

Applicant Outreach Summary

2025 May 30



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: Marc & Mada Block

Did you conduct community outreach on your application? ☒ YES or ☐ NO

If no, please provide your rationale for why you did not conduct outreach.

The project team is undertook a robust outreach process, connecting with community members in both the pre-application stage and at various points throughout the application review period.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

Calgary Co-op and Truman are committed to being good neighbours and working with citizens and community groups throughout the application process. The project team undertook a meaningful and comprehensive outreach process to support a clear and transparent process for all interested parties. As part of our process, we contacted the local area Ward Councillor's Office, community groups, and surrounding residents at the outset of the application process to encourage them to share questions or concerns. Additional elements of our outreach process also include:

- Custom On-site Signage: Large signage installed on the Engage Centre window at application submission.
- Neighbour Mailers: Delivered to surrounding area residents within ±200m to ±2000 households at submission.
- Website: Additional project information available for review as advertised on signage and mailers
- E-News update and Community Newsletter: Updates at key milestones of the application
- Phone Line, Email Inbox, Website Feedback Portal: Three separate ways for citizens to connect with the project team to ask questions and provide feedback, advertised via site signage and mailers.
- Digital & In-person Meetings and Information Session with community members and organizations
- Engage Centre (Storefront) located onsite: open during Marda Gras; and during a 6 week engagement period (open for ±36 hours with ±400 visitors); host a number of engagement events including Spook the Loop, meetings with the MLCA and ML BIA, and participation in a community Jane's walk

Affected Parties

Who did you connect with in your outreach program? List all groups you connected with. (Please do not include individual names)

- Ward 8 Councillor's Office
- Marda Loop Communities Association
- Richmond Knobhill Community Association
- Rutland Park Community Association
- Marda Loop Business Improvement Area (BIA)
- Surrounding Area Residents & Businesses

calgary.ca/planningoutreach



Community Outreach for Planning & Development Applicant-led Outreach Summary

What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

Feedback via the dedicated project phone line, email inbox, website feedback portal, in-person conversations, and digital meetings was responded to by a member of the project team to provide an opportunity for more detailed discussion. A fulsome Outreach Summary report summarizing all feedback received during both the pre-application outreach and during the application review period is available for review on the project website marcandmada.ca and submitted on the public record in advance of formal decision making stages.

How did input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

In direct response to feedback received through the outreach process, the key changes focused on building layout and massing revisions to reduce shadow impacts on the 33 AV SW Main Street. Key changes include:

- Introducing a 2.0 metre stepback from the street wall/podium for all buildings;
- Shifting the eastern 19-storey building further south, away from 33 Avenue SW; and
- Reducing the mid-scale building fronting 33 Avenue SW from eight to six storeys, with the building mass relocated to the southern portion of the site.

These changes are reflected in the proposed Direct Control District building height policies.

How did you close the loop ?

Provide a summary of how you shared outreach outcomes and final project decisions with those who participated in your outreach. (Please include any reports or supplementary materials as attachments)

The Outreach Summary report was share through our outreach channels. The report is available online (marcandmada.com) for public review and is published on the official public record as an attachment to the City of Calgary's Administration Report to Council.

calgary.ca/planningoutreach



Outreach Summary

Marc & Mada Block

Land Use Redesignation and Development Permit Applications

May 2025

Outreach Approach

Trusted, clear, and effective outreach and communication channels are essential to ensuring that all voices are heard.

Our outreach approach applies a range of communication methods and materials to reach a broad audience and facilitate an honest and transparent discussion about the Marc & Mada Block proposal. Community members may learn about the proposal from one of many notification methods, including mailers, on-site signage, community newsletters, and e-news updates. Participants will have a choice in how they engage and learn more about the proposal throughout our outreach process. Community members can provide feedback to our team through in-person conversations with our team at the Marc & Mada Block Engage Centre, written surveys, community groups meetings, a digital information session, and contacting our team over the phone, by email, or through our project website feedback form.

Our Commitment

Since no single design solution can satisfy all outreach participants completely, the project team cannot integrate everything suggested by our neighbours and the community. Our promise, however, is that we are transparent about how we reach our conclusions, and make the following commitments to all who participate in our outreach process:

1. We will provide you with quality, detailed information about the project.
2. We will ask for your thoughts on key areas of the project.
3. We will share what we have heard and our team's response to it.



Balancing Multiple Interests

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

The array of interests influencing any development include but are not limited to:



Calgary's Growth & Development

Planning for the next generation of Calgarians.



Our Design Principles

Key principles guiding a desirable design and development outcome.



Local Area Policy

The existing policy framework and local planning initiatives that guide development and investment.



Community Feedback

What various citizens and community members think and say about an issues.



Economic Viability

The needs of the developer to create a viable project.

City of Calgary Outreach

City Administration is responsible for the formal review and consideration of the concurrent Land Use Redesignation (LOC) and Development Permit (DP) applications. All Land Use Redesignation and Development Permit application and subject to standard notice and outreach requirements conducted by The City of Calgary (The City), including circulation of materials to the local Community Association (CA), Business Improvement Area (BIA), and Ward Councillor's office, letter delivery to adjacent property owners, and large-format notice signage posted on the site.

City Administration will also review feedback received directly and through Applicant-led Outreach, and summarize all input in reports to Calgary Planning Commission (CPC) and City Council prior to final recommendations and decision being made.

The project team has provided City Administration contact information in all Applicant-led outreach methods.

Outreach Methods



What We Heard Report

Marc & Mada Block Engage Centre

The Marc & Mada Block Engage Centre (Engage Centre) is a highly visible on-site storefront space offering in-person engagement between the project team and the community. The space featured detailed information boards, a large 3D model, an interactive screen displaying the project website (marcandmada.com) and realistic visualizations of the Development Vision.

The Engage Centre was open for a period of six weeks in Fall 2024, and also participated in two BIA sponsored events – Marda Gras and Spook the Loop. In total, the Engage Centre was open for ±36 hours of in-person community engagement. The Marc & Mada Block project team spoke with more than 400 Engage Centre visitors, most of whom self-identified as local community members.



Photo of Engage Centre during Soft Launch (Marda Gras Community Event)

What We Heard & Team Response

Overview

Through our outreach channels and methods, the project team has received feedback directly from community members, the Marda Loop Communities Association (MLCA), and the Marda Loop Business Improvement Area (MLBIA). Furthermore, City Administration shared a summary of feedback received from community members through City of Calgary channels.

In reviewing feedback collected to date (May 2025), the project team has identified ten overarching themes which cover a variety of specific topics. In the following pages these themes are broken into *What We Heard* and *Team Responses*.

Feedback Themes

- Ownership
- Policy Alignment
- Housing Model & Tenure
- Infrastructure Capacity
- Traffic & Parking
- Height & Density
- Architectural Design
- Commercial Main Street
- Construction Management
- Timeline & Process

Outreach Timeline

- **Pre-Application & Soft Launch** (February – September 2024)
 - Dedicated Project Website, Custom On-Site Signage, Memos shared with MLCA, MLBIA, and Ward 8 Councillor's Office.
 - Virtual & In-Person Meetings with MLCA & MLBIA (February 13, September 4, & October 7).
 - August 11: Marc & Mada Block Engage Centre Public Soft Launch at *Marda Gras* (±300 Visitors).
- **Land Use Redesignation Submission - Public Launch** (October 2024)
 - ±2,029 Hand-delivered Mailers, Two-rounds of E-news Updates, Project Website Updated & Media Release.
 - Invitation to Digital Information Session.
 - October 26: Marc & Mada Block Engage Centre Public Launch at *Spook the Loop* (±60 Visitors).
- **Continued Outreach** (October 2024 – May 2025)
 - October 7: In-Person MLCA Board Meeting
 - October 30 to November 30, 2024: Marc & Mada Engage Centre Open Regular Hours (±50 Visitors).
 - November 19: Digital Information Session (±58 Participants).
 - November 25: Ward 8 Councillor's Office Meeting.
 - January 15: In-Person Meeting with MLBIA.
 - January 17: Tour of West District with MLCA & MLBIA (5 Participants).
 - February 24: In-Person MLBIA Business Form Meeting (ATB Marda Loop Branch, ±20 Participants).
 - May 4: MLCA Jane's Walk Tour Presentation (±20 Participants)
- **Outreach Summary** (May 2025)
 - What We Heard Report summarizing feedback heard to date.
- **Ongoing Communication & Application Updates** (May – August 2025)
 - Further opportunities for engagement, and information-sharing to discuss the proposal will include on-site signage updates, hand-delivered mailers, and community group meetings.
- **Public Hearing** (July 19)

Ownership

What We Heard

We heard community interest around the land ownership and developer relationship, with many community members telling us that they value organizations that have strong track records and are based locally within Calgary.

Team Response

Calgary Co-op purchased the Marc & Mada Block property in 2020 to pioneer its first “next-generation” grocery store within a smart growth, mixed-use development. This vision integrates new homes, community spaces, shopping, and essential services in one central location. To bring this vision to life, Calgary Co-op selected Truman as its Joint Venture Partner to handle development and construction.

Both Calgary Co-op and Truman are local, Alberta-based businesses. Serving Calgarians since 1956, Calgary Co-op remains committed to sourcing fresh, local food from Calgary, Alberta, and Western Canada. Truman – a local developer with over 40 years of experience – was chosen for its commitment to sustainable development, partnerships with affordable housing providers, and a strong track record of high-quality projects across Calgary.



Aerial Imagery Looking Northwest from 34 AV SW

What We Heard Report

Policy Alignment

What We Heard

We heard from community members that it is important for new development to align with the City's local area planning for Marda Loop.

Team Response

Planning decisions in Marda Loop are now guided by the Council approved West Elbow Communities Local Area Plan (WECLAP).

WECLAP identifies the Marc & Mada Block site as being within a "Neighbourhood Commercial" Urban Form area – supporting mixed use building forms with active frontages along 33 AV SW. The site is divided into two Building Scale areas. The north half falls within a "Low" Building Scale area, allowing buildings up to 6-storeys. The south half is designated as a "Modified Building Scale Area," allowing buildings up to 16 storeys.

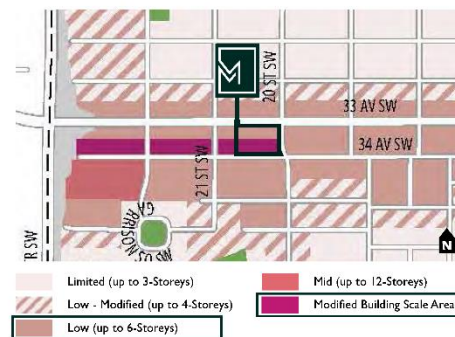
This site is also located along Marda Loop's Main Streets, 33 AV & 34 AV SW, and is within the "Core Zone" of the Marda Loop BRT Station Area. This policy area enables greater building heights in return for the provision of publicly-accessible private open space and non-market housing - both of which are proposed within Marc & Mada Block.

A Direct Control (DC) District is a customized zoning tool approved by City Council that sets specific land use and development rules for a particular site. For Marc & Mada Block, the proposed DC District includes tailored regulations for building height and massing while allowing additional floor area in exchange for publicly-accessible private open space and non-market housing.

Draft WECLAP Map 3 (Urban Form)



Draft WECLAP Map 4 (Building Scale)



Housing Model & Tenure

What We Heard

We heard the community express interest in whether the residential units would be purpose-built rentals or ownership, with many people asking about opportunities to purchase a home in Marc & Mada Block. We heard support from the community for more affordable housing in Marda Loop.

Team Response

Ownership & Operation

Marc & Mada Block is a mixed-use development introducing ±441 new homes to Marda Loop, including a mix of studio, one, two, and three bedroom units.

Marc & Mada Block will operate as a condominium (condo), where individual units are privately owned, and shared spaces are managed by a condo board. A condo board will oversee maintenance, enforce bylaws, and manage finances, with owners participating through an elected board.

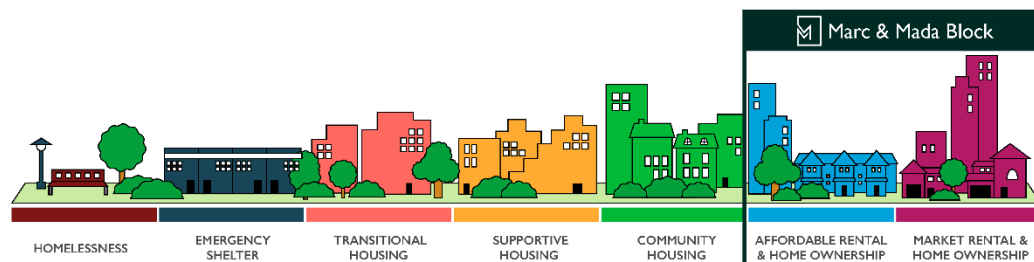
A portion of the homes will be owned and operated by Liberty Housing Organization (Liberty) as non-market purpose-built rental homes. Liberty is a non-profit affordable housing provider, dedicated to ensuring long-term affordability while maintaining design consistency and community integration.

Liberty Housing Organization

Liberty and the project team appreciate the support received for new non-market housing in Marda Loop and believe developments like Marc & Mada Block are essential to enhancing the lives of both current and future Calgarians. As a non-profit housing provider, Liberty views non-market housing as a valuable community benefit and looks forward to becoming an active and engaged member of the Marda Loop communities.

Liberty will be the owner and operator of 17 new affordable homes within Marc & Mada Block. Liberty worked with the Housing Solutions team within the City of Calgary to finalize a Housing Agreement that sets rental rates at or below 80% of Median Market Rent for a 40 year term.

Simplified Visualization of the Housing Continuum



Infrastructure Capacity

What We Heard

We heard the community has concerns about whether the infrastructure in Marda Loop could handle additional density, and what The City review process entails.

Team Response

City Administration is responsible for formally reviewing the concurrent Land Use Redesignation and Development Permit applications and ensuring the detailed review of the cumulative impacts of all developments on surrounding infrastructure and services. This detailed review process involves professionals from the Planning, Parks, Engineering, and Mobility departments, who assess compliance with land use and local area plan policies, and evaluate the capacity and condition of existing infrastructure networks, including water, sanitary, stormwater, transportation network, gas lines, and electrical lines among others.

Recent infrastructure upgrades undertaken through The City's Main Streets project aim to support new development and growth in Marda Loop. These upgrades include:

- New Traffic Signals (20 ST and 34 AV SW)
- Proposed Traffic Signals (21 and 33 AV SW)
- Water Feedermain Replacement (34 AV SW)
- ENMAX Powerline Burial
- ATCO Gas Line Relocation and Upgrades
- Fibre Optic Internet Installation

A preliminary servicing study by Jubilee Engineering Consultants confirms sufficient capacity in the local infrastructure to support the Marc & Mada Block proposed development. Reviews by The City's Utility Engineering Team and partner utility agencies, such as ENMAX, have confirmed the deep piped utility and electrical infrastructure can accommodate the proposed development. If upgrades to infrastructure are deemed necessary through the Development Permit review process, they will be developer-funded, such as the proposed traffic signal at 21 ST & 33 AV SW.

The City will collect off-site levies from the Marc & Mada Block development, with these funds will be allocated towards existing and planned municipal infrastructure upgrades.

11

Traffic & Parking

What We Heard

We received extensive feedback and questions from the community regarding on-site parking, publicly accessible parking, traffic impact, and pedestrian safety. Many community members initially had concerns about parking, but after learning how much onsite parking is proposed, many participants supported the parking supply.

Team Response

In support of Marc & Mada Block, Bunt & Associates Transportation Engineers produced two key studies – a Transportation Impact Assessment (TIA) and a Commercial Parking Study.

Parking Supply & Parking Study

Marc & Mada Block includes ±662 parking stalls within a four level parkade – exceeding the land use bylaw requirements by providing ±190 surplus residential stalls. ±507 stalls are designated for residential and visitor parking (P2, P3, & P4). ±126 grocery store and ±36 commercial parking stalls (surface and P1) are proposed based on the Commercial Parking Study which observed parking demand at twenty urban and suburban grocery stores within Calgary. The commercial parking time limits and payment model will be finalized at a later date.

Alternative Transportation Options

Marc & Mada Block is well supported by alternative transportation options. Marc & Mada Block is located within the “Core Zone” of the Marda Loop BRT Station Area providing access to Primary and Local Transit Service, including the MAX Yellow Bus Rapid Transit (BRT) and Routes 7, 20, 22, and 66 within a 5 to 10-minute walk. A lane separated bike route runs along 20 AV SW on the eastern edge of the site and connects to a well-established City-wide cycling network. In support of Marc & Mada Block's location along the cycling network, ±229 Class I Bike Stalls are proposed within secure bike rooms.

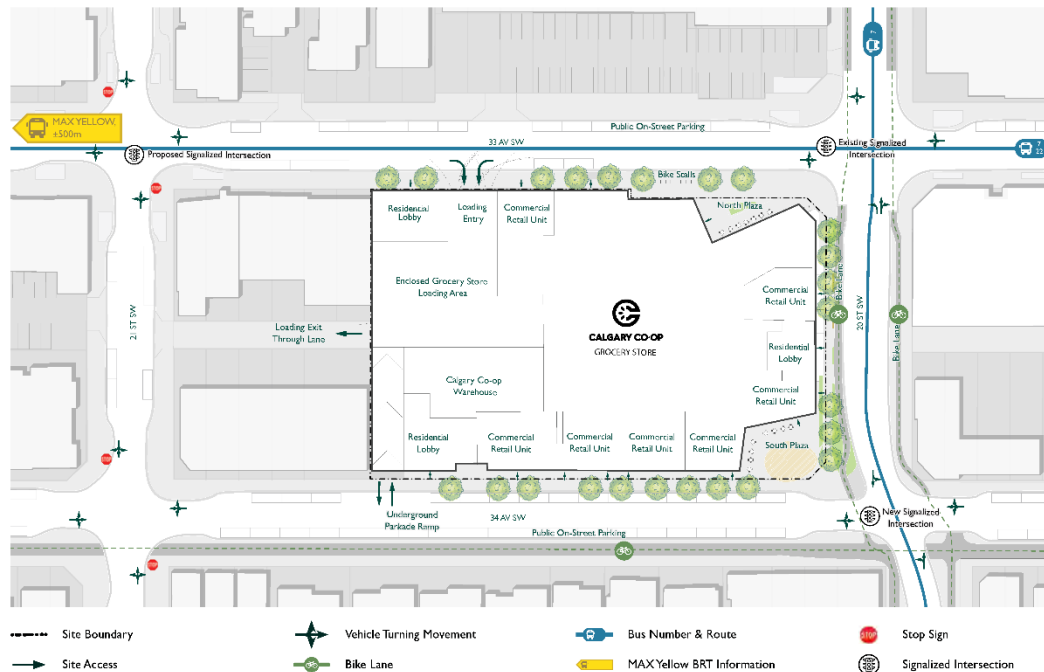
Access & Loading

The parkade entry along 34 AV SW will serve as the main vehicular access point for residents and visitors. This location was selected due to expected lower traffic volumes, the recent installation of traffic signals at the intersection of 20 ST SW and 34 AV SW, and its distance from other nearby intersections – all of which enhance safety and convenience for accessing the site.

Grocery stores have complex loading and operational needs. The grocery store loading and waste pick-up area is designed as a through-way, single access enclosed area within the building. This approach minimizes traffic impact, and reduces noises, smells and other disturbances to the surrounding community.

Trucks will enter from Crowchild TR SW, turning right from 33 AV SW into the enclosed loading area, then exit via the public lane, turning right onto 21 ST SW and proceeding through the proposed signalized intersection at 21 ST and 33 AV SW. Most commercial loading and waste pick-up will occur on the first level of underground parking, accessed from 34 AV SW, with designated loading areas and commercial elevators. Some commercial units will also share Calgary Co-op's enclosed loading and waste facilities.

Existing & Proposed Site Circulation



Transportation Impact Assessment (TIA)

Residents in apartments typically own fewer cars and take fewer daily trips than other building types, producing about a third the traffic impact and parking demand when compared to single-family homes.

The Transportation Impact Assessment (TIA) conducted by Bunt & Associates Transportation Engineers is under review by The City as part of the Development Permit application process. The report found the surrounding road network has capacity to accommodate the proposed development and recommends a new signalized intersection at 21 ST SW and 33 AV SW to improve traffic flow.

Pedestrian Safety

Pedestrian safety is a top priority for both the project team and The City in the proposed development. Efforts have been made within the building design to minimize pedestrian-vehicle interactions as much as possible. Where vehicles must cross sidewalks, specific design measures, such as elevated and uniquely paved crossings, clear pedestrian priority zones, and an elevated, separated bike lane along 20 ST SW enhance pedestrian safety.

Public realm improvements further support walkability by setting the building back from the property line, allowing for a wider sidewalk and additional space for landscaping. These measures ensure a safer, more comfortable, and accessible streetscape for all users.

Height & Density

What We Heard

Height and density were important topics for the community. Most individuals that oppose the development cite building height as the main concern, with varying perspectives on what would be considered an appropriate height. Generally we heard positive feedback on increasing density as a means to support a vibrant main street environment, and most density concerns related to transportation considerations.

Team Response

Density

Marc & Mada Block is a rare ± 1.8 -acre Inner City property located in the heart of Marda Loop. Marc & Mada Block wouldn't work just anywhere – the development vision is specifically suited to this location, which benefits from its placement along two Main Street frontages and its convenient access to services, amenities, and transportation options. Furthermore, the proposal's location benefits from significant public investment, infrastructure upgrades, and streetscape improvements designed to support further growth and development along Calgary's growing Main Streets. The vision for Marc & Mada Block leverages this investment to introduce vibrant new public spaces, shops, services, and housing options in Marda Loop. The residential component of Marc & Mada Block bring new housing choices to the community to provide homes for a range of ages, wages, and stages. Importantly, new residents living in Marc & Mada Block will support existing local businesses and contribute to the success of a thriving Main Street.

Property Values

Property values are not a factor in City Administration's review or Council's decision on development applications. As Calgary-based businesses, Truman and Calgary Co-op have a vested interest in positively contributing to the communities where they live and work. Calgary Co-op and Truman are committed to delivering a landmark development in Marda Loop. Their vision prioritizes high-quality architecture, enhanced landscaping, and vibrant public spaces that enrich the neighborhood and improve the pedestrian experience.

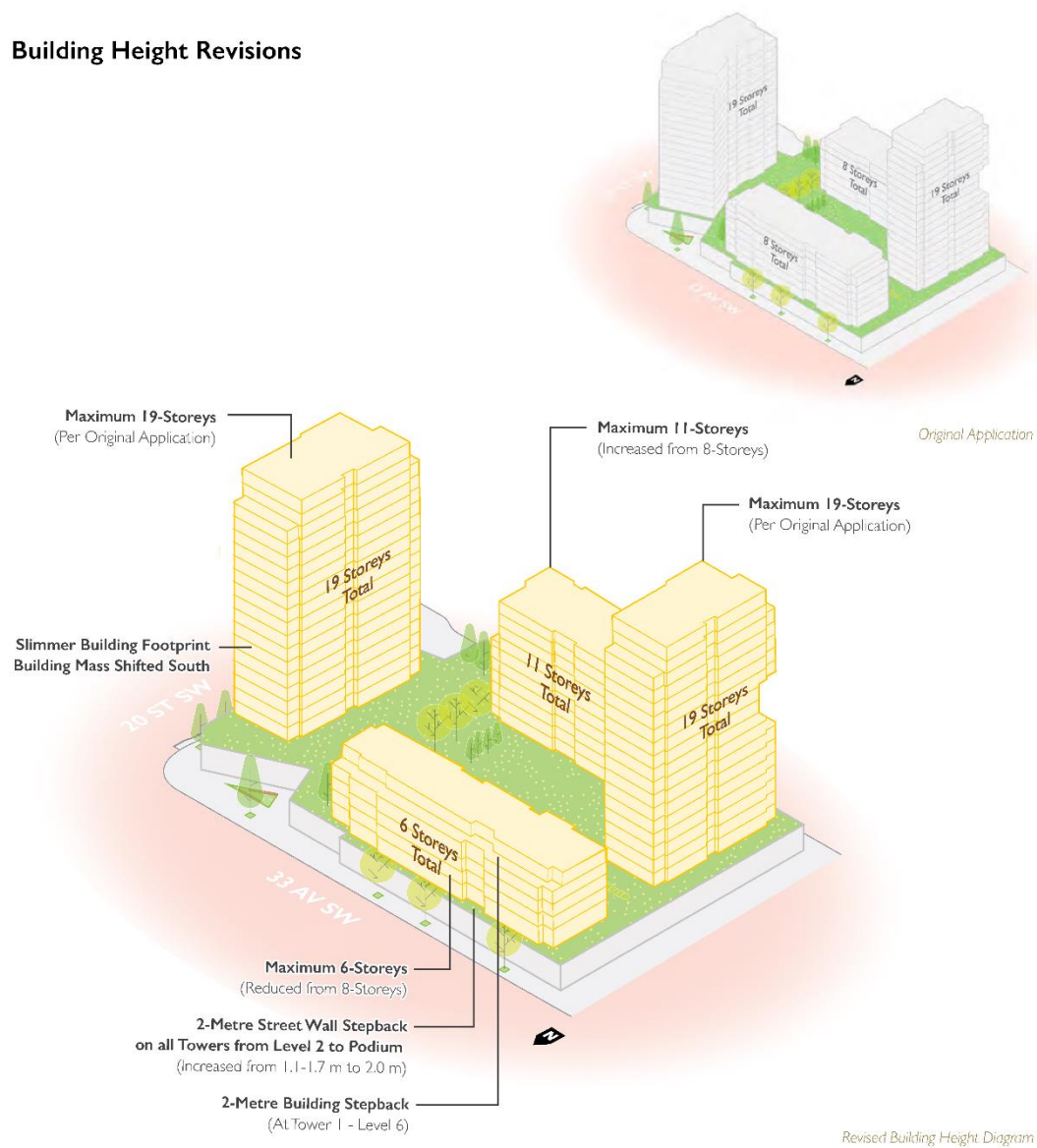
Building Height

In direct response to feedback received through the outreach process, key changes focused on the building layout and massing revisions to reduce shadow impacts on the 33 AV SW Main Street. These changes are reflected in the Direct Control District building height policies and in the Development Permit application. Key changes include:

- Introducing a 2.0 metre setback from the street wall podium for all buildings;
- Shifting the eastern 19-storey building further south, away from 33 Avenue SW; and
- Reducing the mid-scale building fronting 33 Avenue SW from eight to six storeys, with the building mass relocated to the southern portion of the site.

These key changes balance built form impacts with the need for project viability. The proposed height and density remain critical to the delivery of important public amenities, including two high-quality public plaza spaces and new non-market affordable housing. The revised design improves sunlight access in key areas, enhances the pedestrian experience, and provides thoughtful transitions to minimize shadowing on adjacent public spaces.

Building Height Revisions



Architectural Design

What We Heard

The community shared strong interest in the building's architectural design, particularly its street-level and public space design.

Team Response

Building Interface

Calgary Co-op and Truman are committed to high quality design and durable materials to stand the test of time, aiming to create building which not only endure, but also contribute to the community's curb-appeal for years to come. Marc & Mada Block incorporates human-scale design elements, including diverse building materials, blade signage, lighting, and public space enhancements, to improve its connection with the community.

Commemoration & Public Spaces

Marc & Mada Block commemorates the site's rich community history through namesake and urban improvements. It is named for Marc and Mada Jenkins, founders of the historic Marda Theatre which operated between 1953-1988, and was located on the northeast corner of the Marc & Mada Block site. The Marda Theatre name comes from combining its founders' first names.

Marc & Mada Block features two corner plazas ($\pm 400\text{m}^2$ / $\pm 4,400\text{ft}^2$), offering landscaped "rooms" for visitors to gather, rest and enjoy. The plazas will offer seating and showcase commemorative urban design elements celebrating local history. The south public plaza is proposed to include the trademark 'M' from the Marda Theatre sign, a performance stage, and seating. The north plaza is proposed to include areas for seating, gathering, and commercial spill-over space to further activate the street. These spaces flow together through proposed streetscape improvements, including sidewalk widening, urban furniture and new public trees and landscaping.

Residential Amenities

Future residents of Marc & Mada Block will enjoy a range of shared outdoor ($\pm 2,689\text{m}^2$ / $\pm 28,944\text{ft}^2$) and indoor ($\pm 1,170\text{m}^2$ / $\pm 12,580\text{m}^2$) residential amenity spaces, including rooftop leisure spaces, play structure, dog run, lounges, coworking spaces, and a fitness centre among others. The amenity spaces are thoughtfully distributed throughout the building, with a clustering of common amenities on the second level.

Community Character

Marc & Mada Block replaces end-of-life buildings with a high-quality, contemporary building outcome that better serves the evolving community's needs. The building design reflects a commitment to architectural excellence and durable materials, ensuring a lasting, well-integrated addition to Marda Loop.

Marc & Mada Block features high-quality, publicly accessible spaces and non-market homes, both of which provide broader community-wide benefit. Marc & Mada Block will feature vibrant public spaces, including plazas with seating, a performance area, gathering spaces, and enhanced public space landscaping with trees.

Marc & Mada Block supports Marda Loop's identity as a vibrant urban hub by integrating small-scale retail spaces designed to complement the established Main Streets character. These commercial spaces will accommodate local businesses, fostering a diverse retail environment that contributes to the area's unique and dynamic streetscape.



Conceptual Rendering of South Plaza

Commercial Main Street

What We Heard

The Marda Loop Main Streets are cherished by community members for their unique character, vibrant businesses, and growing presence of local shops. Some participants questioned whether the area could accommodate another grocery store.

Team Response

Commercial Spaces

Marc & Mada Block is envisioned as a vibrant retail hub, anchored by a $\pm 2,920\text{m}^2$ ($\pm 31,440\text{ft}^2$) urban-format Calgary Co-op grocery store. The development will also feature $\pm 1,450\text{m}^2$ ($\pm 15,614\text{ft}^2$) of commercial-retail space for small-scale shops and services, designed to further activate the surrounding Main Streets.

Existing Tenants

Calgary Co-op, as the landowner, is handling all leasing agreements with existing businesses on the site. As one of Calgary's most prominent landowners, Calgary Co-op is working with existing tenants to help relocate them within their portfolio. Some businesses will also have the first opportunity to lease space in the new development.

Main Street Character

Marc & Mada Block reinforces Marda Loop's Main Streets identity by integrating small-scale commercial spaces to support local businesses and vibrant streetscapes. The "liner retail" approach prevents blank walls and animates the Main Street on all three frontages with new local businesses. All commercial on-site is supported by the proposed ± 126 grocery store and ± 36 commercial parking stalls (surface and PI).

Economic Value

Marc & Mada Block is designed to bring lasting benefits to the Marda Loop community. The building represents a $\pm \$400\text{M}$ capital investment and results in the creation of new construction jobs for Calgarians. According to a study by Colliers International, the building is expected to generate approximately \$1.8 million in annual property tax revenue, helping to fund public services, infrastructure maintenance, and upgrades.

Beyond financial contributions, the development will support the local economy by introducing new businesses and services that enhance the vibrancy of the neighbourhood, and new residents to support the existing Main Street businesses.

Grocery Store Capacity

Marc & Mada Block will enhance food accessibility in Marda Loop by introducing an urban-format grocery store, increasing both food options and overall food security for the community. Calgary Co-op has conducted internal studies to assess neighbourhood demand, ensuring the addition of this grocer aligns with local needs and complements existing businesses. Designed for an urban setting, the grocery store will offer a curated selection of fresh and prepared foods within a walkable, pedestrian-friendly environment, improving daily convenience for residents and supporting a more complete and resilient community.

Construction Management

What We Heard

Community members shared significant concerns about the impact of construction for Marc & Mada Block, with many expressing frustration over ongoing construction and road closures from surrounding development activities and the multi-year Main Street initiative.

Team Response

Construction Timeline

Construction activities for Marc & Mada Block are expected to begin in 2025, starting with the demolition of existing buildings. As a single-structure building, construction will proceed in one phase. Following demolition, work on the parkade and above-grade buildings is anticipated to take approximately two years, with occupancy expected in 2028; however, timelines are subject to change based on City reviews and approvals.

Developing Construction Management Plan

Truman is a well established local developer and builder with over 40 years of experience and a strong track record of delivering high-quality, well-executed developments across Calgary. Truman's integrated construction team allows them to effectively manage timelines, minimize disruptions, and ensure projects meet high standards of design and durability. Truman is committed to responsible city-building and understands the importance of working closely with the community to limit construction-related impacts.

A detailed Construction Management Plan will be developed and reviewed by The City as part of the approval process in later stages. This plan will outline the full scope of construction activities, including hours of operation, site access, staging areas, materials storage, traffic management strategies, and measures to mitigate disruptions. Truman will maintain ongoing communication and share project updates with the community, MLCA and MLBIA to ensure transparency and keep community members informed throughout the process.

The Construction Management Plan progresses, Truman will prioritize minimizing impacts to businesses and residents by maintaining access to adjacent properties, promoting local businesses whenever possible, and ensuring construction proceeds efficiently. Construction workers will be encouraged to support the local economy by shopping and dining in Marda Loop. Traffic flow along 33 AV and 34 AV SW will be prioritized, throughout construction, with efforts to avoid lane closures whenever possible.

Main Street Coordination

From the outset of the development vision, the project team has worked closely with The City and the Main Streets team to coordinate ongoing construction efforts and the planned redevelopment of the site. This collaboration has focused on preventing the replacement of recent improvements, reducing construction impacts in the area, and ensuring the design integrates seamlessly with planned streetscape enhancements and infrastructure upgrades.

Timeline & Process

What We Heard

We heard questions around the timeline for approvals, development and how the application ties into other City-led planning processes.

Team Response

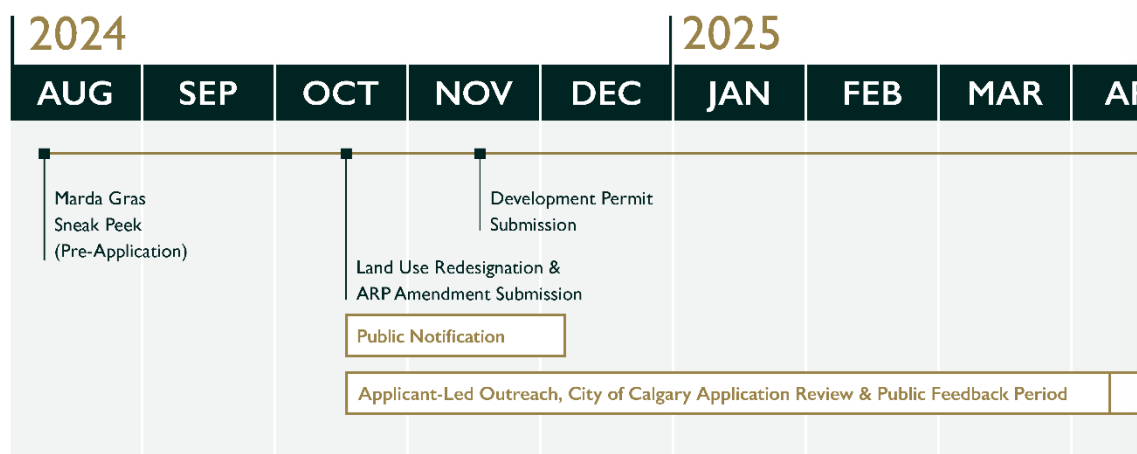
Applicant-led Outreach & Opportunities

The project team is dedicated to maintaining transparent communication throughout the application process. Since August 2024, the Applicant-led Outreach offered a range of outreach channels and activities to reach a broad audience. The project team is committed on ongoing communication throughout the application approvals and future construction phases of development.

The Land Use redesignation and Development Permit applications are subject to standard notice and outreach requirements conducted by The City, including circulation of materials to local community groups and the Ward Councillor's office, letter delivery to adjacent property owners, and large-format notice signage posted on the site.

Community members have the opportunity to share their thoughts on Marc & Mada Block both through the City's development webpage (developmentmap.calgary.ca) and at the Public Hearing before City Council, anticipated in July 2025.

City-led Outreach & Opportunities



The proposed schedule represents a high-level timing estimate of each key task and may be progressively elaborated on or shift as the project evolves, and is subject to change through The City review process.

What We Heard Report

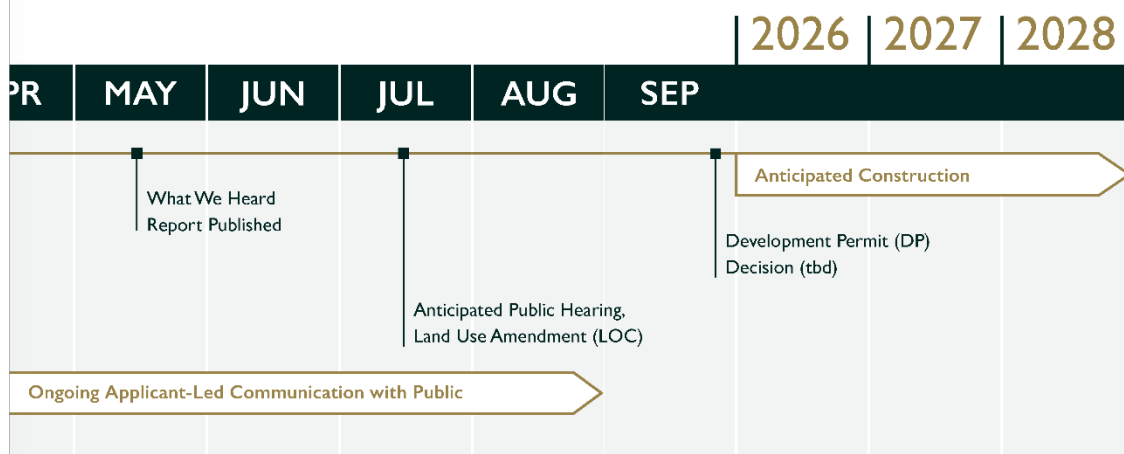
Local Area Plan (LAP) Engagement

The West Elbow Communities Local Area Plan (WECLAP) was approved and adopted by Council in May 2025. Based on the timing of this planning document and the proposal, Marc & Mada Block was reviewed against the policies within the West Elbow Communities Local Area Plan.

Approvals & Project Timeline

The Marc & Mada Block Land Use Redesignation application, submitted in October, 2024 and Development Permit application, submitted in November 2024, are under reviewed by City Administration.

The Land Use Redesignation application is anticipated to go to Public Hearing in July 2025, where City Council can approve or refuse the application. The Development Authority is anticipated to provide a decision on the Development Permit application in Q3 2025.





MARCANDMADA.COM