

Final Engagement Summary Report

Engagement 2014 to 2015

Phase 1 of the Main Streets initiative was stakeholder discussion and public engagement. From November 2014 to May 2015 there were five public engagement opportunities for each of the 24 MDP corridors or main street areas. This resulted in 1,335 hours of discussion and 4,112 comments provided by over 2,200 Calgarians at events and online. As well, the Main Streets team presented project details at 20 meetings to community associations, business revitalization zones and other groups during this same time. Following this public engagement phase, Local Viewpoint Maps were created for most main street areas, including 33/34 Avenues SW Main Street area.

33/34 Avenues Main Street Area - Public Meetings 2018

Three information sessions with 6 events were held, the first one was a re-introduction of the Main Street initiative to residents of the area in February of 2018. In May and September of 2018, five workshop events were paired with online opportunities to provide input at the same time. This was followed by additional discussions with landowners, the Marda Loop Communities Association and the Marda Loop Business Improvement Area.

The first workshop sessions (May 8, 10 and 12, 2018 - "Discussing Opportunities") presented a model for a new land use framework using the scale of development ranges in the Developed Areas Guidebook, supported by examples of building forms and types. Worksheets asked participants about the range of building types, heights and locations of land uses to determine an appropriate land use district pattern. This new land use district pattern was vetted with residents and stakeholders. Detailed What We Heard report is available at:

<https://www.calgary.ca/engage/Documents/MardaLoop/6.2-What%20we%20heard-Storefront%20May%202018%20ap.pdf>

The second workshop sessions (September 22 and 25, 2018 - "Reviewing Outcomes") presented a detailed map with the new land use districts and presented the necessity of amending the Marda Loop Area Redevelopment Plan. This new land use framework was refined based on input from the May sessions. Worksheets asked participants about the range of land use districts, building heights and locations of commercial/residential land use districts. Detailed What We Heard report is available at:

http://www.calgary.ca/_layouts/cocis/DirectDownload.aspx?target=http%3a%2f%2fwww.calgary.ca%2fengage%2fDocuments%2f6.2-Engagement%2520Report%2520Back%2520Template%2520-%2520What%2520we%2520heard%252033%252034%2520Fall%25202018.pdf&noredirect=1&sf=1

A total of 800 people attended the events in February, May and September. In addition, approximately 350 pieces of feedback from in person and online opportunities were received. Additional revisions occurred based feedback from the event and where community associations or residents requested more discussion. The finalized land use pattern determined the required local area plan amendments. This proposal was mailed to all impacted property owners with specific details on the recommended changes for the main street area.