

# Applicant Submission



ITEM #2

Sarina Developments Ltd.  
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28 October 2022

## Applicant's Submission

<b>Municipal Address</b>	1918-1940 33 <sup>rd</sup> Avenue S.W.
<b>Applicant</b>	Sarina Homes
<b>Community</b>	South Calgary (Marda Loop)
<b>Application</b>	LOC2022-0131
<b>From</b>	R-C2
<b>To</b>	MU-1f3.6h23

### Application Summary

This proposal is to re-designate 7 lots located at 1918-1940 33rd Avenue S.W. from R-C2 to MU-1 f3.6h23 that would allow for a multi-family residential development including:

- Up to five levels of residential units above grade, above Commercial and Residential Uses on the Ground Floor
- One level of underground parkade
- A maximum FAR of 3.6 and height of 23.0m

### Site Context

The project is located on the Northeastern corner of 33 Avenue and 19 Street SW, within the area identified for both the 33/34 Avenue Main Streets Streetscape Master Plan and the 33/34 Avenue Main Streets Land Use Planning projects and within the South Calgary/Altadore ARP (SCAARP) area.

Throughout the design development process, our goal is to ensure that the project is integrated in a way that is sensitive to the transition from medium to lower density residential uses.

The project will propose siting and massing solutions that are responsive to the site, utilizing design strategies that provide key transitions to the surrounding context while maintaining important urban street edges. Commercial units on the ground floor will activate the street while a series of carefully considered design layers, including landscaping elements, can provide both an element of privacy and enhance the pedestrian experience.

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The goal of this project is to add residential and commercial density to a very walkable community that is well supported by transit access. This added density will serve to support local businesses that are found in the community scale commercial hubs located in close proximity to the project. In addition, the site also has excellent transit connectivity.

This project integrates many of the intended outcomes of the MDP such as building vibrant, transit supportive activity centers and corridors, and the promotion of urban design which contributes to high quality living environments in pedestrian friendly communities.

## Pertinent Policy Interaction and ARP Amendment

The site currently falls under the SCAARP and we may require an amendment to the ARP in order to allow for medium density residential development on the specific parcels if required. While the SCAARP does not identify our specific site as an area for medium density re-development, this type of densification is strongly supported by the density targets that are currently being set by the MDP and facilitated via the Main Streets Initiative.

Although this project falls outside of the Marda Loop ARP (MLARP), many of the design elements will be incorporated from the building and site design guidelines outlined in the MLARP.

With the interaction of the SCAARP, the Main Streets Initiative and the nearby MLARP, it is clear that there will be many policies influencing our proposed re-development. We believe that both the location and scale of this project represent thoughtful densification and will add significant value to the community.

This project aligns with the SCAARP in the following ways:

- Appropriate redevelopment that provides the opportunity for a variety of population age groups, household types and incomes to reside in the area
- Medium density development located around activity nodes (commercial areas) and along major roads in the area

While this project does meet some of the goals of the SCAARP, we believe it is important to note that the SCAARP is a relatively dated document that does not fully capture the development path that has been seen in the area over the last 10 years. The 33/34 Avenue SW Main Streets Initiative launched in February 2018 (initial community visioning in 2015); this project is aligned with the Initiative both in timing and goals – encouraging a vibrant public realm, with a variety of small business, increasing housing choice.

This development proposal aims to align with the City of Calgary Main Streets Initiative and Municipal Development Plan (MDP) in the following areas:

- Create a vibrant public realm
- Provide a variety of retail & small business
- Provide innovation in consumer housing choices
- Build Character of community space
- Increased intensity of mixed uses
- Foster continuous and sensitive community evolution

## Public Engagement

Sarina has engaged the MLCA, MLBIA and the local Councillor's Office in a number of planning conversations to date. Sarina has also engaged the City of Calgary in a Land Use pre-application (PE2022-00981) as well as in a number of general conversations.

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Sarina has retained the services of a Consultant Engagement Consultant, Hive Developments, and in partnership has used the following tools in their engagement process:

- On-site signage – sandwich boards
- Postcards – distributed to half block radius
- Direct Neighbour in-person engagement sessions
- Online Open House
- Marda Gras pop up booth
- What We Heard Reports
- Direct emails
- Website

## Conclusion

Sarina's intention is to utilize feedback and time submission of a Development Permit application to obtain DTR comments prior to the Public Hearing of Council for the Land Use Amendment in order to provide both the City and the community with confidence that Sarina intends to build a development that is reflective of the discussions and suggestions that have come from all stakeholders, including the Ward 8 Councillor's office, MLBIA, MLCA, City Administration and neighbours.

Through thoughtful design, comprehensive stakeholder engagement and a consistent planning approach, we believe that this project will be able to deliver the greatest benefit to the community and will serve as a prime example of conscious re-development and densification in the City.

Yours Sincerely,



Max Parish

Development Manager, Sarina Homes

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

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## ZONING RATIONALE (HEIGHT)

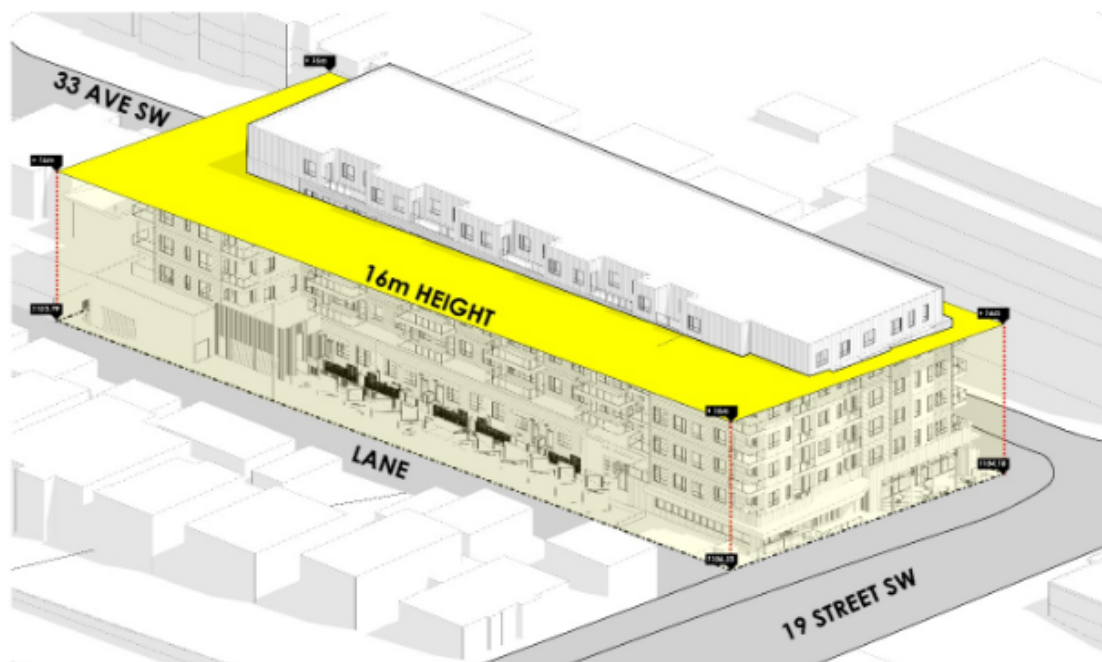
As shown through our extensive engagement and design process, the proposed design of this site is responding to the surrounding context through measures such as setbacks, stepbacks, building articulation, and Live/Work-unit transition on the Ground Floor.

- Specific building design considerations.
  - Through engagement feedback and careful considerations, several key urban design aspects have been applied to the proposed massing of the building.
    - Significant setbacks and step-backs (emphasis on the lane & east neighbor) and around the building provides a sensitive response and gentle transition to adjacent lower-profile buildings.
    - A slope adaptive commercial edge & residential entry edge is provided along 33<sup>rd</sup> Ave SW and 19<sup>th</sup> St SW to encourage sidewalk, pedestrian, and edge connections.
    - The gathering spaces, with proposed site furnishings in front of the commercial spaces at the corner of 33<sup>rd</sup> Ave SW and 19<sup>th</sup> St SW will provide vibrancy to the public realm and activate the street frontage along 33<sup>rd</sup> Ave SW.
    - Significant glazing and finer massing details will be provided along the commercial edges at the DP stage.

## HEIGHT

- The building reads 15m on the setback NW corner, with much of the building under 16m, as illustrated:

Image 1: NW perspective, under 16m



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Image 2: West elevation, 16m and 23m

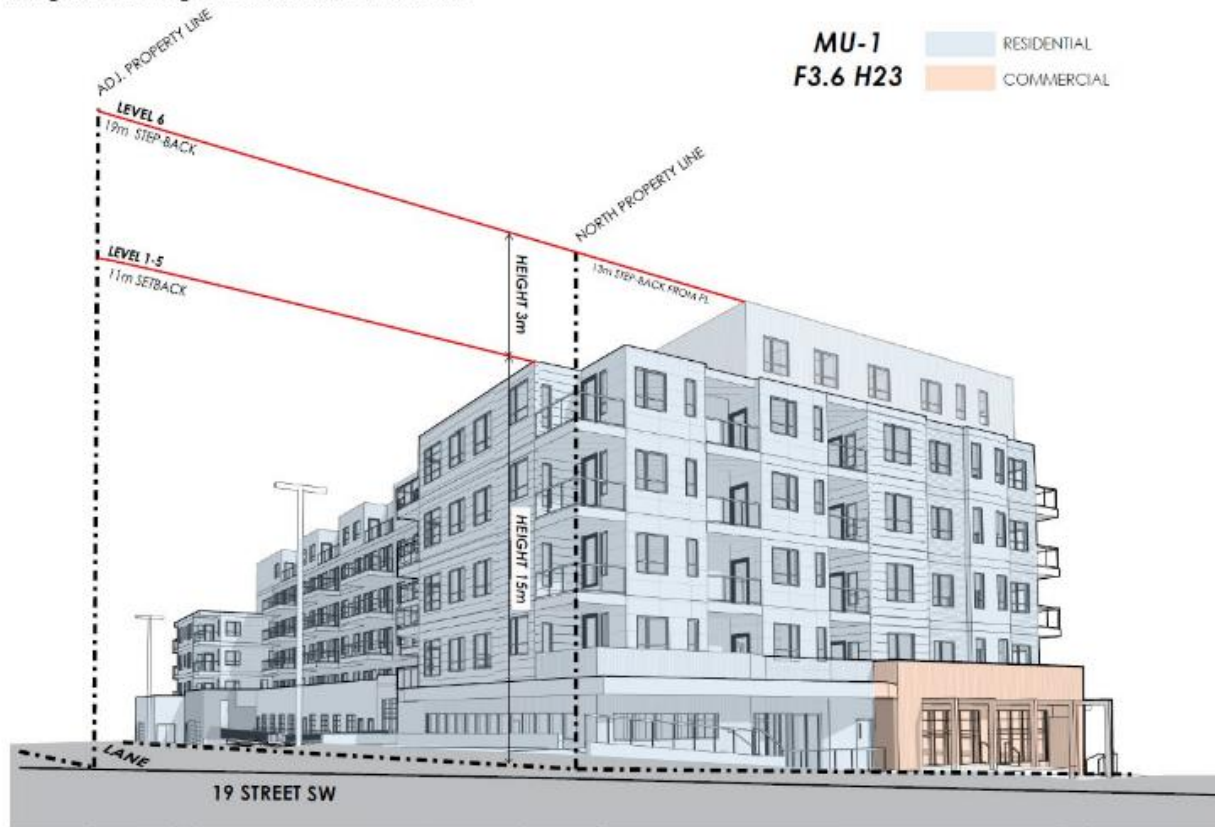


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## HEIGHT TRANSITION

- North
  - Levels 1-5: Approx. 15m height and 11m setback from adjacent PL
  - Level 6: Approx. 18m height and 19m setback from adjacent PL

Image 3: NW height transitions and setbacks

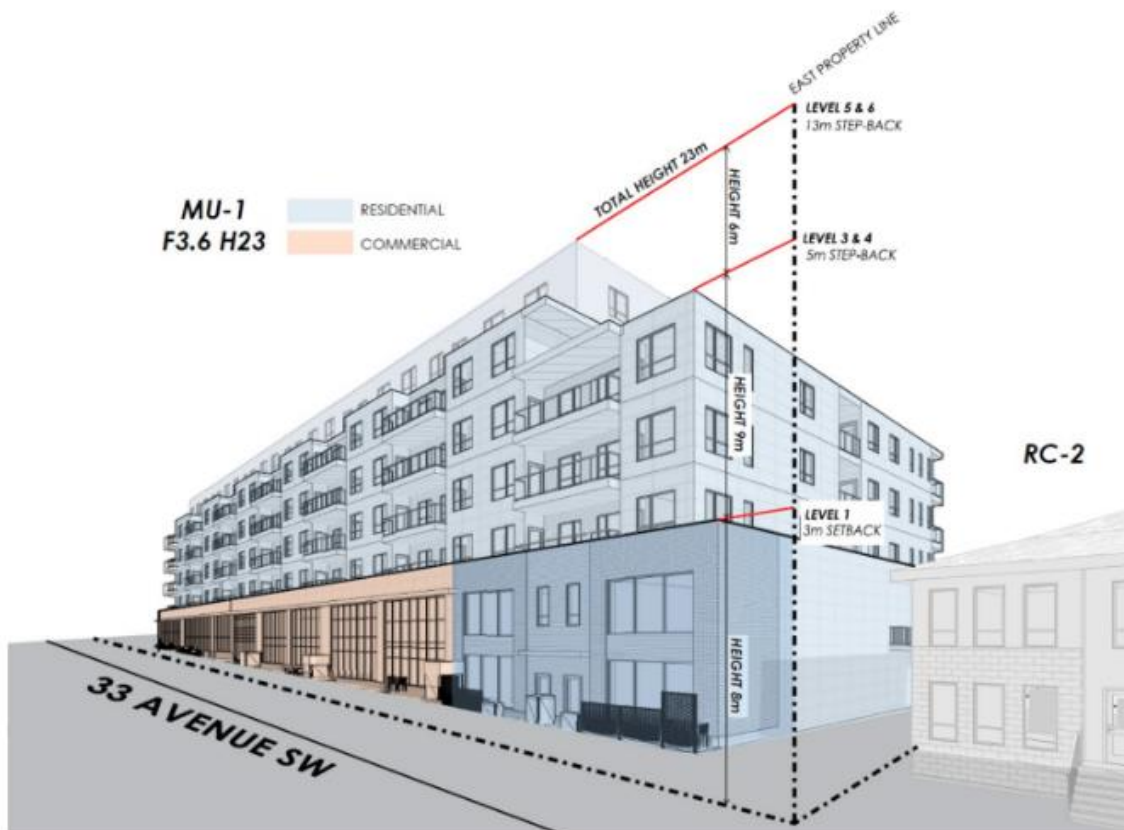




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- East
  - Level 1: 3m setback from East PL to our neighbour Sam
  - Levels 2-4: additional 5m stepback (8m from East PL)
  - Levels 5 & 6: additional 13m stepback (21m from East PL)

Image 4: SE height transitions and setbacks



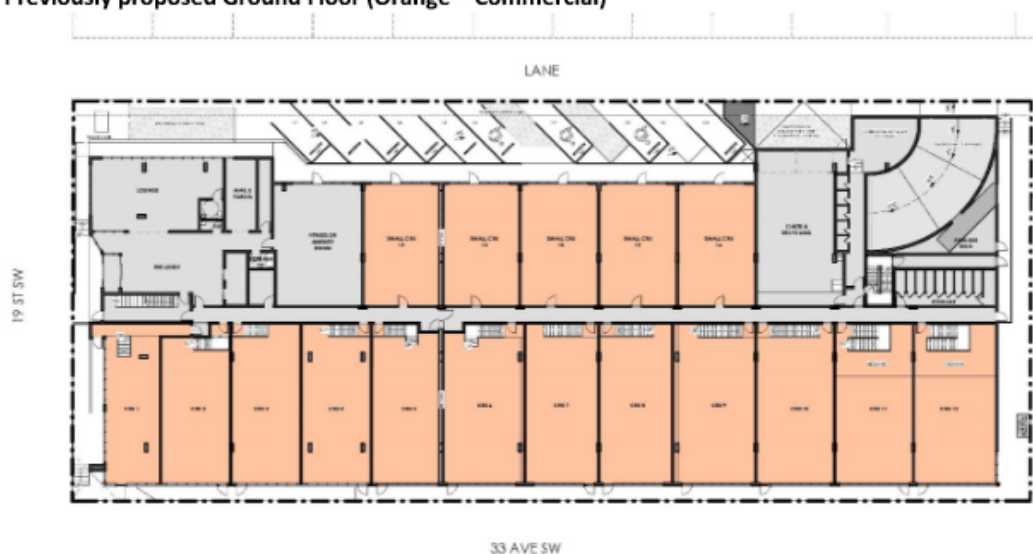
- Additionally, Level 6 will be stepped back to the South (33<sup>rd</sup> Ave SW), reinforcing the pedestrian scale and maintaining a sense of openness on the Avenue.

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## 20m CONSIDERATION

- Responding to engagement feedback and careful design considerations, Sarina has test-fitted many building typologies at various heights. At 20m, a building would max out at 5 storeys (largely due to the additional height required at Ground Floor for Commercial, and adapting to the slope). To maintain large setbacks/stepbacks to the North and East neighbours, and a reduced building footprint, at 5 storeys the project becomes unfeasible, only being feasible if the building were to be ballooned out to the North and East, which has negative impacts to neighbours, Urban design and no parking to the rear of site, contributing to alleviation of parking issues in the area. A building of such scale would require additional residential to the rear in ballooning the footprint to the North, and to do so, the desired depths of 33<sup>rd</sup> Ave Commercial units of 50 feet can't be accommodated, only residential depths in the 30 foot range i.e. a building falling under 6 storeys isn't feasible with a Commercial component along the 33<sup>rd</sup> Ave SW Main Street.
- Through engagement, we have found Commercial is generally desired on 33<sup>rd</sup> Ave SW by neighbours, and the MLBIA support letter notes:
  - *"We support the inclusion of ground floor commercial as it completes the "fourth corner" of the 33<sup>rd</sup> Avenue/19<sup>th</sup> Street SW intersection and is adjacent to the existing Marda Loop business district."*
- Laneway Commercial was initially proposed for the rear and also all along 33<sup>rd</sup> Ave SW (i.e. also adjacent to the East neighbour) – we have revised rear units to Residential (and set them back further) and adapted the Eastern most CRU's on 33<sup>rd</sup> Ave SW to Live/Work units, softening transitions to neighbours:

Image 5: Previously proposed Ground Floor (Orange – Commercial)



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Image 6: Currently proposed Ground Floor (Orange – Commercial, Blue – Residential)



### SHADOWING

- Care and consideration of shadowing behind and beside the project has driven a large part of revised design, reducing shadowing impact to backyards of North and East neighbours as can be seen in comparing the following shadow studies:

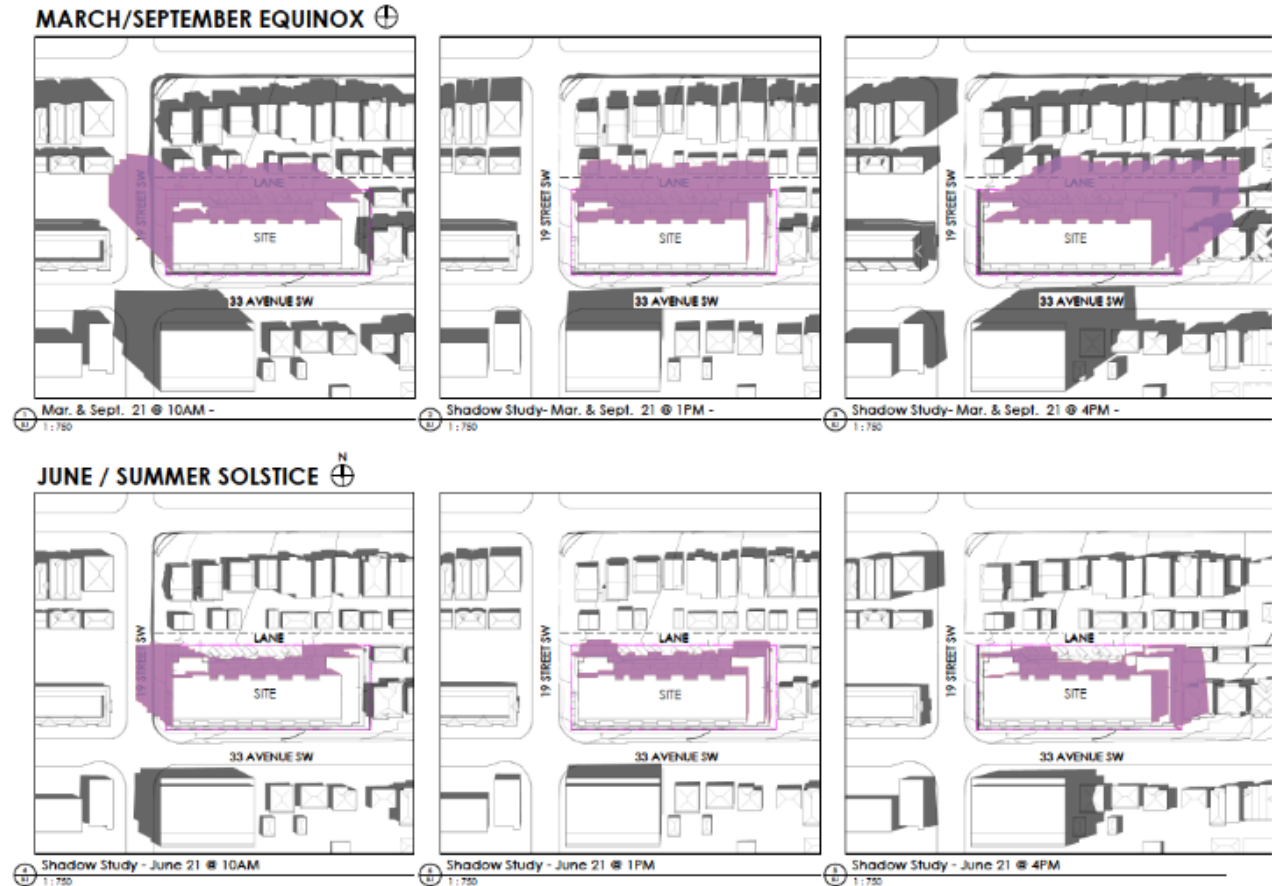


Image 7: Previously proposed shadows (MU-1f4.0h26)



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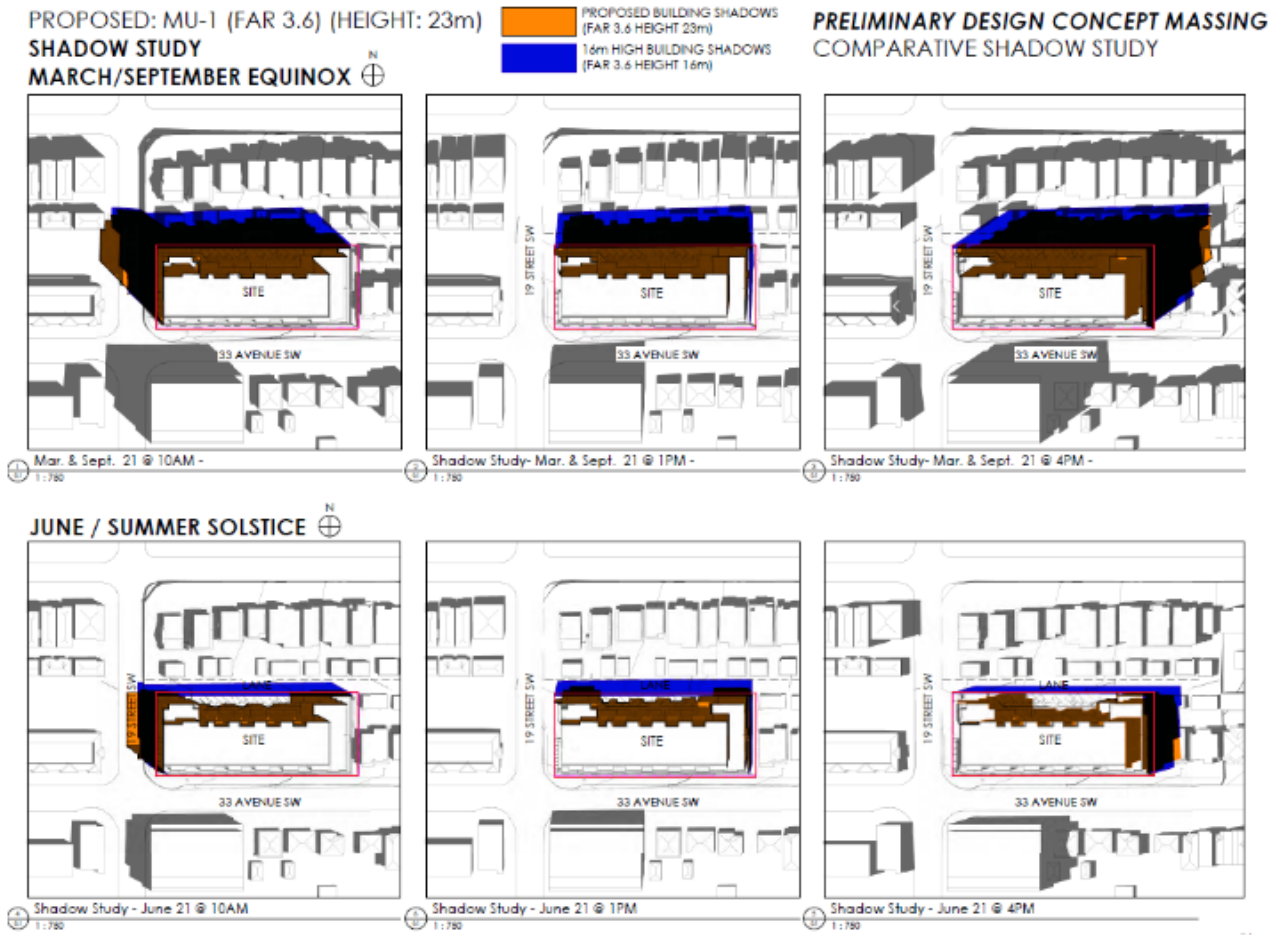
Image 8: Currently proposed shadows (MU-1f3.6h23)



- Further, Image 9 shows the overlay of a 16m massed building to our current proposal – the blue (16m shadow) dominates the shadows, with the orange (current proposal) having reduced impact in most areas, and a thin protruding slither only for portions of the day i.e. a boxed out 16m massed building casts a more impactful shadow to neighbours than our carefully carved 23m proposal



Image 9: 16m massed building shadow vs currently proposed shadows (MU-1f3.6h23)



**SURROUNDING CONTEXT**

- It is important to note that developments of this overall scale are not unprecedented in this area. As can be seen in Image 10, 6 storey buildings already exist along 33<sup>rd</sup> Ave SW, or are in the process of being built. The scale of this proposal is in line with Hudson, CY33 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 setbacks.



Image 10: Existing Marda Loop building scale

EXISTING SITE CONDITIONS\_NEIGHBOURHOOD CONTEXT



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