

**“1500”**

# WHAT WE HEARD

## REPORT #2

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

# 02

## Event Outline

**Date:** Tuesday, October 17, 2023

**Time:** 7:00 PM - 8:00 PM

**Location:** Marda Loop Community Association - Lower Hall

**Hosts:** Sarina Homes, Casola Koppe Architects,  
Hive Developments

**Participants:** 8 community residents  
2 city planners from the City of Calgary  
1 representative from the Ward 8 office



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#### TIMELINE + ENGAGEMENT OPPORTUNITIES

June 2023: PRE-APPLICATION MEETING

July 2023: WEBSITE LAUNCH

August 2023: FLYERS, MARDA GRAS POP-UP

September 2023: IN-PERSON OPEN HOUSE

October 2023: POTENTIAL ONLINE ENGAGEMENT SESSIONS TBD

December 2023: CALGARY PLANNING COMMISSION (anticipated)

February 2024: COUNCIL PUBLIC HEARING (anticipated)

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#### REZONING

Sarina is looking to rezone the lots at these addresses:  
1505-1523 22 Ave SW from RC-2 to MU-1f3.6h24

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#### AMENITY ACCESS

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#### TRANSPORTATION IMPACT ASSESSMENT SUMMARY

**Traffic**  
No new traffic lights or signage (stop/yield signs) are required as the extra traffic post-development will still allow operation under current conditions.

**Road Network**  
Streetscape improvements will occur as part of the Marda Loop Main Streets project.

**Laneway Volumes**  
Daily traffic volume in the rear laneway of the site will remain below the capacity of 1,500 vehicles per day after development.

**Active Transportation**

**Pedestrians**  
New pedestrian crosswalk at 15 Street and 33 Avenue SW is unwarranted as development will not generate enough pedestrian demand.

**Cycling**  
New multi-use pathway on 34 Avenue SW as part of the Marda Loop Main Streets project.

**Transit**  
Bus routes along 33 Avenue SW (#7, #22) and 14 Street SW (#13) will be addressed in the City's Transit Plan update to increase transit frequency.

**Parking**

Table 1. Above-Ground Parking Requirement

Vehicle Type	Stall Type	Bylaw Minimum	Proposed
Car	Standard	52	82
Car	Water	14	14
Bike	Class 1 (standard)	66	66
Bike	Class 2 (park)	41	41

Table 2. Key Intersections

Dir.	Event	AD (2023-2028)	AD (2028-2033)	AD (2033-2038)	AD (2038-2043)
Northbound	15 Street	11	11	11	11
Southbound	15 Street	11	11	11	11
Westbound	33 Avenue	11	11	11	11
Eastbound	33 Avenue	11	11	11	11

**On-Street**  
The development falls within a residential parking permit (RPP) zone. Parking restrictions apply on the corner and intersection of 14 Street SW and 33 Avenue SW.

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#### SITE PLAN

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#### POTENTIAL PRECEDENTS

**WHAT DO YOU FIND APPEALING?**

- Rank the images of existing projects to the right that correspond to what is envisioned for this site in terms of scale and intensity by the developer and project architect, by sticking the corresponding sticker number between 1-4 below the image.
  - What are some of the elements you liked in these images? (e.g. red brick finish)
  - Are there any elements that you think are important for this location that are missing in all these images?

Comment stickers



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Following the open house, Hive Development considered the feedback that was provided by participants. The common themes that were identified focused on **traffic, parking, and design elements**. The feedback that was gathered regarding design elements will be considered throughout the design process. Responses to the feedback are on the following two pages.

## Concerns that the minimum parking requirements could result in vehicles spreading onto the streets, increasing the pressures for existing residents to find parking in proximity to their home.

The “1500” development is proposing up to 96 residential and visitor parking stalls; 10 more stalls than what the City requires as a minimum parking requirement for a MU-1 land use district.

*Table 1. Bylaw Vehicle Parking Requirement*

Vehicle Type	Stall Type	Bylaw Minimum	Proposed
	Resident	72	82
	Visitor	14	14
	Class 1 (secure)	66	66
	Class 2 (public)	14	14

The City of Calgary has designated 33rd Ave SW as a Main Street where its intent is to encourage additional means of transportation other than the use of personal vehicles. As 33rd Ave SW evolves through the Main Streets project it should result in the creation of wider sidewalks, an amenity that will continue to make this area desirable.

There are severable parameters that are taken into consideration when determining parking minimums in multi-residential developments. As cities are constantly growing evolving, studies (<https://www.urbanstudiesonline.com/resources/resource/residential-parking-supply-has-a-stronger-influence-on-household-travel-choices-relative-to-a-neighbourhoods-walkability-and-access-to-transit>) have found that more parking stalls can lead to more people choosing to drive because it becomes more convenient to park their vehicles.

Another parameter relates to cost. In Calgary, the cost to build one underground parking stall is approximately \$40,000. To recover these investments, these costs are then passed onto the resident, which ultimately results in housing prices increase. A final parameter relates to climate resiliency. One of the goals for the Municipal Development Plan is for Calgary to become a climate resilient City, and it is known that by decreasing parking stalls will result in less vehicles on the road, which in turn leads to less congestion on the streets.

## **What is the current parking status at other Sarina Homes developments in Marda Loop?**

All Sarina buildings in Marda Loop see approximately 75% of residential on-site parking being utilized. Multifamily developments in the area by other developers also see similar uptakes in on-site parking by their residents.

## **The data from the Transportation Impact Assessment (TIA) is not reflective of the reality of traffic in the area.**

The TIA study was conducted by Bunt Engineering, a consultancy firm who specializes in transportation planning and engineering across Canada. It is appreciated that there are participants that do not believe the data from the TIA is reflective of the reality of traffic in the area, however, the study reflects best practices and standards that are regulated by the national regulating body: Engineers Canada.



## Design Considerations

- With the MU-1 designation, consider incorporating commercial heights on the ground floor, similar to the Hudson development.
- Happy the shadowing won't be much of a problem, but would like to see the massing visual impacts softened with a transition down to 4 storeys on the rear laneway.
- Consider a design that makes the building stand out so it does not look similar to the surrounding mixed-use developments.
- Consider setbacks like those at the Hudson development.
- Please include amenities in the building like cafes and shops. There are a lot of new homes in the area but not a lot to support them with.
- Introduce more softscaping elements (i.e. permeable membranes, shrubberies, flower beds, etc.) to help break up the hardscaping elements in the public spaces.

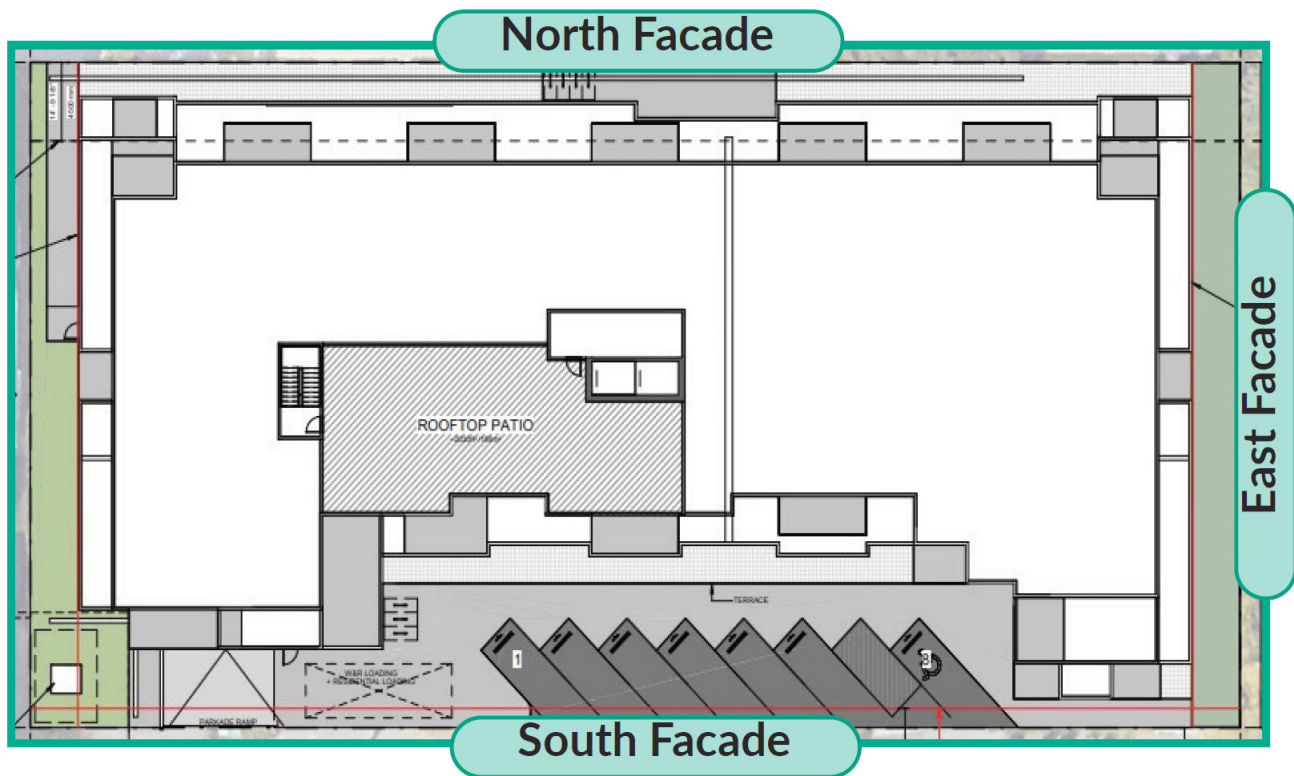


Figure 1. Building Facades

## North Facade along 33rd Ave SW

- Ensure the building interacts more directly with 33rd Ave - similar to the renderings for Sarina Homes' "1900" project. This can be done by breaking up the facade.
- Does not like building facades with a larger expanse of a blank facade, like Sarina Home's Harrison project.
- The NE corner of the should incorporate a landmark defining design element as the site is located at the eastern gateway to Marda Loop.

## East Facade facing 14 St SW

- Ensure the east facade has design elements that can be introduced (i.e. wall space for a mural) in the event the neighbouring property is redeveloped.

## South Facade along the rear lane

- Help activate the rear lane by fronting live/work units on the laneway.
- Please make the laneway attractive, similar to the front of the "1900" project. The alley should not just be a concrete wall with garbage bins and parking entrance.
- Incorporate step backs along rear of the building to decrease massing.
- Consider making the rear of the building more attractive by introducing more colour, landscaping/greenery, lighting, and paving the lane.

## What do you find appealing?

During the open house, we asked participants to rank the following precedent images using numbered stickers. The numbers ranged from 1 (most preferred) to 4 (least preferred). The following summarizes the number of occurrences for each image.



Rating	Number of Occurrences			
1 (most preferred)	2	0	4	0
2	1	3	0	2
3	3	0	1	2
4 (least preferred)	0	2	1	2

## Verbatim Comments

The following are the verbatim comments provided by participants:

### Precedent Images Panels

- *Brick is a nice feature - depressions, cladding material (in relation to Image 1 above)*
- *Too much white panels (in relation to Image 3 above)*

### Site Plan Panel

- *Design - break up facade to interact more w/ street*
- *Please make the laneway attractive w/ entrances to "town houses" style similar to front of building 1900. Back& front nice! Alley should not just be a concrete wall w/ garbage bins & parking entrance.*
- *Create a less boxy building, step back & street entrances that look similar to our traditional heritage homes in the neighbourhood.*
- *Please include amenities in the building like cafes and shops. There are a lot of new homes but not a lot to support them with coffee shops. With this and 1900 there are a lot of new home without anything else.*