

Urban Strategy Report to  
SPC on Planning and Urban Development  
2019 May 01

ISC: UNRESTRICTED  
PUD2019-0435

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

---

### **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 site-specific land use redesignation along 33<sup>rd</sup> Avenue S.W. The streetscape master plan provides a vision to guide ongoing redevelopment of the public realm, supports the Main Streets program, and provides design options 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 represents the completion of this work and Transportation Leadership Team approved streetscape master plan report found in Attachment 2.

### **ADMINISTRATION RECOMMENDATION:**

That the SPC on Planning & Urban Development recommends that Council receives for information the Transportation Leadership Team (TLT) approved 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. (Marda Loop) Streetscape Master Plan that includes options that are integrated with the proposed SW Bus Rapid Transit (BRT) station at Crowchild Trail and 33<sup>rd</sup> Avenue S.W. intersection, along with funding options.

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

On 2019 March 18, Council adopted report PUD2018-0253 (City Planning and Policy Priorities 2019 – Workplan), with the 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. (Marda Loop) Streetscape Master Plan project being identified as item 18 in Attachment 1 (City Planning and Policy Service Line Workplan 2019) beginning in Q1 2017 and ending in Q1 2019.

On 2018 December 03, Council adopted report PUD2018-1392 (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 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> Av S.W. intersection, along with funding options.

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**

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 2018 December 03, Administration has worked with the consultant, community representatives, and internal stakeholders such as Parks, Water Resources, Transportation and Planning to finalize the streetscape master plan report as found in Attachment 2; worked closely with the SW BRT project team to ensure integration with the future SW BRT station at Crowchild Trail S.W. and 33<sup>rd</sup> Avenue S.W.; and have circulated the streetscape master plan report to the Main Streets steering committee and presented to the Transportation Leadership Team (TLT) for approval. Administration has also secured funding for the portion of the project that integrates with the new SWBRT station. The project boundary is outlined in Attachment 1 and was based on the Municipal Development Plan (MDP), engagement with the community, and planning best practices.

The MDP identifies 14 land use typologies across Calgary. Five of these typologies (Centre City, Major Activity Centres, Community Activity Centres, Urban Main Streets and

Urban Strategy Report to  
SPC on Planning and Urban Development  
2019 May 01

ISC: UNRESTRICTED  
PUD2019-0435

Revised

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

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. The number of units within the Marda Loop ARP boundary has increased approximately 11% in the same period and this does not include several new residential developments currently under construction.

The City initiated land use redesignations for the Marda Loop main street area went to Calgary Planning Commission on 2019 April 18 and are scheduled to go to council on 2019 May 27.

#### **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 many 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 worked closely with Transportation Infrastructure to develop safe and accessible connections that support both pedestrian and cyclists from the Marda Loop main street to the future SW BRT station located at Crowchild Trail and 33<sup>rd</sup> Avenue S.W.

Administration has secured funding to move forward into the detailed design phase and construction of the portion of the streetscape master plan that is adjacent to the planned SW BRT station and links this station with the main street. This work is currently underway in coordination with Transportation Infrastructure.

The 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. (Marda Loop) Streetscape Master Plan was circulated to the Main Streets steering committee on 2019 February 27 for review and comment upon which was incorporated into the streetscape master plan report that was presented to the Transportation Leadership Team (TLT). As part of steering committee review, the option for the BRT plaza were revised to align with transit needs for the plaza. The streetscape master plan was subsequently approved on 2019 March 26.

#### **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 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 (CA's) and Marda Loop Business Improvement Area (BIA)

Urban Strategy Report to  
SPC on Planning and Urban Development  
2019 May 01

ISC: UNRESTRICTED  
PUD2019-0435

Revised

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

representatives. Administration 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 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 considered when developing the streetscape master plan for the area to ensure the design solutions aligned with the issues and opportunities that were identified by the community. Details and results of the engagement events, to date, can be found in Attachment 2 (Section 1.4 – Public Engagement Process).

#### **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, City Planning and Policy Priorities 2019 – Workplan, **Multi-Community Plans**, The Established Areas Growth and Change Strategy which will be providing an update to Planning and Urban Development committee meeting today; and the Water Resources Redevelopment Strategy, with both these strategies aimed at reducing barriers to redevelopment.

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

The streetscape master plan will provide communities with accessible, 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 stage of this project, costing approx. \$460,000, is funded by the \$60 million budget in Program 612, the Main Street Program budget in Urban Strategy. \$30 million was approved by Council in 2017 and an additional \$30 million at the One Calgary budget deliberations in 2018 November.

The detailed design stage for the portion of the project that integrates with the new SW BRT station will be funded from the Main Streets Program budget. Costing for this stage is currently

Revised

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

underway and transportation has allocated funding for construction of the SW BRT station located at Crowchild Trail and 33<sup>rd</sup> Avenue S.W. with plans for construction in 2019.

The estimated cost to construct the full scope of the project is \$31.6 million and the construction stage is not fully funded. Phase 1 of construction is estimated to cost approx. \$8.5 million and portions of this phase are being considered and anticipated timing would have construction beginning in 2021. (See construction phasing in Attachment 2 – Figure 29).

**Table 1:** 33<sup>rd</sup> and 34<sup>th</sup> Avenues (Marda Loop) Main Street Implementation Funding Status

	Streetscape Master Plan	Detailed Design	Construction
Estimated Cost	\$460,000	N/A	*\$31.6 M
Status	Funded	Cost estimates underway	Partially Funded

*\* Cost are general only (Class 5 estimates) based on comparable costs from similar projects. Allocation of budget will be determined in the future by the Main Street Program and is pending construction drawings and technical analysis.*

**Risk Assessment**

Supporting the streetscape master plan, 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 and the integration to the new SWBRT station.

**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 streetscape 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 into the detailed design and construction phases when funding is allocated.

**ATTACHMENT(S)**

1. Attachment 1 – Project Boundary
2. Attachment 2a – **(Cover Page)** TLT Approved 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. (Marda Loop) Streetscape Master Plan
3. **Attachment 2b - TLT Approved 33<sup>rd</sup> and 34<sup>th</sup> Avenues S.W. (Marda Loop) Streetscape Master Plan**