

## Applicant Outreach Summary

DECEMBER 2022

# COMMUNITY ENGAGEMENT REPORT

A MIXED-USE MULTI-RESIDENTIAL  
PROJECT BY SARINA HOMES

# "1900"



Prepared by: Hive Developments  
Public Engagement & Planning Team

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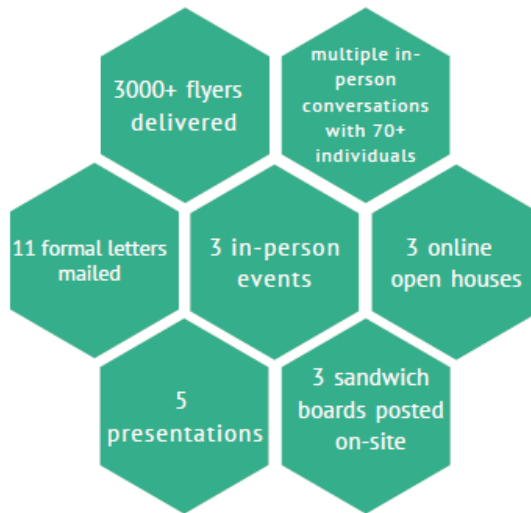


## I. ENGAGEMENT PROCESS



# 04

## PROCESS AT A GLANCE

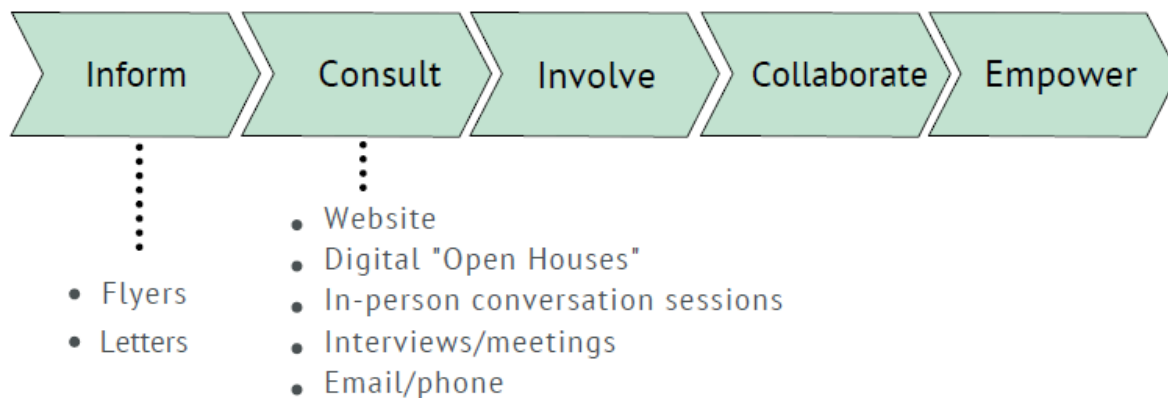


## STRATEGY

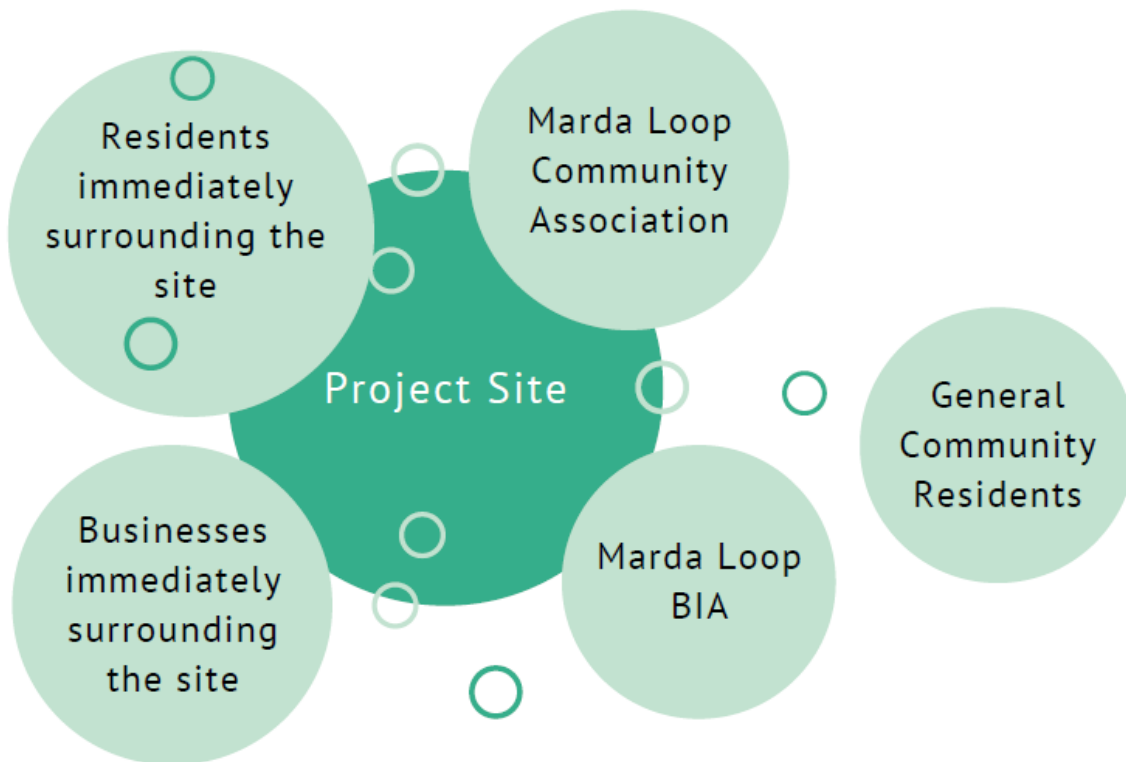
The engagement process, framed by the principles of: inclusion, transparency, and responsiveness, was built around the following two broad strategies:

- Multiple modes of engagement, synchronous and asynchronous
- Ensure that communications are simple, and clearly lay out expectations for involved parties

## IAP2 SPECTRUM



# 05 STAKEHOLDER MAP



The above diagram conceptually maps stakeholders with a greater stake in the project closer to the project site. Therefore, our key stakeholders were:




- Residents and Businesses immediately surrounding the site
- Marda Loop Community Association (MLCA)
- Marda Loop Business Improvement Area (MLBIA)

These key stakeholder groups will, generally speaking, be subjected to the highest level of engagement intensity.



# 06 TACTICAL OUTLINE



-  Denotes the medium intensity engagement area
-  Denotes the high intensity engagement area
-  Denotes the subject site

*Note: Engagement intensity is primarily premised on proximity, and therefore, potential resultant development impact, subject to site.*

High Intensity Zone



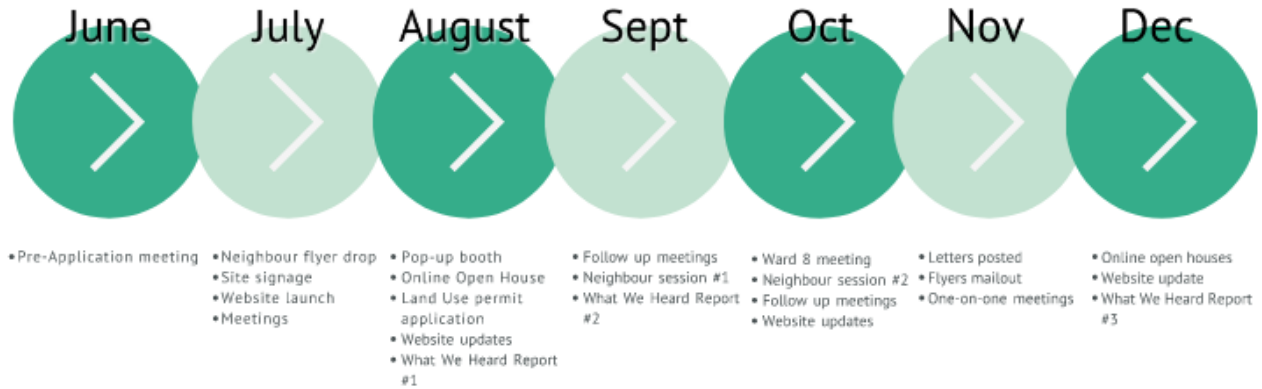
Med. Intensity Zone



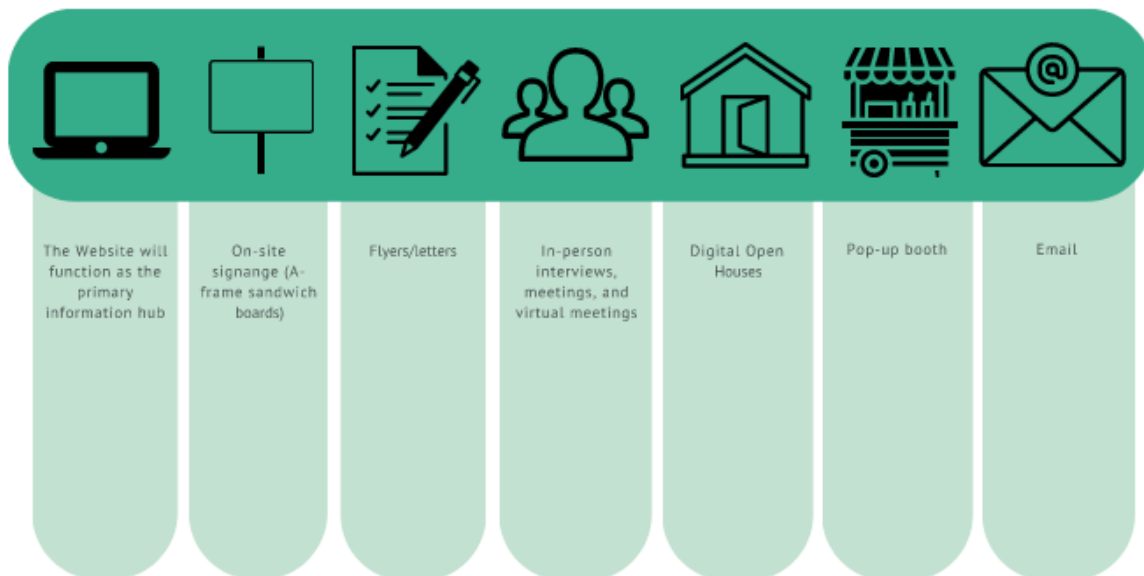
Rest of Community



# 07 ENGAGEMENT TIMELINE



## ENGAGEMENT METHODOLOGY OVERVIEW



# 08

## WEB PAGE

[www.1900engage.com](http://www.1900engage.com)

This was the prime repository of information regarding the development. It was also the primary virtual space for asynchronous feedback, where questions and comments could be submitted via a web form.

## ON-SITE SIGNAGE

2 large wooden signs, as required by the City of Calgary, informs passers-by of the rezoning applications. Additionally, 3 smaller A-frame sandwich boards were installed on-site, directing readers to the project website.

## IN-PERSON INTERVIEW AND FLYERS

These were limited to those stakeholders deemed to be potentially most affected by this development: those residents within the high intensity zone.

Flyers were distributed as follows:

- to residents and businesses in all zones for the digital open houses
- to residents in the high intensity zone for the in-person neighbour sessions

## OPEN HOUSE(S)

In the interests of maintaining public health while making the events more accessible to a wider demographic, these were carried out in a digital space, via Zoom. Open Houses facilitated personal interaction with the public, and also created spaces for dialogue about the nature of the proposed development.

## POP-UP BOOTH

An in-person pop-up booth was held during a popular street festival in Marda Loop.

## MEETINGS

In-person and/or virtual meetings with our key stakeholders took place on an ongoing basis as needed.





# 09

## EMAILS

These simply served as 2-way communications that occurred on an ongoing basis, on demand. This is also the primary way in which What We Heard Reports were shared with stakeholders on an ongoing basis, prior to posting them on the project website.

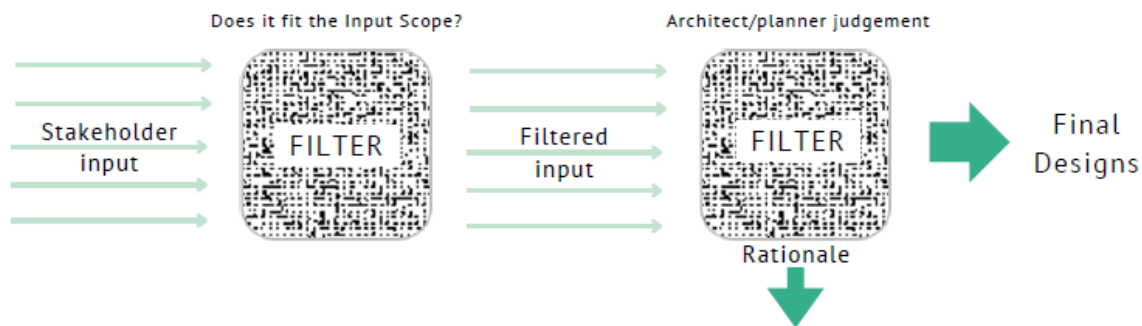
## HOW WERE STAKEHOLDER INPUTS USED?

### INPUT SCOPE

All feedback was noted, recorded, and listened to.

### WHAT'S UP FOR DISCUSSION?

- General massing blocks: height and scale
- Development intensity
- Transportation
- Site interaction with wider sociocultural and mobility networks in the area



## HOW WERE PROJECT DETAILS SHARED?

- Primarily through the webpage and email
  - 3 presentation and 3 What We Heard Reports were posted to the website, and shared via email with residents on the mailing list
- A summary of the final Community Engagement Report will be shared with the Marda Loop Community Association, the MLBIA, and the community, via the website and email.



## II. WHAT WE HEARD

# 11

The feedback received has been recorded, sorted, collated, and responded to in detail via 3 What We Heard Reports

PLEASE FIND THE REPORTS IN APPENDIX I  
OF THIS REPORT



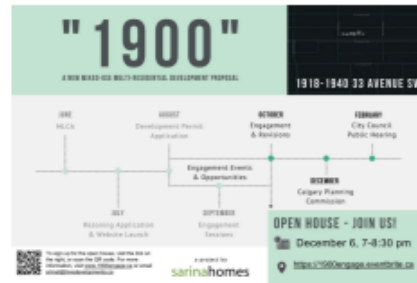
## III. MATERIAL SHARED



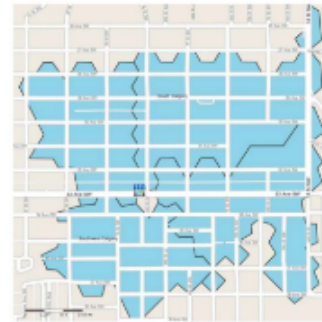
# 13 PROJECT FLYERS



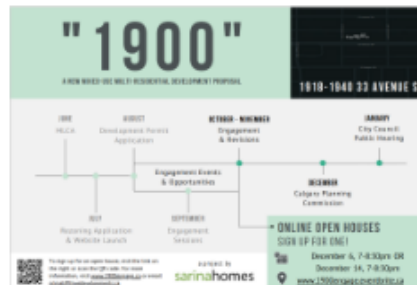
750 copies of Flyer #1 above were distributed to the medium intensity zone between Aug 2-9, and 182 flyers were mailed to businesses and residences that had "no flyers" signs up. Digital flyers were sent to the MLCA, MLBIA and Ward 8 office on Aug 2.



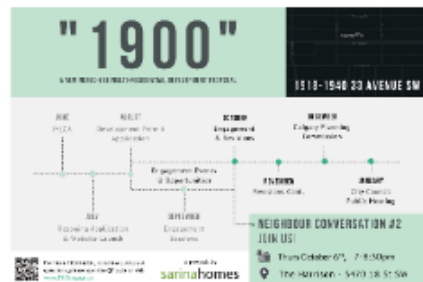
1,845 copies of Flyer #4 above were distributed by Canada Post to the area as mapped out below, between Nov 18-28. Digital flyers were sent to the mailing list on Nov 30, 2022



30 copies of Flyer #2 were distributed via email on Sept 6th to residents that attended the digital open house, and 80 hard copies were delivered to residents in the high intensity zone on Sept 7th



80 copies of Flyer #5 were distributed on Dec 2nd to residents in the high intensity zone



30 copies of Flyer #3 were distributed via email on Sept 27th to residents on the mailing list. Additionally, 80 hard copies were delivered to residents in the high intensity zone. However, after a date typo was discovered, this process was repeated with the same numbers of digital and hard-copy flyers being delivered on Sept 28th and 29th.



# 14 LETTERS



Sarina Homes  
1861 17th Ave SW,  
Calgary, AB  
T2T 5W3

Dear Craig,

We wanted to inform you about a proposed land use change at the properties located between 1918 – 1940 33rd Ave SW. The proposal involves modifying the currently allowed low density residential zoning to mixed use multi residential zoning which is more in line with the evolving nature of 33 Ave SW as a popular main street.

As a property owner near this proposed development, you have a stake in the continued wellbeing of this area, as well as its ongoing redevelopment. Therefore, we would love to hear your thoughts on this proposed development.

At this point there are a few actions we'd like you to consider taking:

- Visit the project website <https://1900engage.ca>, and feel free to send us any thoughts or comments by filling out the feedback form under the "contact" section
- Sign up for our online open house on **Tuesday, December 6** from 7-8:00 pm at <https://1900engage.eventbrite.ca>. You can also sign up for this via the above website. You will receive a meeting link and calendar invite once you sign up to attend.

Should you have any questions or comments, please reach out to our engagement lead Srimal at [srimal@hivedevelopments.ca](mailto:srimal@hivedevelopments.ca).

We look forward to connecting further with you.

Warm regards,

A handwritten signature in black ink that reads "Nazim Virani".

Nazim Virani  
President, Sarina Homes

11 copies of the above letter was mailed out on Nov 25, 2022 to residents within the high intensity zone with whom we had had no previous documented contact



# 15

## POP-UP BOOTH

Held at Marda Gras street festival on Aug 14, 2022. Conversations were had with approximately 50 individuals.



# 16

## ON-SITE SIGNAGE

The following 2 A-frame signs were installed on site from Aug 2 - Dec 2, 2022,



The following 3 A-frame signs were installed on site on Dec 2, 2022.

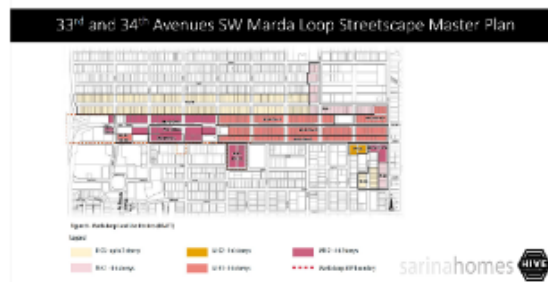
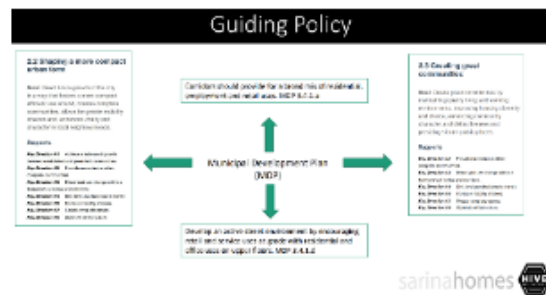




# 17

## PRESENTATION #1 - OPEN HOUSE #1

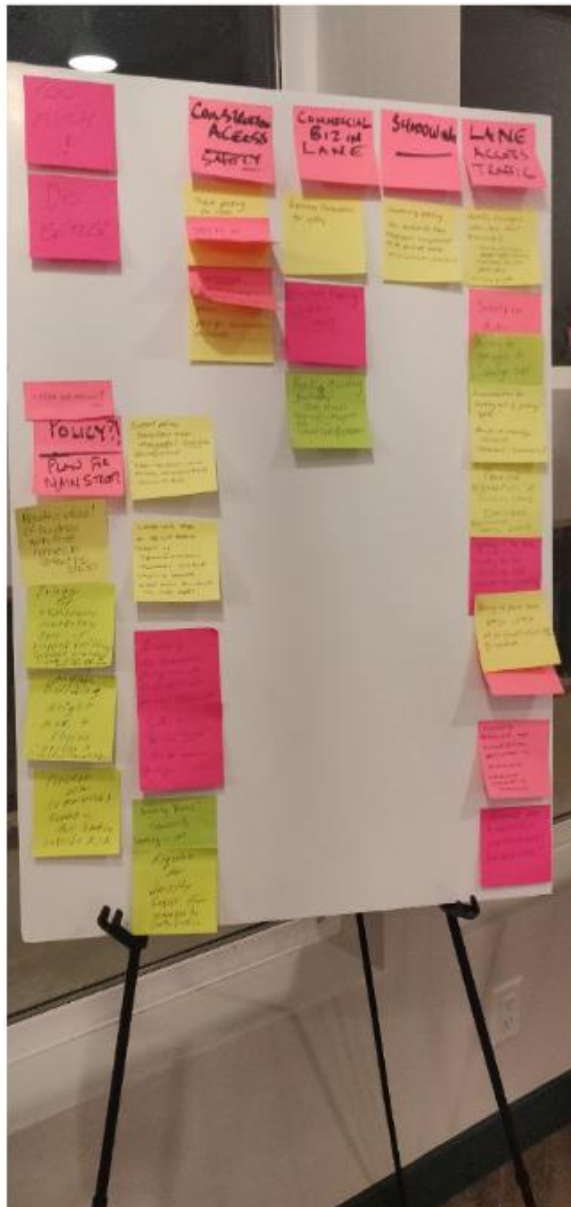
A digital open house was held on Aug 16, 2022, with flyer invites going out to residents and businesses in the medium intensity zone. The MLCA also shared the event with everyone in the community via their social media. The following excerpts are from the presentation was shared at this event. Q & A with Sarina, Hive and Casola Koppe followed.



# 18

## PRESENTATION #2 - NEIGHBOUR SESSION #1

An in-person session that drilled further down into policy and design was held for residents in the high intensity zone on Sept 14th 2022. 15 people attended. A copy of the presentation was made available on the project website, and was also emailed to attendees 2 weeks later.

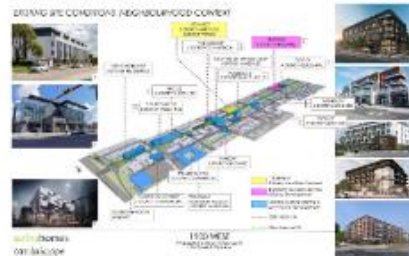


### PLANNING OVERVIEW

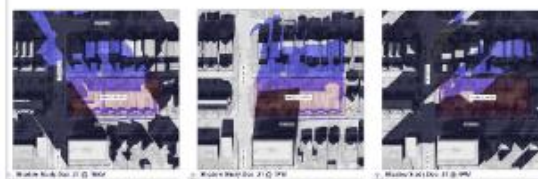


Area Redevelopment Plan (ARP) Scale

### PLANNING OVERVIEW



### SHADOWING - DECEMBER - PROPOSED BUILDING ENVELOPE



# 19

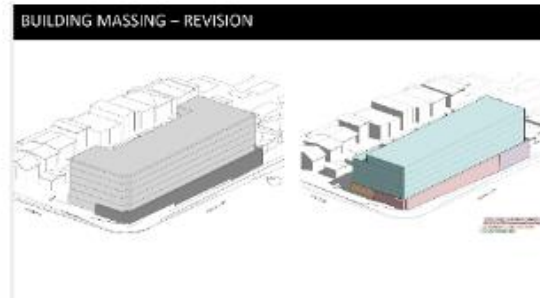
## PRESENTATION #3 - NEIGHBOUR SESSION #2

An in-person session discussing designs that responded to previous feedback was held for residents in the high intensity zone on Oct 6th 2022. 14 people attended. A copy of the presentation was posted to the website on Oct 30, 2022



**WHAT WE HEARD**

NEIGHBOUR ISSUE	SWRVA'S RESPONSE
BUILDING FRONT AND SHADOWING	<ul style="list-style-type: none"> <li>WILL REVEAL LAND USE APPLICATION:                             <ul style="list-style-type: none"> <li>HEIGHT FROM 20M, REDUCED TO 23M</li> </ul> </li> <li>REMOVED 8<sup>th</sup> FLOOR TO REAR OF EACH WING</li> </ul>
LANEWAY TRAFFIC	<ul style="list-style-type: none"> <li>ADDITIONAL BIRTH PROVIDED</li> <li>DISCUSSION OF PRECEDENTS</li> </ul>
LIMITED COMMUNITY BENEFIT	<ul style="list-style-type: none"> <li>LANDMARK IMPROVEMENTS</li> <li>POST-TRANSIT AMENITY</li> <li>FAIR STREET'S CONTRIBUTION</li> </ul>



# 20

## PRESENTATIONS - OPEN HOUSE #2 AND #3

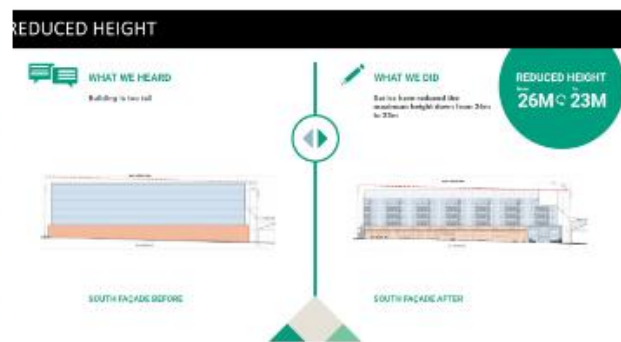
Digital open houses focusing on design responses to feedback were held on Dec 6th and 14th. City staff were also present at the Dec 6th event to respond to queries regarding traffic management and mainstreets. The following excerpts from the presentation were shared at this event. Q & A with Sarina, Hive and Casola Koppe followed. This presentation was also posted to the website on Dec 15, 2022



# 21

## ONE-ON-ONE DISCUSSIONS

6 separate in-person meetings were held with concerned neighbours within the high intensity area, between Nov 16 - Dec 2, 2022, in order to discuss how the proposal had evolved in response to their concerns and feedback. The following images are samples of those shared at these meetings.



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## WHAT WE HEARD REPORTS



What We Heard report #1 was generated in response to feedback given at the Open House and submitted via the project website.

It was shared by email with all open house attendees and anyone who'd submitted online feedback on Sept 2nd 2022. It was also posted to the website.



What We Heard report #2 was generated in engagement with feedback given at Neighbour Session #1 and submitted via email.

It was shared by email on Sept 27th 2022, and was also posted to the website.



What We Heard report #3 was generated in engagement with feedback given at Open Houses #2 and #3

It will be shared by email and posted to the website on Dec 21, 2022



# 23

## PROJECT WEBPAGE

The project website [www.1900engage.com](http://www.1900engage.com) went live on April 28th 2022 and has since undergone several content updates as required.

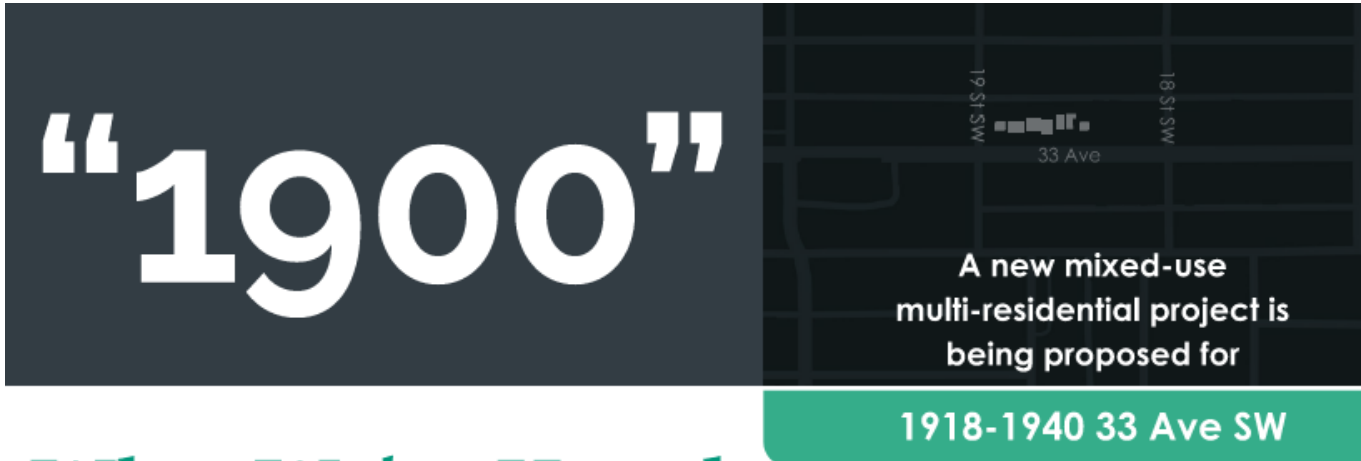
The screenshot displays the 'UPCOMING 1900 DEVELOPMENT' webpage. At the top, a green navigation bar contains the 'sarinahomes' logo and links for 'LOCATION', 'POLICIES', 'DESIGN', 'MOODS', 'TIMELINE', 'EVENTS', and 'CONTACT'. Below this is a large green banner with the text 'UPCOMING 1900 DEVELOPMENT' and 'TOGETHER LET'S BUILD A MORE VIBRANT MARDA LOOP'. The main content area features two site plan diagrams: 'EXISTING' and 'PROPOSED'. The 'EXISTING' plan shows a block bounded by 30 Ave SW, 19th St SW, and 18th St SW, with two 'R-C2' zones highlighted in green. The 'PROPOSED' plan shows the same block with a 'MU-1f4.0h26' zone highlighted in green and the 'R-C2' zone. Below the diagrams is another green navigation bar with the same links as the top. A section titled 'We take guidance from the City in urban design through their policies, with links below.' includes a small image of a street scene and a paragraph of text. Below this is a grid of four green buttons: 'MUNICIPAL DEVELOPMENT PLAN', 'MARDA LOOP AREA REDEVELOPMENT PLAN', 'SOUTH CALGARY/ALTADORE AREA REDEVELOPMENT PLAN', and 'MAIN STREETS'. At the bottom, a 'FEEDBACK' form is displayed on a light beige background, with the heading 'WE'D LOVE TO HEAR FROM YOU'. The form includes input fields for 'Name', 'Email', 'Phone', 'Address', and a larger text area for 'Message'.



## IV. APPENDICES







# What We've Heard

Frequently Asked Questions & Responses

## LAND USE, PERMITS AND POLICY

### **33rd Ave is a designated Neighbourhood Main Street. How does this proposal comply with land use policies of the MDP?**

The Municipal Development Plan (MDP) is a high-level guiding document that outlines a vision for how Calgary grows and develops over the next 60 years, particularly with respect to social, environmental, and economic sustainability. While the MDP sets a general direction, it is not meant to be a detailed blueprint for development. This proposal aligns with higher level MDP directives, such as being a more compact development that adds to the diversity of the existing housing and land-use mix in the area, and by locating greater density within an established community, in close proximity to a mainstreet and frequent transit stop (900 m/12 min walk from MAX BRT).

This proposal also aligns with existing MDP directives for "neighbourhood main streets" in areas such as: the most significant intensification being limited to those parcels that front directly onto the main boulevard (33rd Ave SW), and the highest densities occurring in close proximity to transit stops and in locations where they merge with activity centres.

It is also important to note that policy definition, and practical implementation, of a "neighbourhood main street" is fluid in Calgary. For example, 10th St NW (Hillhurst/Sunnyside) and 9 Ave SE (Inglewood) are both similarly designated "neighbourhood main streets" in the MDP. However, the Hillhurst Sunnyside ARP, updated recently to give detailed policy direction for development along 10th St NW, envisions maximum heights of 26m and intensities of 4.0 FAR along this "neighbourhood main street". Developments that align with this direction have, and continue to be, approved. 9 Ave SE, as is the case with 33 Ave SW, does not have an approved, updated, more detailed policy plan, such as a Local Area Plan (LAP). However, draft plans for this mainstreet also envision developments of similar intensity, and within the last 3 years, have seen multiple developments ranging in height from 20 - 45 m, and intensities of 4.0 - 6.5 FAR approved. Furthermore, the 33rd and 34th Ave Marda Loop Streetscape Master Plan (MLSMP - more on that later), currently in draft form, is the only existing attempt to create a more detailed policy framework interpreting the MDP for this area in which "1900" is proposed. The MLSMP also indicates a direction for redevelopment along this mainstreet that is aligned with this project proposal. In fact, the general scale of this proposal is not unique to what is currently already in the area (CY33, Shoppes at Marda Loop) and is not a departure from the direction in which this neighbourhood will continue to evolve.

Therefore, absent council-approved detailed policy direction, this project proposal is aligned with existing interpretation of what constitutes a "neighbourhood mainstreet" in draft policy documents and other similar local contexts.

"1900"



19 St SW  
33 Ave  
18 St SW

## LAND USE, PERMITS AND POLICY

### How many different documents and plans are there that provide parameter for development? I thought the MDP was the standard?

The MDP was assembled by the City of Calgary, and emerged as a result of years of extensive consultation with multiple stakeholder groups: residents, community organizations, and development firms. All other policy documents, such as Area Redevelopment Plans (ARP's), are various levels of more detailed, granular interpretation of the MDP, meant to provide additional direction on planning and development. These documents have all been approved by city council, and aren't meant to contradict, but rather complement and align with each other. In addition to the MDP, Calgary city council approved the following more focused guiding documents for this area:

1. **The Marda Loop Area Development Plan (MLARP)** sets out the guiding vision and detailed policy framework meant to guide all development within a designated portion of Marda Loop,
2. **The 33rd and 34th Ave Marda Loop Streetscape Master Plan (MLSMP)**, which creates a comprehensive conceptual redevelopment plan for the Mainstreet, in a way that complements the MLARP. Currently in draft form

While this project is located just outside the northeastern boundary of the MLARP, the direction provided in it is important for context and continuity. The MLARP encourages buildings between 4 storeys (16 meters) to 6 storeys (23 meters) in height along 33rd Avenue; a direction that is further developed by the draft MLSMP.

There is an older policy framework, the South Calgary Altadore Area Redevelopment Plan (SCAARP), which was approved 20+ years prior to the MDP, and has not been updated since to align with it, or the existing Land Use Bylaw. Much of the direction set in both approved and draft policy for the area, as well as precedent with respect to approved projects in the area, do not align with the SCAARP. Accordingly, while projects such as "1900" were not envisioned by the SCAARP, areas of alignment include providing the opportunity for a variety of population age groups, household types and incomes to reside in the area, and medium density development being located around activity nodes (commercial areas) and along major roads in the area.

### Will a concurrent Development Permit (DP) be applied with this Land Use Application?

The rezoning application has already been submitted and is currently being reviewed by city administration. The DP will be submitted and be within city administration's review process by the time the Land Use is brought before Calgary Planning Commission. If approved by planning commission, the rezoning application will then go to City Council and a public hearing. So this will not be a concurrent process, insofar as the rezoning and DP applications being submitted and approved at the same time.

### Was there any thought to skipping the commercial retail space and having walk-out residential units (like a brownstone)? There is a lot of empty retail on 33rd now.

Yes, we looked at some live-work townhomes, as well as single-level condos and townhomes to soften the edge as we work towards the eastern edge of this development. It's important to know that the city encourages mixed-use development in this area. Retail also goes through a certain natural level of "churn", based on factors such as the larger economic environment. The types of retail will fall within what's permitted under MU-1 zoning, and will largely be dictated by demand and whatever there is a market for. Units will likely be designed to approx. 1,000sf, suitable for smaller, local boutique retailers.

## BUILDING DESIGN + STRUCTURE

### How is the height of the building measured?

The maximum allowed height is measured from the proposed (not existing) property line grade. It is a theoretical angled plane parallel to grade throughout the site at 26m height, taken from all 4 corners. Our working design includes a rooftop pergola, to be situated toward 33rd Ave, which falls within the 26m i.e. the top of the 6th storey will likely be at approx. 23m.

# “1900”

## BUILDING DESIGN + STRUCTURE

### Will it be a full wood frame structure? Or will the bottom 2 floors be concrete by 4 floors of wood frame?

The main floor is required by the building code to be “non-combustible” – so a mix of concrete and steel. The residential portion above, levels 2-6 will be wood framed, but the exterior cladding will be non-combustible (but the exact material is still TBA).

### Will waste be enclosed to limit odour?

Waste is enclosed. Venting will be considered and designed in order to ensure that unpleasant odours don't permeate the community.

### How will this project be “integrated in a way that is sensitive to the transition from medium to lower density residential uses”?

The transition will be between what is forecast, and not necessarily what currently exists. The vision for 33rd avenue, as laid out in the policy documents (the [MLARP](#) and [MLSMP](#)) is a street lined with 4-6 storey buildings of differing intensities between 22nd Street and 14th Street SW. 19th street is envisioned to be a transition point between the more intensive, commercial-heavy mixed use portion of the community to the west, and the less intensive, residential portion of the community to the east. Note that this does not mean there will be no residential or mixed-use development to the east of 19th St SW – there is already significant mixed-use development along 33rd and 34th Ave east of 19th; it will just be less comparatively concentrated in the future. **The exact nature of this transition at this particular site, for this particular project, will continue to evolve as the overall building and site design continues to be worked out for the upcoming development permit application.** Your feedback is important in continuing to inform the project architects.

Planning practice and land use policy within the municipal context is meant to help create an adaptive framework that moves the natural evolution of the built environment in a way that benefits the city as a whole, while creating a sense of coherence and predictability. In this sense, the MDP points toward areas such as Marda Loop as those that are most appropriate for more intensive forms of development (mixed use, medium density), due to its location within an established area, the presence of a vibrant, well-established main street, and proximity to transportation (automobile and transit) arteries. Local area plans (LAP's), and/or area redevelopment plans (ARP's) are meant to fine tune this guiding framework, such that it fits specific places and contexts. While a certain portion of the Marda Loop area is addressed through such frameworks, in the form of the above mentioned MLARP, and in draft form through the MLSMP, there isn't a comprehensive detailed policy framework, in the form of a LAP for Marda Loop. The Westbrook LAP is a current in-progress LAP, for example. Unfortunately, early efforts in 2021 to launch a “West Elbow Communities LAP” which included Marda Loop experienced significant community pushback, leading the city's planning teams to focus on other, more supportive communities. We recommend you connect with the Marda Loop Community Association to advocate for continuing the LAP process for West Elbow Communities.

For more information about LAPs, please click [here](#)

### Why is this building not being designed according to green building standards?

At the land-use stage, we are not far enough into design detail to determine exactly what green building standard the building will be designed to. We can say that it will meet the National Energy Code for Green Buildings and that wood framed buildings at this scale are more sustainable as they use renewable resources. The province regulates the minimum requirements for buildings to meet, endeavouring to increase regulation and reduce carbon in buildings.



## LANDSCAPING

### There's already a lack of green space in the community. Won't developments like this remove mature greenery that already exists?

The City of Calgary has developed the aforementioned draft MLSMP partially to address existing lack of green space within the public realm. In fact, the private investment brought into the community through developments such as this project are both a payoff for said public investment in the public realm, and a catalyst for more in the future. The public realm is carefully regulated and designed by the Calgary "Main Streets" team. Landscaping requirements for this site are subject to Parks comments and approvals, pending the submission of a comprehensive landscaping plan, which is currently being developed.

33 Ave

## SHADOWS

### During what time of the day were the shadow studies done?

The shadow studies were done at 10AM, 1PM and 4PM. These times have been stipulated by the city's planning department as best practice, and the most appropriate times to do shadow studies in order to provide a fair assessment of how the proposed site will affect the neighbouring sites. The shadow study has been done using software that offers the most accurate advance representation possible of the shadows.

There are three images that show the spring and fall equinox and three that show the summer solstice. No matter what the profile of a building is, shadows will be cast. The design will consider where to push and pull the building, so it creates the least impact on adjacent properties.

Sarina will experiment with the existing building design and massing to minimize shadowing impacts as much as possible and will share updated shadowing images at the next open house.

## PROPERTY VALUES

### Won't developments such as this one devalue existing property values?

While this is outside the purview of development on a site-by-site basis, generally speaking, individual property values are usually affected by a complex combination of factors, as opposed to just the proximity of a particular building typology. These include: access to amenities and services, characteristics of the property itself (size, appearance, special features, condition, age etc), interest rates, and characteristics of surrounding environment. Here's an [article](#) and here's an [academic paper](#) addressing this topic. In general, new development, particularly those that bring in new desirable amenities such as restaurants, theaters, and coffee shops, increases home value in the long term because new development usually means more opportunities to enrich the community.

Additionally, according to census data, the City of Calgary has added approximately 100,000 units per year over the past 5 years, many of them multi-residential, and the overall trend for property values has been steady upward movement. Generally speaking, property values tend to be much more negatively affected by larger trends such as interest rates and the state of the global economy.

# “1900”

## PARKING + TRAFFIC

### **Has a traffic impact study been completed?**

The City of Calgary has requested a Transportation Impact Assessment for this development, and it will investigate the surrounding sites in addition to the proposed development site to gain a holistic understanding of the traffic situation in the area. Sarina Homes has completed multiple similar projects in the Marda Loop over the past few years, and this is the first time such an assessment is being required by City administration, emphasizing the fact that the cumulative impacts of ongoing redevelopment in the area are being monitored and engaged with in a thoughtful manner.

The study is currently being carried out; once completed, it will be shared via the project website.

### **Can you speak to parking for visitors (commercial or residential) as well as for food delivery services?**

A 2-level parkade is included on-site within the proposed site design. There will not be any parking relaxations requested for this project, as all units, residential and commercial will have on-site parking provided, thereby mitigating the need for people visiting the proposed development to park on the street.

### **Why is the parking access so far down the lane to the east side of the building rather than closer to the street?**

Based on the grade of this site, trying to get under the building from the west end is challenging. The design will take advantage of the lowest part of the site which is located on the east end of the site which will allow getting into the building quickly as opposed to having a long ramp that may affect the building's structural integrity. Additionally, the design must consider back-of-house issues such as deliveries, etc.

### **Will there be accommodation for two-way traffic in the alley to limit congestion?**

The laneway is of typical condition around the Established Areas and we are considering adding width to the laneway on the project's side of the lane where possible to facilitate the passing of vehicles in both directions. Currently, the laneway is six metres, which is the standard.

### **What kind of permanent lane closures will be happening?**

Currently, the plan is to close off 19th street for the maximum safety of workers and residents.

### **Will access to the back lane to get access to our garages be an issue at any point?**

We will bring Roads and Transportation in from The City of Calgary in advance to figure out a solution.

### **Typically the commercial units have to pave to the property line. Is there a chance to coordinate with the owners to do the entire laneway at the same time?**

There is a laneway petition mechanism whereby a certain percentage of neighbourhoods within a laneway can sign a petition to have the laneway paved. Sarina is open to being part of this petition process and will connect with interested residents offline.

“1900”

19 St S  
18 St S

## OTHER QUESTIONS

### Is the Marda Loop Community Association in favour of this development?

Marda Loop Community Association was briefed on this project, which was a positive conversation as it aligned with current policy direction. They encouraged us to have an open and transparent conversation with residents, and reserved any opinion on the project until the project has been more fully developed.

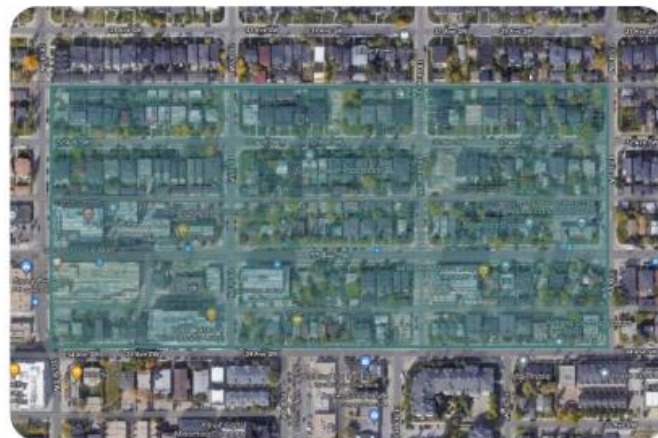
### When will we have an opportunity to make comments on the development itself?

We will re-connect with another open house session in late September or early October. We will email all open house attendees, as well as anyone that's submitted a digital inquiry via the project website. In the meantime, if there are any questions or comments, please contact Srimal from Hive Developments, who are the engagement consultants for this project, through the website [www.1900engage.ca](http://www.1900engage.ca), or by email at [srimal@hivedevelopments.ca](mailto:srimal@hivedevelopments.ca)

### How many postcard/ mail outs were distributed in advance of yesterday's online town hall meeting? Dates? What were the boundary areas for the postcard distribution?

- 750 flyers were distributed between Aug 2-9.
- 182 flyers were mailed to businesses and residences that had “no flyers” signs up)
- Digital flyers were sent to the MLCA and Ward 8 office on Aug 2.

*The boundary area for flyer delivery is illustrated in colour below:*



### Can you provide information on consultations that have been held to date for this project?

- Met with the MLCA on June 21, 2022 and the MLBIA on June 16, 2022
- 2 A-frame signs installed on site on Aug 2, 2022
- The website, [www.1900engage.ca](http://www.1900engage.ca) went live on Aug 1, 2022
- A pop-up booth was held at Marda Gras street festival on Aug 14, 2022
- A digital open house was held on Aug 16, 2022

a project by **sarina**homes

# “1900”



## Was there any consideration with respect to privacy for the homes around 33rd Ave for this proposed development?

Privacy of adjacent homes will be considered during the design and development permitting process. There are multiple factors that contribute to increasing privacy for adjacent homes during the development permit phase of this project such as placement of windows and balconies, screening through landscaping etc. Additionally, there are also zoning policies that inform the placement, height, and setback of windows and balconies for maximum privacy. All efforts will be made to maximize privacy during the design process.

## Aren't modern, boxy developments like this going against the existing visual character of the community?

"Character" is a subjective term that can be hard to quantify, and even more challenging to codify in a fair manner with respect to the built environment. Marda Loop, as is the case with other vibrant areas built around a mainstreet in Calgary (Kensington, Inglewood, Beltline etc), has a diversity of built forms that reflect the era in which they were built.

While South Calgary used to be largely defined by the low density housing boom of the 1950s, (with a few early 20th century homes and 1980s apartments) the present day character leans toward new infill and multi-residential building types (townhouses etc) which are predominantly a modern style. All of the new multi-residential developments along 33rd ave from 14th street to Crowchild trail also reflect this trend towards the contemporary flat roofed and streamlined design that reflects the character of the inner city, over the "faux historic" design trend that has been clearly embraced for the comprehensive Garrison Woods Development, but is not representative of "Marda Loop", South Calgary and Altadore. This same trend can be seen in nearby historic neighborhoods like Mount Royal, Bankview and Scarboro.

The key is to provide well-designed buildings who's aesthetic and quality pass the test of time, particularly in a community whose defining architectural typology is so clearly a mix of the old and new.

SEPTEMBER 2022

# WHAT WE HEARD REPORT #2

A MIXED-USE MULTI-RESIDENTIAL  
PROJECT BY SARINA HOMES

# "1900"



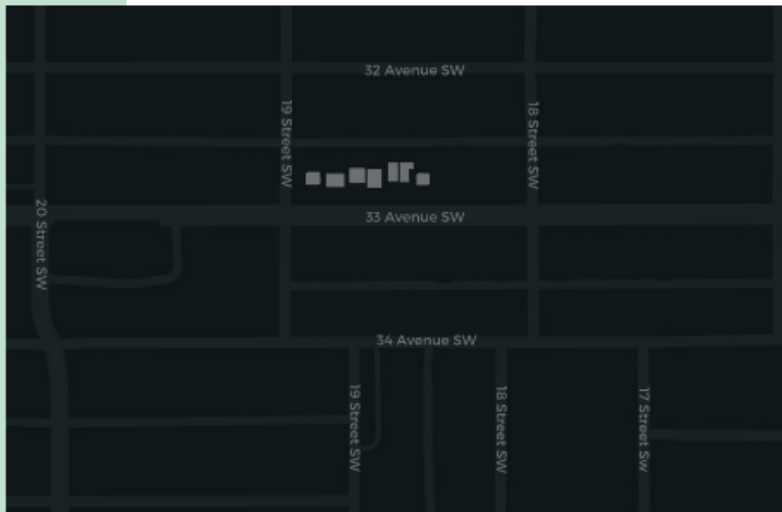
Prepared by: Hive Developments  
Public Engagement & Planning Team



# 02

## INTRODUCTION

The 1900 project is a 6 storey mixed-use multi-residential **proposal** that aims to diversify housing choice and enrich the pedestrian experience along the 33rd Avenue main street of Marda Loop. The site has RC-2 zoned residential on the North and East borders of the site, a commercial block to the West of the site, and a 5-storey mixed-use residential complex to the South across 33rd.

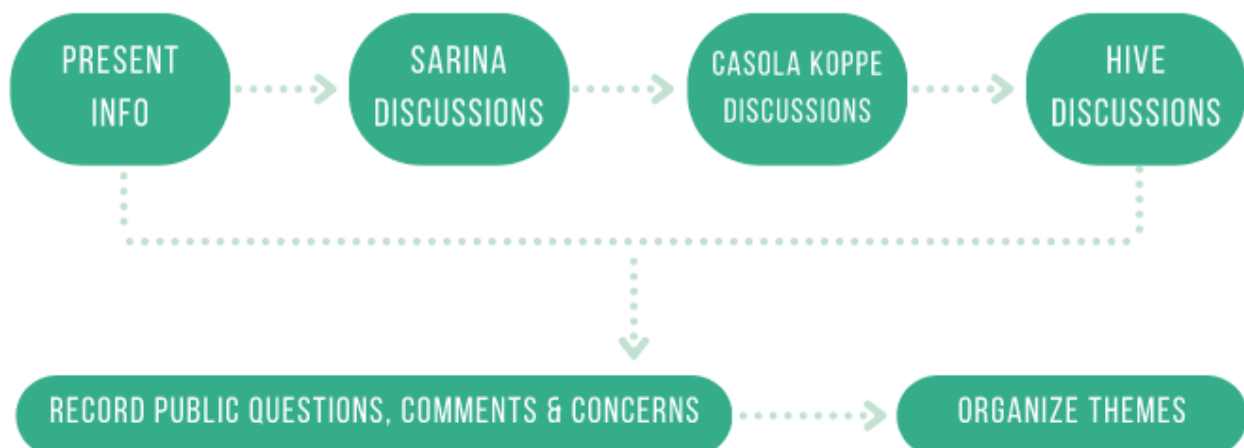


Sarina Homes is currently seeking the Land Use Re-designation of parcels at 1918-1940 33 Ave SW to MU-1f4.0h26 with plans to construct a contextually sensitive mixed-use building. Hive Developments are working with Sarina to gather and understand how resident feedback can better inform the ongoing evolution of this proposal.

# 03

## ENGAGEMENT PROCESS

On Wednesday, September 14, an in-person engagement session was held by Sarina Homes (developer), Casola Koppe (architects), and Hive Developments (engagement & planning). Previous open house attendees, and those who submitted comments/letters online were informed of this session via email. Additionally, 21 neighbouring houses were reminded of this event via door-knocks. The session began with a presentation by the team with the intent to inform the attendees of current planning considerations, impacts of design options, and traffic and parking deliberations. Following the presentation, attendees were asked to disperse and speak to one team at a time - either with Sarina, Casola Koppe, or Hive. Questions, comments, and concerns were noted and were sorted into "themes" after the event.



# 04

## RESPONSE THEMES

The Hive team carefully considered the public feedback and associated responses, and condensed the information into five thematic areas. This helps guide decisions and gain a better understanding of Marda Loop's unique context.

### DESIGN

Building shadows, building height, transition, landscaping, quality architecture, thoughtful

### TRAFFIC & PARKING

Construction, congestion, visitor & tenant parking, added density impacts, alley dynamics

### POLICY

Defensible based on existing policy, linkage to neighbourhood main street program, appropriate for community

### PUBLIC REALM

Community benefit, pedestrian experience, streetscape

### QUALITY OF LIFE

Homeowner experience, community character, construction impacts, safety

**Note:** most of these areas, besides Policy and Traffic/Parking to an extent, are addressed in detail during the Development Permit phase. However, we recognize that in a context-sensitive site such as this, such lines are rather blurry, and these details need to be addressed as best we can at this time.

# 05

## DESIGN

### WE UNDERSTAND THAT THE KEY CONCERNS IN THIS AREA ARE:

- Current proposed massing visually overwhelming low density residential to the north and east while cause excessive shadowing.
- The current proposal is an abrupt transition between 6 storey on 33rd, 2 storeys on 32nd, and 2 storeys immediately east of the site.

It is important to note that site and building design is still an ongoing process and is being carried out in partnership with the City of Calgary's planning department and Main Streets design teams. It will also be reviewed in detail by the City's Urban Design Review Panel (UDRP) prior to going before Calgary Planning Commission.

For **shadow studies**, December and January are not months the City requires shadow studies for, as the shadowing profiles for all buildings, from 1 storey bungalows to mid-rise buildings such as this one, tend to be fairly intensive, due to the relative position of the sun. It is hard to sort out the relative impact of existing shadowing vs added shadowing from proposed projects.

Our project architects will continue working on the proposed massing to further reduce shadowing and on-the-ground visual impacts.

Our architects will strive to handle the **building transition** in a sensitive manner through design (stepbacks, breaking up the building façade, shifting massing, etc), to reduce the street-level impact on surrounding residents. This will be an ongoing work in progress.

It is important to note that developments of this overall scale are not unprecedented in this area: refer to image below. As you can see, 6 storey buildings already exist along 33rd, or are in the process of being built. The scale of this proposal is in line with Hudson and Arc33. Note also that 6 storeys are the highest point of the building, and developments do not typically have uniform height throughout, but often vary due to required and discretionary stepbacks.

# 06

## DESIGN CONT.



Fig 1: Existing building context along 33rd ave main street in Marda Loop

# TRAFFIC & PARKING

### WE UNDERSTAND THAT THE KEY CONCERNS IN THIS AREA ARE:

- Existing road infrastructure not being able to handle an increase of residents from ~150 units.
- The rear laneway, which is the proposed access point for underground parking, is too narrow to handle such an increase in traffic.
- Lack of parking onsite for employees of the ground level retail.

Design of the rear laneway and how it interfaces with the proposed development is still a work in progress and we will share updates on this at our next event.

# 07

## TRAFFIC & PARKING CONT.

It is important to note that the Transportation Impact Assessment (TIA) requested by the city is underway and will be an important tool in deciding where and how existing infrastructure around this site may require upgrades. Roadway infrastructure, not located within the property lines of these parcels, is within the city's purview. Therefore, the existing mobility plan for this site is still evolving.

It is also important to note that there are areas with far more residential density and intensity of uses, even within Calgary (E.g. East Village) that do not experience significant levels of congestion, due to a combination of traffic calming, a useful, safe, comfortable, and interesting pedestrian and wheeling realm, and good access to quality transit. In fact, areas such as Marda Loop that provide access to all key amenities (groceries, social amenities such as libraries and rec centers, schools, restaurants, retail, etc) within a 15-minute walk are fundamental for encouraging less use of personal automobiles, and by extension less congestion over time. Ironically, lack of greater residential density in such areas eventually leads to greater congestion, as more residential development is driven to further flung, highly automobile dependent areas of the city.

Therefore density, in an of itself, is not so much the issue here, but lack of supporting infrastructure. This will be addressed to a certain degree through the implementation of the 33rd and 34th Ave Marda Loop Streetscape Master Plan (MLSMP). We encourage you to contact your Ward 8 councillors office and the Marda Loop Community Association (MLCA) to encourage them to seek full funding for this. To encourage greater and more thoughtful/strategic investment in transit, we also encourage you to visit and provide feedback to the ongoing engagement on RouteAhead, the city's 30 year transit plan: [RouteAhead 10-Year Update | Engage \(calgary.ca\)](https://www.calgary.ca/routeahead/10-year-update/engage).

# 08

## POLICY

### WE UNDERSTAND THAT THE KEY CONCERNS IN THIS AREA ARE:

- Existing policy not supporting this development, particularly:
  - The disconnect in the scale of the proposal, and the MDP-designated form of a “neighbourhood main street”.
  - The proposal being on the “residential portion” of the main street, as envisioned in the MLSMP.
  - North facing retail on the ground floor.

It is important to note that, while higher level policy vision is provided for this area by the **Municipal Development Plan (MDP)**, due to the current **South Calgary Altadore Area Redevelopment Plan (SCAARP)** last being updated 2 decades prior to the approval of the MDP, there is a lack of detailed policy guidance with respect to development. However, given this site's location within the 'Developed Inner City Residential' area, existing MDP policies encourage low to moderate density increase that is consistent and compatible with the existing character of the neighbourhood. Infill redevelopments are anticipated within this area, and the MDP provides that such proposals be reviewed on their own merits, on a parcel-by-parcel basis. Note that this proposal also aligns with sections 2.2.1 (a), 2.2.2 (a), 2.4.2 (b) and 3.4.1 of the MDP.

The proposed land use requires a minor amendment to Map 2 of the **SCAARP** to change the subject parcels to a "Community Mid-Rise" classification. This classification provides for mid-rise building types (up to 6 storeys) that may accommodate a range of retail, services, office, and residential uses in horizontal and vertical built forms.

While the **Marda Loop Area Redevelopment Plan's (MLARP)** eastern boundary is the intersection of 19th St and 33rd Ave, this is a porous boundary that needs to be thoughtfully considered in site design, as all portions of 33rd Ave from Crowchild Trail to 14th St SW make up a continuous main street.

# 09

## POLICY CONT.

The **33rd and 34th Ave MLSMP**, approved in 2020, also provides design direction for the main street that, generally, supports the scale of this proposal.

As mentioned in our previous “What We Heard” report, in the absence of clear guiding policy for development along all of 33rd ave main street (i.e. what does a “**neighbourhood main street**” look like in this context?), we need to refer to:

- Precedents: 10th St NW (Kensington), 9 Ave SE (Inglewood), and 17th Ave SW, all similarly designated main streets, support similar, or much more intensive levels of development through detailed policy and/or practice.
- Existing built form along the entirety of the street: refer to fig 1 above.
- Purported direction provided by current approved policy (e.g. the MLSMP): The MLSMP envisions heights of 4-6 storeys along the entirety of the 33rd Ave main street, which can be provided in accordance with bylaw 40P2014, which provides direction around creating comfortable pedestrian conditions on the street level.

Compared to the recommended “MH” zoning, our proposed “MU” zoning comes with more detailed direction within the land use bylaw for sensitive transitions between mid-rise, medium scale developments such as this proposal, and existing low density residential districts (e.g. RC-2). This direction also provides for a better interface with main streets, by, for example, providing guidance on elements such as building façade interface with streets and design direction for different uses. MU zoning also allows this development to better function as a transition point, providing a visual, and use-based bracket to the more intensive use pattern envisioned west of 19th, and the mixed, but less intensive use pattern envisioned east of 19th.

Regarding **retail/mixed-use development further east along 33rd Ave**, we refer to policy 2.2.1 of the MDP that encourages mixed-use development along main streets, and to existing precedents of mixed use, multi-family zoning further east (Hudson, Coco, Harrison, and Avenue 33) along 33rd Ave. We recognize that the MLSMP envisions more residential-focused development east of 19th St SW along the main street.



# 10

## POLICY CONT.

However, this does not negate a certain amount of mixed-use/commercial development outright, as the vision calls for different relative concentrations of these usage patterns, and the suggested zoning of M-H1 still contains a broad variety of permitted and discretionary commercial uses, ranging from child care and restaurants, to addiction treatment centers and print shops. The north facing retail on the ground floor is still in its initial stages of design development, and the concerns regarding this have been noted. While there are no bylaws prohibiting this outright, there are numerous other design considerations that make it complicated. This is very much still a work in progress.

We recognize that in a perfect world, all relevant policy guiding these development decisions will be updated and aligned. However, this is not the reality, and Calgary is catching up with decades of poor planning logic and decisions. The ARP/Local Area Plan (LAP) process is also very time consuming, and the proposed West Elbow Communities LAP for Marda Loop was put on hold due to community opposition. We encourage you and your neighbours to contact the MLCA and the Ward 8 office and express your support for restarting this LAP as soon as possible.

## PUBLIC REALM

### WE UNDERSTAND THAT KEY CONCERNS IN THIS AREA ARE:

- Lack of a plan to address a positive pedestrian experience around the site.
- Lack of tree protection.
- Lack of clear net benefit to the community.

**Pedestrian experience** is best addressed through landscaping, which is currently a work in progress. We are also exploring designing space and associated furniture in the public realm to encourage lingering and gathering. You will be able to view, and comment on, a draft landscaping plan at our next Open House in October.

# 11

## PUBLIC REALM CONT.

**Tree protection plans** are only required with respect to public trees, which are the property of the City of Calgary. There is one such tree currently on this site: a Mountain-Ash located at 1932 33 Ave SW. As per the city's tree protection bylaw, a tree protection plan may be required if construction work takes place within six metres of this. The project architects will work closely with the city to facilitate this during the development permit phase.

Due to the lack of a density bonusing framework or any such mechanism for this area, it is not clear how any developer-provided direct public amenities (e.g. publicly accessible private open space, public art, etc) might be facilitated. However, as will be noted in the "Quality of Life" section below, there are numerous other public benefits associated with this overall proposal.

It is important to emphasize that full implementation of the 33rd and 34th Ave MLSMP will be fundamental to improving the public realm. In the meantime, we are coordinating our design with the Main street to team to ensure overall alignment.

## QUALITY OF LIFE

### WE UNDERSTAND THAT KEY CONCERNS IN THIS AREA ARE:

- Supporting an increased quality of life in Marda Loop.
- Maintaining community character.
- Addressing negative construction-related impacts and overall safety.

# 12

## QUALITY OF LIFE CONT.

Marda Loop has evolved from being a quiet, residential-oriented 20th century suburb into a vibrant, upscale, mixed-use, urban center over the past couple decades. This vibrancy is best maintained and augmented by continuing to add-to and diversify existing housing choices, thereby ensuring there are residents from all ages, places, stages, and identities making this area their home, and supporting these amenities, particularly the small-scale businesses the area is known for. This desirability of Marda Loop as a destination has also created challenges, particularly related to transportation. These are best addressed through measures such as traffic calming on busy streets, increasing transit access and frequency, and increasing access to active travel modes (walking and wheeling). While much of it is outside the scope of any single redevelopment project, such as this one, we can encourage lower personal vehicle usage in the area by providing high quality bicycle parking.

Developments such as this also provide a positive business case encouraging City Council to invest public finances in funding the implementation of the 33rd and 34th ave MLSMP, thus prioritizing this area over many other similar proposals around the city.

Overall safety will be addressed by designing this site to crime prevention through environmental design (CPTED) standards. We will also ensure steps are taken to minimize construction-related impacts, and will communicate these as development permit details are worked out.

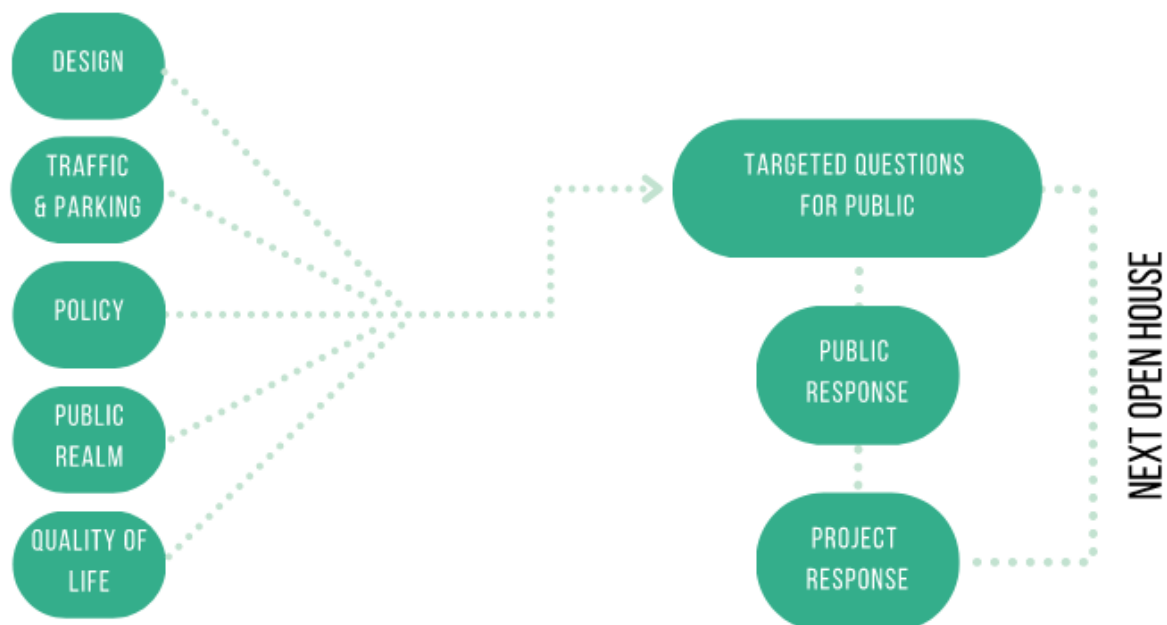
# 13

## MOVING FORWARD

### ADJUSTMENTS TO DESIGN, TRAFFIC CONSIDERATIONS, AND PUBLIC REALM

“We take guidance from the City in urban design through their policies. We design and build modern, inspired, connected homes in inner-city neighbourhoods based upon The City’s Master Plan. Fuelled by a passion for people and community, we believe that the smarter growth movement and innovative urban design will continue to define Calgary as one of the world’s greatest cities.”

• Sarina Homes



# 14

## VERBATIM FEEDBACK



- Why is there no video representation of winter shadowing?
- What is the setback of the building's top floor?
- What is your rationale for having 130 units having access through a narrow alley way?
- There are multiple examples that are disastrous in the community of Marda Loop. Are you planning appropriately for the amount of people that will be using this alley way?
- What are you doing about the amount of vehicles that will be moving through this area?
- What will you be doing about delivery trucks? We live in a world of delivery now - will two loading docks in the back be enough?
- Will backing in and out of angled parking stalls be safe?
- Is there an appropriate setback for minimizing shadowing?
- What is the average occupancy rate for the units? How many people are projected to be living here?
- What is the forecast for unit styles?
- What areas will be closed off during construction?
- When is the predicted start date of construction and how long will it last?
- How will you deal with the added congestion that will exist on 32nd Avenue?
- Residents are fed up with a lack of consideration for our concerns - how will you ensure that our voices are heard?
- Residents understand where responsibilities start and end - however they anticipate elements getting missed or ignored during the process. How will you ensure that responsibilities are targeted?
- Where will trades park during construction?
- In regards to overhead utilities - is there a requirement to go underground for utilities?



## VERBATIM FEEDBACK CONT.



- Will power poles be in the way for parking etc? Does the design consider these?
- Will the entire alley be paved, or just your section?
- Where is the greenery? What are you doing about the existing trees? What is the landscape plan?
- Who's responsibility is it to provide the best experience for pedestrians? The developer or the Main Streets Program?
- What will the sidewalk look like?
- Is there an element of public space in the plan? Will there be a benefit for the whole community?
- What will you do with increased runoff from added concrete in alley space?
- There is a historic understanding that anything above 4 storeys is unwanted in the community - How are you getting approved for buildings above this?
- How are you being sensitive to the transition from commercial to residential?
- Are you linking to the intent of the Municipal Development Plan and Neighbourhood Main Streets Program?
- This parcel is outside of the Business Improvement Area, how are you justifying the commercial spaces?
- Has the City made a requirement to amend the South Calgary Community Plan in order for this to get approved?
- Should the existing Community Plan be amended before a Land Use Redesignation is done?
- Are you able to provide more perspective-style visuals? What will the experience on the street be like?
- Can the developer empathize with neighbouring residents pain?
- Can you walk us through previous projects where residents concerns were heard? What changes did you make?



# 16

## VERBATIM FEEDBACK CONT.

“

- Are you recognizing that the residential experience is different on 32nd Avenue than 34th Avenue?
- Will the developer be considering air quality?
- Will there be cycling infrastructure considerations?
- Will there be quality of life considerations for surrounding residents? What will the homeowner experience be like?
- Will there be density bonuses for this project?
- How will this development impact surrounding property values?
- Is commercial space backing onto an alley appropriate?
- Where will employees of these commercial spaces be parking?
- How will a loading zone on the street affect neighbouring residents and the street dynamic?
- Will the residents of this development be renters or owners?
- Will pets be allowed in the building? Where will the dogs be walking and doing their business?
- Have you considered social issues that this development may bring?

”

### TALK TO US

[www.1900engage.ca](http://www.1900engage.ca)  
[srimal@hivedevelopments.ca](mailto:srimal@hivedevelopments.ca)