

# Applicant Outreach Summary

“1500”

By Sarina Homes

## Community Engagement Report

Report prepared by:



Outline

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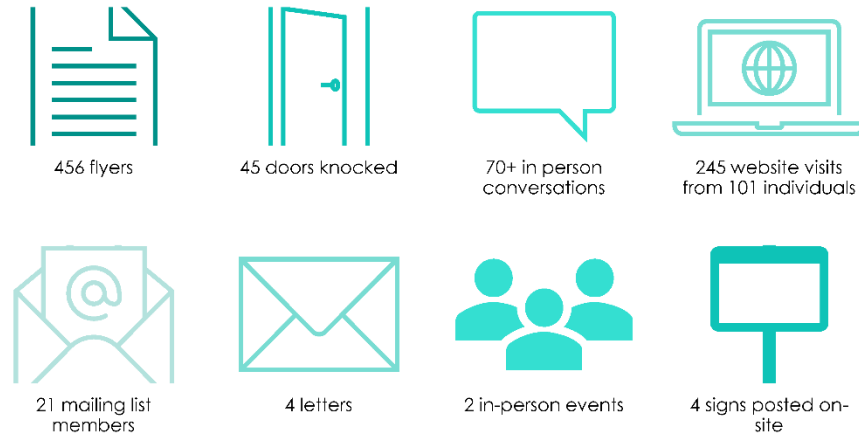
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## Engagement Process

## Process at a Glance



## Strategy

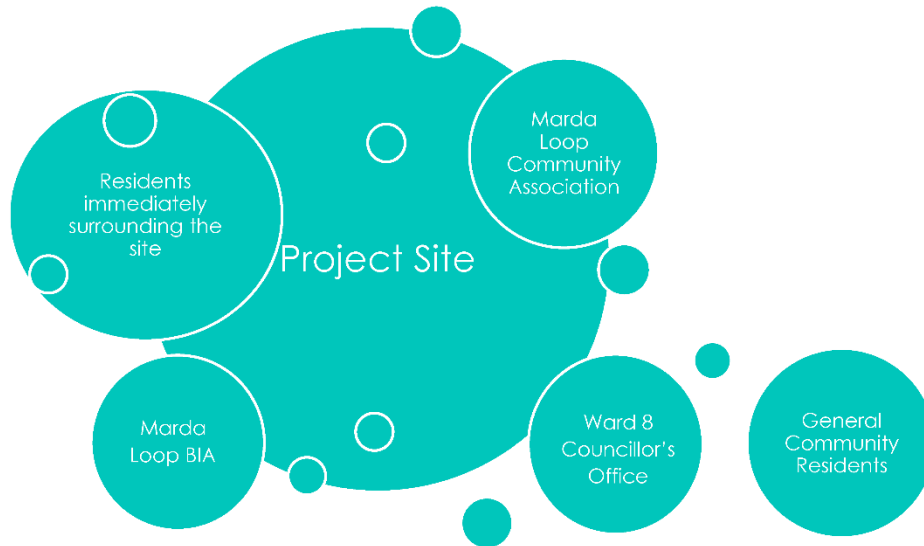
The engagement process, framed by the principles of inclusion, transparency, and responsiveness was built around the following two broad strategies:

1. Multiple modes of engagement, synchronous and asynchronous
2. Ensure that communications are simple, and clearly layout expectations for involved parties.

## IAP2 Spectrum



## Stakeholder Map



The above diagram conceptual maps stakeholders based on varying project stakes, based on either geographical proximity or official community representative status. Therefore, our key stakeholders were:

- Residents 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.

## Engagement Process: Tactical Outline




-  Subject site
-  High engagement area
-  General engagement area

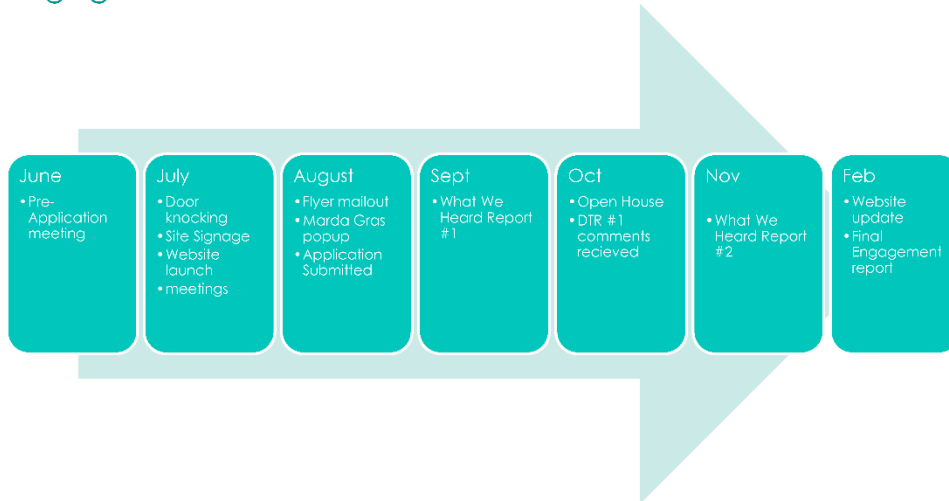
**High Engagement Area**



**General Engagement Area**

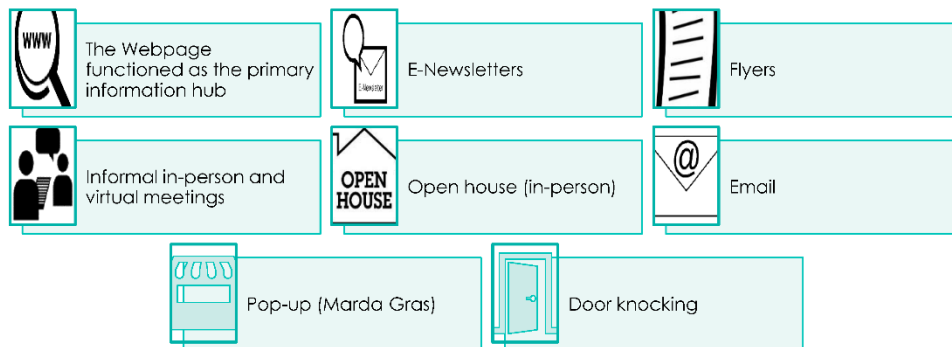


## Engagement Timeline



## Engagement Methodology Overview

Primary aim of this process was “consultation” (i.e. “we want to hear from you and promise to listen to you”) on the IAP2 spectrum. Therefore, the following methods framed it as such. Feedback collected from these engagements was taken into consideration with respect to the evolution of the application.



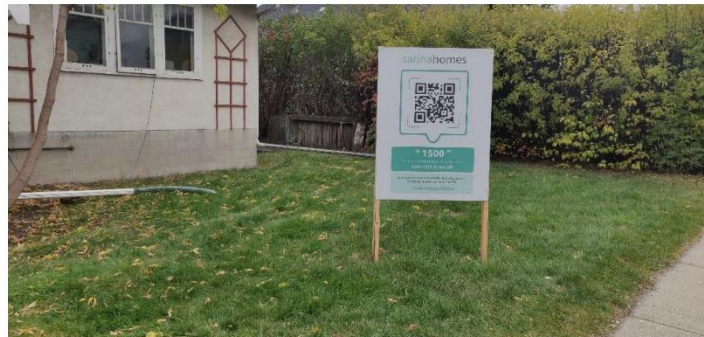
### Web Page

[www.engage1500.ca](http://www.engage1500.ca)

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, while 2 smaller wood-framed boards were also installed on-site, directing readers to the project website. A 4 x 8 full color sign was installed temporarily on-site October 2- 16, 2023





## In-person conversations/Door knocking and Flyers

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

Door knocking and conversations with immediate resident in the high intensity area took place the week of **July 24, 2023**.

Flyers were distributed by Canada Post to residents in both the high and general intensity areas during the week of **August 18<sup>th</sup>, 2023**.

## Open House(s)

The Open House facilitated personal interaction with the public, and also created spaces for dialogue about the nature of the proposed development.

8 community residents, 1 representative from the Ward 8 councillor's office and 2 City of Calgary staff attended the open house held October 17<sup>th</sup>, 2023 from 7 – 8:30 pm at the Marda Loop Community Association.

Please refer to the [What We Heard Report #2](#) below for more information on this specific event.

## Pop-up Booth

An in-person pop-up booth was held during Marda Gras, a popular street festival in Marda Loop, on Aug 13<sup>th</sup> 2023 from 10 am – 5 pm. Conversations were had with 55 individuals, some of whom signed up for the email newsletter list

Please refer to the [What We Heard Report #1](#) below for more information on feedback from this event and our conversation during door knocking.

## Meetings

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

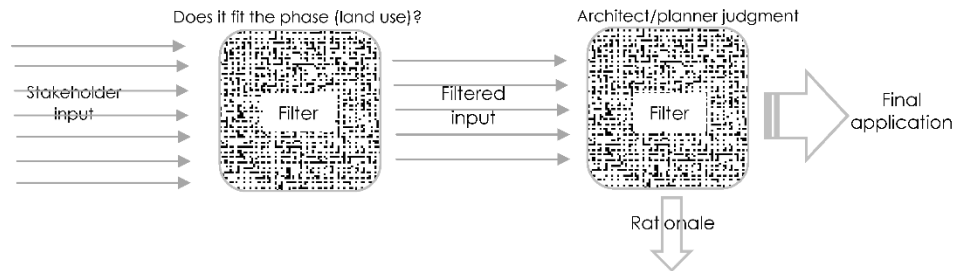
## Emails

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.



## How were project details shared?

- Primarily through the webpage and email
  - Ongoing details of the proposal, engagement process, and 2 What We Heard reports were posted to the website, and shared via email newsletter with residents within the High Intensity area.
- A summary of the final Community Engagement report will be shared with the Marda Loop Community Association (MLCA), the MLBIA, and the community, via the website and email.

## What We Heard

The feedback received has been recorded, sorted, collated, and responded to in detail via 2 What We Heard reports.

Please find them in Appendix 1 of this report.

## Material Shared

## Project Flyers & On-site signage



456 copies of this postcard sized flyer were distributed by Canada Post to all residents within the high intensity zone during the week of August 14<sup>th</sup>, 2023

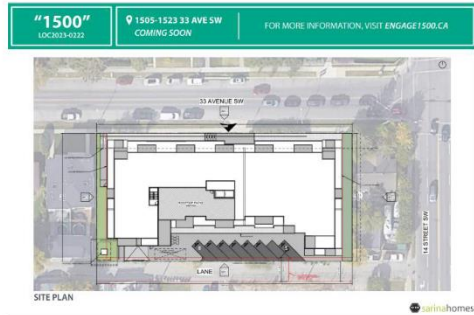
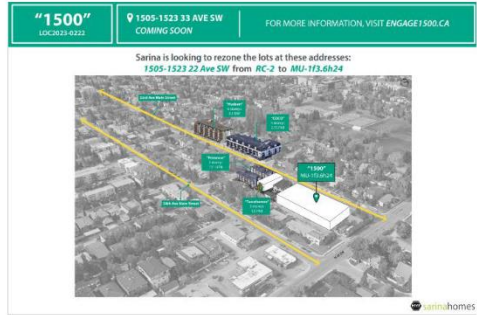
This was also printed on two 4 x 6 wooden signs and installed on-site, one at the eastern edge and one at the western edge of the subject site



The above sign was printed on a large 4 x 8 sign and installed on-site from October 4 – 16, 2023

### Pop-up Booth

Held at Marda Gras street festival on Aug 13, 2023. Conversations were had with approximately 55 individuals. The following panels were displayed at the booth:



## Open House

An in-person drop in open house was held at the Marda Loop Community Association on October 17<sup>th</sup>, 2023. Below is a sampling of the material printed and displayed on 24 x 36 boards.

**THE DEVELOPMENT PERMIT APPROVAL PROCESS**

**PER APPLICATION**

- Two types of pre-application services:
  - **Site Plan Pre-Application:** Development applications require the O-142 Pre-Application.

**PER REVIEW**

- Public Review
- Substantive Review
- Conditional Review
- Detailed Review

**PER APPROVAL**

- Approval
- Substantive Approval
- Final Review and Permit Issuance

**THE LAND USE DESIGNATION / ZONING PROCESS**

**REZONING**

• **Application:** The applicant must submit a rezoning application to the City Council. The application must include a rezoning report, a site plan, and other supporting documents.

• **Review:** The City Council will review the application and may request additional information. The rezoning report must address the following:
 

- **Site Plan:** The applicant must submit a site plan that shows the proposed development and how it complies with the rezoning.
- **Impact Analysis:** The applicant must submit an impact analysis that shows how the proposed development will affect the surrounding area.
- **Community Input:** The applicant must provide an opportunity for the community to provide input on the rezoning.

• **Approval:** The City Council will vote on the rezoning application. If approved, the rezoning will be implemented.

**"1500" TRANSPORTATION IMPACT ASSESSMENT SUMMARY**  
LOC2023-0222

**Traffic:** New traffic volume is expected to be low, and the project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume.

**Local Network:** The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume.

**Laneway Network:** The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume.


**Active Transportation:** The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume.

**Parking:** The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume. The project is located on a residential street with low traffic volume.

**"1500" POTENTIAL PRECEDENTS**  
LOC2023-0222

**WHAT DO YOU FIND APPEALING?**

- Rank the images of existing projects to the right that correspond to what is envisioned for this site in terms of scale and intensity by the developer and project architect, by sticking the corresponding sticker number between 1-4 below the image.
- Use the sticky notes to tell us:
  - What are some of the elements you liked in these images? (e.g. red brick finish)
  - Are there any elements that you think are important for this location that are missing in all these images?

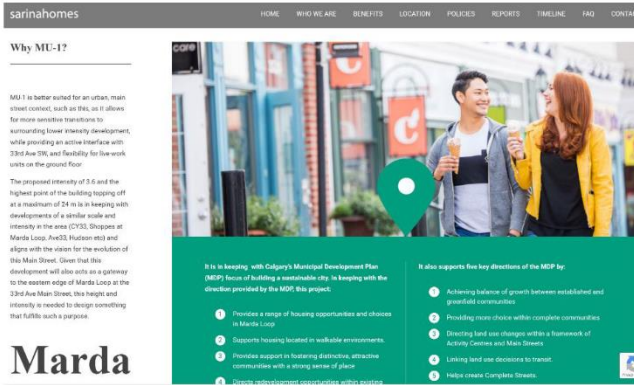
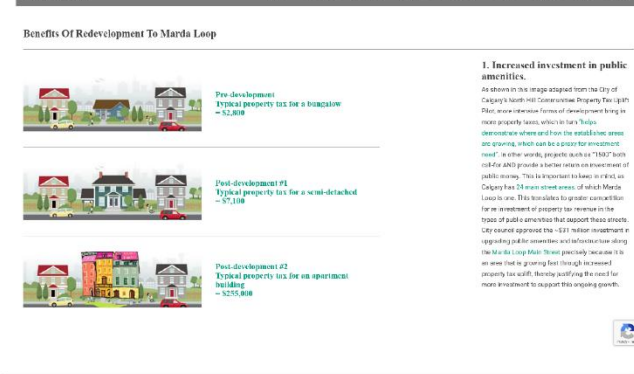
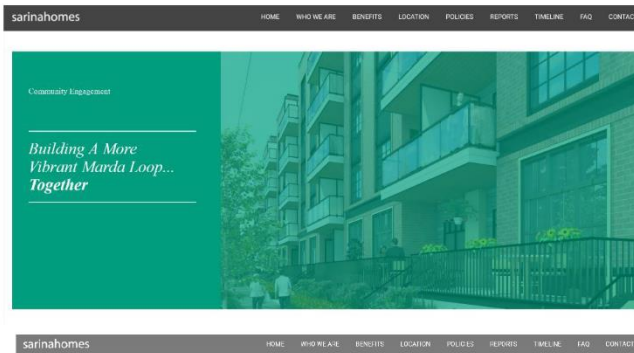


Comment stickers



## Project Webpage

The project website [www.engage1500.ca](http://www.engage1500.ca) went live on August 1, 2023 and has since undergone several content updates as required. As of now it has 245 visits from 101 unique users.



## Landlord Letters

4 letters to commercial landlords of properties located south west of the subject site, along the south side of 34<sup>th</sup> Ave SW were mailed out during the first week of October 2023. Below is a sample:

Sarina Homes  
361 17<sup>th</sup> Ave SW,  
Calgary, AB  
T2T 5W3

Dear Benjamin,

We wanted to inform you about a proposed land use change at the properties located between 1505-1523, 33<sup>rd</sup> 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 commercial property owner near this proposed development, this has many benefits to the growth and ongoing sustainability of businesses in the area. You also have a stake in the continued wellbeing of this area. Therefore, we would love to hear your thoughts on this proposed development.

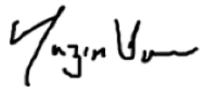
At this point there are a few actions we'd like you to consider taking:

- Visit the project website <https://engage1500.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 mailing list via the website above, so we can keep you informed as to any engagement events and project updates.

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

We look forward to connecting further with you.

Warm regards,



Nazim Virani  
President, Sarina Homes

## Appendices

**“1500”**

# WHAT WE HEARD REPORT #1

A NEW MULTI-RESIDENTIAL PROJECT IN MARDA LOOP  
BY SARINA HOMES

*Prepared by Hive Developments Public Engagement & Planning Team*

## 02 Introduction

Sarina has purchased the five homes between 1505 and 1523 33rd Ave, with the intent of building a contextually sensitive, multi-family development. Before Sarina can bring their vision to life, they must redesignate the land from R-C2 to MU-1.

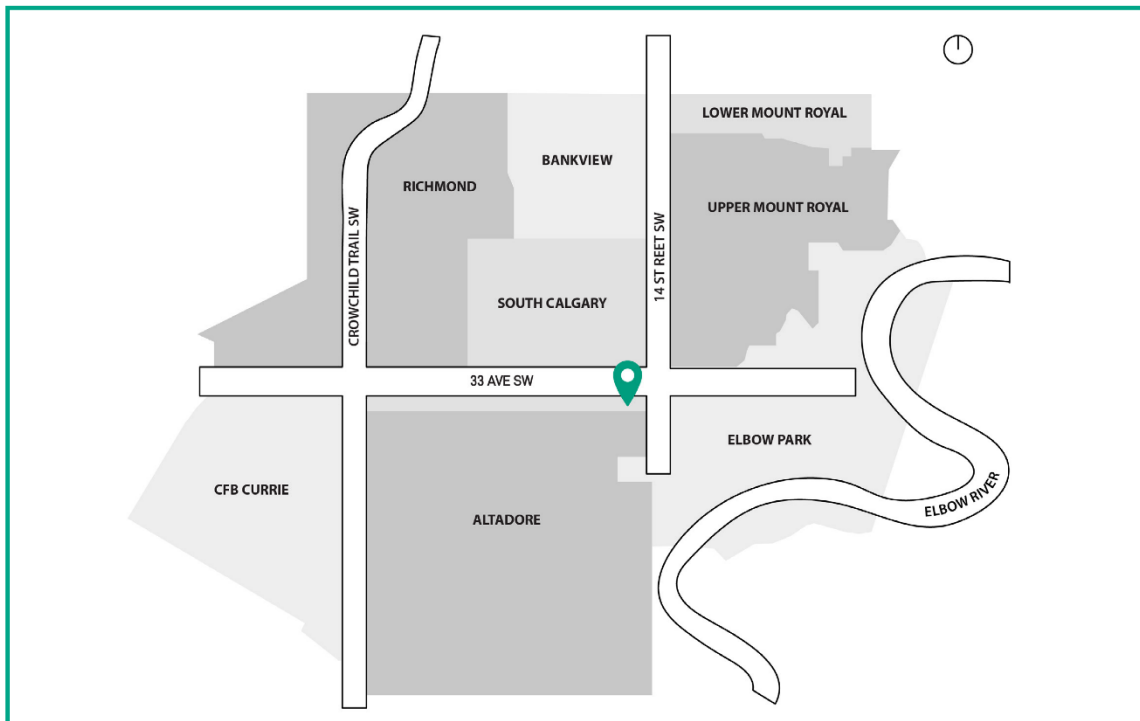


Figure 1. Location

The proposed "1500" will be located in one of the most amenity rich areas in Calgary. Minutes from the Marda Loop shopping area, Elbow River, South Calgary Park, and Calgary's Red Mile, residents who will call "1500" home will have endless opportunities to find something fun and exciting to experience.

## 03 A Changing Streetscape

### What is guiding all of this redevelopment along 33rd Ave SW?

There has been a lot of change taking place along 33rd and 34th Avenues in Marda Loop. Sarina has and continues to invest in this wonderful community because we want to provide Calgarians with opportunities to be able to live in this wonderful area. Much of the changes that have been taking place have been guided by the City of Calgary Municipal Development Plan (MDP along with the Marda Loop Area Redevelopment Plan, and the Marda Loop Streetscape Master Plan).

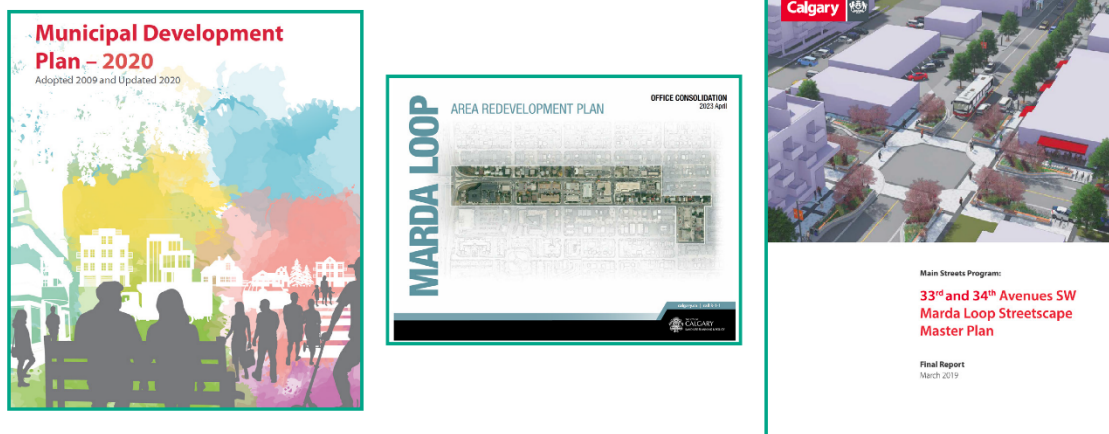


Figure 2. Guiding plans: City of Calgary MDP, Marda Loop Area Redevelopment Plan, Marda Loop Streetscape Master Plan

The MDP classifies both 33rd Ave SW and 14th St SW as a Neighbourhood Boulevard located along a Neighbourhood Main Street in the inner-city area of Calgary. The proposed location of 1500 is also located along a Primary Transit Network.

## 04 A Changing Streetscape

### What is guiding all of this redevelopment along 33rd Ave SW?

Although this isn't a question that we have heard directly from those we've been able to talk with lately, we always like to give a little background about why so much change has taken place in Marda Loop.

The MDP classifies both 33rd Ave SW and 14th St SW as "Neighbourhood Boulevards" (this means they are meant to support medium density - up to 6 storey - developments, and active modes of travel, such as walking and wheeling) located along a Neighbourhood Main Street in the inner-city area of Calgary. The proposed location of 1500 is also along a Primary Transit Network (this means trains or buses come every 10 to 15 minutes at least 15 hours a day, seven days a week).

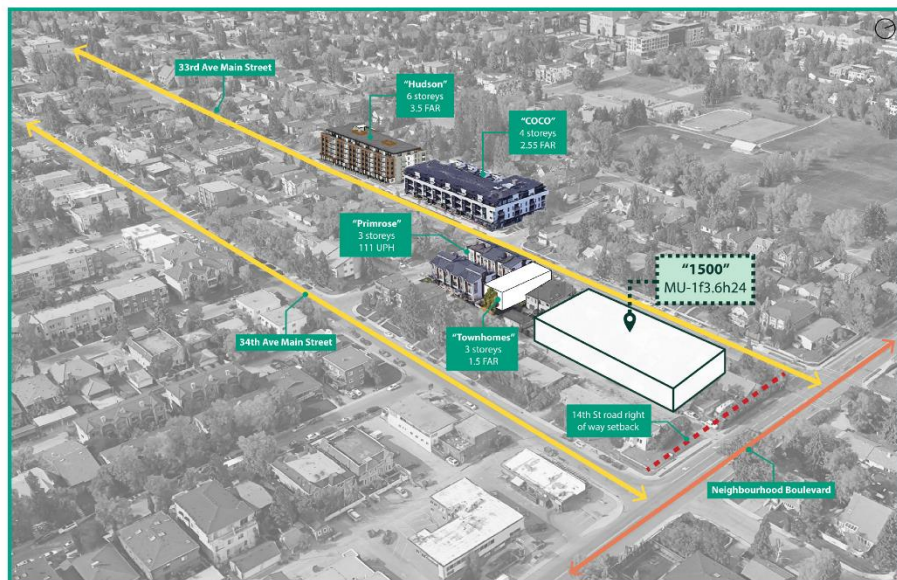


Figure 3. Existing and proposed buildings along 33rd and 34th Ave Main Streets

The MDP notes that Neighbourhood Main Streets that do not currently have a Local Area Plan, such as 33rd Ave SW, should locate significant intensification on parcels that front directly onto Neighbourhood Boulevards. This site is an example of this. The MDP requires designs that introduce appropriate transitions between the Neighbourhood Main Street and the adjacent residential areas.



## 05 Common Themes

### Design

Marda Loop is home to several Sarina projects, and we want to ensure the designs of our future buildings fit within the community's context and characteristics. We have heard from several locals that they want to see the design of the '1500' take on a more original design, similar to unique projects like Infinity and Henry Block, both of which are located on 34th Ave.

At Sarina, we design and build modern, inspired, connected homes. During our upcoming engagement sessions, participants will be able to share design elements they believe will make this project stand out. We encourage you all to share your thoughts on design elements by emailing Srimal, at [srimal@hivedevelopments.ca](mailto:srimal@hivedevelopments.ca), or joining us at our engagement sessions noted on the project website: [www.engage1500.ca](http://www.engage1500.ca)

### Traffic & Transportation

With redevelopment, especially when more residential dwelling units are proposed from what was previously there, comes changes that can affect the transportation network. Through our engagement to date, we heard there is concern around the potential increase in vehicles accessing the laneway, as well as adding to the congestion that is felt on surrounding streets.

At Sarina, we encourage our residents to consider other modes of transportation like cycling or using transit, particularly for shorter trips. This is one of the major reasons that locations such as this one are ideal, as Marda Loop is an amenity rich neighbourhood that provides access to many core amenities (shopping, groceries, banking, transit, library, park/green space etc) within a 15 minute walk. The parking requirements for a development that is located within a MU-1 land use district requires 0.75 resident and 0.1 visitor parking stalls for every dwelling unit, and 0.5 resident and 0.5 visitor stall for every Live Work unit. As we work on the designs and identify the number of dwelling and live work units we will be able to determine how many parking stalls will be required for this project. A Traffic Impact Assessment (TIA) is being completed and will provide further guidance too. The TIA will be made available when it has been released.



## 06 Common Themes

### Housing Costs

Calgary is experiencing a housing crisis. At Sarina we recognize this and are working to build more dwelling units to add to the city's inventory. We have heard the questions around whether there will be affordable units available. While Sarina doesn't typically provide below-market priced apartments, most of our stock is mid-market priced or purpose built rental. We are currently assessing the market and conducting feasibility studies to decide which of these will be available at "1500"

### Density

One of the goals from the MDP is creating a compact city. A compact city is one where complete communities offer a variety of housing choices, services, amenities, and is well connected to transit and transportation systems. To work towards achieving this goal, established communities will continue to evolve with the introduction of higher density developments, like the "1500."

### Construction Phase

The construction introduces a lot of changes and we appreciate there are parts of this development phase that can impact your day to day life. We have heard concerns around noise on site, not obtaining the proper permits from The City of Calgary (like permits for street closure), and limited signage surrounding the construction site. During the construction phase, we will work with our foremen to ensure the appropriate rules and processes are followed.

## 07 Q&A

### How are projects like this adding value to neighbours? Aren't they just pushing down property values?

Individual property values are usually affected by a complex combination of factors like access to amenities and services, characteristics of the individual property, and interest rates. In general, new developments, can increase home values in the long term because the new development brings more residents to the area that can help support amenities like coffee shops and restaurants, as well as having a larger tax base to support local improvements.

If you are interested in reading more information on this topic, here's an [article](#) and [academic paper](#) addressing the topic. According to available census data, in the past 5 years, the City of Calgary has added approximately 100,000 dwelling units, much of which are multi-residential. This addition to the market has resulted in an overall trend of property values increasing.

### Why is this 6-storeys and not 4?

The land use amendment application is applying for a land use that can allow for a building up to 6 storeys. There are many factors that need to be considered during the design phase. As with any design, our architects will start with a 6-storey box on the site. From here, they will start cutting away as they incorporate the rules from the Mixed-Use land use district. As we work through the design of the "1500" we will ensure that the building is contextually sensitive to its surroundings and incorporates a series of setbacks and step-backs. We recognize that this building will be a gateway to the two Main Streets where it will not necessarily be experienced as 6-storey buildings from the street level. Once we have decided on a maximum height and have formed the building we will conduct shadow studies.

Furthermore, the above mentioned Marda Loop Streetscape Master plan envisions 33rd Ave SW as evolving toward a street that supports mostly 6 storey buildings on both its north and south sides.

## 08 Q&A

### **What impacts will residents and business owners on 34th Ave SW face with this development?**

With this project, we intend to cause minimal impact to the existing properties. During the design phase, we will complete shadow studies to identify and reduce shadowing impact on the neighbouring properties as best as we can. We will also examine how private amenity space is positioned and mitigate privacy concerns as much as possible.

At Sarina, we understand that the introduction of a multi-residential building located on five properties that were once single-detached homes will introduce more traffic to the rear-lane. As we work through the designs, we will consult with residents that back onto the rear lane to hear where the current challenges are and what challenges they believe will be introduced once this project is complete. Throughout the development permit phase, should the land use amendment be approved, we will work with City Administration to develop solutions that ensures the rear lane will see minimal impacts and operates optimally.

**“1500”**

# WHAT WE HEARD REPORT #2

A NEW MULTI-RESIDENTIAL PROJECT IN MARDA LOOP  
BY SARINA HOMES

*Prepared by Hive Developments Public Engagement & Planning Team*

## 02 Event Outline

**Date:** Tuesday, October 17, 2023

**Time:** 7:00 PM - 8:00 PM

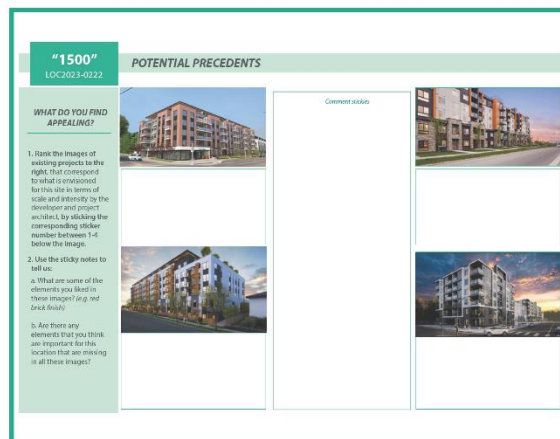
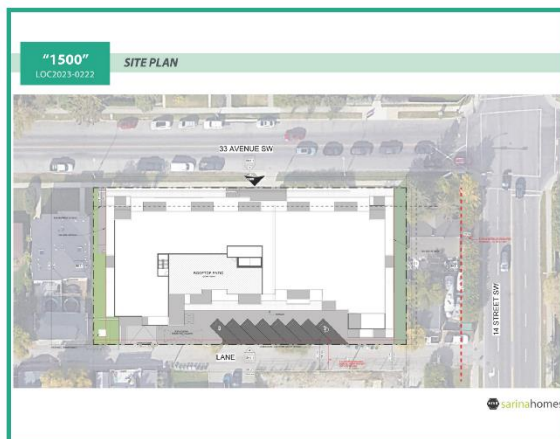
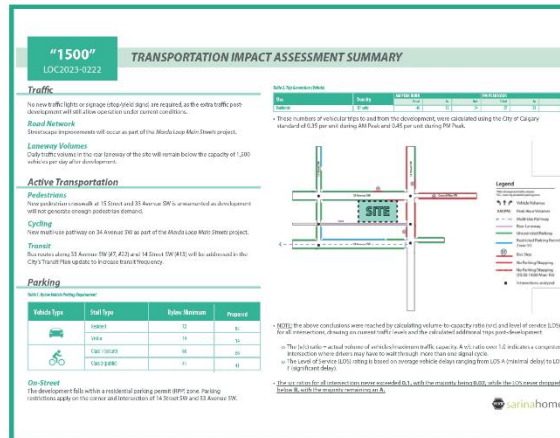
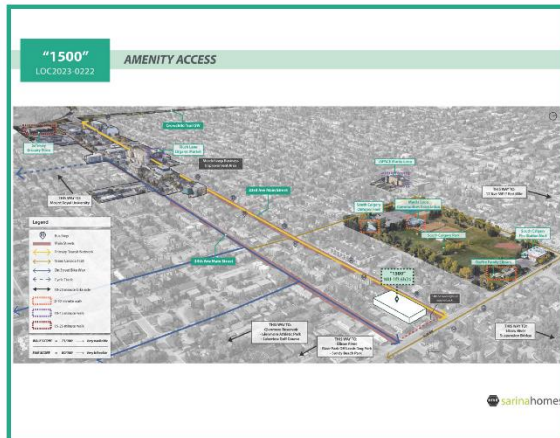
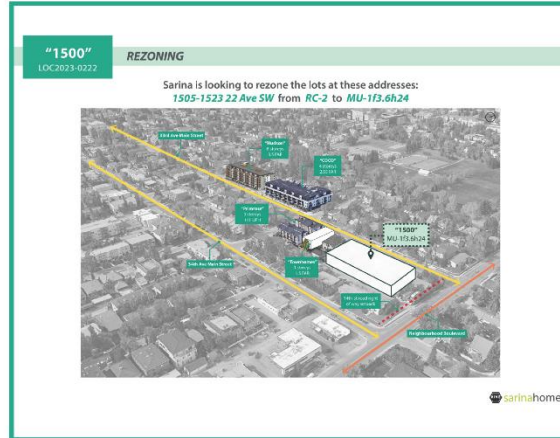
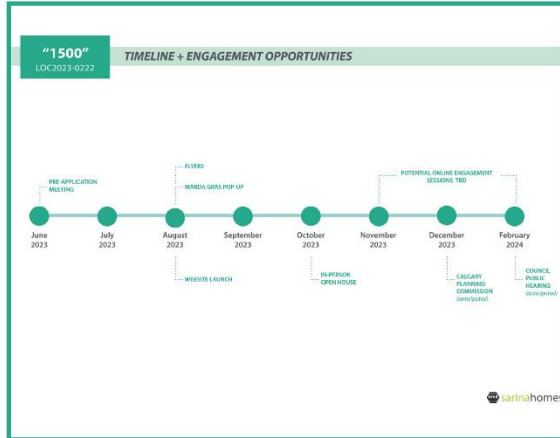
**Location:** Marda Loop Community Association - Lower Hall

**Hosts:** Sarina Homes, Casola Koppe Architects,  
Hive Developments

**Participants:** 8 community residents  
2 city planners from the City of Calgary  
1 representative from the Ward 8 office



# 03 Engagement Panels







# 04 Traffic & Parking Concerns

Following the open house, Hive Development considered the feedback that was provided by participants. The common themes that were identified focused on **traffic, parking, and design elements**. The feedback that was gathered regarding design elements will be considered throughout the design process. Responses to the feedback are on the following two pages.

## Concerns that the minimum parking requirements could result in vehicles spreading onto the streets, increasing the pressures for existing residents to find parking in proximity to their home.

The “1500” development is proposing up to 96 residential and visitor parking stalls; 10 more stalls than what the City requires as a minimum parking requirement for a MU-1 land use district.

*Table 1. Bylaw Vehicle Parking Requirement*

Vehicle Type	Stall Type	Bylaw Minimum	Proposed
	Resident	72	82
	Visitor	14	14
	Class 1 (secure)	66	66
	Class 2 (public)	14	14

The City of Calgary has designated 33rd Ave SW as a Main Street where its intent is to encourage additional means of transportation other than the use of personal vehicles. As 33rd Ave SW evolves through the Main Streets project it should result in the creation of wider sidewalks, an amenity that will continue to make this area desirable.

There are severable parameters that are taken into consideration when determining parking minimums in multi-residential developments. As cities are constantly growing evolving, studies (<https://www.urbanstudiesonline.com/resources/resource/residential-parking-supply-has-a-stronger-influence-on-household-travel-choices-relative-to-a-neighbourhoods-walkability-and-access-to-transit>) have found that more parking stalls can lead to more people choosing to drive because it becomes more convenient to park their vehicles.

## 05 Traffic & Parking Concerns

Another parameter relates to cost. In Calgary, the cost to build one underground parking stall is approximately \$40,000. To recover these investments, these costs are then passed onto the resident, which ultimately results in housing prices increase. A final parameter relates to climate resiliency. One of the goals for the Municipal Development Plan is for Calgary to become a climate resilient City, and it is known that by decreasing parking stalls will result in less vehicles on the road, which in turn leads to less congestion on the streets.

### **What is the current parking status at other Sarina Homes developments in Marda Loop?**

All Sarina buildings in Marda Loop see approximately 75% of residential on-site parking being utilized. Multifamily developments in the area by other developers also see similar uptakes in on-site parking by their residents.

### **The data from the Transportation Impact Assessment (TIA) is not reflective of the reality of traffic in the area.**

The TIA study was conducted by Bunt Engineering, a consultancy firm who specializes in transportation planning and engineering across Canada. It is appreciated that there are participants that do not believe the data from the TIA is reflective of the reality of traffic in the area, however, the study reflects best practices and standards that are regulated by the national regulating body: Engineers Canada.



# 06 Design Comments

## Design Considerations

- With the MU-1 designation, consider incorporating commercial heights on the ground floor, similar to the Hudson development.
- Happy the shadowing won't be much of a problem, but would like to see the massing visual impacts softened with a transition down to 4 storeys on the rear laneway.
- Consider a design that makes the building stand out so it does not look similar to the surrounding mixed-use developments.
- Consider setbacks like those at the Hudson development.
- Please include amenities in the building like cafes and shops. There are a lot of new homes in the area but not a lot to support them with.
- Introduce more softscaping elements (i.e. permeable membranes, shrubberies, flower beds, etc.) to help break up the hardscaping elements in the public spaces.

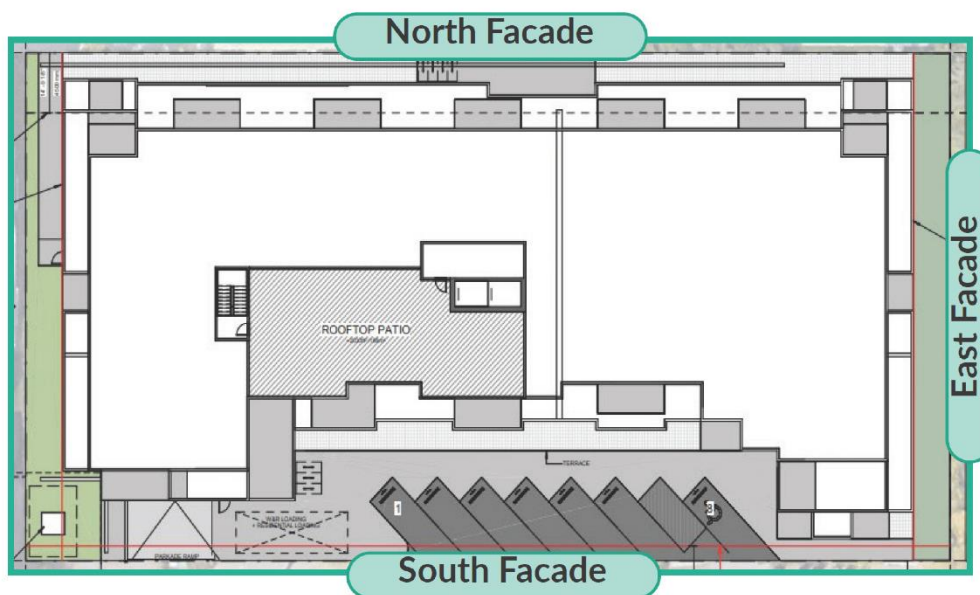


Figure 1. Building Facades

## 07 Design Comments

### North Facade along 33rd Ave SW

- Ensure the building interacts more directly with 33rd Ave - similar to the renderings for Sarina Homes "1900" project. This can be done by breaking up the facade.
- Does not like building facades with a larger expanse of a blank facade, like Sarina Home's Harrison project.
- The NE corner of the should incorporate a landmark defining design element as the site is located at the eastern gateway to Marda Loop.

### East Facade facing 14 St SW

- Ensure the east facade has design elements that can be introduced (i.e. wall space for a mural) in the event the neighbouring property is redeveloped.

### South Facade along the rear lane

- Help activate the rear lane by fronting live/work units on the laneway.
- Please make the laneway attractive, similar to the front of the "1900" project. The alley should not just be a concrete wall with garbage bins and parking entrance.
- Incorporate step backs along rear of the building to decrease massing.
- Consider making the rear of the building more attractive by introducing more colour, landscaping/greenery, lighting, and paving the lane.

# 08 Precedent Images | Verbatim

## What do you find appealing?

During the open house, we asked participants to rank the following precedent images using numbered stickers. The numbers ranged from 1 (most preferred) to 4 (least preferred). The following summarizes the number of occurrences for each image.



Rating	Number of Occurrences			
1 (most preferred)	2	0	4	0
2	1	3	0	2
3	3	0	1	2
4 (least preferred)	0	2	1	2

## Verbatim Comments

The following are the verbatim comments provided by participants:

### Precedent Images Panels

- *Brick is a nice feature - depressions, cladding material (in relation to Image 1 above)*
- *Too much white panels (in relation to Image 3 above)*

### Site Plan Panel

- *Design - break up facade to interact more w/ street*
- *Please make the laneway attractive w/ entrances to "town houses" style similar to front of building 1900. Back& front nice! Alley should not just be a concrete wall w/ garbage bins & parking entrance.*
- *Create a less boxy building, step back & street entrances that look similar to our traditional heritage homes in the neighbourhood.*
- *Please include amenities in the building like cafes and shops. There are a lot of new homes but not a lot to support them with coffee shops. With this and 1900 there are a lot of new home without anything else.*