

**“1500”**

# WHAT WE HEARD REPORT #1

A NEW MULTI-RESIDENTIAL PROJECT IN MARDA LOOP  
BY SARINA HOMES

Sarina has purchased the five homes between 1505 and 1523 33rd Ave, with the intent of building a contextually sensitive, multi-family development. Before Sarina can bring their vision to life, they must redesignate the land from R-C2 to MU-1.

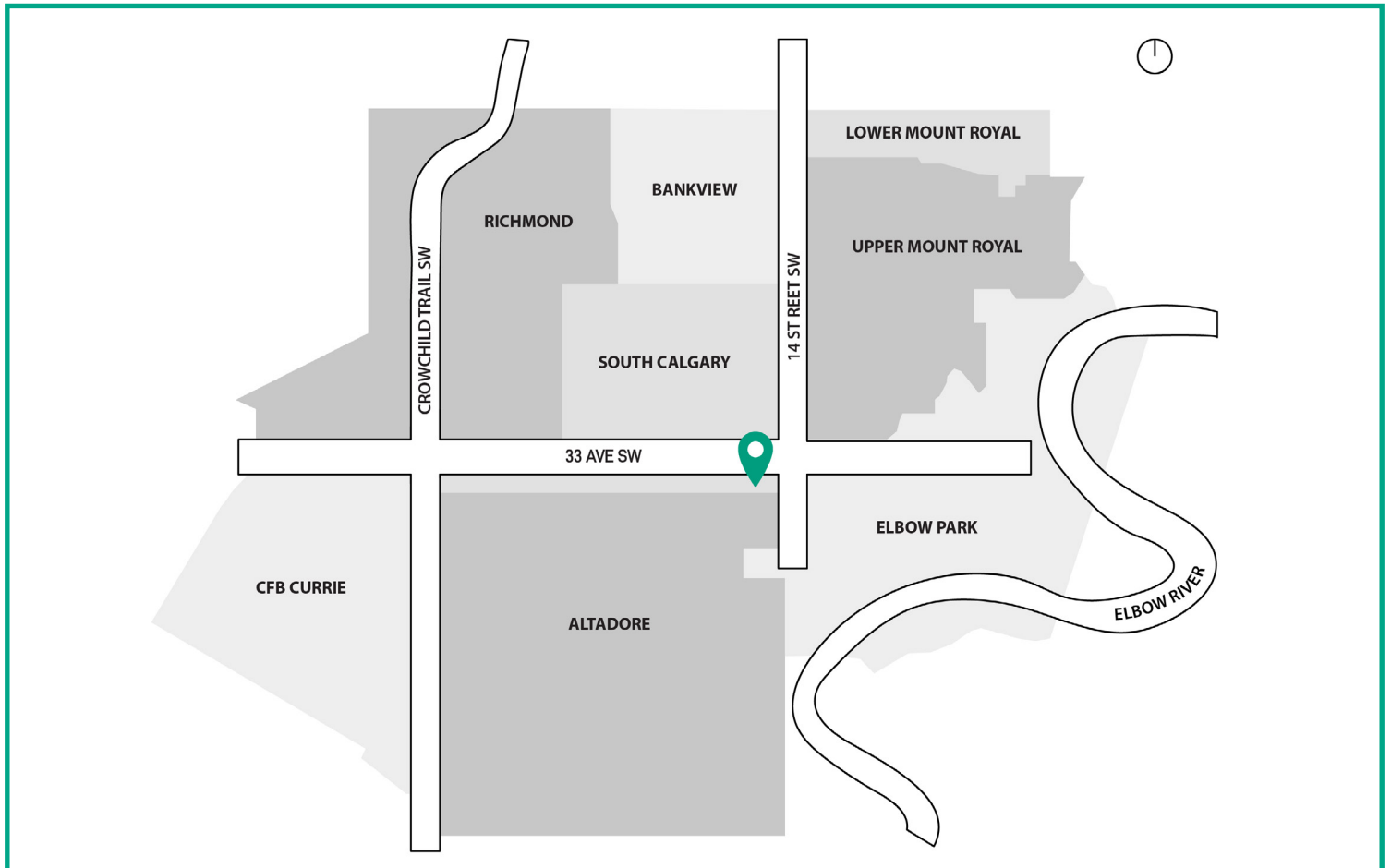


Figure 1. Location

The proposed “1500” will be located in one of the most amenity rich areas in Calgary. Minutes from the Marda Loop shopping area, Elbow River, South Calgary Park, and Calgary’s Red Mile, residents who will call “1500” home will have endless opportunities to find something fun and exciting to experience.

## What is guiding all of this redevelopment along 33rd Ave SW?

There has been a lot of change taking place along 33rd and 34th Avenues in Marda Loop. Sarina has and continues to invest in this wonderful community because we want to provide Calgarians with opportunities to be able to live in this wonderful area. Much of the changes that have been taking place have been guided by the City of Calgary Municipal Development Plan (MDP along with the Marda Loop Area Redevelopment Plan, and the Marda Loop Streetscape Master Plan).

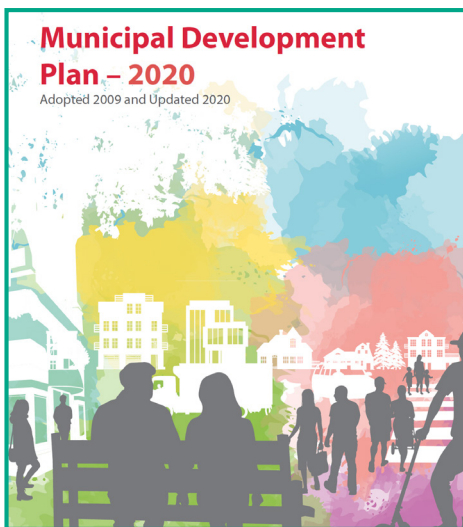


Figure 2. Guiding plans: City of Calgary MDP, Marda Loop Area Redevelopment Plan, Marda Loop Streetscape Master Plan

The MDP classifies both 33rd Ave SW and 14th St SW as a Neighbourhood Boulevard located along a Neighbourhood Main Street in the inner-city area of Calgary. The proposed location of 1500 is also located along a Primary Transit Network.

## What is guiding all of this redevelopment along 33rd Ave SW?

Although this isn't a question that we have heard directly from those we've been able to talk with lately, we always like to give a little background about why so much change has taken place in Marda Loop.

The MDP classifies both 33rd Ave SW and 14th St SW as "Neighbourhood Boulevards" (this means they are meant to support medium density - up to 6 storey - developments, and active modes of travel, such as walking and wheeling) located along a Neighbourhood Main Street in the inner-city area of Calgary. The proposed location of 1500 is also along a Primary Transit Network (this means trains or buses come every 10 to 15 minutes at least 15 hours a day, seven days a week).

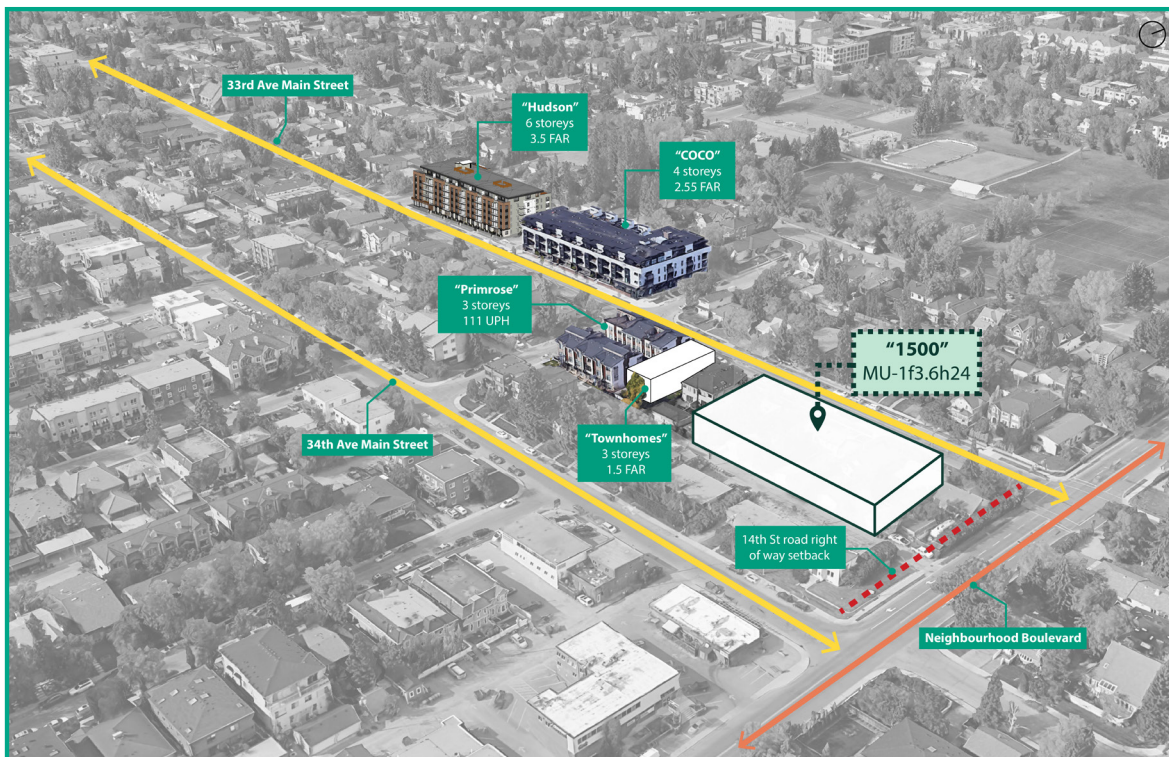


Figure 3. Existing and proposed buildings along 33rd and 34th Ave Main Streets

The MDP notes that Neighbourhood Main Streets that do not currently have a Local Area Plan, such as 33rd Ave SW, should locate significant intensification on parcels that front directly onto Neighbourhood Boulevards. This site is an example of this. The MDP requires designs that introduce appropriate transitions between the Neighbourhood Main Street and the adjacent residential areas.

## Design

Marda Loop is home to several Sarina projects, and we want to ensure the designs of our future buildings fit within the community's context and characteristics. We have heard from several locals that they want to see the design of the '1500' take on a more original design, similar to unique projects like Infinity and Henry Block, both of which are located on 34th Ave.

At Sarina, we design and build modern, inspired, connected homes. During our upcoming engagement sessions, participants will be able to share design elements they believe will make this project stand out. We encourage you all to share your thoughts on design elements by emailing Srimal, at [srimal@hivedevelopments.ca](mailto:srimal@hivedevelopments.ca), or joining us at our engagement sessions noted on the project website: [www.engage1500.ca](http://www.engage1500.ca)

## Traffic & Transportation

With redevelopment, especially when more residential dwelling units are proposed from what was previously there, comes changes that can affect the transportation network. Through our engagement to date, we heard there is concern around the potential increase in vehicles accessing the laneway, as well as adding to the congestion that is felt on surrounding streets.

At Sarina, we encourage our residents to consider other modes of transportation like cycling or using transit, particularly for shorter trips. This is one of the major reasons that locations such as this one are ideal, as Marda Loop is an amenity rich neighbourhood that provides access to many core amenities (shopping, groceries, banking, transit, library, park/green space etc) within a 15 minute walk. The parking requirements for a development that is located within a MU-1 land use district requires 0.75 resident and 0.1 visitor parking stalls for every dwelling unit, and 0.5 resident and 0.5 visitor stall for every Live Work unit. As we work on the designs and identify the number of dwelling and live work units we will be able to determine how many parking stalls will be required for this project. A Traffic Impact Assessment (TIA) is being completed and will provide further guidance too. The TIA will be made available when it has been released.

## Housing Costs

Calgary is experiencing a housing crisis. At Sarina we recognize this and are working to build more dwelling units to add to the city's inventory. We have heard the questions around whether there will be affordable units available. While Sarina doesn't typically provide below-market priced apartments, most of our stock is mid-market priced or purpose built rental. We are currently assessing the market and conducting feasibility studies to decide which of these will be available at "1500"

## Density

One of the goals from the MDP is creating a compact city. A compact city is one where complete communities offer a variety of housing choices, services, amenities, and is well connected to transit and transportation systems. To work towards achieving this goal, established communities will continue to evolve with the introduction of higher density developments, like the "1500."

## Construction Phase

The construction introduces a lot of changes and we appreciate there are parts of this development phase that can impact your day to day life. We have heard concerns around noise on site, not obtaining the proper permits from The City of Calgary (like permits for street closure), and limited signage surrounding the construction site. During the construction phase, we will work with our foremen to ensure the appropriate rules and processes are followed.



## How are projects like this adding value to neighbours? Aren't they just pushing down property values?

Individual property values are usually affected by a complex combination of factors like access to amenities and services, characteristics of the individual property, and interest rates. In general, new developments, can increase home values in the long term because the new development brings more residents to the area that can help support amenities like coffee shops and restaurants, as well as having a larger tax base to support local improvements.

If you are interested in reading more information on this topic, here's an [article](#) and [academic paper](#) addressing the topic. According to available census data, in the past 5 years, the City of Calgary has added approximately 100,000 dwelling units, much of which are multi-residential. This addition to the market has resulted in an overall trend of property values increasing.

## Why is this 6-storeys and not 4?

The land use amendment application is applying for a land use that can allow for a building up to 6 storeys. There are many factors that need to be considered during the design phase. As with any design, our architects will start with a 6-storey box on the site. From here, they will start cutting away as they incorporate the rules from the Mixed-Use land use district. As we work through the design of the "1500" we will ensure that the building is contextually sensitive to its surroundings and incorporates a series of setbacks and step-backs. We recognize that this building will be a gateway to the two Main Streets where it will not necessarily be experienced as 6-storey buildings from the street level. Once we have decided on a maximum height and have formed the building we will conduct shadow studies.

Furthermore, the above mentioned Marda Loop Streetscape Master plan envisions 33rd Ave SW as evolving toward a street that supports mostly 6 storey buildings on both its north and south sides.

## What impacts will residents and business owners on 34th Ave SW face with this development?

With this project, we intend to cause minimal impact to the existing properties. During the design phase, we will complete shadow studies to identify and reduce shadowing impact on the neighbouring properties as best as we can. We will also examine how private amenity space is positioned and mitigate privacy concerns as much as possible.

At Sarina, we understand that the introduction of a multi-residential building located on five properties that were once single-detached homes will introduce more traffic to the rear-lane. As we work through the designs, we will consult with residents that back onto the rear lane to hear where the current challenges are and what challenges they believe will be introduced once this project is complete. Throughout the development permit phase, should the land use amendment be approved, we will work with City Administration to develop solutions that ensures the rear lane will see minimal impacts and operates optimally.