

33rd and 34th Av S.W. (Marda Loop) Streetscape Master Plan Update

EXECUTIVE SUMMARY

Main streets are important to the long-term growth of our city. The Main Streets Program consists of three phases: planning, investment, and innovation. Council approval of a new land use framework for 17 of the 33 priority Main Streets will be followed by a streetscape design and construction phase that will prepare the area for investment in new buildings and increased density. The Streetscape Master Plan design development falls under the investment phase of the Main Streets Program.

Generally, the City-initiated land use re-designation would occur prior to the Streetscape Master Plan design and construction. However, due to the motion arising at the 2016 April 11 meeting of Council, Administration was directed to bring forward a report to support the Marda Loop Area Redevelopment Plan (ARP) objectives with a comprehensive streetscape design concept for 33rd and 34th Avenues S.W. and return to Council through the Planning & Urban Development Committee, by Q4 2017, in coordination with the future Main Streets Implementation plan. This report serves as an update to progress made on the 33rd and 34th Avenues S.W. (Marda Loop) Streetscape Master Plan.

ADMINISTRATION RECOMMENDATION:

That the SPC on Planning & Urban Development:

1. Direct this Report to the 2017 December 18 Regular Meeting of Council as an item of Urgent Business; and
2. Recommends that Council:
 - a. Receive this Report for information; and
 - b. Direct Administration to return, through the Planning and Urban Development Committee, to Council in Q4 2018, with a comprehensive Streetscape Master Plan for 33rd and 34th Avenues S.W. (Marda Loop) that will include options that are integrated with the proposed SW Bus Rapid Transit (BRT) route at Crowchild Trail and 33rd Av S.W. intersection, along with funding options.

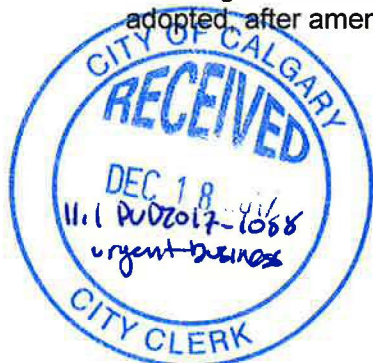
RECOMMENDATIONS OF THE SPC ON PLANNING AND URBAN DEVELOPMENT, DATED 2017 DECEMBER 13:

That the Administration Recommendations contained in Report PUD2017-1088 be approve.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2016 April 11, Council voted to:

"Adopt, Moved by Councillor Woolley, Seconded by Councillor Magliocca, that the Calgary Planning Commission Recommendations 1 and 2 contained in Report CPC2016-089 be adopted, after amendment, as follows:



Approval(s): Stanley, Rollin concurs with this report. Author: McMahon, Patrick

City Clerk's: L. McDougall

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That Council:

1. Adopt the proposed redesignation of 0.36 hectares \pm (0.89 acres \pm) located at 2410, 2414, 2418, 2424, 2428 and 2432 – 33 Avenue SW (Plan 4479P, Block 55, Lots 4 to 16) from Multi-Residential – Contextual Low Profile (M-C1) District to Multi-Residential – High Density Low Rise (M-H1f3.0h16) District, in accordance with Administration's recommendation; and
2. Give first reading to the proposed Bylaw 88D2016."

And, in a related motion:

"Adopt, Moved by Councillor Woolley, Seconded by Councillor Magliocca, that the Calgary Planning Commission Recommendation 3 contained in Report CPC2016-089 be adopted, after amendment, as follows: Withhold second and third readings of Bylaw 88D2016 and refer it back to Administration to explore the reduction of the mass of the building with a corresponding reduction of the FAR by 0.4 FAR and to return to Council no later than Q3 2016".

In addition, Council voted in favour of two motions arising, as follows:

"Motion Arising, Moved by Councillor Woolley, Seconded by Councillor Pincott, that with respect to Report CPC2016-089, Council direct Administration to bring forward a report to support the Marda Loop Area Redevelopment Plan (ARP) objectives for a comprehensive streetscape design concept for 33rd and 34th Avenues, as per the ARP Policy 6.2.1, to return to Council through the Planning and Urban Development Committee, by Q4 2017, in coordination with the future Main Streets Implementation.

Motion Arising, Moved by Councillor Woolley, Seconded by Councillor Pincott, that with respect to Report CPC2016-089, Council direct Administration to work with Transportation, Parks, Water Services, Planning, and the community to develop design options that will integrate the planned SW Bus Rapid Transit (BRT) Transitway station at Crowchild Trail and 33rd Avenue SW into the adjacent City owned lands, including pedestrian and cycling connectivity, and investigate options for funding."

BACKGROUND

The Municipal Development Plan (MDP) identifies 14 land use typologies across Calgary, five of these typologies (Centre City, Major Activity Centres, Community Activity Centres, Urban Corridors and Neighbourhood Corridors) are intended to be the major growth areas for the next 60 years within the built area of the city. The MDP and the Calgary Transportation Plan (CTP) identify 24 specific streets as corridors; 8 Urban Corridors and 16 Neighbourhood Corridors. These corridors or main streets, provide commercial services, housing, recreation and important transportation links to the adjacent 68 communities and are the focus of the Main Streets Program.

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The Main Street Program focuses on implementation approaches and programs to enable the policies, goals and targets contained in the MDP. The program consists of three phases:

1. Planning - City-initiated land use re-designation and amendments to local area plans.
2. Investment - Streetscape Master Plan and water service analysis.
3. Innovation - solutions to a variety of issues, including parking management, historic resource conservation, enhancement of local businesses and flexibility for retail and commercial areas to provide more events and activities to draw more people to main streets.

The Streetscape Master Plan represents the investment phase of the program. It will produce a detailed plan that will provide a final blueprint to rebuild the street and surrounding sidewalks to meet the needs of current and future residents and business owners.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Urban Strategy and Transportation Planning will be leading the Streetscape Master Plans for each of the 24 Main Street corridors. A Request for Standing Offer (RFSO) was issued on 2017 May 26 and closed on 2017 June 16, seeking 8 consultants to undertake design development and produce a concept design for the Main Street areas. The applicants were reviewed and 8 consulting firms were selected. A Statement of Requirement (SOR) was then issued on 2017 October 01. It is anticipated that in December 2017 the consultant will be retained for the 33rd and 34th Avenues S.W. (Marda Loop) Streetscape Master Plan to begin design development, which includes engaging the community to determine what features they would like to see along the 33rd and 34th Avenues S.W. corridors.

Administration has met with the Richmond Knob Hill and Marda Loop Community Associations (CA) along with Marda Loop Business Improvement Area (BIA) representatives. The project manager toured 33rd and 34th Avenues S.W. with representatives from the community and local area Councilor on four separate occasions; and attended both a Richmond Knob Hill and Marda Loop CA general meeting along with the Marda Loop BIA Annual General Meeting to explain the Streetscape Master Plan project and how it supports the Main Streets Program. The feedback received will be provided to the consultant for consideration when developing a streetscape design for the area.

Urban Strategy has been working closely with Transportation Infrastructure to ensure the future SW Bus Rapid Transit (BRT) stations located at Crowchild Trail and 33rd Av. S.W. are integrated into the Streetscape Master Plan design to ensure there is a focus on pedestrian and cycling connectivity to the stations. Transportation currently has funding for the BRT project and Urban Strategy has secured funding for the concept design phase of the Streetscape Master Plan as part of the Council approved funding for the Main Streets Program.

Stakeholder Engagement, Research and Communication

Main Streets program engagement occurred in spring 2015. Public engagement for both the streetscape master plan and land use framework is scheduled to take place in Q1 2018. Urban Strategy will be combining the public engagement for the City-initiated land use re-designation and the Streetscape Master Plan. The format of the engagement is yet to be determined and will be decided by the City Engage representative, consultant and project manager in Q1 2018.

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Strategic Alignment

The 33rd & 34th Avenues S.W. (Marda Loop) Streetscape Master Plan is the investment phase for one of the 24 Main Streets corridors planned to achieve the desired outcomes of the MDP and CTP and also supports several other initiatives. This includes the proposed Developed Areas Guidebook amendment to the MDP and two new mixed-use land districts for the Land Use Bylaw. The Main Streets team has been extensively involved with several corporate projects, including the Industry/City Work Plan - Initiative 3: Established Areas Strategy and Water Resources Redevelopment Strategy, with both these projects aimed at reducing barriers to redevelopment.

Social, Environmental, Economic (External)

The Streetscape Master Plans for Main Street corridors will provide communities with safe, comfortable, high quality street and sidewalk environments that will encourage all modes of mobility along the main street, with public gathering places that will foster community interaction.

Financial Capacity

Current and Future Operating Budget:

None.

Current and Future Capital Budget:

The funding source for this project is from the \$30 million Main Street Program budget that was approved by council on 2017 May 08. The Main Streets Program budget is made up of \$29 million from the provincial Municipal Sustainability Initiatives (MSI) fund and \$1 million from the City's Lifecycle Maintenance and Upgrade Reserve. The capital portion of the project will be part of Council's One Calgary budget deliberations.

Risk Assessment

Supporting the City initiated land use re-designation and potential increased density in the Main Street areas is a high priority for The City. If the streetscape master plan work were not to be completed it would be challenging for the community and businesses to thrive, reach their full potential and eventually build out to the highest and best use along the Main Streets corridor. This investment in the streetscape will help to facilitate growth in these key strategic areas in ways that will promote development, create pedestrian activity that will help businesses succeed, and enhance the quality of life in the community.

REASON(S) FOR RECOMMENDATION(S):

The 33rd and 34th Avenues S.W. (Marda Loop) Streetscape Master Plan will support the upcoming City-initiated land use re-designation as part of the Main Streets Program. A consultant is anticipated to be selected in December 2017 to undertake the design development phase. Upon completion, the project will move to the construction phase pending Council approval of funding.

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ATTACHMENT(S)

1. 33rd and 34th Avenues S.W. (Marda Loop) Streetscape Master Plan area
2. Marda Loop Business Improvement Area - Letter of Support
3. Richmond Knob Hill Community Association - Letter of Support