



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

## Project overview

A land use amendment application and development permit application have been submitted to The City of Calgary 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 Area Redevelopment Plan (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 from 14 metres (4 storeys) to 20 metres (6 storeys) for development on this land.

An Area Redevelopment Plan (ARP) is a long-range planning document that guides development in a specific area and 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, etc.).
- Improvements to infrastructure that are needed to accommodate changes.

An Area Redevelopment Plan review has five steps. First, land use amendments and ARP amendment applications are submitted to the City of Calgary. The City then reviews the applications and shares them with internal and external stakeholders for review and comment. Next, the City hosts in-person and/or online public engagement opportunities for you to provide you feedback. The City then reviews all of your comments and uses the input collected to make suggested changes to the applicant, where possible. Lastly, City Administration presents the land use and ARP amendment applications to the Calgary Planning Commission who, in turn, makes a recommendation to Council.

## Engagement overview

We wanted your input on the impacts of a possible building height increase at 2107 34 Ave. S.W. and 2101 34 Ave. S.W. Your opinion will help us make a decision regarding this development application that is reflective of what is important to you.

Engagement occurred in-person and online. You were invited to attend an open house on April 19 and participate in the online survey from April 19 to 23 where we asked for your feedback on the potential height increase. This project is operating simultaneously with another project nearby. To be respectful of your time, we combined open houses for the Marda Loop ARP Amendment and the South Calgary/Altadore ARP Amendment projects.



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

## Engagement Guiding Principles

In alignment with City Council's [Engage Policy](#), all engagement efforts, including this project are defined as: *Purposeful dialogue between The City and citizens and stakeholders to gather meaningful information to influence decision making.*

As a result, all engagement follows the following principles:

- **Citizen-centric:** focusing on hearing the needs and voices of both directly impacted and indirectly impacted citizens
- **Accountable:** upholding the commitments that The City makes to its citizens and stakeholders by demonstrating that the results and outcomes of the engagement processes are consistent with the approved plans for engagement
- **Inclusive:** making best efforts to reach, involve, and hear from those who are impacted directly or indirectly
- **Committed:** allocating sufficient time and resources for effective engagement of citizens and stakeholders
- **Responsive:** acknowledging citizen and stakeholder concerns
- **Transparent:** providing clear and complete information around decision processes, procedures and constraints.

For more information about engagement at the City of Calgary, please visit: [engage.calgary.ca](http://engage.calgary.ca).

## What we asked

We wanted to understand how an increase in allowable building height at 2107 34 Ave. S.W. and 2101 34 Ave. S.W. from 14 metres (4 storeys) to 20 metres (6 storeys) would impact you.

To reach a wide range of people who could be impacted by this application, we promoted the online survey and the open house, in a few different ways. These are listed below.

- Social Media (Facebook)
  - First campaign (event promotion): April 12 – 19
  - Second campaign (survey promotion): April 19 – 23
- Social Media (Twitter)
  - First campaign (event promotion): April 5 – 19
  - Second campaign (survey promotion): April 20 – 23
- Mail drop (post cards)
  - In market week of April 10 (7,671 delivered to surrounding area)
  - In market week of April 10 (1, 295 delivered to other landowners)
- 4 Bold Signs
  - April 5 – 19



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

## What we heard

We heard from many of you in-person and online of how an allowable building height increase could impact you and your neighbours. Many of you shared your concern of an increase in density and you indicated that you felt additional people in an area increases traffic, safety concerns due to the increase in traffic, parking issues and could negatively impact existing infrastructure such as roads. Some of you were strongly against the proposed development while others indicated that increased density could be managed with some adjustments to the development that mitigates some of the risks and concerns that you identified. The top seven themes, in no particular order, are:

- Traffic congestion was identified as a significant concern for those who live in and visit the area.
  - Safety for pedestrians, cyclists and drivers is a concern for the area.
  - The Area Redevelopment Plan should be amended holistically and development applications should be measured against it rather than making amendments for isolated applications.
  - The proposed height does not fit within the context of the community.
  - Current road design is a concern and the impact to existing infrastructure could be strained by this development application.
  - Parking is a significant concern for the area and more attention should be given to mitigating parking concerns for residents and visitors to the area.
  - A small portion of respondents support this application and identified that this particular location is a reasonable site for increased density.
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- ▶ For a detailed summary of the input that was provided, please see the [Summary of Input](#) section.
  - ▶ For a verbatim listing of all the input that was provided, please see the [Verbatim Responses](#) section.

## Next steps

Results from engagement will be shared with the Marda Loop ARP Amendment project team. They will incorporate the feedback into the review of the application, and the feedback will be included in the report and presentation to Calgary Planning Commission (CPC) on May 18, 2017. CPC may either refer the application back to Administration for changes, or may keep or change the recommendation provided by Administration, which is forwarded to Council for a final decision. A date for a Public Hearing of Council has not been confirmed. Once a date has been confirmed, it will be posted to the [Marda Loop Engage page](#).



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

## Summary of Input

All of your comments from in-person and online engagement are reviewed to create themes. Each theme includes a summary and examples of verbatim comments in italics. These are the exact words you used. To ensure we capture all responses accurately, verbatim comments have not been altered. In some cases, we utilized only a portion of your comment that spoke to a particular theme. This is reflected by using ‘...’. The chart below reflects the major themes we heard from you.

Theme	Explanation and supporting examples
<p>Traffic congestion was identified as a significant concern for those who live in and visit the area.</p>	<p>Most of you shared with us that you have significant concerns with the existing traffic and you feel that increased density would add to these issues. Many of you shared your concerns over the current intersection at 34 Avenue and 20 Street. You told us that you are concerned for pedestrian safety, frustrated with the amount of time to navigate the intersection and do not feel that alternate routes can handle the increased volume and impact of redirected traffic if the density increased further. You asked that a traffic study of this area be done to address your concerns.</p> <p><i>"I do not agree that the height of the building should be amended from the current option. This is an incredibly busy intersection with problems already unsolved. Why is the city not solving these issues before any development is put in....why are we allowing such density in an already crowded area"</i></p> <p><i>"I am concerned with increased parking and congestion in the marda loop area. The surrounding streets are not quite wide enough to facilitate parking on both sides plus traffic in each direction. I live in River Park and often find it easier to go to Lake View than Marda Loop despite Marda Loop being close. This will make it worse"</i></p> <p><i>"Also, the ""crooked"" intersection at 20th St and 34th Ave where the properties are located is already inefficient and in my view, rather dangerous for both pedestrians and vehicles. Significantly increasing the density and traffic at that corner with a 6 story building, which could also potentially make sight lines even more problematic, is not desirable. Is there any concurrent plan to ""straighten"" or ""square"" that corner?"</i></p> <p><i>"Already an awkward intersection. Will spill traffic into residential back alley"</i></p>



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

	<p><i>"...I would hope that the city would look at the infrastructure in the community and a long term traffic impact study and methods to deal with the shortcutting and speeding down 32 Ave when trying to avoid congestion on 33rd Ave to avoid the lights at 33rd Ave and 20th St. Cars speed up and down our avenue which is narrow and congested already with parked vehicles, and large commercial vehicles travel the street to get to make their deliveries..."</i></p> <p><i>"This intersection is currently very congested with traffic at the 4 way stop. Do not approve this increased density because it will only increase hazards at the intersection. Go spend a day there first!"</i></p>
<p>Safety for pedestrians, cyclists and drivers is a concern for the area.</p>	<p>Safety concerns that were shared with us related mainly to the increase in traffic and the resulting impact on pedestrians and cyclists. Rather than combine safety within the theme of 'traffic congestion', we decided to list it separately due to the volume of feedback we received. Additional safety concerns highlighted the ability to navigate the intersection at 34 Avenue and 20 Street with increased density as well as parking structures. You relayed concerns with the design of the structure at 33 Avenue and 20 Street as an example what you do not want repeated with this development. You shared with us that you are concerned for yourselves, your family and your neighbours who walk through this area.</p> <p><i>"Traffic would be excessive. Already stopped walking because safety is compromised by traffic (walk to daycare)"</i></p> <p><i>"No to 6 storeys. A community bursting with children, Altadore already has WAY too much traffic for kids to be safe on bikes, etc. This intersection is the worst in the neighbourhood."</i></p> <p><i>"accidents @ the intersection will increase and there will be death"</i></p> <p><i>"Will the intersection be signalized? No one treats this intersection as a 4 way stop. Its not safe."</i></p> <p><i>"The corner is an eye sore and needs to be developed BUT that 4 way and the 4 way further west are extremely busy and that is a lot of extra people and cars plus parking for retail. The design of the parking for Shoppers is dangerous and difficult. I hope something similar isn't contemplated for this project."</i></p>
<p>The Area Redevelopment Plan should be amended holistically and development applications should be measured against it</p>	<p>Many of you shared your frustration at this process and have indicated that proposing amending an Area Redevelopment Plan (ARP) due to development applications disrespects the purpose for establishing the ARP in the first place. You shared that you would prefer to see a holistic approach to reviewing the Area</p>



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

<p>rather than making amendments for isolated applications.</p>	<p>Redevelopment Plan with the expectation that development applications fall within scope of the established plan. You relayed that amending the ARP to accommodate development rather than ensuring development applications fit the ARP is setting a negative precedence.</p> <p><i>“This project on 34 Ave appears to have been driven by developers - that is why there is an ARP - changes should not be in isolation”</i></p> <p><i>“An increase in building height does not meet the requirements put forth by the City when viewing the Area Redevelopment Plan. This will set a precedent for numerous high density buildings in a residential neighbourhood. In order to keep with the City’s plan, the Community’s plan, and the residents plan of what the neighbourhood should contain, this amendment should not be approved. The remainder of the neighbourhood has been set by limitations for massing, and this increase in massing by 50% is not respecting the Community nor City plans.”</i></p> <p><i>“I definitely don’t want the Marda Loop community boundaries (zoning) to change to include these 2 properties for the purpose of this development. The fact that this was already done to accommodate the Avenue 33 development and now being proposed for this development is proof enough that it is a slippery slope once it starts!”</i></p> <p><i>“Build within the existing ARP. Should be sufficient and does not negatively impact existing residents”</i></p> <p><i>“This site should not be looked at in isolation &amp; engulfed by the Marda ARP. The City should look at the area more globally to ensure a consistent and considered vision - otherwise this sets a challenging precedent.”</i></p> <p><i>“...What I am most concerned about is the process that the city is taking. Revising the boundaries of the 33rd Avenue ARP to include this site sets a disappointing and troubling precedent. While convenient for the city and the developer, this does nothing for our street or neighbourhood. Planners should be encouraging council to approve a full revision/re-write of the existing ARP. This would ensure that there is a cohesive and considered vision for our streets, rather than each parcel being tackled in a such piecemeal way...”</i></p>
<p>The proposed height does not fit within the context of the community.</p>	<p>Many of you shared that you do not feel that a development of this height fits within the context of the community. You shared that you are very concerned about shadows cast on nearby residential and commercial properties which would have a negative impact on your</p>



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

	<p>enjoyment of your community. Some of you told us that you would like to see the current use of the structure at this site maintained as a venue for artistic expression. More of you informed us that if development is approved, you would prefer a maximum height of four storeys over the proposed six.</p> <p><i>“Shadowing is a major concern especially for low density neighbourhood properties...”</i></p> <p><i>“a shadow study &amp; integration with nearby heights would be appreciated”</i></p> <p><i>“This parcel is in need of well thought out redevelopment and I welcome that, However 6 stories seems excessive in regards to nearby buildings, businesses and dwellings - sun blocking will be a big factor, especially affecting the Original Joes outdoor patio area. I strongly believe a mixed use dwelling UP TO 4 stories is more appropriate for that particular parcel.”</i></p> <p><i>“Changes the intersection completely, negatively impacts surrounding residences, negatively reduces the amount of sunlight, creates very shady dark area similar to existing situation on north side of 33av across from Shoppers Drug Mart, negatively impacts surrounding lawns, trees due to less sunlight...”</i></p> <p><i>“Allowing 6 storeys would remove sunlight from our building [personal information removed] and greatly reduce our enjoyment of living in Marda Loop. Our property value would decrease. We are in favour of development up to 4 storeys. 6 is incongruent with neighbourhood.”</i></p> <p><i>“This directly impacts my family, as we live very close by and pass through that intersection daily. This intersection is already one of the busiest in the neighbourhood and adding additional traffic will not be a welcomed thought. In addition to the construction of a high-rise building is not in keeping with the feel and design of the already mature neighbourhood. It should also be mentioned that the developers did not talk to anyone in the area, as they labelled the building as "eye sore" at the presentation this evening, when in fact it is used on a regular basis by artists and photographers. It is an important part of the history of this neighbourhood, and tearing it down for a new building that doesn't follow the plans is not very suiting.”</i></p>
<p>Current road design is a concern and the impact to existing</p>	<p>Many of you shared your concerns for the existing infrastructure and potential negative implications to it when density increases. You told us that your are concerned that traffic will become more congested at</p>



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

<p>infrastructure could be strained by this development application.</p>	<p>the intersection of 34 Avenue and 20 Street as well as nearby streets as traffic attempts to circumvent this. Additionally, you told us that spillover on streets near schools and playground zones could pose a safety risk. You also shared that the streets are not wide enough to simultaneously support traffic in both directions and parking.</p> <p><i>“...The existing road infrastructure is insufficient to accommodate the increased traffic created by a high density complex. There are significant wait times during rush hour at the main intersections. In addition, there would be higher traffic through the neighbourhood as individual try to circumvent the traffic congestion...”</i></p> <p><i>“I am concerned with increased parking and congestion in the marda loop area. The surrounding streets are not quite wide enough to facilitate parking on both sides plus traffic in each direction...”</i></p> <p><i>“...current road infrastructure has already seen significant strain even with current developments. 67 units in a small space would wreak havoc on the local road system and cause significant traffic and parking issues along 33rd. Resulting spill over onto neighbouring streets poses a hazard due to proximity to schools and playgrounds...”</i></p> <p><i>“Can the existing water infrastructure support this increase in density?”</i></p> <p><i>“...The subsurface infrastructure can't cope @ present. -A development of this nature will only make things worse. Parking will be an issue. Density of development will shadow the community.”</i></p> <p><i>“...transportation infrastructure in this area is insufficient to support this development (strategic ARP)... “</i></p>
<p>Parking is a significant concern for the area and more attention should be given to mitigating parking concerns for residents and visitors to the area.</p>	<p>A significant number of you told us that you are very concerned about parking in the area and that increased density would heighten these concerns. You shared that parking is already a problem and negatively impacts traffic in the area and you questioned the impact increased density could have on your current parking concerns. For those of you who indicated your parking concerns, many of you offered suggestions that you indicated could improve the circumstance and lessen your concerns, including designated parking and permits.</p> <p><i>“My concern is that the increased height results in an increase in units and residents in an area that already has very limited parking and at an intersection that is relatively backed up on a daily basis. Unless sufficient parking is being provided for all residents PLUS</i></p>





	<p><i>sufficient parking for the patrons of the businesses, I could see this causing a problem. Access to the parking would also need to be done in such a way as to not further aggravate the congestion at the intersection of 34ave and 20th street.”</i></p> <p><i>“The existing road infrastructure is insufficient to accommodate the increased traffic created by a high density complex. There are significant wait times during rush hour at the main intersections. In addition, there would be higher traffic through the neighbourhood as individual try to circumvent the traffic congestion.”</i></p> <p><i>“This is one (if not THE) busiest and most congested intersections in the area. Not only will this bring considerably more traffic to an already crowded street but also be a detriment to street parking. If this building has considerable underground parking then some of that would be mitigated (similar to the underground parking at Shoppers Drug Mart), however, the congestion issues would still exist...”</i></p> <p><i>“...For the 25+ years I have lived on 34th Ave SW, there has always been a problem with not enough parking in the Marda Loop area. This has only increased with the addition multi-tenant units and business that do not have designated and/or enough parking capacity and are not required to do so!!...”</i></p> <p><i>“I have inquired about residential parking permits and have been told that we could not apply.”</i></p> <p><i>“No to 6 stories. Regardless of height it will need underground parking. That 4 way stop is already congested. I walk there and often hear traffic 'screeches”</i></p> <p><i>“Parking will be a big problem. Underground parking might work for tenants, but visitors to the building will have to park on the street. Bottleneck &amp; traffic issues are my main concern.”</i></p>
<p>A small portion of respondents support this application and identified that this particular location is a reasonable site for increased density.</p>	<p>Fewer of you shared with us that you support development at this site. You told us that you recognize this as a high-visibility corner and you would like development that complements the area. We also heard from you that given the overall area, you feel that this site is a reasonable location where increased density could be accommodated.</p> <p><i>“Important high-visibility corner needs a good building”</i></p> <p><i>“While I'm over on 17th street, and this wouldn't directly impact me, it is important to see densification of marda loop. This corner in particular is a run down structure that is in need of replacement. It's great to see an effort to have more housing options for people. This</i></p>



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard  
April 27, 2017

	<p><i>neighborhood has such potential, more people, more character and livability.”</i></p> <p><i>“I don't think we need a lot of 6 story buildings in the neighbourhood, but this is a location where it could work.”</i></p>
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# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

## Verbatim Comments

Verbatim comments presented here include all of the suggestions, comments and messages that were collected online and at the open house on April 19, 2017.

Personally identifying information has been removed and replaced with [personal information removed]; otherwise, comments here are completely un-edited.

*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?*

- The Wilson-Murray site needs to be re-developed. It is contaminated so I wish the Developer luck. Like the idea of rental apts but set back of 1.5m is small (narrow). Traffic at the 4 way stop is not good now and as soon as the congestion hits a critical level cut-through will be worse - this is a concern! Commercial development on the main level is not controlled by the developer - can end up with anything as we did with Shopper's & the Marda Monstrosity
- You should let the community know what you are doing.. NOT letting us know when it is TOO LATE!!! \*\*No community engagement. NOT GOOD ENOUGH. SNEAKY!! No more than 4 storeys.
- We live immediately next door. A six storey building would block all of the natural light we receive before 12:00/noon
- Allowing 6 storeys would remove sunlight from our building [personal information removed] and greatly reduce our enjoyment of living in Marda Loop. Our property value would decrease. We are in favour of development up to 4 storeys. 6 is incongruent with neighbourhood.
- the boundary for the business zone was set on 34th Ave. There was a philosophy and decision process that set that boundary. How has that changed such that the boundary should be changed. Those commercial properties were there. It is not appropriate to change boundaries based on piecemeal applications. change the original philosophy if justified first.
- QUITE FRANKLY, THIS IS "SPIN" - I CALL B.S.
- Too tall, streetscape will be out of context. Ugly and late day shade in neighbourhood is depressing. I would not enjoy my walk to the local shops, as example, the shoppers building on 33rd and 20th is far too tall & casts a terrible shadow. Ruins the street on 33rd Ave.
- 4 Stories would save the sun on Original Joe's Patio. Critical!
- Can the existing water infrastructure support this increase in density?
- Nice to have added commercial space to area
- increased density will lead to increased traffic at 34th which will add more travel time to commutes to work, pick-up/drop-off at daycare, etc.
- More population too many cars - too high density
- Concerned with such a high density project without proper structure (traffic) and amenities
- Urban canyon on 33 Ave SW. Wind direction W→E □ □
- Not ethically right to change ARP Designation for piecemeal prop

- This location used to be single family homes. An increase beyond 4 stories questions the ability of the local infrastructure to support this development. Strongly disagree with the proposed change.
- Don't turn Marda Loop into another 17th Ave
- Traffic would be excessive. Already stopped walking because safety is compromised by traffic (walk to daycare)
- High Density Development is inconsistent with neighbourhood. The subsurface infrastructure can't cope @ present. -A development of this nature will only make things worse. Parking will be an issue. Density of development will shadow the community.
- 6 stories is too high because it will block the sun/daylight for both shorter res and commercial buildings
- 33rd is destined to be a Hallway
- Too close to community park/community use area
- This used to be a family area...let's not drive everyone away to do their shopping, etc.
- No to anything over 4 stories. Must have main floor commercial. Must have designated parking for residents
- Regarding building height increase (14m to 20m) -concerned about associated density increase - transition from 20m to residence height is too abrupt. - shadowing, sightlines, view obstruction - privacy concerns for existing residential - overall I agree with innercity densification but 4 story better than 6!
- Not enough parking so residents will reside to street parking
- No to 6 stories. Regardless of height it will need underground parking. That 4 way stop is already congested. I walk there and often hear traffic 'screeches'
- Too many residents being added to small footprint minimising parking for others who live in the area.
- No to 6 storeys. A community bursting with children, Altadore already has WAY too much traffic for kids to be safe on bikes, etc. This intersection is the worst in the neighbourhood.
- Increase of traffic. Decrease of parking space
- Decrease property value of condos in the area
- Decrease of garden and green space
- these tall buildings are creating a wind tunnel on 33rd. - too big, too tall. Urban wasteland. - nothing over 4 storeys
- No to anything above 4 stories. Such a shockingly bad proposal. WORSE than Sarina! Traffic is already terrible making it impossible to get out of this intersection every day
- What is the proposed demographic of the multi unit building? How will it impact local school density? How will this impact the natural light in the area?
- Has the impact to the public transit been evaluated?
- Are we actually trying to make 33rd a concrete canyon??! Parking is Horrendous already, and people are using Safeway's lot due to insufficiency
- 34 ave location, 4 storeys only. Not enough parking for existing commercial property & well as add commercial through the new build. Less height. More Parking and youd have my vote



- Great plan Love retail potentially step higher floors for adjacent home owners
- 4 stories is more than enough taking into consideration current parking and congestion
- Building is too tall! (will block views)
- No Sun
- Totally incongruous with current development. Too dense, too tall, no need for more retail in a residential area.
- Would complement the Shoppers' Building. Maintain a bufer to adjacent housing & provide ample street trees/appropriate landscaping
- With the bike lanes on 20th there is already no parking in the area. If this building goes ahead each unit MUST have a parking stall and visitor parking also need to be provided.
- Traffic density for this area is TOO high for infrastructure
- I have lived in this neighbourhood - Altadore - for almost 20 years. I am very concerned about ever increasing traffic due to ever increasing density
- Build within the existing ARP. Should be sufficient and does not negatively impact existing residents
- No to commercial & 5 stories. Townhouses only! No high density
- Why not limit it to 3 stories high?
- precedent ??? Overshadowing? Street pleasantness (already few street trees) ↑ traffic density - construction parking & pedestrian safety - area already congested! - does the infrastructre support it?
- transportation infrastructure in this area is insufficient to support this development (strategic ARP). Building scale and siting does not compliment adjacent Bldgs. Aggressive cash driven development with zero respect for neighbourhood (strategic ARP)
- Increasing building heights takes away from a lovely residential area
- too tall no parking prefer 3 stories with more charm
- It will set a precedent & let more to be built
- You must have a parking staff for EVERY unit built. 4 or 6 storey underground/off street.
- Precident will be ste. How many people can this area handle?? Scarey traffic.
- traffic is already terrible! You can't exit 20th Street near this 4-way stop at peak hour Already. Too densified already.
- Shadow. Height no 6 or 5 story building. Traffic bad already!
- Less privacy. Noise. Parking issues. Shadowing. More pets at soccer park. More dogs.
- 4 storeys is enough
- Solar study should show impact at 5 - 6 pm when we are home from work sitting in shadow
- Not enough parking. I already can't have guests park in front of my house 32 ave
- Too high Max 4. Prov pushing solar energy & alt fuels. City needs to consider & protect its residents. Density & fuel are not in alignment
- Shadowing is a major concern especially for low density neighbourhood properties. Major traffic concerns as that intersection is already so busy and unsafe.

- 6 storeys is too high in this neighbourhood! Too many people and cars making pedestrian traffic unsafe already.
- Increase in population given these proposals is significant. Bike lanes/transit and less concentrated retail is necessary. Also - green space? Community?
- Shopper's Drug already was spot zoned, so all adjacent plans look o.k. But developers are always pushing the (zoning) envelope. Hence it's not about stories. It's about metres.
- Disappointing that such an uninspired design is driving this change. - if City allows amendment, the developer should be prepared to invest in a higher quality development!
- The traffic would increase to unbelievable degrees. There currently is no means to safely cycle on 33 or 34. 33 is a safety risk
- Building façade and architecture critical given prominent location of building
- Too high. 5 storeys max (shadowing) Sufficient parking and parking for retail (extra parking)
- 6 storeys is too tall. 4-5 is ok - massing should step back above 3. Retail should activate & "give back" to street. Currently there is no allocation for amenity space. Serious concerns about safety in alley - intersection is too busy already.
- No more 6 storey buildings on this corner - too much traffic, not enough parking
- This site should not be looked at in isolation & engulfed by the Marda ARP. The City should look at the area more globally to ensure a consistent and considered vision - otherwise this sets a challenging precedent.
- 4 storeys is plenty
- We don't have enough public transit to support this
- The look the concept the density the traffic service it will be an eyesore
- accidents @ the intersection will increase and there will be death
- Does not make for a reasonable transition with homes. Concerned about shadows on houses to north
- This is an insane corner as it is! 4 way stop is not observed and then pedestrians and cyclists - crazy It would be too high!
- Blocking light - eyesore in middle of residential community - no transition for 2/3 to 5/6 - traffic & parking
- Like: Density, rentals, mixed use Dislike: height, restriction on walking bike - more setback, keep at 14m
- 4 storeys is high enough! 6 storeys today - will it be 8-10-12 storeys tomorrow?
- Decrease in property values as more accommodation
- pool in shade
- Traffic issued at 4-way stop. No sunlight. Fire - wood frame
- Over 4 stories should not be allowed in our neighbourhood - safety issue by fire for all residents. Parking issues and more transient housing not needed
- Fire concern with 6 storey. Wood frame construction
- Dead vehicles



- It's too much already!
- Water servicing constraints
- 4 stories is too much
- 4 stories max & traffic impact study PLEASE.
- It would create a shadow on my south facing backyard (32 nd Ave) - lost privacy...
- Need to improve intersection at 34/20. Need to better manage traffic speed and pedestrian issues on 34th
- Should be 4 stories. Need a maximum height for area like Britannia
- Too high. Too much traffic. No parking. Too big & dense for area
- Needs to be done within context of new ARP. Not piecemeal changes
- Shadow impacts should be carefully considered
- Marda Loop ARP "introduction" "sensitive transition" "under development pressure" "coherent & consistent" - all this goes against ARP
- For both the 33rd and 34th projects, better public transit would help
- the extreme cold in Calgary makes every shadow a real problem!
- 6 storeys to tall for community. Just because Shoppers was spot zoned when no one was looking, does not mean it is acceptable elsewhere. NO.
- Too high for wood frame
- Lack of sunlight for all properties directly north of higher building
- Will be good to have some better quality rentals in area
- What about the cumulative affect 1 building here & another there - all of a sudden you have 10 buildings of 60-80 units!
- Keep it at 14 m. love 14 m. hate 20m.
- Already an awkward intersection. Will spill traffic into residential back alley
- what about traffic flow on 34th Av SW??
- parking & traffic conjection are the issues it does change the feel of area
- Important high-visibility corner needs a good building
- Wind tunnel control due to height of building. Also traffic already congested at 20 st & 34 ave. Too much traffic. Are these rentals? :)
- a shadow study & integration with nearby heights would be appreciated
- This project on 34 Ave appears to have been driven by developers - that is why there is an ARP - changes should not be in isolation
- Leave parcel of land with the boundary of the South Calgary/Altadore ARP. Only allow development proposals that agree with existing SC/A ARP. No changes (too much traffic congestion as it is at present)
- I don't want to see any more 3-6 storey buildings on 33 or 34 Avenue, limited parking now and also the shadows from these buildings impacts the many residential homes!!
- This intersection is bad as is. Needs all the visibility it can get. 20 m is too high and not acceptable



- Parking will be a big problem. Underground parking might work for tenants, but visitors to the building will have to park on the street. Bottleneck & traffic issues are my main concern.
- Only side by side duplexes only. Or single dwellings. No condos please
- This intersection is currently very congested with traffic at the 4 way stop. Do not approve this increased density because it will only increase hazards at the intersection. Go spend a day there first!
- What about more underground PARKING????
- It will be the tallest on the block - even taller than the shoppers drug mart there better be enough parking for residents and visitors - parking is already limited
- It will cut out light & sun, and obstruct vision. I do not like it!
- 4 way stop visibility will be lost with significant development - already a tight intersection to navigate
- Loss of visibility - closed in feeling contrary to community feel. - impact of vibrant community building e.g. OJs - eye sore - increased density = more traffic - less community feel/impersonal. I left Vancouver for a reason.
- Why include a small piece of land in this plan? What about the foresight for the entire 34th Ave corridor?
- Does not fit with the rest of the community. Limits visibility, reduces walkability → adds to the problem of this corner.
- Too much traffic congestion already in the community surrounding The proposed developments - what is the need to increase height restrictions at this point in time.
- This is a minor impact perhaps traffic and parking is a concern or shortage of green space on a small plot. Can be mitigated possibly.
- "I strongly oppose to this development as it does not fit the community and the increasing density of other projects on 33rd Avenue and also on 34 Avenue and 19 Street already make the traffic in the community terrible. This traffic and congestion truly take away from the neighbourhood and by adding additional retail and high density buildings in this corridor without will only serve to hurt the community and the attractiveness of the area. Further, the construction that has occurred in the neighbourhood has left the roads in terrible condition and this has not been addressed by any of the builders and this has also hurt our neighbourhood. Finally this property has large pine trees on it which will be removed with the construction of a new building so not only will a tall building detract from the scenery and the neighbourhood feel, removing greenery is never a good thing. The two buildings on 34 Avenue housing Blush Lane and Shoppers are acceptable as they are on the main street, however I still feel that the Shoppers building is too tall for the area. Thank you [personal information removed]"
- An increase in building height does not meet the requirements put forth by the City when viewing the Area Redevelopment Plan. This will set a precedent for numerous high density buildings in a residential neighbourhood. In order to keep with the City's plan, the Community's plan, and the residents plan of what the neighbourhood should contain, this amendment should not be approved. The remainder of the neighbourhood has been set by limitations for massing, and this increase in massing by 50% is not respecting the Community nor City plans.





- An increase in building height should not be allowed as it would have an adverse effect on the dynamics of the neighborhood.
- Yet another concrete canyon. The building at SE corner of 33 Ave and 20 Street should be an example of the risks of building too large in this area. I value the pedestrian appeal of this area and feel that increase height would detract from this. Increased density and vehicle traffic will impact the already busy intersection at 20 Street and 34 Avenue. I frequently use 34 Ave WB to access shopping and Crowchild Trail. This is not ideal for the neighbourhood, but it is already almost impossible to access 33 Ave WB from the south side due to high traffic volumes and poor visibility at intersections.
- "I live in a house on [personal information removed] (with my wife and two young children) only ~100 yards from proposal and am concerned about excessive massing and neighbourhood transition relative to R-C2 family dwellings adjacent to this proposal and also Sarina 1600 and Sarina 33rd developments. Extra two stories creates a material increase in density, parking, shadowing and traffic and such 6 story development is more suitable for beltline/downtown areas. I've raised these concerns many times with concerned local citizens however the proposals and density continues to increase contrary to the BRZ. If BRZ is to be flagrantly disregarded with changes to zoning what was the point of it? yours truly, [personal information removed]"
- "I do not agree that the height of the building should be amended from the current option. This is an incredibly busy intersection with problems already unsolved. Why is the city not solving these issues before any development is put in....why are we allowing such density in an already crowded area
- Why are we setting precedence on height by allowing more of it...Marda Loop has lower buildings in it and should stay as is. The construction and allowing for so many residences will stress the area too much
- It would increase the traffic and would take longer to get home
- It would benefit me as I enjoy vivid streets with lots of foot traffic and all sorts of amenities. Developing the area to have as much of this possible is only beneficial in my eyes. It will promote economic and social growth in the area. People are worried about the traffic..but the solution to this is just less cars! Making larger sidewalks, putting in a bike lane, eliminating street parking, and reducing the speed limit to 40km/h would solve the traffic problem, encourage more foot traffic, and provide for a better commercial environment for further development. Having a separate paid parking lot somewhere around 33rd Ave and 22nd St would solve the parking issue and bring in more revenue, while continuing to reduce vehicle traffic due to the additional parking cost. All in all the area would be much better off.
- Not in keeping with the rest of the neighbourhood! Already a busy 4-way - would be made worse and more dangerous with this development. Difficultly parking in this area at present - will make this much worse. The developer stated that this was an eyesore - I completely disagree. If they actually spent time in our amazing community they would see that this is an artistic hub and many people come to have photo shoots done here. It is part of our community - please do not destroy it!
- I am a resident of [personal information removed]. I am concerned about increased traffic on 34th avenue as well as access to the cycle lane on 20th Street SW.



- "As a Marda Loop home owner, I'm not in favour of an increase in allowable building height. The area affected is already overly congested due to poor roadways and lack of parking. The bike lane has already caused havoc in our area and significantly reduced parking spaces. Larger buildings will undoubtedly lead to residents requiring more parking spaces. I'm also concerned with the overall aesthetics of such a large building in each location. PS: Why is the timeline to provide online feedback so brief? And why has so little been done to inform residents about today's meeting and these plans? Couldn't residents have received a flyer in the mail or viewed more signage advertising these projects? Thanks!"
- "This directly impacts my family, as we live very close by and pass through that intersection daily. This intersection is already one of the busiest in the neighbourhood and adding additional traffic will not be a welcomed thought. In addition to the construction of a high-rise building is not in keeping with the feel and design of the already mature neighbourhood. It should also be mentioned that the developers did not talk to anyone in the area, as they labelled the building as ""eye sore"" at the presentation this evening, when in fact it is used on a regular basis by artists and photographers. It is an important part of the history of this neighbourhood, and tearing it down for a new building that doesn't follow the plans is not very suiting. "
- My concern is that the increased height results in an increase in units and residents in an area that already has very limited parking and at an intersection that is relatively backed up on a daily basis. Unless sufficient parking is being provided for all residents PLUS sufficient parking for the patrons of the businesses, I could see this causing a problem. Access to the parking would also need to be done in such a way as to not further aggravate the congestion at the intersection of 34ave and 20th street.
- "It would give a ""closed in"" feeling to the street and take away from the comfort and neighborly feel of the area. I am also worried about the resulting increase in traffic and parking, which is already a problem on this street."
- "Six storeys is too high for the zone. The increased height would impact sight lines and the additional density would burden road infrastructure. Four storeys is acceptable. "
- Approval of this development sets a precedent that those building heights are wanted by the neighbourhood. The individual application amendments have to stop being approved and the city has to engage the community to talk about the area as a whole. In 8 years a traffic plan has not been proposed or addressed. A building this high does not add charm and community feel which the residents around these developments. It becomes a building that is dead and unoccupied after 6:00. If the high street concept is where the city is going more reasonable sized buildings need to be approved. The shoppers drug mart development killed a portion of the neighbourhood...
- I am happy to see greater densification in the developments in the marda loop area. I live in altadore and walk to this area several times a week. The greater density in residential will allow more businesses to be supported and make marda loop a more vibrant area.
- The Marda Loop plan has a clear boundary set at 34 Ave. There must be a rationale and set of principles used to define this boundary. No where has this information been provided. In order to consider this change to the boundary, there needs to be a rationale and comprehensive evaluation



to demonstrate whether or not the original rationale and principles are still valid. Without this kind of approach, the planning process falls apart and becomes one where piecemeal changes prevail. This is completely at odds with the basis for creating plans in the first place. It will also result in the community completely losing faith in the planning process and property owners risk having their community values undermined by haphazard development that meets some particular flavor-of-the-day.

- Not at all. I think the added density would be great for the area and increase the number of people accessing community businesses.
- Max height 14 metres 4 stories visibility impairment ... cause increased traffic already at congested levels at intersections 20/33 and 20/34 make streets/area people friendly increase walking streets fewer car traffic good quality shops limit restaurant franchise operators
- "I am extremely alarmed at this proposed development for the following reasons:
  - The building height is the highest building proposed to be built in the community. 33rd Avenue and 34 Avenue are the major commercial ""hubs"" of the community, and have been developed to be an area of character and charm. A building of this height would adversely impact the sightlines of existing buildings in the community, and also would stand out as an eyesore.
  - A building this large would have significant negative impacts on traffic and parking. 33rd Avenue and 34 Avenue are already severely congested. The number of units in this proposed building would have an increased number of residents (and visitors). The number of parking stalls proposed at this time is insufficient. Notwithstanding the number of stalls, residents and visitors will inevitably park their vehicles on the streets for convenience thereby causing safety and congestion issues for pedestrians and existing Altadore residents, particularly in rush hour periods.
  - I understand that there is discussion about potentially changing the zoning of River Park, from R1 to R2. Note that there are caveats legally registered on the titles of property in River Park. River Park has traditionally been a R1 zoned, and needs to be considered a distinct and separate community from Altadore due to the different considerations at play."
- It's getting pretty tiresome to continually have to fight against unsuitable developments. There is already an area plan in effect. Why does the city kowtowing to every developer whim? Since this goes against the current plan, we shouldn't even be discussing it. There is already traffic issues and no parking in this area. Where exactly does anyone foresee the huge increase in cars going? Not fair to surrounding homes and businesses to have the sun blocked. Please stop this. There is no reason to permit this type and height of building in this residential area. Residents and stakeholders came up with the current ASP, just because a developer wants to make more money is no reason to toss said plan. Do the right thing for once. Nobody cares how much said developer donated to your political party. This stinks like malfeasance.
- "I am very concerned regarding this proposed development. My main concerns are;
  - A building this large would have significant negative impacts on traffic and parking. 33rd Avenue and 34 Avenue are already severely congested. The number of units in this



proposed building would have an increased number of residents (and visitors). The number of parking stalls proposed at this time is insufficient. Notwithstanding the number of stalls, residents and visitors will inevitably park their vehicles on the streets for convenience thereby causing safety and congestion issues for pedestrians and existing Altadore residents, particularly in rush hour periods.

The existing road infrastructure is insufficient to accommodate the increased traffic created by a high density complex. There are significant wait times during rush hour at the main intersections. In addition, there would be higher traffic through the neighbourhood as individual try to circumvent the traffic congestion.

The building height is the highest building proposed to be built in the community. 33rd Avenue and 34 Avenue are the major commercial "hubs" of the community, and have been developed to be an area of character and charm. A building of this height would adversely impact the sightlines of existing buildings in the community, impact natural sunlight, and also would stand out as an eyesore.

I understand that there is discussion about potentially changing the zoning of River Park, from R1 to R2. Note that there are caveats legally registered on the titles of property in River Park. River Park has traditionally been a R1 zoned, and is/needs to be considered a distinct and separate community from Altadore due to the different considerations at play."

- it will impact the business and privacy of our neighborhood. not agreeing with this development.
- It would impact me with increased traffic in an already heavily congested area. It would also esthetically not fit in with neighboring buildings. Not appropriate for the neighborhood!
- It would be one more step to the destruction of the Marda Loop community. Buildings of that scale are completely out of sync with the surrounding area. A mistake was made allowing the large condo complex no the corner of 33rd Ave and 20 St. Don't allow that misstep to set the trend. A maximum of 3 stories will allow for increased densities with detriment to the neighbourhood.
- Increasing the building height results in a massing effect that will permit a much higher residential density than is currently allowed or what is proposed in the ARP. In general, 34th Avenue should have higher buildings, but on the NORTH side of that street and they should taper down to the surrounding Residential districts. One of my concerns for this particular location is the resulting chaos that will result as significantly higher number of vehicles will be accessing the laneway to the parkade and place an enormous amount of stress on an intersection that barely functions in its current state at certain times of the day, particularly between 4-7pm. My children and I must pass through this intersection at least twice a day, to drop them off at daycare and for me to catch the express bus on 33 Ave at 20ST. In the evening, we have been nearly run over by drivers in a rush "to catch the light" on so many occasions that we have started driving to daycare. Our walk is less than 1000m, however our safety is paramount. My neighbour son catches a school bus on 20ST however has been instructed by his parents to avoid walking on 20ST between 33 and 34 Ave because of safety issues. Drivers already park in the new bike lanes and sidewalks and curb extensions were removed "due to conflicting service requirements" when the bike lane was installed, essentially reducing the pedestrian realm to an afterthought. My other concern is that allowing 20 m on this site will allow other tall height rezoning to cascade onto 35 Ave and 36 Ave until it completely



overshadows the residential houses. The Marda Loop ARP is supposed to be a plan for the build-out of Marda Loop, the document is only 3 years old. However, based on recent developments, the ARP might as well not exist if developers can apply for zoning that is significantly beyond the intent of what the ARP proposed.

- "It is not exactly a 14m to 20m increase it is also a 10m to 20m increase on the east parcel. Same argument applies here as in the other application. As a resident here, I believe in a balance of low-rise high-end complexes with a maximum of 4 stories limited to the 33 Ave and 34 Ave corridors between 21st and 14 st. The areas outside of these two avenues should be limited to Image C. There is a character to South Calgary/Altadore that needs to be preserved. The area is also lacking high speed reliable public transit to downtown. There is starting to be an overcrowding in local primary schools. There are significant infrastructure constraints to continue pushing the density up in this area. Increasing the building height limit from 10m to 20m would have a detrimental effect on all surrounding single and semi-detached houses. I would possibly agree to increasing the 10m limit to 14m depending on the planned construction but absolutely not 20m."
- Adding another imposing building (such as the Shoppers building) at 6 stories at this location would detract from the character and charm of Marda Loop. 6 stories does not lend itself to a pedestrian friendly streetscape. A 4 story building with a main floor commercial component would be a much better fit at that location. The transition to the surround residential must be considered.
- The building looks nice but does it really need to be so high(density). Traffic at that intersection is already bad and putting that many more people(cars) there will just add to everyone's traffic anger.
- "This fits with the development in the area (Marda Loop proper) and hopefully will add more restaurant & cafes, and some professional offices (DR, dentist, etc.) to service the community. Our only concern is with parking. There needs to be enough parking spaces to accommodate the tenants of the building and additional spots for customers / visitors otherwise that will add strain to the already tight parking in the area "
- "I live in Marda Loop and parking is becoming a nightmare already. I am luck if I can actually park in front of my house and bring in groceries. ANY proposed development should provide parking for those residents.
- I am supportive of this rezoning plan. Currently the garage is an eyesore and I think I have had enough with the NIMBY neighbours! Marda Loop is a vibrant community and it's nice to see the density increase.
- it would be a nightmare! This building is right by the 4 way stop that is already a gong show in Marda loop! It should remain two storey only!
- That 4 way stop at the corner is pretty awful enough as it is with traffic, adding more people in that location would probably increase the demand and back-up there. If the City can address the traffic problems having a larger capacity building there would cause, then a 6 storey building there would probably be acceptable. It's in keeping with other larger buildings in the area size wise. I could see it causing an issue also for other houses and buildings nearby (blocking light, more noise).
- "Altadore / Marda Loop is currently a family oriented community with young families. By displacing existing land with such large multi-use facilities will make the area less hospitable to families. my



young family and I will be forced to move from Altadore if this project - with this scale goes ahead. This is not the neighbourhood we moved into.

- Personally, I am not interested. We do not want another downtown starting up in our community. Please do not support this application.
- SUNLIGHT! Make sure a daylight survey is conducted. Pedestrians want to walk in the sun. Restaurant patios.. people want to sit in the sun. We need traffic circles entering Marda Loop as well.
- Higher density of people would allow more businesses to be sustainable in the neighborhood, less driving and the ability to walk to amenities. creates a healthier more vibrant neighborhood.
- There would be no impact to me in making this adjustment. As a resident of Altadore, I support greater densification and think this change will have the potential to increase the vivacity of the area.
- I am opposed to the increase of higher story buildings in this inner city area . With higher density, present roads and other city services become over used beyond the use originally intended and the ambience of the community changes
- "I think that building is much to high for that location and that part of the neighbourhood. The amount of traffic that the close to 70 units that building will bring will be significant in addition to the traffic brought by the commercial developments. Don't get me wrong, I really like the idea of commercial and residential, but if that building was 2 stories lower and preserving most of the parking space that has now been allocated it should be fine for the most part. Also in terms of sunlight, it will block all the light on the commercial are just north of the proposed building. A building that size would be more suitable on the Marda Loop commercial development. The only issue that will have to be addressed with that intersection, is the additional foot traffic and vehicle traffic that the development might bring to an already very congested 4-way stop. And one last point is the traffic issues that having vehicles coming in and out of the back alley of that building will have on the intersection.
- It would impact me negatively. The congestion / lack of parking is already bad enough without an additional 67 + potential residents in such a small space. In terms of height, it wouldn't fit in with the current layout of buildings in the area. If we wanted to pay top dollar to live among high rises, we would have purchased a home / condo in downtown Calgary. Not in favor of.
- as long as there sufficient parking that comes with the building.
- "The height may be a problem for those that live close to this development. I don't, so I do not have a problem with the proposed height (6 storeys). In fact I am not sure why the plan area boundary doesn't include the buildings south of 34th ave. Please do not make this a piece meal plan. It will only lead to more angry engagement sessions with residents when another application for a 6 storey building arises. Will the intersection be signalized? No one treats this intersection as a 4 way stop. Its not safe. "
- I support increasing density by building taller buildings in his area.
- Question- why is Dr. Oakley school listed as providing educational opportunities for gifted children when it's in fact for students with complex learning disabilities?
- I am concerned with increased parking and congestion in the marda loop area. The surrounding streets are not quite wide enough to facilitate parking on both sides plus traffic in each direction. I



live in River Park and often find it easier to go to Lake View than Marda Loop despite Marda Loop being close. This will make it worse

- No impact. I support it.
- Besides the initial building and possible traffic slowdowns I don't think it will impact me personally very much. I would hope that the parking would be underground and not intrusive. But I can see it impacting the patio of the restaurant, OJ's, across the road and it not getting the sun that makes it an attractive destination in warmer months. I do like the idea of mixed residential and retail.
- A great thing about Marda Loop is that the buildings are all relatively low. This allows for a lot of sunlight to hit the streets and sidewalks for longer periods of the day, making it enjoyable to stroll around and pop in and out of local businesses. I have no concerns about these two lots being redeveloped to hold slightly taller structures than what is there currently (very low structures), but I have significant concerns about a 6-storey building being allowed to be built in this location. The Original Joes in Marda Loop (the original Original Joes) has a patio on the west side of the building that is extremely enjoyable in the summer for many people in this community. To erect a 6-storey building directly west of this business would mean that the patio would be exposed to significantly less sunlight. Six stories is simply too high for the neighbourhood. The low profile of the buildings in the neighbourhood is part of the charm of the community that makes it feel open and bright like a small, old town in the middle of a bustling city. I would much prefer a building that is 3 storeys be erected in this location (4 is absolutely the max). This would still achieve the goals of creating more space for businesses and increasing inner-city urban density, but would be more in keeping with the tone of the neighbourhood.
- Yes it is already too dense in the area i dont mind more retails but more residential I don't think the road can handle it and parking would be issue as well
- "The development in this community needs to be slowed down. The impact of the increased traffic and pedestrians has caused many safety issues for the people that already live here like myself.
- There should be no increase in height. The charm of this community is being lost by what appears to be development happening too fast.
- This community cannot handle the development that is happening at this rate. Someone needs to be looking at a traffic study, parking concerns and also the increase in jay walkers."
- It will reduce sunlight to the street! This is a repeat of the mistake made on the SE corner of 33rd Ave and 20th St. It should at most match the height of the block north (16 metres) and step-back to allow the sun to reach the sidewalk!!
- This increased height is a significant change to the scale of the development and would create a greater shadow and wind impact on the surrounding area where I walk, cycle and drive frequently. It is also considerably greater density than what was approved for the area redevelopment in light of the existing development, land use and current and planned infrastructure. Traffic and road upgrades on 20th street were recently the subject of a city study and project. At that time, it was determined that a traffic signal was unnecessary at the intersection of 20th street and 34th avenue, along with other road upgrades. permitting this 50% increase without at minimum re-studying both



the 20th and 34th and 20th and 33rd avenue intersection will negatively impact the use of this important corridor.

- This parcel is in need of well thought out redevelopment and I welcome that, However 6 stories seems excessive in regards to nearby buildings, businesses and dwellings - sun blocking will be a big factor, especially affecting the Original Joes outdoor patio area. I strongly believe a mixed use dwelling UP TO 4 stories is more appropriate for that particular parcel.
- "Please do NOT allow this increase in building height!! The proposed buildings would be the highest in our neighbourhood, create eyesores, and would not be in keeping with the 'feel' of the neighbourhood. There is much diversity and charm in Marda Loop, but none of the building exceed 4 storeys, and the proposed developments should be in keeping with the rest of the neighbourhood. Also, buildings this large would negatively impact traffic and parking in our neighbourhood. The intersection of 33rd and 34 Avenue are already severely congested....it feel dangerous to cross as a pedestrian (cars are rushing to get into and out of the neighbourhood) and it is often backed-up during rush hour. Adding the new building (as proposed) at 20 St / 34 Ave SW, would make this existing problem even worse. Please, please, please only allow the development of 4-storey buildings, and make sure there is sufficient parking stalls to avoid making the current street parking problem even worse then it currently is in our neighbourhood.
- 6 storey is far too big for the spot proposed and it will impede the charm of the residential area. Parking and traffic is of great concern. Please keep Marda Loop and Altadore family friendly. The new 3 story found on 16th street is a perfect height for this site or something like the condo/commercial buildings across the street from Safeway (built with Garrison Woods). The building proposed belongs on the 33rd Ave or 14th street - not intruding on residents who own homes further in.
- While I'm over on 17th street, and this wouldn't directly impact me, it is important to see densification of marda loop. This corner in particular is a run down structure that is in need of replacement. It's great to see an effort to have more housing options for people. This neighborhood has such potential, more people, more character and livability.
- I am a resident of Marda Loop and in only two years I have counted the loss of 46 trees because of the construction going on. And, lack of parking space in our street has become a huge issue because all the new homes have a front garage. And now you are talking about six storey buildings? They would start in commercial streets like 33 and 34 Av but what guarantee is there that they will not slowly move to the adjacent streets and slowly take over our beloved community?
- Low level development suits the atmosphere of the neighbourhood. Marda Loop is unique and sought after because of it's particular atmosphere. The low density, architectually unique environment will be lost with higher density housing. Furthermore, current road infrastructure has already seen significant strain even with current developments. 67 units in a small space would wreak havoc on the local road system and cause significant traffic and parking issues along 33rd. Resulting spill over onto neighbouring streets poses a hazard due to proximity to schools and playgrounds. Marda Loop/South Calgary/Altadore are model pedestrian/bicycling communities, and traffic congestion would significantly hamper Calgary's push for more active communities.





- I am extremely alarmed at this proposed development for the following reasons:

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A building this large would have significant negative impacts on traffic and parking. 33rd Avenue and 34 Avenue are already severely congested. The number of units in this proposed building would have an increased number of residents (and visitors). The number of parking stalls proposed at this time is insufficient. Notwithstanding the number of stalls, residents and visitors will inevitably park their vehicles on the streets for convenience thereby causing safety and congestion issues for pedestrians and existing Altadore residents, particularly in rush hour periods.

I understand that there is discussion about potentially changing the zoning of River Park, from R1 to R2. Note that there are caveats legally registered on the titles of property in River Park. River Park has traditionally been a R1 zoned, and needs to be considered a distinct and separate community from Altadore/Marda Loop due to the different considerations at pla"
- no increase. stay the same.
- The developers working in Marda Loop are looking explicitly at maximizing profit through density. They are far more concerned with quantity and square footage then they are with the longterm integrity of our community. Marda Loop has become a prime target for combining of smaller parcels to strongarm the city into permitting way over scale developments. This has been to the detriment of our community. There are no longer any trees in Marda Loop and continued massive project redevelopment is not the answer for a walkable community. We are being steam rolled by investor driven development companies capitalizing on price permsquare foot. I repeat a very strong opposition to this kind of square footage focussed densification.
- "Lack of Sun Light, Increased traffic, travel, no infrastructure for increased density. It's already ridiculously busy on 34 Av Totally against any apartments south of 34Av and definitely against 6 stories. We bought on 17St between 37-38 Av as it was residential or houses. We do not want to be surrounded by high rise apartments. Once one is allowed they will just carry on building
- I can't drive there now. Too dense. The streets were not designed for the volume. Let's be honest the City have their own view and these surveys are only fluff. 4 stories max!!
- Hello! My name is [personal information removed], I live at [personal information removed] and use 34th avenue quite often (both as a pedestrian and driver). This road is already quite busy, I'm concerned that increasing the height of the buildings will add more traffic and choas. It's quite inportant to make this area more pedestrian friendly - for the many kids in the neighborhood as well. Also, the new arts space Voltage Garage is quite cool and adds to the urban vibrancy of the area. We need more places like this - repurposing what we have - instead of building new all of the time.



Let's keep some of the quirkiness of the area. Thank you for asking our input! My number is [personal information removed] if you have any questions.

- "The proposed development would increase congestion and adversely effect traffic and parking in the area. That intersection is already very busy and adding more volume through there is bad idea. The existing 4 way stop already backs up regularly and with the short distance between 34th and 33rd there are not many options to help handle the higher load. Parking in the area is already very bad and unless the plan is to add at least 2 parking spaces per residential unit as well as an allowance for visitor parking, the proposal would adversely effect both people living in the area as well as people who want to go to the local businesses. Increasing the height also adversely effects the look of the area and would stick out as the largest in the area and encroach further on the ""residential"" area setting a bad precedence signalling that higher rise development can be thrown in with existing housing. I am against allowing the increase in height and think the developer should work within the existing guidelines. [personal information removed] Area Resident
- I would much prefer a 4 storey building instead of anything higher. If you look at the tall condo building above the Shoppers Drug Mart, it blocks out the sun entirely on 33rd Avenue and retailers are unable to encourage patrons to sit outside on a patio to enjoy the weather. Also, during street festivals like Marda Gras, that entire street is a dead zone because what visitor likes to walk around and mingle in the shade? In comparison, 4th Street Mission area is much more lively due to the amount of sun it receives in the summer, patrons can be found walking from shop to shop and eating at restaurants outdoors.
- Too much traffic. I oppose higher buildings. Stop putting more in this area. Have you ever driven down this road. There is too much congestion. Solve the traffic issues and stop trying to over populate the area
- It detracts from the area. Too high. The area is busy enough.
- Yes, an increased height would be aesthetically unappealing and visually obstructive. It is not in the feel of the area and would also block out sunlight on the heavily used sidewalks in that area. For any residence within blocks it would be their new view and would remove the privacy of many people in nearby residences. Essentially decreasing existing residents' house value. The max height should not be increased. It was set for a reason and has creating the feel of the area that we are all so proud to be a part of. For me anyway it is why we built in this area.
- "This variance will impact me by making it more difficult for me to travel into, out of, and through my neighbourhood. All of the nearby intersections are already congested during rush hour, and the intersection closest to this development is one of the worst in our neighbourhood, which results in other nearby intersections becoming congested as those in the know seek to avoid this intersection. Adding another 50 or more cars right in the core of this congestion is going to significantly exacerbate this problem. For this reason, the city needs to develop a broader transportation plan for the area PRIOR TO increasing the density of the area. Most importantly, it needs to provide motorists with more attractive options to get from the west side of Crowchild to 14 Street SW. In this regard, a possible solution might be adding on/off ramps to Crowchild at 26 Ave SW... [personal information removed]"

- as a person that uses 34th avenue, I would appreciate the more consistent streetscape that limiting the development to 4 stories would provide.
- The increased number of vehicles will create havoc on 34th.
- With the increased density in the community I don't think a 6 story building would help the traffic that is in the current development plan. This particular intersection is already congested so at least this would have to be addressed. Can I ask the question, what benefit does this serve the community? More traffic, extra shade, higher density. I don't see any reason why we would make an exception for a 6 story building in our community. The increase in height will only allow the developer to get more money out of the situation and should not be allowed unless they decide to profit share the extra revenue created from the two extra stories. The rule was there when they bought it and to try manipulate it for their profit should be unacceptable.
- "An increase in building height by an additional 2 storeys at the particular location is an absurd idea. This is one (if not THE) busiest and most congested intersections in the area. Not only will this bring considerably more traffic to an already crowded street but also be a detriment to street parking. If this building has considerable underground parking then some of that would be mitigated (similar to the underground parking at Shoppers Drug Mart), however, the congestion issues would still exist. I could see something like this (however not as tall) replacing a current building in the complex directly north of this location as you would at least offset some of the congestion by replacing a building and not adding a new substantial structure.  
A four storey construction project here would be a logistical nightmare for the traffic in the area. Again, 20th street and 34th ave is the busiest intersection in the area. A large scale construction project like this would cause all sorts of issues.  
A six story building would stand out considerably in this spot and like cast an awful shadow over neighboring properties (such as OJ's patio)."
- "I am not in favour of this higher density building. There is a lot of kids in the neighbourhood that cycle and walk. The higher density will increase the Lillhood of injury. The traffic is slready very bad in Altadore, more density will make the traffic even Worse. The desirability of the neighbourhood will go down as Families will find it too busy"
- Urban density is fantastic. Make it so!
- "This worries me and I am opposed to it unless they have solutions to mitigate some of these concerns.  
The traffic in that corner is already pretty bad with the four-way stop which is so close to the main road (33 ave). With another mixed-use building on that corner, it is only going to get busier. Not only do we need a better intersection but we also need a better road system in that already congested area.  
Parking: there is no more street parking left. If they are going to build, they need to offer enough parking for customers.  
Large/tall buildings don't fit into the aesthetic of Marda Loop. It's supposed to be boutiques and small shops. Let's leave the bigger buildings for downtown/mission/beltline. I think it



should be capped at 4 storeys MAX. I think the one redeeming aspect about this application is the eye sore across the street that is Marda Loop Village. That needs to be revitalized and redone. Perhaps if there is more competition, they will feel the need to step up."

- More density the higher you go- this is a community restrict heights to create semblance of a residential area.
- It would not directly impact me I lived real blocks away. However, I feel strongly that a project of this scale is too large in terms of massing and is not in line with the character of the area.
- The corner is an eye sore and needs to be developed bUT that 4 way and the 4 way further west are extremely busy and that is a lot of extra people and cars plus parking for retail. The design of the parking for Shoppers is dangerous and difficult. I hope something similar isn't contemplated for this project.
- I live a few houses down and am worried about traffic and parking. the 4 way stop right at that intersection already gets very backed up. It would be great to know what plans are to deal with this with now that a higher density building is being proposed.
- "This area is becoming a very dark and cold area to visit the tall buldings on 33 Ave at 20 Are really makeing the corner very dark. the shadow cast from these are not making smmiles on persons faces. The coroner of 34th and 20th is a very busy corner and away to small to have this type of building with the added vehicles it will have housed there or coming there. where are the cars going to park?? Not everyone is using the bus nor will they start using the bus system.. Is the old garage site safe to build on was there leakage into the ground there?? Give this proper thought for when you allow one thing to be build it only brings in more and do we have tpopulation to use what ever is proposed for the areas that someone wants to build.?????"
- "The two corners of 20 street and 33 and 34 Ave sw are already very conjection with traffic and pedestrians, it's frustrating trying to move through the neighbourhood - trying to get out of the neighbourhood.
- Yes I understand the old garage has to go but does everything that gets built in the area have to be so massive? "
- No impact. I live in South Calgary. I think it's good to make more affordable living available in Calgary.
- We are not in favour of this development as the area is over developed and is too high of population concentration. The access is impossible to navigate at peak times and unfavourable at most times. No parking and street congestion. It actually is frieghtening to think if there was an emergency residents would not be able to leave as it is so bottle necked as it is. It would really exasperate the problem to further develop this area with high population buildings. The height of the building is a concern as a strict height code is enforced in Elbow park and Mount Royal for a purpose so going above this restriction really makes the reasoning behind those restrictions redundant. We will for sure petition a height restriction.
- "I am a townhouse owner on 35th Avenue and 19th Street. I feel this development, particularly as a rental property in an area of largely single and multi family homes to be inappropriate. Strategic Developments is a density developer with a poor track record for construction quality. This



developer cares little for community history and its unique characteristics. Further, the application needs to take into consideration the existing town homes, side by side, infills and lower lever multi family residences. This development would increase density in an already challenged parking for streets. this application shows a property to be built to the maximum density of the site, and would create troubling site and shadow lines to existing properties. In addition, there is no thought or consideration given by this poor developer for transitional building heights in the immediate area of 34th avenue and looking south and east Having attended the April 19th open house and viewing the proposed architectural plan, it does not fit at this intersection nor in this area of Marda Loop. I strongly request the rejection of this application and zoning change. 6 stories does not fit our community and will impact upon the growth pattern of existing trees and alike. I also am of the viewpoint that this unsightly square box structure will devalue existing property values as it is a transient style rental properties. Simply, we don't need it."

- "The increase in height will have a dramatic impact on us. Our condo is located [personal information removed] to this development [personal information removed]. Our building is three stories. There are seven privately owned condominiums in the building. The proposed development at six stories, 67 rental units, and retail activity on the main floor will be significantly higher than any other building on our street and dramatically dominate the streetscape in the neighbourhood dwarfing our building and the other residential buildings on our block of 34th Avenue SW. Shadow studies provided by the developer show that there will be shadows cast over our units for most of the morning which will have a negative impact. The size of the proposed building will block views we currently enjoy on the east/southeast side of our property, particularly from the top floors of our building. An amenities area on the top floor will look over our building. Units on the top floor of our building have skylights on the roof and there are worries people will be able to see into these units. The housing density of the proposed development combined with the retail aspects are expected to have a negative impact on available street parking and add more traffic (pedestrians and cars) at the corner of 20th Street SW and 34th Avenue SW which is only a four way stop. The alley on the south side of our properties is gravel. Although the development says it will pave the alley area directly south of the development, we expect increased traffic in the alley and problems with dust and ""pot"" holes to increase. Why would properties on the north side of the alley directly behind the new development benefit from a paved alley and the rest of the neighbourhood be left with a gravel surface and related problems? [personal information removed]
- This corner already is very congested, particularly in peak travel times. I do not believe the existing road infrastructure could accommodate the increased traffic and on street parking. Further, I do not believe piecemeal changes should be made to a redevelopment plan which presumably was well thought out in the first go round. Any changes should be considered in a more holistic review of the redevelopment plan, if necessary. Therefore, I would not support this change.
- Love the little old houses turned into businesses along 34th. Want to make sure those houses continue to fit into the look of the neighborhood. 6 stores seems high.
- It will negatively affect the quietness of the neighbourhood. There are still areas that are quiet and with a nice community and Marda Loop is one of them. If you put in rentals this will overpopulate the area and lead to a less safe area. Parking will increase, traffic will get worse and it will create a less



close knit community than before. It's just the tip of the iceberg to making it a more trendy and less homey area.

- "I would definitely not like to see 6 storeys as I live on 32 ave and would like it To stay 3 storeys. I like my community and have lived here for 44 years I am very against the 6 storeys in this area . "
- Traffic already congested on that intersection with the 4-way stop, the bike lane, bus lane and the turnoff into Shopper's /RBC underground parkade. Building up in Marda is laudable. Can't have any more vehicles right there though. Also construction is going to severely limit traffic flow for years! I feel that this idea is short-sighted and should not be approved.
- "It is not so much the building height that will impact it in terms of visuals or skyline - however the drastic increase in activity/people living there would **DRASTICALLY** affect me and the immediate area. That 4-way stop is already a shambles during most rush hour, adding another 67 people trying to leave/go at that time plus visitors would be a nightmare and unsustainable. For this building to go through, it would need to provide underground parking for its residents AND its visitors. In addition, the actual building period of the development would need to have the least amount of impact possible to the north and east sides of the street, as especially 20th street is a major thoroughfare of the neighbourhood. This development would drastically affect Marda Loop business during the building period, and in a very negative way. I for one will be avoiding the area (especially by car) during the entire building period. This will increase traffic in other residential streets, which already see quite a lot of traffic (42 ave, 34 ave and 19th st for example). While I fully support inner city higher density living and live in a similar residence myself, I expect that it would be possible to approve and develop this area with the most minimal impact to existing residents and businesses possible."
- "I vehemently oppose this. The area, especially the intersection of 20th St. and 34th Ave. is already extremely busy, and adding such further density would render it borderline unliveable. I have lived 3 blocks away from that intersection for 11 years, and to add to it would change the feel and livability of the area far too much, in a negative direction. Please do not approve this. "
- I can't answer this question as I'm looking for the survey to answer questions about the application for rezoning on the 1600 block of 33rd Ave.
- I am simply against it.
- "[DUPLICATE]I vehemently oppose this. The area, especially the intersection of 20th St. and 34th Ave. is already extremely busy, and adding such further density would render it borderline unliveable. I have lived 3 blocks away from that intersection for 11 years, and to add to it would change the feel and livability of the area far too much, in a negative direction. Please do not approve this. "
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- No impact. I think it's great



- i plan on purchasing that garage in order to convert it to a car wash. this plan will negatively affect my ability to offer car washing services to the marda loop area. that in turn will negatively affect marda loop, as citizens will not have access to clean cars.
- "I live 1/2 block east of this proposed development and have a HUGE concern with regards to traffic and parking that has become an increasing problem and frustration for residents and visitors alike.
  - Currently there is a 5 storey, 1st flr commercial and 36 units over 4 flrs under construction (Avenue 33) on the corner of 19th St SW and 33rd Ave SW.
  - Infinity Calgary is about to start construction of a 3 storey, 1st flr commercial and 38 units over 3 floors on the corner of 19th St SW and 34th Ave SW.
  - For the 25+ years I have lived on 34th Ave SW, there has always been a problem with not enough parking in the Marda Loop area. This has only increased with the addition multi-tenant units and business that do not have designated and/or enough parking capacity and are not required to do so!!
  - I have inquired about residential parking permits and have been told that we could not apply.
  - In the mornings, it is very common to see people park their vehicles on 34th Ave SW (in front of my place) and walk to 33rd Ave SW to catch the bus into the city.
  - I regularly see traffic backed up a block or more from the 4 way stop on 20th St SW and 34th Ave SW. As I complete this, it is currently 230pm on a Saturday afternoon and traffic is backed up to 19th St SW from the 4 way stop and has been on and off for the past hour that I have been watching!!
  - When I try to exit my back alley onto 20th St. SW, traffic is backed up, due to the 4-way stop and the traffic lights on 20th St SW and 33rd Ave SW - there is only room for 4-5 cars in that block.
  - Already there are big problems with vehicles turning south off 33rd Ave SW and wanting to turn east into the Shopper's/Treo's parkade and this dominos into traffic congestion on 33rd Ave SW and the 4-way stop on 20th St SW and 34th Ave SW.
  - The access to the developments parking is going to seriously create additional congestion at this already congested intersection.
  - The addition of bike lanes on the east and west sides of 20th St SW has added yet another level of frustration, traffic limitations and parking problems.
  - From my observations, due to congestion and parking issues, as a business owner, I would not consider opening a business in Marda Loop. I have witnessed too many businesses relocate or go out of business and some of them have told me it is because they don't get the shopping traffic they thought they would. I truly feel that the trend will continue, because if patrons have no place to park, they will not come.
  - The local community can only support the businesses so much and inviting friends to join them results in a discussion about parking issues. In my case, we usually end up choosing another area.
  - I purposefully choose to purchase and live in this area 28 years ago, because it "ticked" all the boxes for my son and me, for not only then but for when he moved out.



# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard

April 27, 2017

The majority of the boxes are still “ticked” for me and I still really want to live here, however the changes to “pack more people” in, without first improving the 50+ year old road system to handle the additional residents and visitors, is hard for me to understand. Once these new developments are built, you can’t widen the roads and/or add parking.

I definitely don't want the Marda Loop community boundaries (zoning) to change to include these 2 properties for the purpose of this development. The fact that this was already done to accommodate the Avenue 33 development and now being proposed for this development is proof enough that it is a slippery slope once it starts!

At no time do I ever want to see or agree to an increase to the building heights in the Marda Loop community. Thank you,

- Increasing the height to 6 stories will make my neighbourhood even more congested with traffic, which has a direct impact on quality of life and the value of my home which is my primary investment. Increasingly cramming more people into Marda Loop is changing the character and community feel of the area. Development, modernization and improvements enhance the area but loading in more people than can be properly handled is a mistake that cannot be reversed.
- "In my view, the building height should be kept at 14 m. This would step the maximum height down from the existing condo/retail development at 20th St and 33rd Ave, in a way that would allow for a better transition and fit with the scale of the neighborhood south of the properties in question. Also, the ""crooked"" intersection at 20th St and 34th Ave where the properties are located is already inefficient and in my view, rather dangerous for both pedestrians and vehicles. Significantly increasing the density and traffic at that corner with a 6 story building, which could also potentially make sight lines even more problematic, is not desirable. Is there any concurrent plan to ""straighten"" or ""square"" that corner?"
- A huge increase in traffic
- "An increase in building height would mean more residents and the application fails to describe how much of a squeeze this would be on existing infrastructure. Parking on 20th street will definitely increase which will make the four-way stop more of a bottleneck. There is currently nothing that high in the vicinity and would distort the current feel of the neighbourhood. Pedestrian and bicycle traffic will be negatively impacted as well. In summary, the smaller this development is, the better for everyone in the community."
- Densification is important but 33rd is the only access outside of Crowchild which is already insane. Calgary Transit tries, but #7 if you can't catch or miss the fast route takes an hour to get downtown during peak weekdays and the #107 has such few stops the walk both ways is really crazy. Before more densification is done in this area, especially with all the Canada Lands being currently developed, serious studies and infrastructure need to be created. Ahead of developers wishes!
- A structure of this size does not fit within the larger community. It belongs in the Beltline. The existing condo apartment building on 33rd and 20th is a good example of a structure that does not fit within the scale of the larger community. That building is about 2 stories too tall, lacks a feeling of intimacy with the rest of the street and cuts off the sun on street level. Adding more buildings like





this will only add to the destruction of a community/neighbourhood feel, add more traffic in and out of Marda (most residents bring a car with them) and not contribute to the overall esthetics of the neighbourhood.

- A significant increase in parking load in an already concentrated area. It wouldn't fit with the rest of the neighborhood. It would be a really poor decision and would affect my vote in the next election.
- I am concerned that granting this application would lead to similar proposals coming forward from other developers in the area, making the 6-storey height for projects a defacto standard. I would support this application if it were restricted to a maximum of 4-storeys thereby conforming to the standards for other projects located within the Marda Loop ARP.
- If it was residential, it would make my neighborhood (south Calgary) even more crowded with more traffic to crowchild and more cars taking up street parking in front of my house.
- Infrastructure in the area is not appropriate for such an increase in density.
- I live in the reachmond community so it does not affect me directly, however, I do visit Marda Loop with certian frequency and If I were a resident of the area, I would not like to see a property higher than 3-4 stories. Anything higher than thst will break the landscape of the area anf might bring some potential value changes to the close neighbors.
- Not concerned with height. Concerned with parking. I live right across the street. Parking is already an issue here. I would recommend making parking on residential streets permit only in the immediate vicinity if this goes through.
- Please consider traffic congestion on this street and especially this intersection. Furthermore a pleasant streetscape that encourages walkability along the various businesses would not be achieved by a tall structure that would shade the street and dwarf adjacent structures. Finally consider the parking nightmare that already exists on 34th Avenue. What happens in winter a the road is clogged with snow banks and narrows considerably, or when snowplows need to move in? The more density the less desirable the area becomes because getting around becomes a headache.
- Definitely no high building in this area ! That would be a bad for nature environmen of river park!
- I'm not in favour of this. That 4 way stop section is already too heavily congested, traffic flow/patterns would need to be altered. However, if this goes through (despite what seems to be popular opinion), then keep it within the 4 story maximum.
- "Hello, I am resident of one of the developments along 35 Avenue SW. While the proposed commercial and multifamily component to the development along 20th street is desirable to promote vibrant, walkable neighborhood, the proposed increase in height will have a negative effect on the intended gradual transition to the surrounding relatively medium density (town houses) to low density development (single family). The current boundary of the Marda Loop Area redevelopment plan offers plenty opportunities for developments between 14m and 20m height and the boundary should not be altered. While the proposition of increasing the height and density through changing the boundary might look tempting, it might also pave way for future such amendments to the boundary and eventually negatively altering the character, desirability and vibrancy of this neighbourhood."



- My husband and I bought our home on 20th Street just blocks north of 33rd Avenue. Although we love our home and love walking to the farmers market in the summer, the pool, cafes, restaurants even our hairdresser and barbers we do not enjoy the constant traffic on 20th street SW. There are cars passing our home at all hours of the day and night. Adding additional condos and adding additional floors to already approved structures will only compound the problem of overcrowding. Not only do we not enjoy the constant flow of traffic but speeding is also a problem. There are children that live on our street and I fear for their safety. Months ago our neighbours cat was hit by a car. Overcrowding of this area will reduce the appeal and ambiance to the neighbourhood and subsequently reduce the value of our homes. Calgary is over saturated with condos we don't need more. We know this all too well because we sold our condo in 2015 and the market in that sector has yet to recover.
- Way too much density in an already too dense area. Parking and traffic is way too crazy already. Please stick to the guidelines. It's not fair to others who already have. The City of Calgary needs to be strong, have a better vision and stick with it.
- I think it should stay at four stories so it doesn't dwarf everything around it.
- There is already lots of traffic in that block and getting through that four way stop takes a lot of time especially in the afternoon. The addition traffic with the new building will cause even more delays.
- I worry about an increase in traffic in an already congested area. Right now the area is walkable but scary on a bike...this will not improve that. Also: we are short in street trees; will increased building heights create too much shade for them?
- "In response to the Request for Comments to change the land use in this area for the above I have the following comments and concerns based on our experiences further 33rd Avenue. Our family opposes this change, and frankly the planning process continues to lose credibility in my mind each time I engage with it. Further to manage the increasing traffic and parking headaches that the developments and this new building will cause when it does get its inevitable approval I would hope that the city would look at the infrastructure in the community and a long term traffic impact study and methods to deal with the shortcutting and speeding down 32 Ave when trying to avoid congestion on 33rd Ave to avoid the lights at 33rd Ave and 20th St. Cars speed up and down our avenue which is narrow and congested already with parked vehicles, and large commercial vehicles travel the street to get to make their deliveries. A development of this magnitude on the southwest corner of 33rd Ave and 20th St SW will further hem us in obstructing our views to the south as the existing building to the east did when constructed and the build to the northeast has done. We've also discovered that light spilling out of the units from these developments at night is bright enough that it is noticeable with our blinds closed. The developers have also not been living up to the ARP's requirements with respect to the pedestrian street scape and environment and the city has allowed this to happen. In the latest development the developers own rendering shows trees included in front of the Odeon on the NE corner of 33rd and 20th but no trees are there now that the work is done. See the following link <http://new.ronmor.findspace.com/building.php?building=odeon> This is an obvious negotiating tactic on the developers part by coming in asking for additional height to manipulate the system and pretend to give something up by reducing their height to something more



than what the ARP allows. Even when they get the extra height they further manipulate the system at the end by getting more height. At the end of the Odeon project, additional requests for screening of the HVAC and refrigeration units these units once installed effectively made this development the same height initially requested and refused after they were installed. Here we are again with a developer coming in and not following either the letter or intent of the Area Redevelopment Plan that recommended types of developments along 33rd Ave SW in certain areas and the developers are already seek to circumvent the input provided by those impacted in the area regarding these developments along 33rd Ave SW the most. When the Redevelopment Plan came out I was pleased with the result it seemed to me to reach a good compromise. However, it seems in fact any developer that can accumulate a large enough strip of land can rollover the residents and do what they please. I can't describe how disappointing this is and how disrespectful it is to the community in which the developer is trying to operate that after all the consultation that happened to determine what it was that the community, the people and families that live their lives here, wanted to see, the development community immediately turned around to seek the opposite of the intent of the plan. Previous relaxations by the city of the heights immediately after the publishing of the Redevelopment Plan has sent the messages that encourages this type of cynical behaviour towards the ARP on the part of the developers. The message the city will be sending with this new development is even worse though and despite the input of the community with all the consultation efforts and engagement of the community the city is happy to let the developers steamroll the process to get whatever they want. I hope that the city will show some leadership with respect to this development and not provide a further bad precedents that will continue to drive the wedge into the community for future relaxations all up and down 33rd Ave as is currently happening, but I have little faith that leadership in city hall exists at this point. Given all the work that the citizens of the neighbourhood did to help see something we can live with in the long term produced in the Area Redevelopment Plan I hope the city will respect the communities wishes and follow the intent of the plan. Regards, [personal information removed]"

- This area was simply not made for this high density housing. Traffic and parking are very strained as it is and this will further negatively impact. I moved to this neighbourhood to have the small community feel and a walkable lifestyle. I have already seen this change in the latest round of commercial and residential development which fit into existing zoning. Six story buildings and the huge influx of residents which would these developments would cause simply is not a fit for this community.
- This impacts the flow and volume in and out of the community which is already dangerous and completely inconvenient. It will obstruct natural light for immediate residents existing which is invasive
- Traffic congestion in the immediate area is already a concern. Recent bike lane changes reduced the space for vehicular traffic and adding this residential development would contribute significantly to additional congestion. The 4 way stop at 20 street and 34 avenue is already a challenge. There is already parking shortages in the immediate area driven by the increase in retail businesses. The residents in the area have chosen to live and invest there based on the current ARP. The height and breadth of this proposed development is a very significant deviation from the ARP and would



not be fair to those residents and businesses. We have lived in Marda Loop for 21 years and have enjoyed most of the developments and are supportive of further development in accordance with the current ARP. We are opposed to this application.

- The entire uniqueness of Marda Loop is being lost to these slick, high rise office and residential blocks. Look at the Shoppers Drug Mart building and the one across the street - they are both completely out of character for what was a cute, shopable street. Now we're left with a tunnel effect down 33rd ave. With this proposal for residential on 34th and 20th we only add to that tall, tunnel effect, it blocks light, it is imposing and it destroys any character in the area's shopping district. I like that old garage, I'm excited that there is an artist space there, it adds to the character of the neighbourhood. Instead, if this stupid residential with commercial on the ground floor is built, we'll end up with more chain stores, or cell phone business or heaven forbid another hair salon! There will be no reason for anyone to come to marda loop as it will be just like all the other shopping areas.
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- "It's not clear how to comment on the plan so let me try this. I live on [personal information removed]. Next door is a house that has passed it's ""best before "" date. There are not many options except tearing it down and putting in 4 homes along 15 st. This I feel could harm my property value and my quality of life. I can't tell from your document if this would be allowed. I see we are in a unique position not only from the text but also from the diagrams. Can you clarify please."
- As long as the proposed building does not infringe on the amount of sunlight reaching pedestrian spaces, or adversely diminish already scarce parking, then allowing diverse development allows for an enhanced community design and density by thus affordability.
- It would provide more housing close to downtown. Increasing the building height is a positive change and will only help Calgarians.
- The increase in height will have a few impacts on the neighbourhood. The increase in height will increase the amount of shadow in the general area and also impact the wind. At present 33rd at 20th can be dim and very windy due to the new multi store buildings on 33rd. The increase in height would also mean an increase in units in the building resulting in additional vehicles. Parking is already an issue in the area and more vehicles in the area will compound this. I know that the developer will be including parking but in most cases the renters will have 2 vehicles and probably only one off street spot. I also find it curious that the area redevelopment plan that citizens put time and effort into can be amended. What is the purpose of the plan if at any time an amendment can



be requested? It would seem to be that the citizens of the area expressed their wishes in the plan and it should be adhered to. It would seem that the city has a different plan for the area and only wants to play lip service to the engagement process and the original plan.

- I worry about height creep moving gradually moving south of the Marda Loop zone, which would be negative. I am supportive of developments to increase walkability on 33 Ave and 34 Ave, including retail, restaurants and multi-family residential, but would like to avoid it creeping beyond. I recognize we are talking about the south side of one of such avenues, but I worry about what may come next if we accept. Four stories seems like a reasonable limit for the time being.
- I live a block away and do not support this. It will stick out like a sore thumb. Development should conform to existing rules. This street is already a parking nightmare.
- There is already too much traffic and cars in area. Creating higher density buildings will make this problem even greater. Local shops and restaurants are already negatively affected as many people avoid this area due to the congestion and lack of parking. This will negatively impact everyone in the area. Only person that will benefit is the builder.
- It would turn an already busy street and area into an even busier one by introducing a higher concentration of people to the area and reducing parking options. I'm against it
- "We are excited by the prospect of continuing the revitalization of 34 Avenue and enhancing the vibrancy of Marda Loop with the addition of thoughtful, cohesive developments. However, we have some concerns about the proposed development that we hope you will consider. We live in the three storey apartment building next to the proposed development. [personal information removed]. We are troubled by the size of the proposed building amidst what is predominantly a residential street. To our knowledge, the tallest building currently on 34 Avenue is four storeys. The proposed six storey structure is not in keeping with the current building heights on this street, and would loom unnaturally above the surrounding residential structures. The proposed size of the building dwarfs almost every single building in the immediate area. Although there is a six storey building nearby on 33 Avenue, it is surrounded by other businesses, not residential units. There is no precedent for a building of this size north or south of 33 Avenue. Such a tall structure on 34 Avenue would be visibly out-of-place on our street. It would be disproportionate and discordant to the other buildings in the area. Should the development move forward, we encourage you to limit its design to four storeys in keeping with the feel and symmetry of the surrounding area. A great example of how this has worked successfully on our street is the four storey commercial/residential development at 2233-34 Avenue SW. (Gateway Garrison Woods) In recent years, the traffic on 34 Avenue SW has become increasingly congested. During peak traffic hours, the four-way stop at 34 Avenue and 20 Street is regularly clogged, and street parking is already difficult to find. We are worried about our street's capacity to handle the additional traffic that would come with a six storey building (67 residential units, plus commercial traffic). Even if an underground parking lot is part of the proposal's plan, the inevitable parking overflow onto the street seems like an unrealistic amount for our already clogged street to handle. Apart from these wider concerns, on a personal level, a six-storey development with such close setbacks to our building would block out the natural light, and sightlines we currently receive. Shadow studies commissioned by the developers indicate that our unit will be cast entirely



in shadow for a significant portion of the day. When we purchased our unit in 2014, a major part of our decision was guided by the fact that the adjacent lot was zoned for residential use only. Should the zoning change, and such a large building be erected, it would negatively affect our property value and quality of life. Thank you for considering our concerns. Please don't hesitate to contact us should you wish to discuss them further. Regards, [personal information removed]

- "Please refer to the letter issued by our condominium association for a full list of our board's concerns. We trust that this letter will be included in the feedback gathered through this process. This was sent to [personal information removed] in December of 2016, following the initial site postings. Furthermore: What I am most concerned about is the process that the city is taking. Revising the boundaries of the 33rd Avenue ARP to include this site sets a disappointing and troubling precedent. While convenient for the city and the developer, this does nothing for our street or neighbourhood. Planners should be encouraging council to approve a full revision/re-write of the existing ARP. This would ensure that there is a cohesive and considered vision for our streets, rather than each parcel being tackled in a such piecemeal way. It would also 'give something back' to existing neighbours by increasing the value of our properties - if the ARP allows for higher density, the roadblocks for development are fewer and there is more incentive for a consistent scale of development to occur in the future. Under the current policies we're at risk of seeing a huge range of housing types (from the new 4-plex two doors down, to the proposed 68 unit mid-rise) all within one block. This isn't the good 'city building' that's envisioned by Calgary's municipal plan. I would love to be able to continue this conversation - I am in full support of increased density, and I believe that this site presents an opportunity to raise the bar for our neighbourhood, but only if it is done in a thoughtful way. [personal information removed]"
- I live on 36 ave two blocks away. Parking is already in short supply. Today there are 5 parking spots on 34 ave in the block proposed for rezoning. And 9 vehicles parked on vacant lot where the building is proposed. So a deficit of 4 spots. Residents of 35th ave in the 2000 block are parking on 36 ave. inadequate parking on site will exacerbate the problem. The builder seems to think that renters will not be car owners. The density of this site is too much and proposed height will shade the entire street. The shade studies done on the 3 proposals in the area were based on 10 am to 4 pm. When most people are at work. Not when they get home and will be deprived of enjoying south facing back yards.
- "We [personal information removed] own & reside in [personal information removed] We have seen no motivation supporting the change in the current development plan. We would like to receive such before deciding whether to support the change or not. If there is one please send it to us at [personal information removed]. We will then give our feedback as to whether we support the change or not. Yours faithfully. [personal information removed]"
- We have seen clear negatives around increased height in the Marda Loop area - see building on corner of 33rd ave and 20th st which blocks sunlight out year round through a half block. Due to the primary West/East grid layout of South Calgary, higher or taller development without mandatory setbacks causes an unwanted decline in streetscape environment due to continuous shading. Managing building height is vital to maintaining a healthy and vibrant community that wants to use its streets with multi-modal transport.



- "I live in the 3 storey apartment building directly beside [personal information removed] the proposed development, and an increase in building height from 4 storeys to 6 storeys would dramatically impact my property value and quality of life. My partner and I own our apartment, and one of the reasons we felt safe purchasing here was that the adjacent lot(s) were zoned to a max of four storeys. This fact impacted our decision to buy, and made us feel safe in our investment. The concept drawings of the proposed development at 6 storeys absolutely dwarf our 3 storey building. The shadow study that has been done demonstrates that at 6 storeys, most of the natural light our unit now enjoys would be eliminated, and we would be left staring up at a wall out of almost all of our windows. This significantly affects our property value, and the enjoyment we get out of our neighbourhood. Sitting in shadow for most of the day is not what we had in mind when we purchased, nor would it be something that's attractive to future buyers. I feel strongly that allowing 6 storeys is unfair to the neighbourhood's residents, many of whom, like us, have made important investments and life decisions based on the 4 storey zoning the city already has in place. We aren't opposed to the development at 4 storeys, which lets in more light, blends more naturally with the surrounding buildings, and still allows for a significant number of high-density rental properties. The proposed 6 storey height -- especially in the middle of 34 Ave, which contains so many single-family residential units and lower apartment buildings -- is not congruous with the surrounding structures. I believe the tallest structure currently on 34 Ave is 4 storeys, which seems to look natural and flow well. Although the only other 6 storey building (Shopper's Drug Mart building) is relatively nearby, this building is surrounded by other commercial development, not residential units. I plead with you to please keep the proposed development to 4 storeys."
- "The current designation fits within the area and any change would create an unfair precedent for all other developable parcels in the area. The building containing the Shoppers Drug Mart already appears out of place in the area, obscuring many peoples city views. When I bought my condo (facing East) it was with the understanding of the original ARP, this change would directly impact my view and thus both the comfort and resale value of my home. The increase in density on these two parcels is too high if it changes. The increased traffic and parking is not feasible in this area. There are already parking restrictions in effect which are not patrolled or enforced. Traffic turning into Marda Loop is unreasonable, especially during rush hour already, post the development at 20 St and 34 Ave. If an increase in the land use is approved, there is nothing to stop the developer and owner from creating a completely different development proposal.
- 6 storeys changes the entire feeling of Marda loop. Any picture used to describe the area is one of retail shops with MAX 3-4 storeys of living space above. This gives Marda the quaint village feeling that makes the neighborhood so incredibly popular. To change this is to take away from the communities pull! There is a reason why the Yellow eyesore on 33rd is never used in promotional photos of the community instead relying on the East side of 20th street. 6 storey's becomes cold, detached. Don't take away the feeling of Marda that I as a owner/resident love. Develop yes, but within the character of the community. Many of us who live here love that we are not a "true" inner city community and our diversity of low rise condos and houses reflects that.
- "This is totally unacceptable in this neighborhood and would violate the rights of existing property owners. The neighborhood is getting too crowded. Traffic and parking are horrible. The city needs to



slow down and be considerate of existing property owners rather than just trying to get new tax dollars."

- Hello, I will be a neighbouring resident of this proposed building. I own one of the 7 units at [personal information removed] and have an issue with the height of the building because it will drastically change the amount of sunlight cast on my home. The reason I was so interested in purchasing this unit was because of the sunlight and now it'll be reduced because of this buildings proposed size. I would appreciate it if the neighbouring building was limited to 4 storeys as my building is. I also worry about the precedent it will set in the area allowing other buildings to build to that size. Thanks you for taking the time to hear from me. [personal information removed]
- "To whom it may concern, My unit is located next to the proposal building; at [personal information removed]. The proposal unit will affect my privacy and daylight directly east (kitchen window) and south (balcony facing back alley). It will also create more traffic, at an already busy 4 way stop and neighbourhood and will saturate street parking. Thank you for your time, [personal information removed] "
- Negatively as it is too high (4 story max is good)
- 6 storeys would be out of place, both visually, and practically for the adjacent neighbours. 4 storeys is already blocking sun for many homes and living spaces - 6 storeys would make this even worse. In this very suburban area, this would be out of place and in my opinion, unwelcome.
- "This is the perfect location for increased building height, as it will not negatively impact nearby residential. This being said, parking is already very difficult in the area, and any increased density needs to require adequate onsite parking. I don't think we need a lot of 6 story buildings in the neighbourhood, but this is a location where it could work."
- People already tend to impede the bike lane on 20 Street by parking illegally on the block south of 34 Avenue. It is also my understanding that parking requirements for the building across 20 Street from the site were relaxed. Given that, I would like to see that parking requirements for this site are not relaxed beyond what is typically required for a development of this height & density proposed. In other words, I would like to see safety for cyclists, and everyone, at the intersection of 20 St & 34 Ave be a priority.
- Changes the intersection completely, negatively impacts surrounding residences, negatively reduces the amount of sunlight, creates very shady dark area similar to existing situation on north side of 33av across from Shoppers Drug Mart, negatively impacts surrounding lawns, trees due to less sunlight. Higher building means more car/foot traffic in an already very congested block. Surrounding roadways aren't suitable for additional traffic. Traffic already a challenge- with the two new buildings currently under construction (one 33rd and one on 34 / 19 st) and this proposed building - I believe the area is becoming a safety issues for cars and pedestrians. Please stop this increase in height. Next will be a developer proposing a 12 storey - where does it stop. This community should not be a mini downtown.
- "Traffic and parking in the area is already congested. 6 story buildings change the light and consequently the feel of a neighbourhood. This neighbourhood is attractive not only because of its





# Marda Loop ARP Amendment

Stakeholder Report Back: What we Heard  
April 27, 2017

proximity to downtown and its new vibe, but also because of the established large trees and old neighbourhood feel. "