



MARDA LOOP
where life connects

March 18, 2021

To: File Manager Jyde Heaven - jyde.heaven@calgary.ca
Development Circulation Controller - DP.Circ@calgary.ca

Re.: LOC2021-0017 @ 2206 33 AV SW
RNDSQR / ARC 33

The Marda Loop BIA supports mixed-use redevelopment at this location, to link the commercial streetscape and to provide more residents to support and enjoy neighbourhood businesses and amenities, including pending main streets improvements. We are pleased with RNDSQR's involvement in Marda Loop - they are well-regarded for their vision and commitment to quality design.

However, we do not support this land use application.

The City-initiated land use for this site was done only in 2019, at 16m and 3 FAR. This is also reflected in the 2014 ARP. We believe the current (and very recent) land use designation and ARP policies reflect the need to build out our main street, are respectful of the interests of nearby residents, and are also representative and respectful of recent planning processes with the community.

When developments propose large increases in height and density in this location, they should be "tied to plans" to ensure that the volume provided by land use is mitigated by the actual development shape and design. Therefore we do not support rezoning of the Phase 2 site without more design certainty. We also have concerns with Phase 1.

Regarding the scope of the land use envelope proposed on the block, which is based on the CY33 approval: CY33 was exceptional due to its gateway location, as a western anchor of main street commercial, and especially for the provision of an unusual interior public space that enabled and required additional height and volume. A like redesignation of the rest of the block face (at 22m/4FAR), as proposed, is not necessary to achieve a good outcome on this block, nor is it necessarily desirable.

We note that the applicant, as the owner of the rest of the block face, has a great deal of flexibility in how they manage this block's redevelopment. We have very good recent examples in the area of commercial and mixed-use projects of 4-5 storeys (16-20 m) with around 3-3.5 FAR. This location is identified in the ARP as having the potential for 5 storeys if a public plaza is provided (ARP 4.2.1.2). While the site in question can be redeveloped within the current land use envelope, there is some potential (per ARP) for increasing the height from the base so long as there is major public benefit and other impacts on neighbours are mitigated.

Marda Loop Business Improvement Area 1638 - 30th Ave SW Calgary, AB T2T 1P4



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We also point out that that for buildings of 4 storeys and up, the ARP (4.2) calls for step backs to minimize massing and shadowing and maximize sky. While this has not always been done (south façade of CY33, and the north façade of Treo are exceptions), we support this ARP direction for larger buildings.

With regard to parking, the City's basic residential parking requirements (of .75/unit, etc.) is the minimum required. We do not support an additional "frequent transit reduction" and note that ARC 33/Phase 1 is not within the radius where the -25% reduction applies. While transit service in the area has improved recently, realistically we are a semi-suburban location right off Crowchild Trail. We have a growing residential population, a growing commercial area no minimum parking requirement, and increasing competition for on-street parking space. The ARP (5.2.5) regarding on-street parking prioritizes visitors and customers with short-term needs over long-term parking. A -25% very-low-parking scenario would cause more residents to compete for on-street parking space with commercial visitors to the area. Sufficient residential parking should be provided to minimize this competition. (We note there is the opportunity to combine underground parking across both Phase 1 and Phase 2 sites, which might reduce the overall cost and the territory taken up by ramps and such infrastructure.)

Thank you for the opportunity to comment. We will provide more specific comments on finer details of this project (or future iterations) through the DP process; this letter focusses largely on land use and major related items.

Sincerely,

Bob van Wegen
Executive Director

Cc:
Richmond Knob Hill CA
Marda Loop CA
The Applicant
Ward 8 Office