



Richmond/Knob Hill Community Association

December 4, 2017

Calgary City Council

SPC on Planning and Urban Development

Patrick McMahon

Leader, Design Services, Urban Strategy

Re: 33 AV & 34 AV SW (Marda Loop) Streetscape Master Plan

The Richmond/Knob Hill Community Association (the "Association") strongly supports the creation of a Streetscape Master Plan for the 33 Avenue SW and 34 Avenue SW (Marda Loop) Main Streets area (the "MLMS Area"). The MLMS Area is not merely ripe for redevelopment, it is literally exploding with redevelopment. Fueled by the enactment of the Marda Loop Area Redevelopment Plan (the "MLARP") and the announcement that South West Bus Rapid Transit stations will be located at the west end of the MLMS Area, 2 mid-rise developments have recently been completed, 3 more are currently under construction, yet another 3 have been approved for development and at least 2 more are currently in the planning approval process. It is therefore essential that a Streetscape Master Plan for the MLMS Area be both put in place and implemented as soon as possible, to ensure that the public realm surrounding these and future developments achieves the City's Main Streets vision for retail vitality and pedestrian- and cycle-friendliness.

Section 6.2.1 of the MLARP similarly calls for the City to undertake "a comprehensive streetscape design concept for 33 and 34 Avenues SW and intersecting side streets (18 Street SW, 19 Street SW, 20 Street SW, 21 Street SW and 22 Street SW)". Accordingly, creating a Streetscape Master Plan for the MLMS Area will not only help to achieve the City's Main Streets vision for the MLMS Area, but also fulfill this MLARP public realm requirement – two birds with one stone, so to speak.

In this regard we look forward to the Streetscape Master Plan addressing, among other things, each of the following areas identified in Section 6.2.1 of the MLARP:

- Thorough review and assessment of the existing condition for the above mentioned avenues and the intersecting streets

- Transportation analysis of the current condition with regards to pedestrian, vehicular, bicycle and transit movement
- Public realm concepts in consultation with the community and businesses
- Street furniture handbook that will define style, design, colour and character of all the elements of the street furniture for example (benches, litter and recycling bins, pedestrian lights, street lights, trees, public art, surface material)
- Phasing plan to define priority areas for implementation

The MLMS Area has huge potential to become a vibrant urban village that will help the surrounding communities of Richmond/Knob Hill, South Calgary, Altadore and Garrison Woods to become complete, highly walkable inner-city communities. Putting a Streetscape Master Plan in place now will go a long way to ensuring that the MLMS Area is able to achieve that potential.

Thank you.



Doug Roberts
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