

Urban Strategy Report to  
SPC on Planning and Urban Development  
2018 December 03

ISC: UNRESTRICTED  
PUD2018-1392

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

#### **EXECUTIVE SUMMARY**

On 2016 April 11 Administration was directed by council to create a comprehensive streetscape master plan for 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W., which was to include future SW Bus Rapid Transit (BRT) integration and potential funding options for this component. The motion arising was following a previous land use redesignation along 33<sup>rd</sup> Avenue S.W. The master plan will provide a vision to guide ongoing redevelopment of the public realm, support the Main Streets program, and provide a concept design that will integrate with the future SW BRT station located at Crowchild Trail S.W. and 33<sup>rd</sup> Avenues S.W. This report is a summary of the work completed to date and remaining work scheduled for early 2019.

#### **ADMINISTRATION RECOMMENDATION:**

That the SPC on Planning & Urban Development recommends that Council:

1. Receive this report for information; and
2. Direct administration to return, through the Planning and Urban Development Committee, to Council in Q2 2019 with a comprehensive Streetscape Master Plan for 33<sup>rd</sup> and 34<sup>th</sup> 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 33<sup>rd</sup> Avenue S.W. intersection, along with funding options.

#### **RECOMMENDATION OF THE SPC ON PLANNING AND URBAN DEVELOPMENT, HELD 2018 DECEMBER 03:**

That Council:

1. Receive this report for information; and
2. Direct administration to return, through the Planning and Urban Development Committee, to Council in Q2 2019 with a comprehensive Streetscape Master Plan for 33<sup>rd</sup> and 34<sup>th</sup> 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 33<sup>rd</sup> Avenue S.W. intersection, along with funding options.

#### **PREVIOUS COUNCIL DIRECTION / POLICY**

On 2017 December 18, Council adopted report PUD2017-1088 (33<sup>rd</sup> and 34<sup>th</sup> Ave. S.W. Marda Loop Streetscape Master Plan Update), as follows:

That Council:

1. Receive this report for information; and
2. Direct administration to return, through the Planning and Urban Development Committee, to Council in Q4 2018 with a comprehensive Streetscape Master Plan for 33<sup>rd</sup> and 34<sup>th</sup> 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 33<sup>rd</sup> Av S.W. intersection, along with funding options.

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

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:

That Council:

1. Adopt the proposed redesignation of 0.36 hectares ± (0.89 acres ±) 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 33<sup>rd</sup> and 34<sup>th</sup> 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 33<sup>rd</sup> Avenue SW into the adjacent City owned lands, including pedestrian and cycling connectivity, and investigate options for funding.”

### **BACKGROUND**

Since the last update report on 2017 December 18 Administration retained a consultant and have completed three rounds of public engagement, gathered feedback from external stakeholders (Community Associations (CAs), Business Improvement Area (BIA), and area developers); worked closely with the SW BRT project team to ensure integration with the future SW BRT station at 33<sup>rd</sup> Avenue and Crowchild Trail S.W.; and have coordinated with internal stakeholders such as Parks, Water Resources, Transportation and Planning. Administration has also investigated funding options for the BRT integration component. The project boundary is outlined in Attachment 1 and was based on the Municipal Development Plan (MDP), previous engagement with the community, and planning best practices.

The comprehensive streetscape master plan will serve to support the Main Streets program moving forward. The MDP identifies 14 land use typologies across Calgary. Five of these typologies (Centre City, Major Activity Centres, Community Activity Centres, Urban Main Streets

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

and Neighbourhood Main Streets) 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; eight Urban Main Streets and 16 Neighbourhood Main Streets.

The Marda Loop area has seen significant growth over the past ten years (2007-2017) with the communities of Altadore, Richmond, and South Calgary seeing population growth of 27%, 22% and 15% respectively; while the number of units within the Marda Loop ARP boundary has increased approximately 11% in the same period and this does not include a number of new residential developments currently under construction.

#### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

The intent of the streetscape master plan is to support the Marda Loop community and ongoing development in a comprehensive manner that takes into consideration pedestrian movement, vehicle and cycling behaviors, interaction of building frontages with the streetscape, safety and mobility, placemaking opportunities, transit, goods movement, community connections, and other components that support the main street. One of the major benefits to having a master plan for the Marda Loop area is that it can be provided to developers when working through their development permit application process to create a seamless integration of private frontage to public right of way that will enhance the public realm for the community. This provides a level of certainty for the developer and the community.

Urban Strategy has been working closely with Transportation Infrastructure to develop a pedestrian and cycling connection from the Marda Loop main street to the future SW BRT station located at Crowchild Trail and 33<sup>rd</sup> Avenue S.W. The pedestrian and cycling connection is designed for safety, accessibility and comfort.

Administration has investigated options for funding future construction of the portion of the master plan that is directly adjacent to the planned SW BRT station and links this station with the local Main Street. There may be opportunities that arise through the ongoing Established Areas Growth and Change Strategy and/or future funding associated with the Main Streets Program. At time of writing no funding has been allocated for the detailed design or construction phases of the project, only the streetscape master plan phase is funded. (see financial capacity section below for further details).

#### **Stakeholder Engagement, Research and Communication**

Prior to the Marda Loop streetscape master plan project being initiated the Main Streets program conducted engagement for the Marda Loop area back in spring 2015 seeking feedback from the community on issues, opportunities, and outcomes. Common themes that arose in this initial engagement included improvements in pedestrian comfort and walkability, the need for increased trees/landscaping, and the shortage of on street parking supply in the business areas.

Throughout 2018 Administration has met with the Richmond Knob Hill and Marda Loop Community Associations (CAs) and Marda Loop Business Improvement Area (BIA) representatives. The project manager toured 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. with representatives from the community and the local area Councillor on four separate occasions; attended both a Richmond Knob Hill and Marda Loop CA general meeting along with the Marda Loop BIA

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

Annual General Meeting to communicate the purpose of the streetscape master plan and how it supports several current and future initiatives within the community.

Public engagement events for both the streetscape master plan and the Main Streets land use re-designations took place in February, May, and September 2018. Events were very well attended with approximately 350 members of the public attending each of the first two engagement events. The feedback received was provided to the consultant for consideration when developing the streetscape master plan for the area. The project team is planning to show a 3D rendering of the concept design to the community one final time in 2019 January. Details and results of the engagement events, to date, can be found in Attachment 3.

#### **Strategic Alignment**

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

#### **Social, Environmental, Economic (External)**

The streetscape master plan will provide communities with safe, comfortable, high quality street and sidewalk environments that will encourage all modes of mobility, with public gathering places that will foster community interaction. Increased trees and landscaping will support the Council priority of having 'A Healthy and Green City' and assist with storm water retention. The enhanced public realm will support continued investment by the development and business community.

#### **Financial Capacity**

##### ***Current and Future Operating Budget:***

None related to the streetscape master plan.

##### ***Current and Future Capital Budget:***

The streetscape master plan design phase of this project is funded by program 612, the \$30 million Main Street Program budget in Urban Strategy, that was approved by council in the 2017 November budget deliberations. The \$30 million 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 (LMUR).

A request for an additional \$30 million, consisting of \$19 million from LMUR and \$11 million from Pay as You Go/Reserve for Future Capital, for 2019 - 2022 to fund the capital portion of the Main Streets Program was presented to Council for approval during the One Calgary budget deliberation in 2018 November. The detailed design and construction phases could potentially be funded, as separate efforts on a portion or the full scope of the master plan, from this budget

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

ask if it is approved. Allocation of any approved budget would be determined in the future by the Main Street Program.

Transportation has allocated funding for the SW BRT station located at Crowchild Trail and 33<sup>rd</sup> Avenue S.W. with plans for construction in 2019. This does not include the components of the integration presented in the master plan.

#### **Risk Assessment**

Supporting the potential City initiated land use re-designation and increased density in the Marda Loop area is a priority for The City. If the streetscape master plan were not to be completed ongoing development permits in the area would not have a guideline to inform their public realm reconstruction and approvals may be negatively impacted due to uncertainty. Not having a master plan would also lead to delays in moving forward to the future detail design and construction phases as part of the Main Streets program.

#### **REASON(S) FOR RECOMMENDATION(S):**

The 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. (Marda Loop) Streetscape Master Plan provides a vision to guide redevelopment of the public realm in the future. The master plan will provide increased connection points and enhanced integration with the planned SW BRT station at Crowchild Trail S.W. and 33<sup>rd</sup> Avenues S.W. The master plan also supports the potential City-initiated land use re-designation as part of the Main Streets Program. The completed streetscape master plan will allow for this project to move onto the detailed design and construction phases when funding is allocated.

#### **ATTACHMENT(S)**

1. Attachment 1 – 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. (Marda Loop) Streetscape Master Plan area
2. Attachment 2 – Project Timeline
3. Attachment 3 – Public Engagement Summary
4. Attachment 4 – Marda Loop Business Improvement Area (BIA) Letter
5. Attachment 5 – Marda Loop Community Association Letter