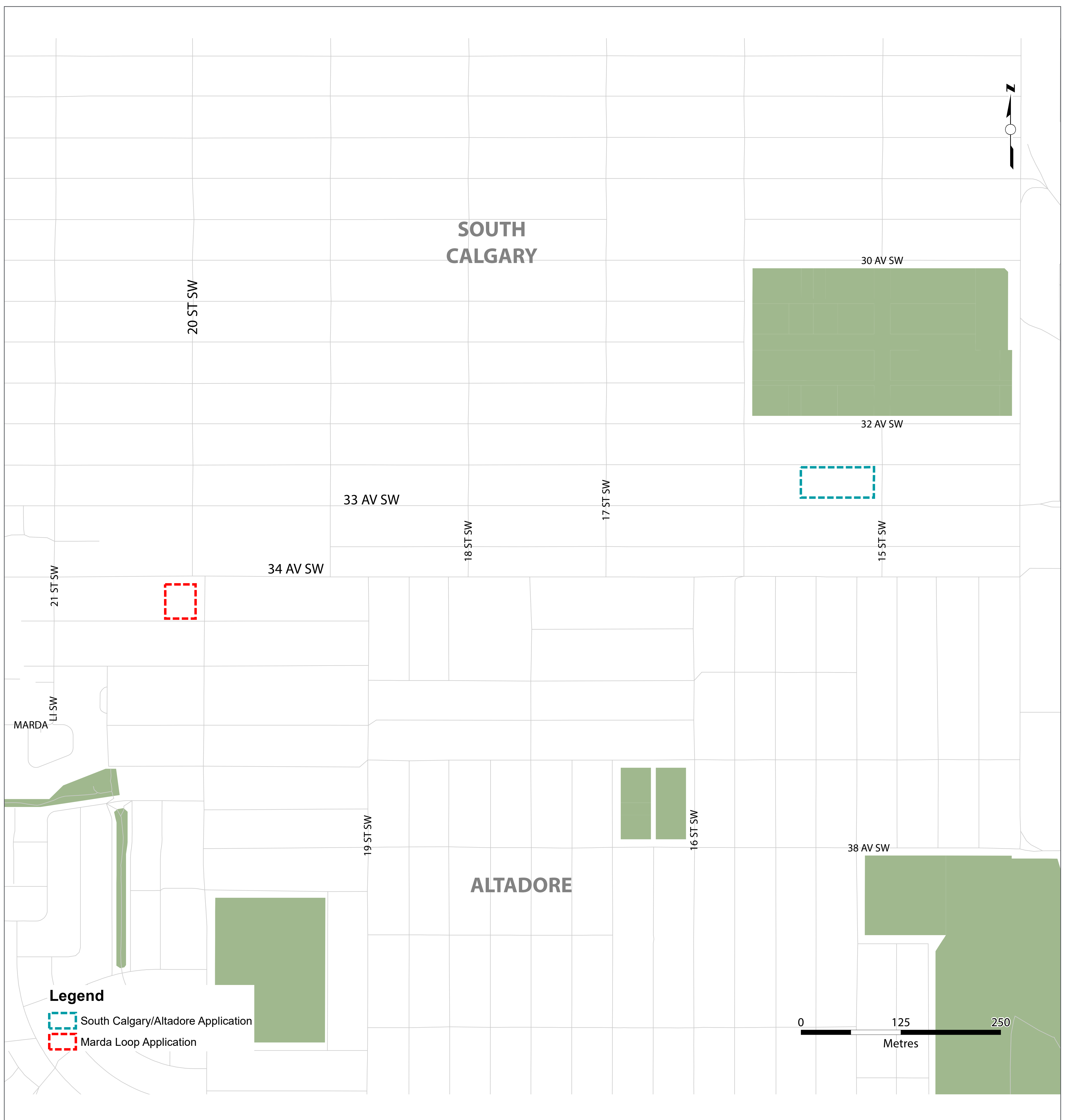


Welcome

The City has received two applications that require amendments to the South Calgary/Altadore Area Redevelopment Plan (ARP) and the Marda Loop ARP:

1. **South Calgary/Altadore Application:** Land use amendment application for properties located in the 1600 block of 33 Ave. S.W.
2. **Marda Loop Application:** Land use amendment application and development permit for two properties located at 34 Ave. S.W.



What is going on in your area

1. South Calgary/Altadore application

- Area Redevelopment Plan amendment
- land use amendment
- Sarina Homes pre-application submission

2. Marda Loop application

- Area Redevelopment Plan amendment
- land use amendment
- development permit

3. Main Streets initiative

- The Municipal Development Plan outlines 24 main street areas across Calgary which are well suited for long term growth and densification. Both 33 Avenue S.W. and 14 Street S.W. are identified as main streets. These projects are set up to be the first to support the Main Streets initiative.

4. Developed Areas Guidebook

- The Developed Areas Guidebook will outline a consistent plan framework for future development and redevelopment.
- It will only apply to areas where a local area plan, such as an area redevelopment plan, indicates it applies. If the local area plan was created prior to the Guidebook or your community does not have a local area plan, the Guidebook will not apply to your community until a new local area plan is created, or an existing one is substantially amended.

The planning process



Municipal Development Plan vol. 1 and Calgary Transportation Plan

Adopted by City Council in 2009.

Contains policy that will shape how Calgary develops over the next 30 to 60 years. Based on imagineCALGARY and PlanIt Calgary, these plans provide guidance for long-term growth to create a more compact and sustainable city.



Municipal Development Plan vol. 2, Developed Areas Guidebook

A planning document that sets out land use frameworks and common policies to guide growth and change in established neighbourhoods.



Area Redevelopment Plan

A long-range planning document that guides development in a specific area.



Land Use Bylaw

An implementation tool that outlines the rules and regulations for development and the decision making process for development permit applications.



Land Use Amendment

Changes the existing land use designation to accommodate a certain type of development.



Outline Plan

Addresses infrastructure needs, the location and size of roads, the distribution of parks and open spaces, and the location of various land use districts.

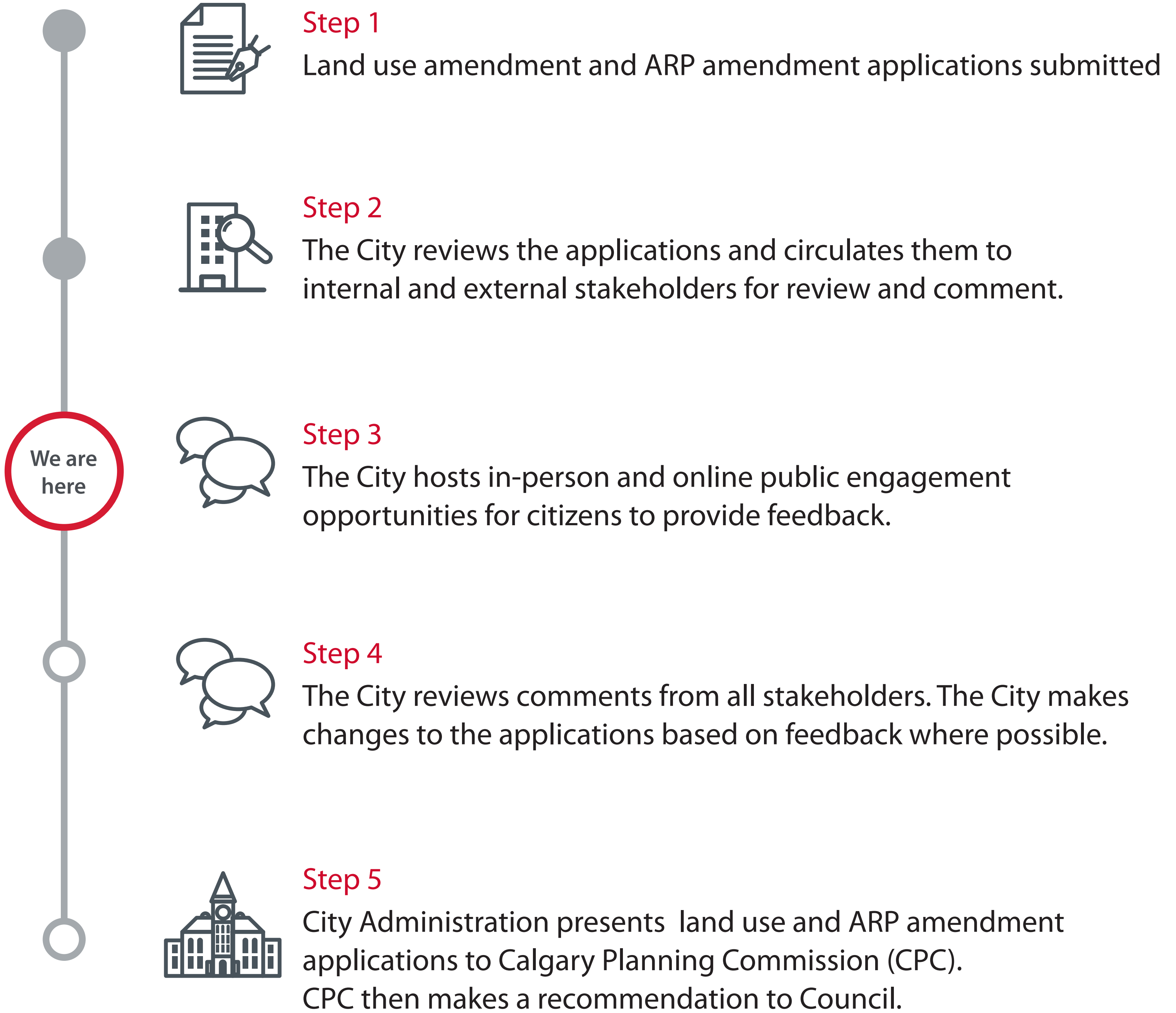


Development Permit



Development Construction

The ARP review process



Why are we amending the ARP?

In 2009, City Council approved the Municipal Development Plan (MDP). The MDP provides guidance for long-term growth and development to create a more compact and sustainable city.



Providing diverse housing choices for all residents in all communities.



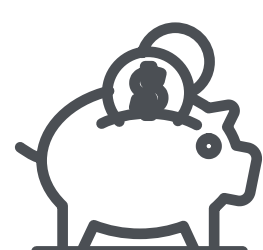
Making Calgary a liveable, attractive and memorable city recognizing its unique setting and dynamic urban setting.



Encouraging more walking, bicycling and transit use in the city.



Strengthening our existing business and commercial districts.



Using our resources wisely, making the most efficient use of public investment, now and in the future.



Retaining the character of established neighbourhoods, while keeping them stable and vibrant by encouraging modest growth, including multi-residential housing at low densities, in the right locations.

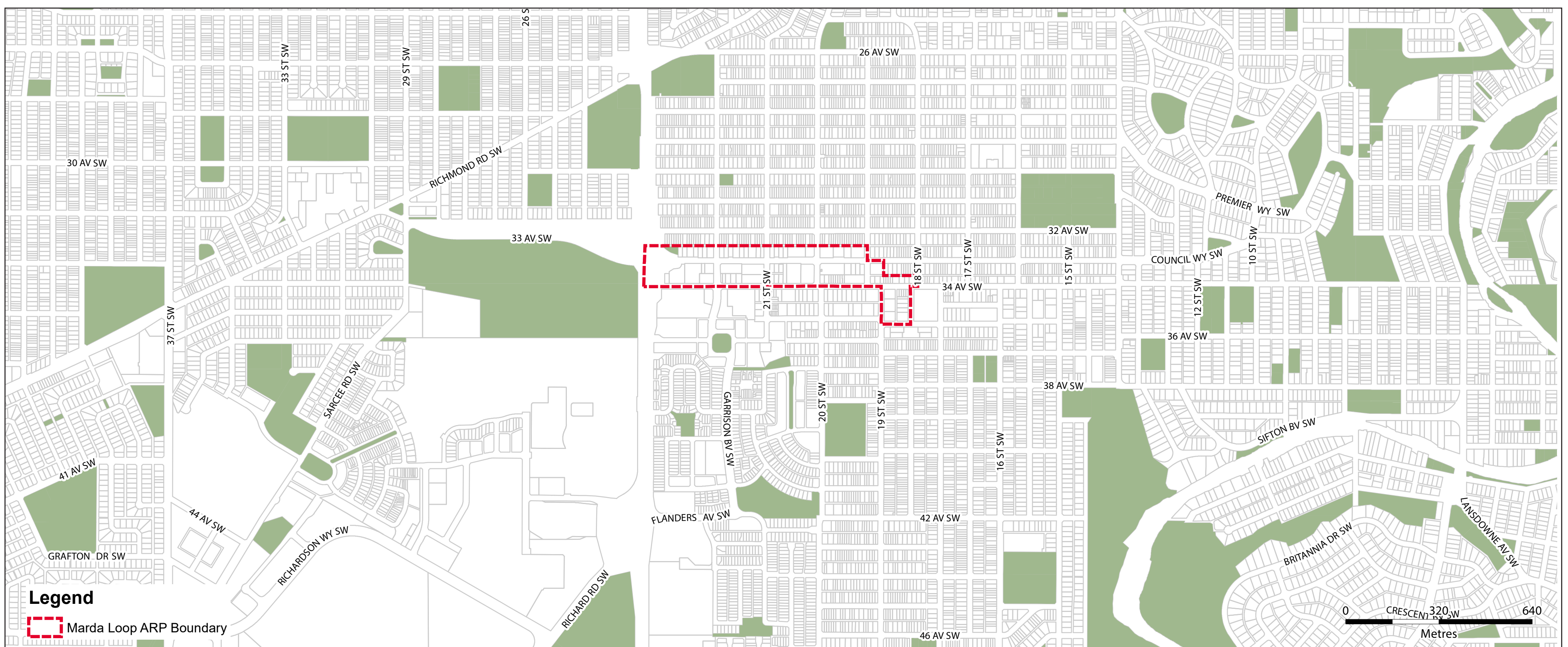
The City is now reviewing Marda Loop Area Redevelopment Plan and the South Calgary/Altadore Area Redevelopment Plan to align with the MDP targets.

What is an Area Redevelopment Plan?

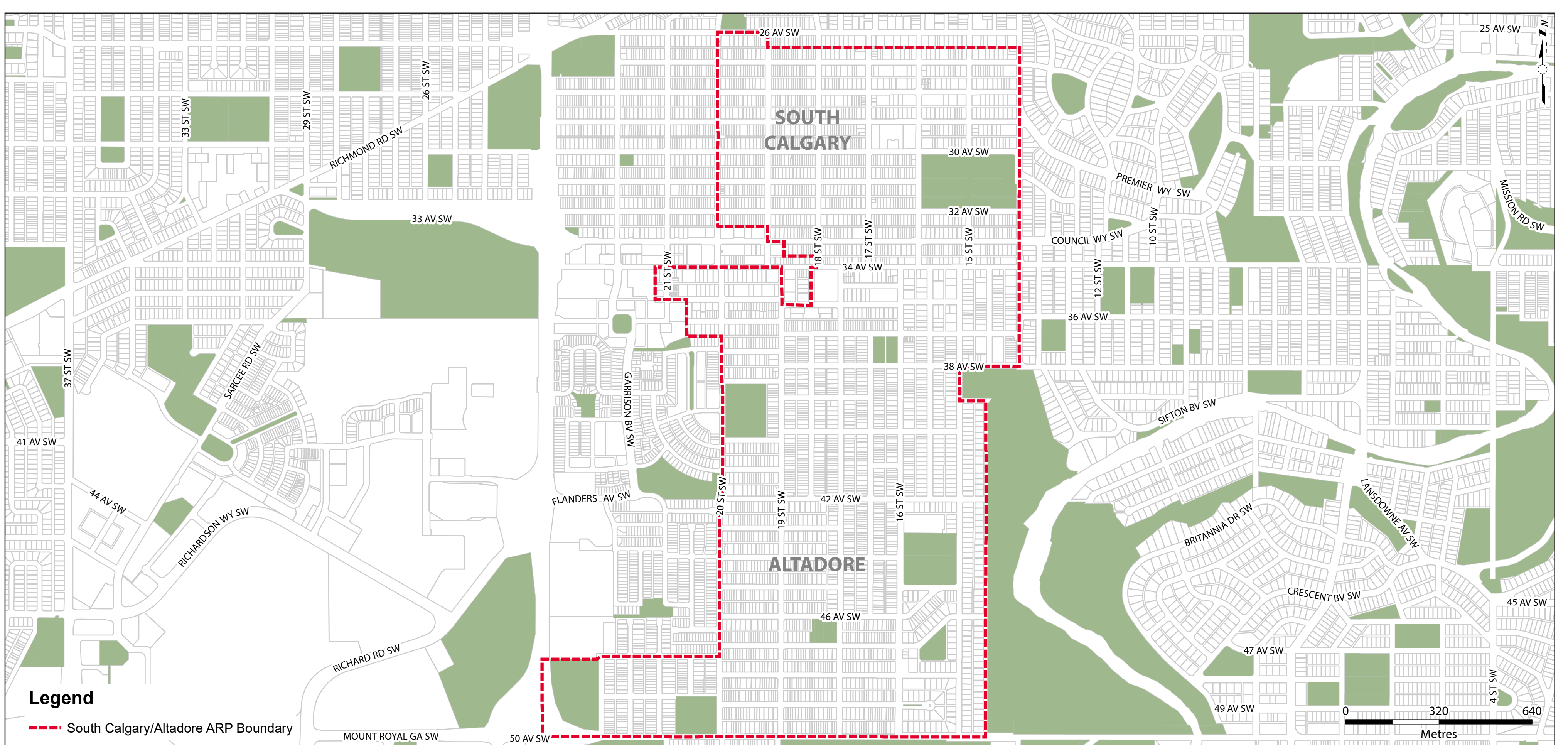
An Area Redevelopment Plan (ARP) is one of the tools The City uses to guide development. It sets high-level requirements that future development will have to meet for an area. An ARP outlines:

- Where certain sizes and types of buildings should be located.
- Where amenity spaces and other public infrastructure should be located.
- How the land can be used and what can be built on the land (commercial, residential, retail, etc.)
- Improvements to infrastructure that are needed to accommodate changes.

Current boundary for the Marda Loop ARP



Current boundary for South Calgary/Altadore ARP



South Calgary/Altadore ARP application

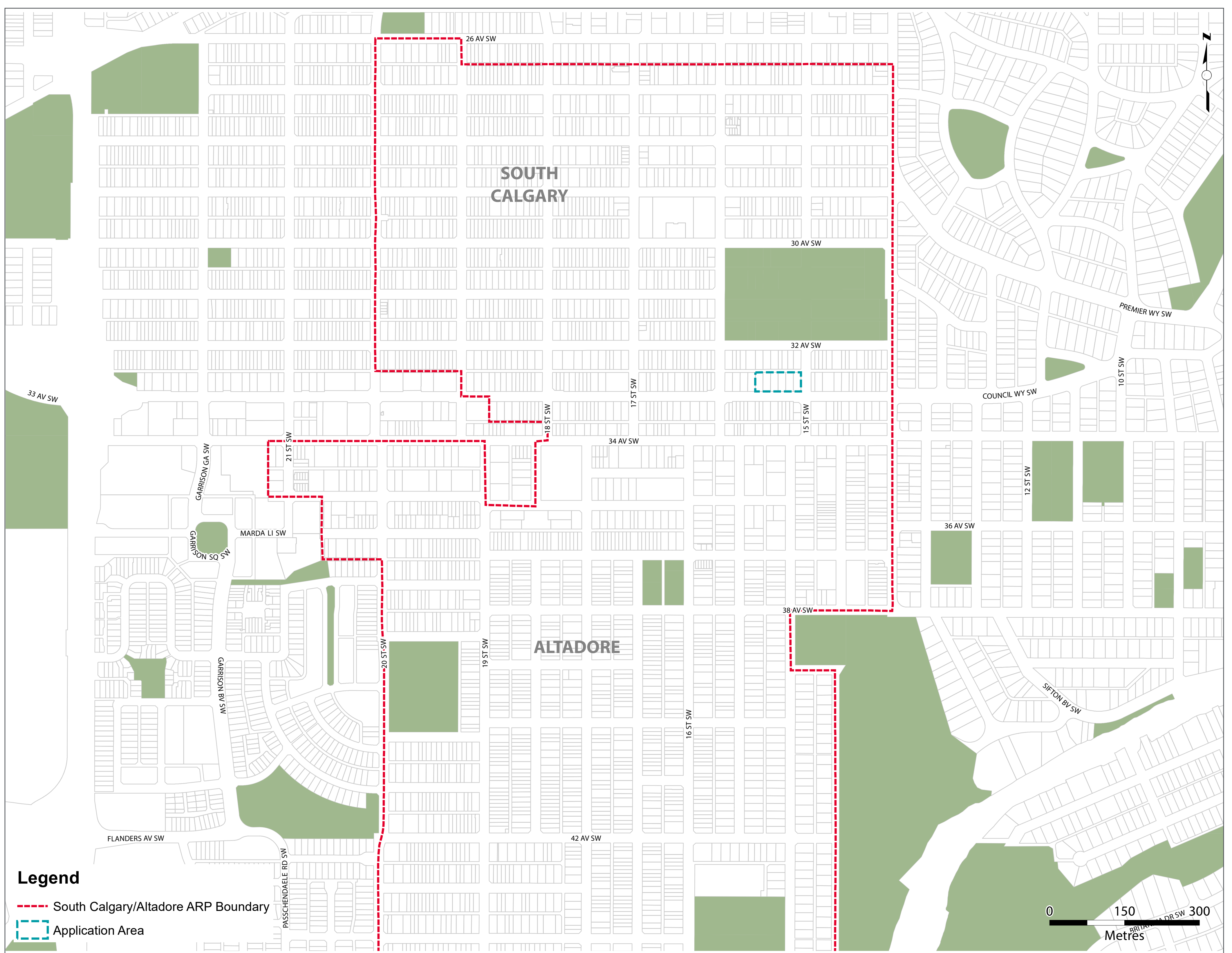
- A land use amendment application was submitted for multiple properties located in the 1600 block of 33 Ave. S.W. (1602-1624 33 Ave. S.W.).
- The application is for a mixed-use, multi-residential development with a maximum height of 18 metres (5 storeys), a maximum of 80 dwelling units.

Current land use

- M-CG (Multi-Residential Contextual Grade-Oriented District) designation that is primarily for townhouses and fourplexes.
- RC-2 (Residential-Contextual One/Two Dwelling District) designation that is primarily for single detached, side-by-side and duplex homes.

Proposed land use

- M-H1 (Multi-Residential-High Density Low Rise District) designation that would facilitate a 4 to 6 storey apartment building that may include commercial storefronts.



Question

The images below outline possible development types that may be appropriate along 33 Ave. S.W. Your response will help City staff understand your views about development along 33 Ave. S.W.

Using a post-it note, please tell us which types of development you would you like for this area and why.



IMAGE A	IMAGE B	IMAGE C
<p>Up to 6 storeys</p> <ul style="list-style-type: none"> • Apartment • Mid-rise 	<p>Up to 4 storeys</p> <ul style="list-style-type: none"> • Apartment • Town house • Low-rise 	<p>1 to 3 storeys</p> <ul style="list-style-type: none"> • Singles • Semi-detached, duplex, suites, • Row house, town house
Empty space for post-it notes	Empty space for post-it notes	Empty space for post-it notes

Question

What services/amenities would you like to see added on 33 Ave. S.W. between 14 St. and 19 St.?

Please use a post-it note to share your thoughts.

Residential Only	
Cafe	
Retail	
Office	
Restaurants	
Other	

Question

What else would you like us to know about how amending the South Calgary/Altadore ARP impacts you?

Please use a post-it note to share your thoughts.

Next steps

South Calgary/Altadore ARP

- A What We Heard Report outlining the the results from engagement will be posted to calgary.ca/AltaMarda in May 2017.
- The City will review and amend the South Calgary/Altadore ARP based on the feedback heard both in-person and online.
- In May 2017, The City will share reviewed policy and details about the next steps in the process.

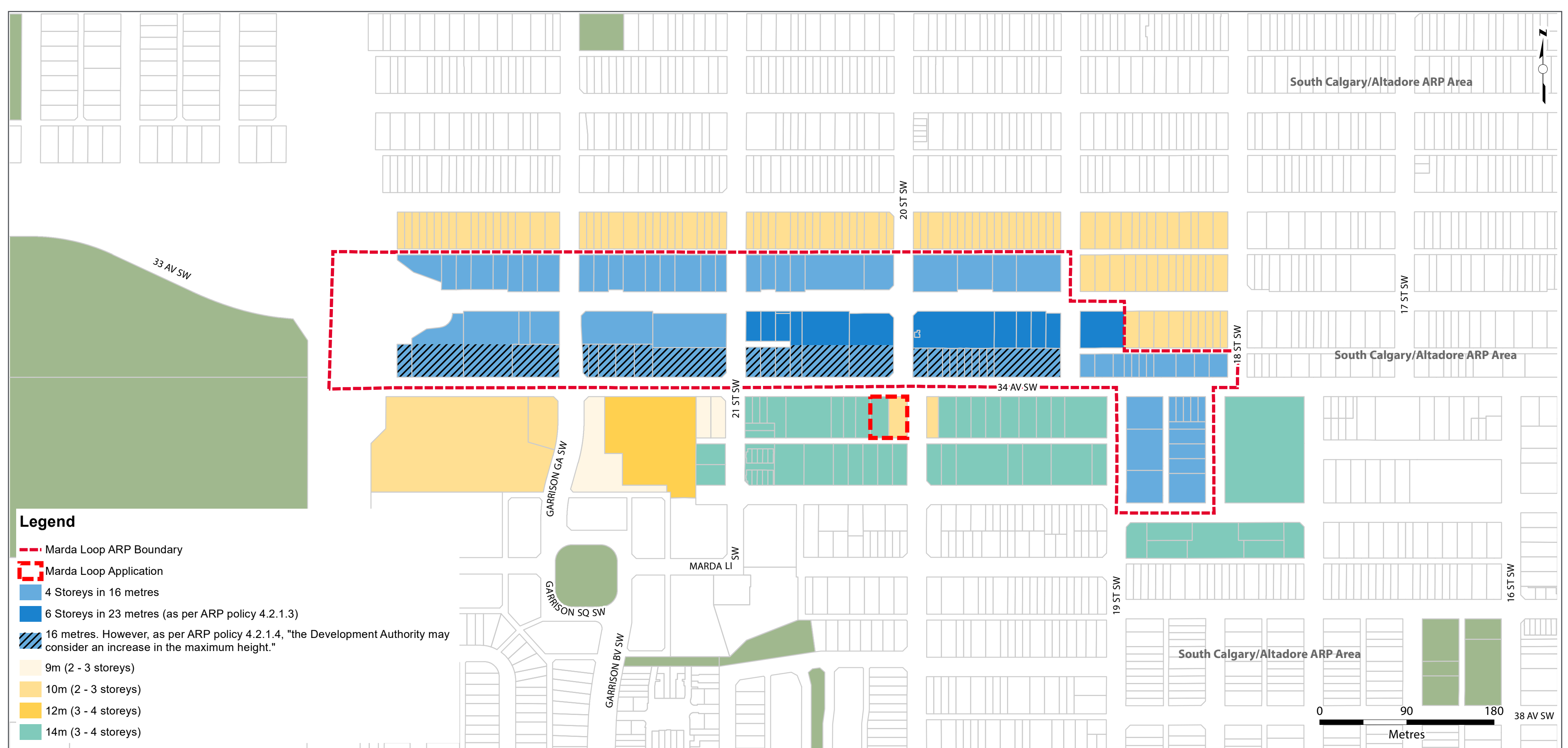
How do I stay involved?

- Visit calgary.ca/AltaMarda to fill out an online survey between April 19 and April 23, 2017.
- E-mail the project manager with any questions:
 - South Calgary/Altadore ARP
Jarred Friedman at Jarred.Friedman@calgary.ca

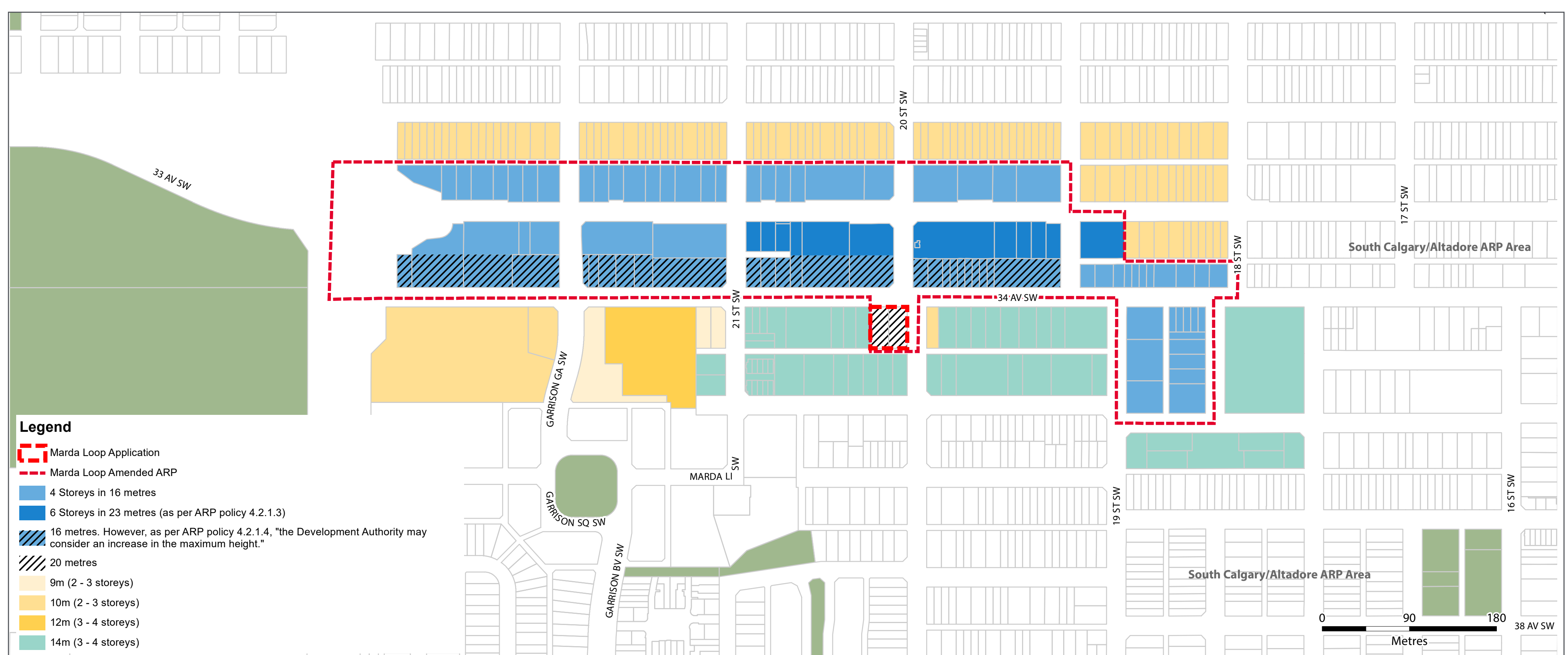
Marda Loop ARP application

- A land use amendment application and development permit application have been submitted to redevelop two properties located at 2107 34 Ave. S.W. and 2101 34 Ave. S.W.
- The proposal is to allow for a mixed-use, multi-residential development of up to 20 metres (6 storeys), with retail on the main floor and 67 units on the upper levels.
- The land use application proposes to amend the South Calgary/Altadore ARP and Marda Loop ARP to shift each of the boundaries so the site is within the boundary of the Marda Loop ARP. This transition would mean a potential height increase to development on this land.

Current ARP boundary and allowable heights



Proposed ARP boundary and allowable heights



Question

The application proposes an increase in allowable building height at 2107 34 Ave. S.W. and 2101 34 Ave. S.W.

How would an increase in building height from 14 metres (4 storeys) to 20 metres (6 storeys) impact you?

Please use a post-it note to share your thoughts.

Next steps

Marda Loop ARP

- A What We Heard Report outlining the the results from engagement will be posted to calgary.ca/AltaMarda in May 2017.
- The revised Marda Loop ARP and applications will be presented to Calgary Planning Commission (CPC) on May 18, 2017.
- CPC may comment on or change the recommendation provided by Administration, which is forwarded on to Council for a final decision. A date for a Public Hearing of Council has not been confirmed.

How do I stay involved?

- Visit calgary.ca/AltaMarda to fill out an online survey between April 19 and April 23, 2017.
- E-mail the project manager with any questions:
 - Marda Loop ARP
Brendyn Seymour at Brendyn.Seymour@calgary.ca

This isn't the final decision

Once an application is submitted, City Administration review the details based on technical feasibility, City policies, Council priorities, stakeholder feedback, and landowner rights. City Administration provides a recommendation and takes the proposed application forward to Calgary Planning Commission (CPC). CPC makes a recommendation to City Council for a final decision.

What is the role of City Administration?

Ensuring that relevant stakeholders are aware of the application, the timelines and processes involved, and have an opportunity to provide informed input. Providing a comprehensive recommendation based on The City's broad planning objectives, policies of the Municipal Development Plan and the Calgary Transportation Plan, and stakeholder and public input.

What is the role of Calgary Planning Commission (CPC)?

CPC reviews Administration's report and the proposed application, and may comment or change the recommendation provided by Administration. At the CPC meeting, questions are asked about the process as well. CPC may form an independent recommendation from that provided by Administration, which is forwarded on to Council for its consideration.

What is the role of City Council?

City Council reviews the bylaws, reports and recommendation provided by City Administration and CPC. Council makes a decision whether or not to approve the application.

The Main Streets initiative

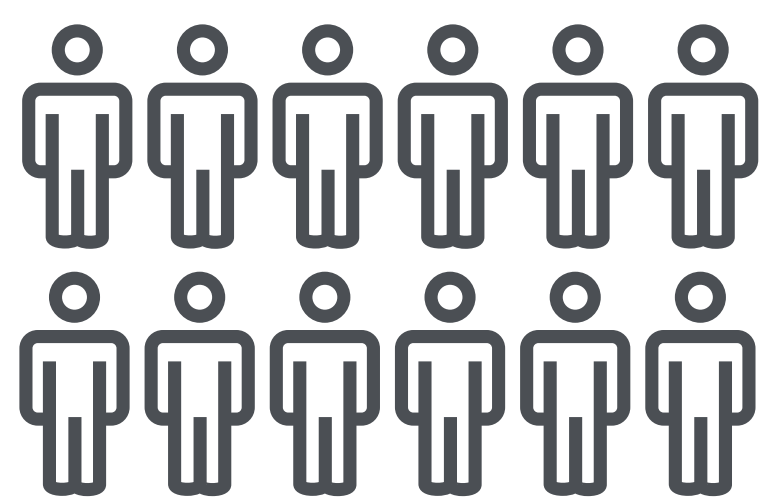
Main streets are important to the long-term growth of our city, and are ideal places for mixed-use development, including residential, commercial and retail development. Access to transportation options, infrastructure and amenities make these areas great places to live, work or visit.



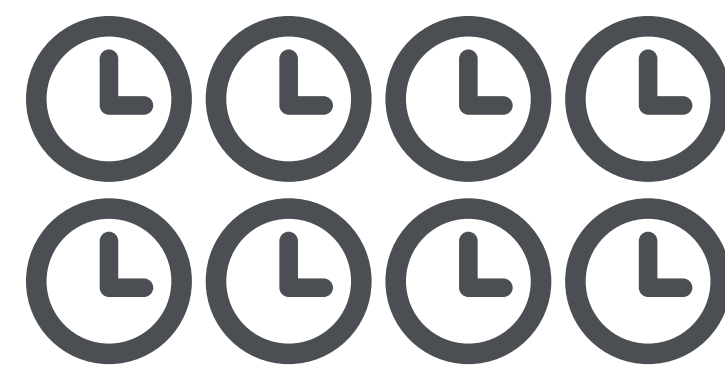
Calgarians shared their input

The City's Main Streets initiative will continue to consider the needs of neighbourhood residents, along with market research, to identify potential for future growth in these areas.

The first step in this process was to gather local perspectives about main street issues, opportunities and desired outcomes.



3,600
Calgarians



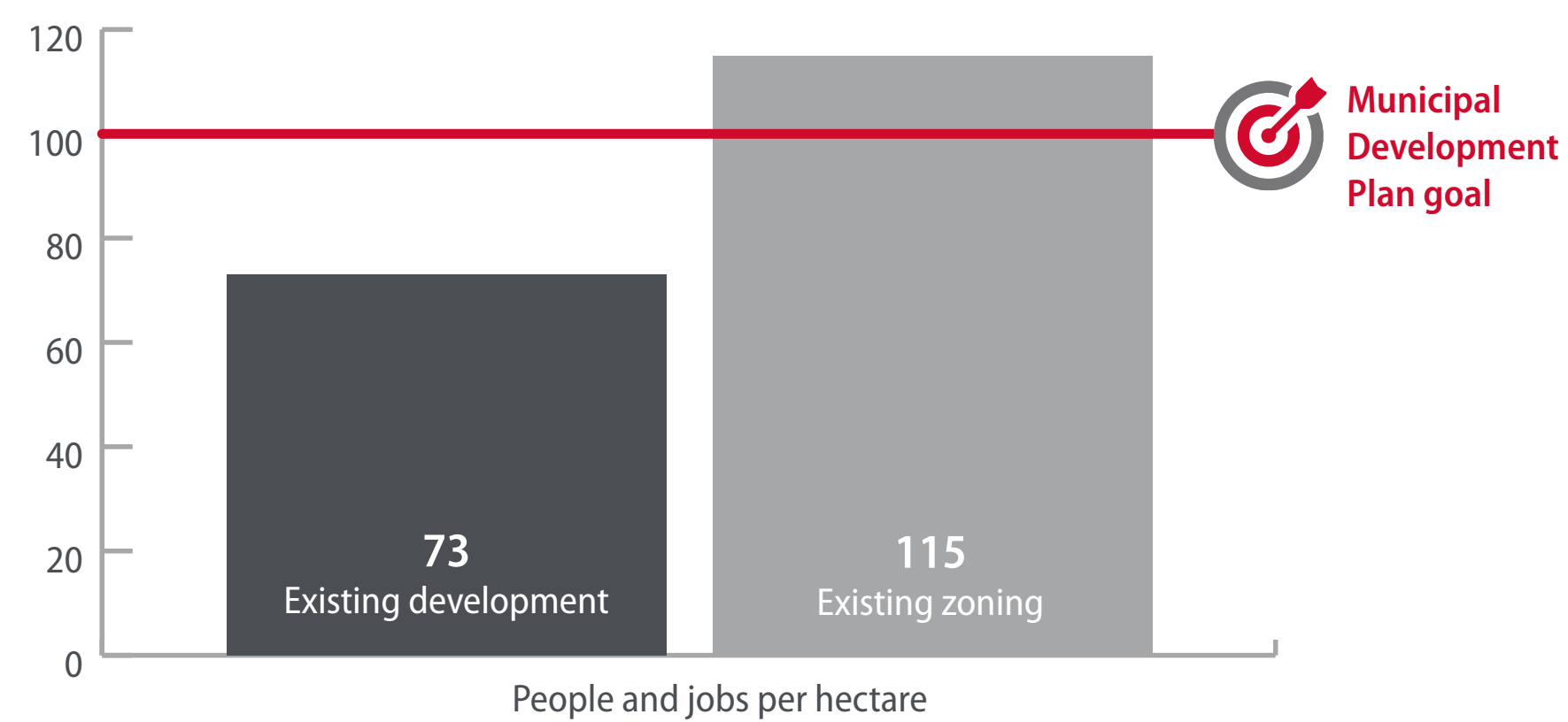
1,633
hours of discussion

Learn more at calgary.ca/mainstreets

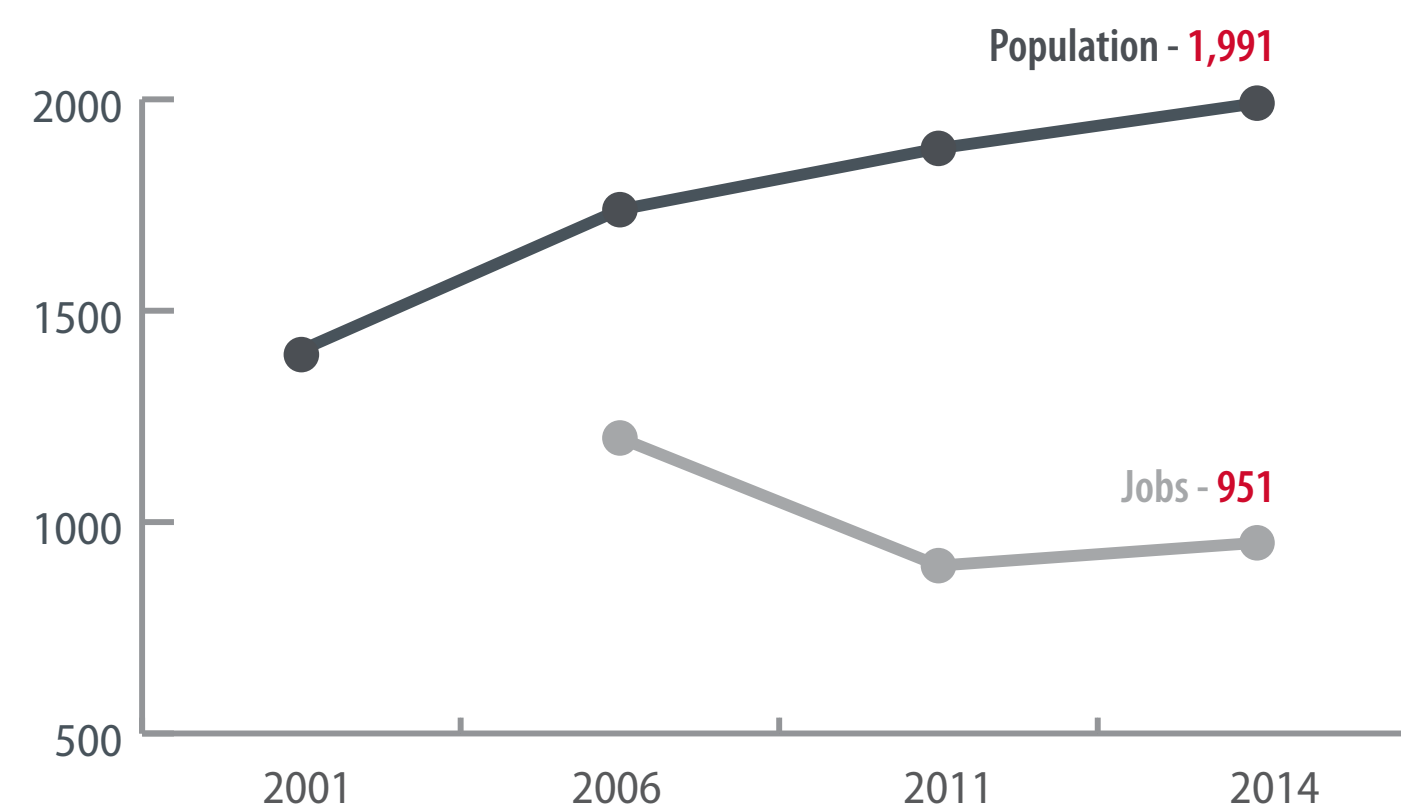
33 Avenue SW: report back findings

Growth potential

Growth for this main street area is close to the Municipal Development Plan desired target. The most relevant factors that narrow this gap are market desire and consumer preference; there is modest market desire to accommodate development at a level similar to Municipal Development Plan goals. Land use districts (zoning) must be in place to enable redevelopment to reach desired population and employment levels. Support from City services and infrastructure can have a positive impact on market demand and will contribute to the evolution of this main street.



Jobs and population trends



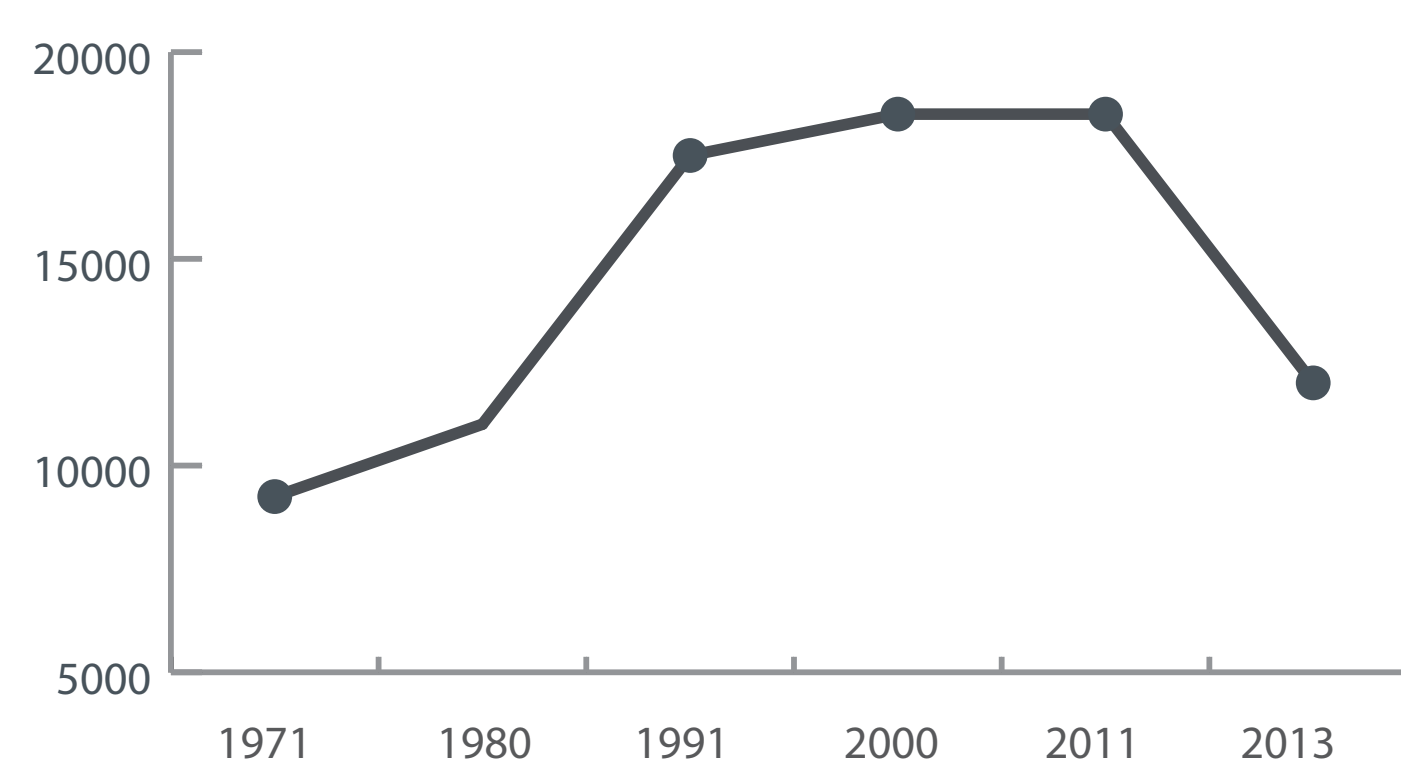
Travel and transportation

WALK SCORE

77

Very walkable: Most errands can be accomplished on foot.

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



2

TRANSIT ROUTES

7 mins

Frequency of trips departing during **peak** hours

15 mins

Frequency of trips departing during **off peak** hours

33 Avenue SW: report back findings

Market outlook

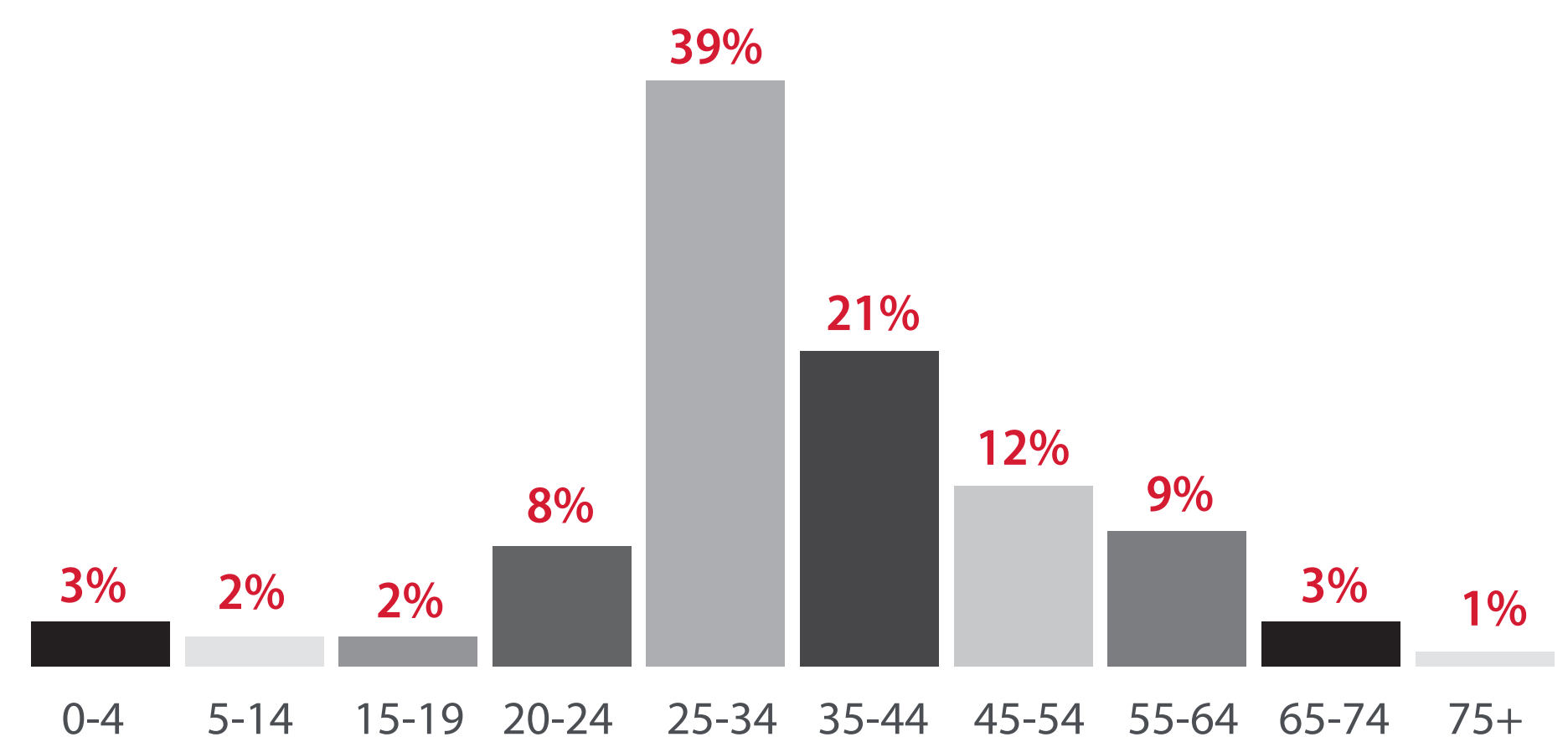
33 Avenue SW has recently seen a significant amount of development at its western end, with redevelopment of the former Canadian Forces lands. The neighbourhood is evolving with more housing options, bringing population growth to the area. This population growth supports services and transportation options.

Approximately 1,412 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities may be driven by population growth in this area.

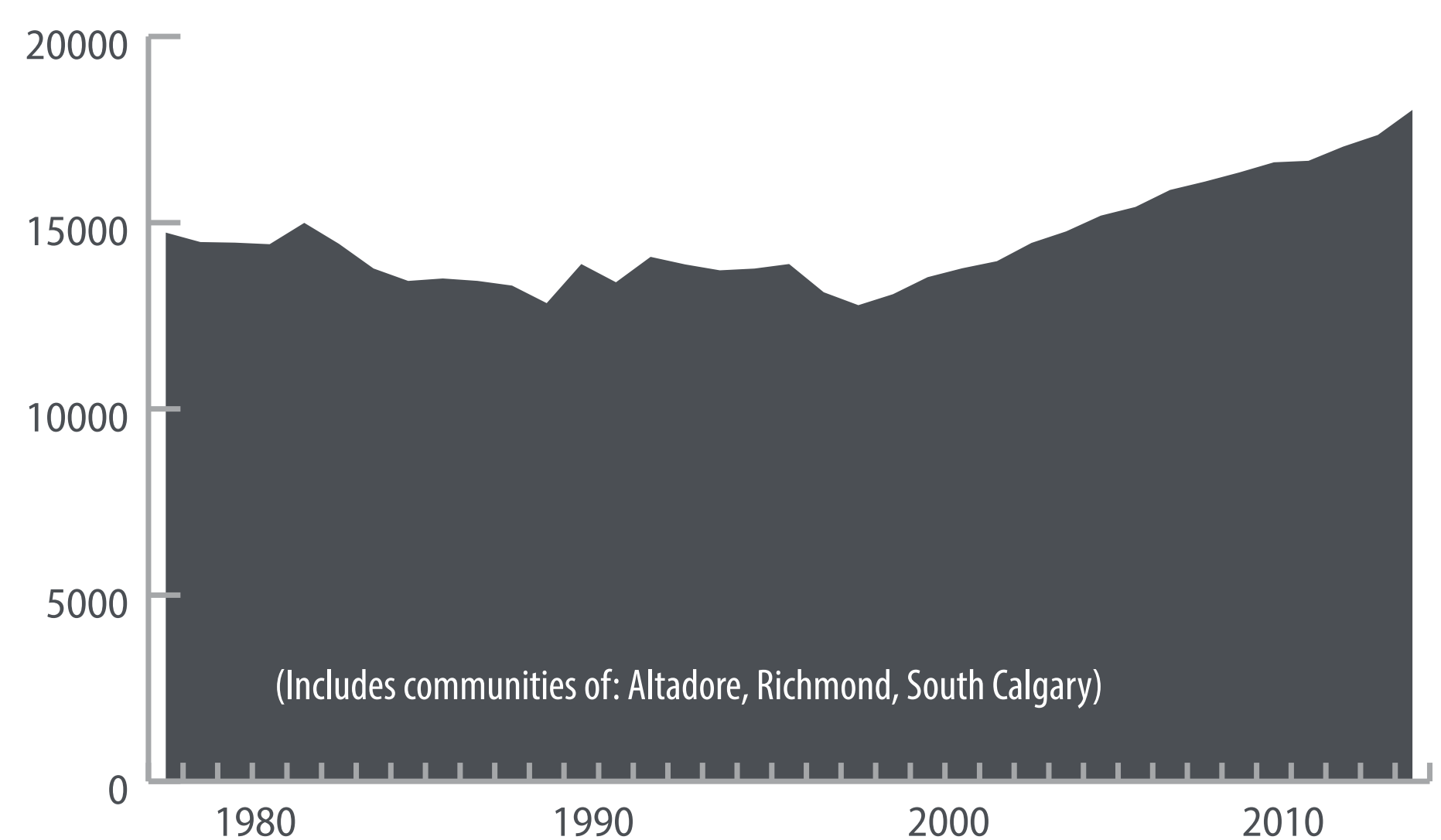
CENTRE RETAIL FEATURES

	10 million square foot retail
Significant Destination Retail	50 sq. ft. per capita 2024
20%	Dominant food services and bars/nightclubs (notably along Corridors)
13%	Dominant clothing and accessories
6%	vacancy
640,000 sq. ft. proposed retail	56 sq. ft. per capita

AGE GROUPS



POPULATION OF COMMUNITIES NEAR MAIN STREET





33 Avenue S.W. – What we've heard

These comments were compiled from the Main Streets public engagement activities which took place from November 2014 through May 2015. The top issues, opportunities and outcomes were ranked in order of consensus and ratings from citizens. The dotted line on the map indicates the potential area to be considered for change as described by citizens (for example, potential areas for mixed use development). This input will be analyzed to inform the planning strategy for each main street.

OUTCOMES

1. Safe and vibrant main street sidewalk

An active, safe and comfortable high quality sidewalk area providing a high degree of pedestrian and bicycle mobility. Safe and frequent pedestrian crosswalks across 33 Ave.



2. High quality public realm elements

More street trees along 33 Avenue, with more public spaces along street to promote social gatherings.



3. More intensity and a mix of uses along 33 Avenue

Create a scale, intensity level and design of buildings along 33 Avenue to provide potential for a range of local commercial business, services, with opportunity for live/work and more multi residential units.



RICHMOND

SOUTH CALGARY

ALTADORE

GARRISON WOODS

**This boundary is based on preliminary discussions with citizens; additional analysis and research will be completed to determine future locations for change and transition.*

OPPORTUNITIES

- | | | | |
|---------------------------------------|--|--|--|
| 1. Library as more of a community hub | 3. Improve lighting along street | 6. More shops/restaurants to attract other shops/restaurants near 17 Ave down the hill | 9. Improve walkability with better sidewalks, trees, etc. |
| 2. Reduce speed limit to 40 km/hr | 4. Character building for community space, art gallery etc. (14 St and 34 Ave) | 7. Extend small scale commercial and create a second corridor | 10. Eliminate strip malls! |
| | 5. Incentives for small grocery stores and shops | 8. More trash receptacles so we can keep our neighbourhood clean! | 11. Leverage in creating Arts Centre to expand community engagement and personality of street life |

ISSUES

- | | | | |
|--|---|---|---------------------------------------|
| 1. Traffic speed at 14 St and 33 Ave | 4. Loss of trees/tree canopy | 8. 14m max height adjacent residential - shadowing concern - 33 Ave | 11. Better lighting - eyes on Streets |
| 2. Speed limit of 50 km/hr along 33 Ave is too fast, 40 km preferred | 5. Better walkability (wider sidewalks and trees) | 9. Lack of public garbage containers | 12. More street trees |
| 3. Car-centric - no pedestrian appeal | 6. Narrow, inconsistent sidewalks | 10. Intersection of 34 Ave and 21 St. dangerous - need 4 way stop | |
| | 7. Crime - not well lit - can feel sketchy at night | | |