with a fulsome and required public engagement process, it's RNDSQR's intent to deliver a high-quality development with the same sensitive design considerations and public realm investments.

We're welcoming all feedback and will consider it as we move forward with the design and application process. Your input will be heard, recorded, compiled, and addressed in a What We Heard Report that will be made available to the public before we proceed with the formal decision-making stages for the applications.

Thank you,

RNDSQR Project Team



RESPONDENT #7

Date: April 7, 2021

Subject: RE: ARC33- Monday digital info session- comment rebuttal

Hello,

Thank you for your reply. I have taken some time to think about your comments and the info meeting I attended. I appreciate the time that was given however wonder what value these meetings have for residents and their concerns. How will the concerns of the residents be actioned upon in this project?

I am unsure what "commitment and investment in the community" have to do with the disregard of the ARP and the lack of certainty for residents who purchased homes under the 14 or 16 m guidelines. The community has repeatedly said that development greater than 16 metres height with increased density (as measured by FAR) is not desirable or sustainable with respect to the increased traffic congestion in the Marda Loop area. Before you suggest that the traffic study shows otherwise, I am aware of the traffic study(TIA) and as I expressed in the meeting, the background vehicle generation is incorrect. I would like to know if the engineering firm will be updating with the publicly available information? I have made my concerns regarding this study known to the planning and transportation departments and to my councilor and his office.

You mention the 2014 ARP as if it was a stagnant document, but that document was updated in 2019, specifically with respect to zoning on the parcels in question on this land use application. The 2019 ARP zoning was based on the Streetscape plan and the BRT infrastructure was already being developed. So suggesting that the BRT infrastructure is a "new" rationale and provides additional support is misleading and inaccurate. The Richmond Knob Hill development director sent you and other stakeholders an email that states:

The current zoning in place along Marda Loop was implemented after CY33, in 2019. In 2019, when the best zoning was determined for Marda Loop by administration they did a detailed analysis of feedback from stakeholders, review of the existing policy, land use districts and parking requirements. It also looked at current and future market demand and growth forecasts, infrastructure capacity within the Main Street areas and costs to redevelop streets and sidewalks that align with the Calgary Transportation Plan (CTP) and the Complete Streets Guide. In 2019, the new BRT / cities transit oriented focus / population etc was already taken into account when determining best zoning for Marda Loop.

The latest zoning for Marda Loop that Administration proposed, after doing their detailed analysis, and council passed was less than 2 years ago. Nothing has changed except for a new MDP that was passed by council in 2020.

In your reply, you indicated that the proposal contains a plaza. A plaza by definition is an open gathering space in a built-up area and based on the proposed plans there is no plaza on the corner of 21 St and 33 Ave SW. I am not sure what public art is being referred to but if it is another mural surely that is not a replacement for the vertical intrusion that reduces privacy and sunlight for nearby residents and the increased congestion that will come with the build-out of the entire area. Since, the justification for the height increase relates to a plaza and that that things have changed with regards to Transit-oriented design(TOD) projects when in actual fact they have not (TOD discussions occurred at Lyfe council hearing in 2015), is there any other justification that you can provide for why the height increase to 22m is justified?

## VERBATIM COMMENTS

I recognize that this project is only two buildings of the many projects still to come, and that is where I am very concerned about the cumulative effects of development that will come. The traffic study that is required has no forward thinking component which is not this project's mandate, but as a resident I am very concerned about uncontrolled vertical growth. The ARP was updated with those very concerns in mind and for a developer to toss aside those recommendations stating that things have changed is extremely disingenuous.

Thank you,

-----



**April 9, 2021**

Hello -----,

*Thank you for your response. Your questions, including how stakeholder input received through the applicant-led outreach process is considered, will be addressed in a What We Heard Report set for release this April.*

*The What We Heard Report will include new information about the direction of the proposal and be publicly accessible on our dedicated project website: [www.arc33.ca](http://www.arc33.ca)*

*As an attendee of the March 22nd Digital Information Session, you will receive direct notification when the report is available.*

Sincerely,

*RNDSQR Project Team*

**APPENDIX B**  
**OUTREACH MATERIALS**

# ON-SITE SIGNAGE

## HEY NEIGHBOUR!

Something exciting is happening here.

### ARC 33

**SUBJECT PROPERTIES** 2202, 2206, 2212, and 2216, 2222, 2226 - 33 AV SW

**EXISTING LAND USE** Mixed Use-Active Frontage (MU-2)  
Maximum Building Height: 16m (4 Storeys) | Maximum FAR: 2.5

**PROPOSED LAND USE** Mixed Use-Active Frontage (MU-2)  
Maximum Building Height: 22m (6 Storeys) | Maximum FAR: 4.0

**DEVELOPMENT VISION** RND5QR's development vision includes two (2) new street-oriented 6-storey mixed-use developments with commercial/retail units at grade and residential units above.

Phase 1 of development, ARC 33, is proposed to start at the corner of 33 AV SW and 21 ST SW. Phase 2 includes the balance of the lands, 2216, 2222, 2226 - 33 AV SW, to be developed at a later date.

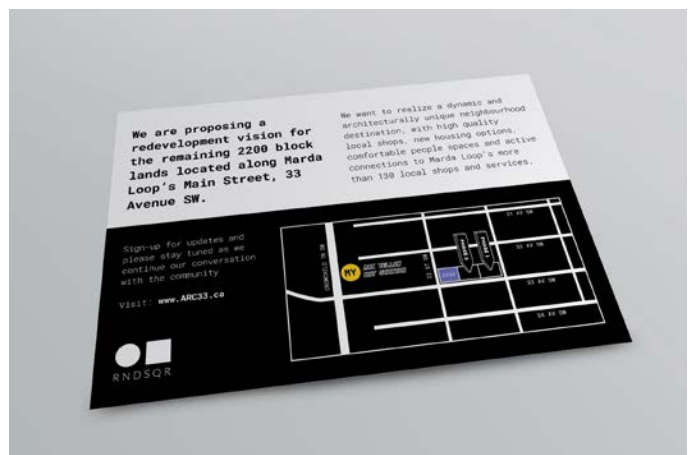
Diagram is for illustrative purposes only.

WWW.ARC33.CA

FOR MORE INFO AND TO SHARE YOUR FEEDBACK!



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An exciting change is happening on 33 AV & 21 ST SW

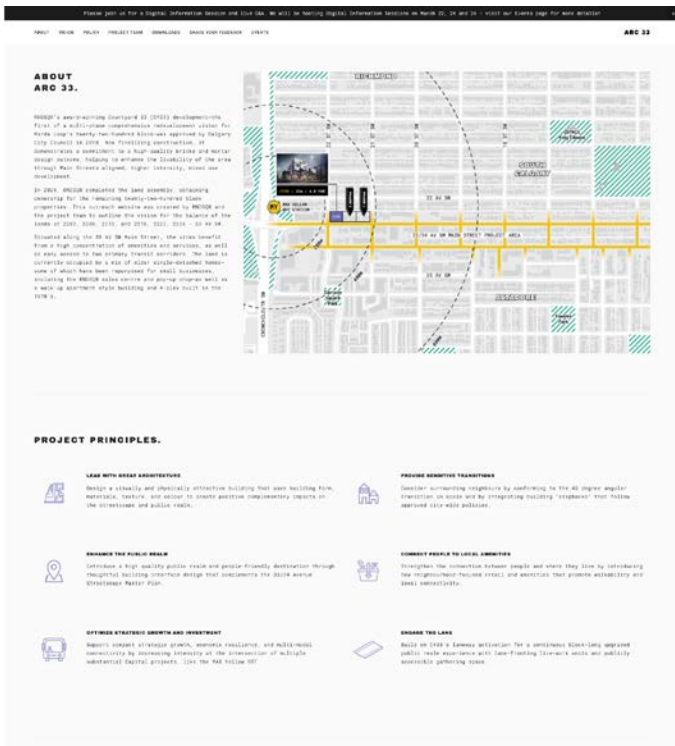
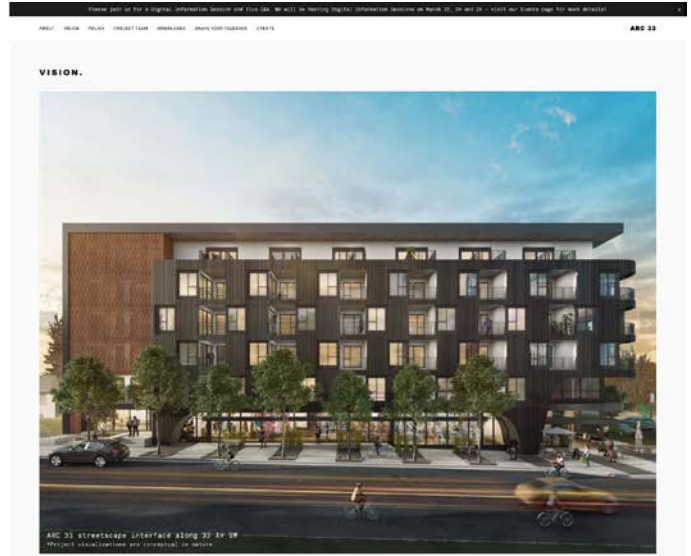
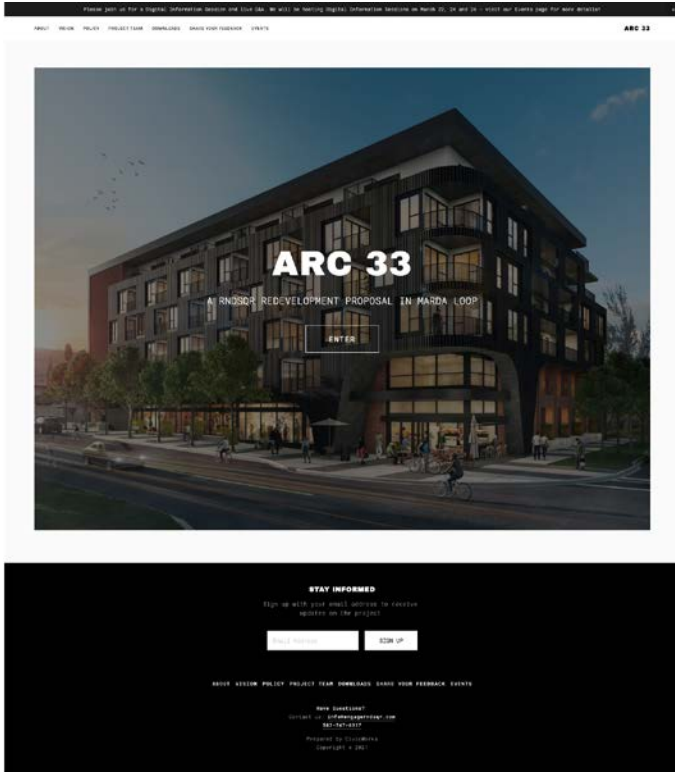


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# PROJECT WEBSITE + ONLINE FEEDBACK FORM



# PROJECT WEBSITE + ONLINE FEEDBACK FORM

PROJECT AT-A-GLANCE.

**SITE AREA**  
8,816M<sup>2</sup> (PL 437012)

**BUILDING HEIGHT**  
21m Maximum height  
8 Storeys

**BUILDING INTENSITY**  
4.8 Maximum Floor Area Ratio (FAR)

**BUILDING UNITS**  
482 Residential Units  
88 Low-Rise Units

**UNITS PER FLOOR**  
487 Integrated Parks  
100/100

**TOTAL UNITS**  
586 (8,816/15)  
Net Commercial Floor Area  
10,000M<sup>2</sup>

DESIGN APPROACH.

**01 | BONDING**  
Build to the existing block context with a continuous building street wall.

**02 | BARRIERS**  
Raise the building mass to reduce adjacent window impacts and provide unobstructed views from building residents.

**03 | RETRIEVE**  
Introduce main street retail and ground-level activities to activate the street and establish a human-scale urban form.

**04 | BRIDGE**  
Bridge the gap by linking northeast amenity space with local work units and incorporating relationship/bonding landscape design.

**05 | WRAP**  
Add articulation and texture to existing primary building elements, provide screening, and beautify the public realm.

**06 | ENHANCE**  
Enhance the public realm and pedestrian experience with water elements, street trees, lighting, street furniture, and street signs.

PROJECT WEBSITE + ONLINE FEEDBACK FORM

POLICY.

**LEGAL AREA PLAN**  
The subject site is located within the North Loop Area Redevelopment Plan (ARP), approved by City Council in 2016. The ARP provides the policy framework that allows with future growth and development along the corridor of Calgary's Future Growth along developed streets and along undeveloped corridors within the ARP to encourage development with a comprehensive level of commercial and residential development. All the while ensuring a sensitive transition to the adjacent residential streets, and a high standard of urban design for the area. It is intended to be flexible such that future development can adapt to changing market conditions.

**PRIMARY TRANSIT NETWORK**  
The subject site is situated along the major Primary Transit Network corridor, 16th St SW and is situated to the north corridor's primary transit. High frequency public transit every 10 minutes of 16th St SW is a key element. In addition, the site is located within the primary transit network (PTN) on a 5-minute walk to a new Future Growth Transit (FGT) station providing high-frequency transit to major city centre destinations. The primary transit network (PTN) identifies the Primary Transit Network as an expanding road, for land use planning, with strategic design opportunities. Higher intensity, compact, mixed-use development concentrated near transit stops and stations to encourage walking and maximize public infrastructure.

**NEIGHBOURHOOD DEVELOPMENT PLAN - MAIN STREET**  
The subject site is located along 16th St SW in a Planned Development Plan (PDP) designated Neighbourhood Main Street that stretches from 16th St SW to 17th St SW. Calgary's Main Streets are active corridors that attract pedestrians, bicyclists, and transit users, and support local shops for shops, residential, commercial, and transit infrastructure. Identified for active growth and investment, Main Streets are part of a long-term plan to change the programming of our city from road to transit. The City is implementing the plan to close Streetcar and create Vibrant Main Streets with the project team's leadership. Neighbourhood Development Plan for the Neighbourhood Main Street project (expected to be complete by Spring 2022).

LEGAL AREA REDEVELOPMENT PLAN.

APPLICATION THROUGH AN AGREEMENT

General conditions and documentation for use in a development agreement, the applicant shall comply with the terms and conditions of the application for development in the North Loop Area Redevelopment Plan (ARP) area. This includes the ARP's zoning provisions of density, character, livability, transit, amenity, environmental design, and street-crafting building.

INFORM'S completion vision for the block is consistent with the policies of the North Loop ARP, apart from the existing recent alternative building heights shown in Section 2.3.4 building height. While INFORM's proposal supports the direction of City policies (including the ARP, City, and planning staff), a final land-use agreement to Section 4.2.1.4 is still required to facilitate the proposed land use application.

Relevant Policies:

- INFORM LAMP 16-0217-P-2-1-1
- INFORM LAMP 16-0217-P-2-1-2
- INFORM LAMP 16-0217-P-2-1-3
- INFORM LAMP 16-0217-P-2-1-4
- INFORM LAMP 16-0217-P-2-1-5
- INFORM LAMP 16-0217-P-2-1-6
- INFORM LAMP 16-0217-P-2-1-7
- INFORM LAMP 16-0217-P-2-1-8
- INFORM LAMP 16-0217-P-2-1-9
- INFORM LAMP 16-0217-P-2-1-10
- INFORM LAMP 16-0217-P-2-1-11
- INFORM LAMP 16-0217-P-2-1-12
- INFORM LAMP 16-0217-P-2-1-13
- INFORM LAMP 16-0217-P-2-1-14
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- INFORM LAMP 16-0217-P-2-1-99
- INFORM LAMP 16-0217-P-2-1-100

PROJECT TEAM

PROJECT WEBSITE + ONLINE FEEDBACK FORM

WE LOOK FORWARD TO HEARING FROM YOU.

01 | BONDING

02 | BARRIERS

03 | RETRIEVE

04 | BRIDGE

05 | WRAP

06 | ENHANCE

EVENTS.

SHARE YOUR THOUGHTS AT ONE OF OUR DIGITAL INFORMATION SESSIONS

GENERAL FEEDBACK FORM

CONTACT US.

CONTACT CITY OF CALGARY ADMINISTRATION.

STAY INFORMED

PROJECT TEAM

PREPARED BY

CIVICWORKS

PROJECT TEAM

CIVICWORKS

S2 ARCHITECTURE

NAVAGRAH LANDSCAPE ARCHITECTURE & URBAN DESIGN

BUNT & ASSOCIATES



RND SQR

