



To: Colleen Renne-Grivell, File Manager, City of Calgary
Re: LOC 2024-0265; Proposed Land Use District: DC/MU-2
Comment re: Marc and Mada Project, 2103 33 Ave SW

The Planning and Development Committee at the Marda Loop Communities Association (MLCA) is pleased to provide comments on the above application. This application, being centrally located in Marda Loop, offers an opportunity to raise the bar in design and to create a landmark of the community and even Calgary.

Overall, the residents who we heard from are looking for a more thoughtful and sensitive transition within an area that is experiencing rapid densification and extreme fatigue from ongoing construction.

The main concerns of these residents are as follows:

Height and Shadowing: The applicant has referenced the future West Elbow Local Area Plan (WELAP) coming into effect 2025. However, this application does not comply with the draft WELAP as it exceeds the recommended future height by seven stories. The nineteen stories on the South Side of 33rd Ave will create immense shadowing to the adjacent condos, apartments and businesses. In addition, the residents we heard from are concerned that the immense scale of the building height will change the neighbourhood character, losing the desire to have a neighbourhood scale commercial node, such as the Elizabeth & Henry Block on 33rd Ave SW.

Possible Solution: Relook at the guidelines and new policies within the WELAP to assess why this project should already be an exception to the new policies let alone the current Marda Loop Area Redevelopment Plan (MLARP). In addition, avoid overshadowing or overwhelming nearby structures by aligning with the area's proportions, streets setbacks and overall massing.

Public Realm: The residents we have heard from would like to see further evaluation and consultation to identify measures that will enhance this project, so it becomes an important community landmark and meets the expectations of all stakeholders. This project has the opportunity to create real change in a bustling historical community and should be a welcome to the entire neighbourhood, not just the 500-1500 building residents.

In the initial application drawings, there was more public amenity space which provided the community with the opportunity to host outdoor social activities that would have enhanced the whole neighbourhood. However, the public space was taken away. As a result, residents have asked how this building enhances the whole community as the current amenity space provisions provided in this application are not enough.

Possible Solution: Use this project to create a significant landmark and a gathering space for all who visit Marda Loop that prioritizes connection, inclusivity, and shared spaces. Integrating spaces that foster vibrant, multi-purpose environment where people can live, work and play. By having more public spaces like parks and plazas, social interactions like farmers markets, movie nights, and cultural festivals can be encouraged, not just for the building residents but also the whole neighbourhood.

In addition, create a more significant street setback that encourages these activities. The current application has little to no setback that would create safe spaces to enjoy so can the applicant create undulations at the street level for more social engagement opportunities.



Parking and Traffic: The residents of Marda Loop are pleased to see the application has a 1:1 parking ratio and would like to see some creative ways to use unused stalls for public parking while shopping in Marda Loop and not just for the building's tenant.

The current traffic levels are a major issue. Increasing the traffic volume in this location with over 500 new vehicles will further increase these concerns and now with Mainstreet nearly completed, there are only 2 lanes of traffic on both 33rd and 34th.

Possible Solution: Have dedicated bus lanes on 33rd and 34th, and increase the frequency of transit or have a C- Train line close by the building.

Sustainability: A common theme we've heard from residents in Marda Loop is that incorporating sustainability into large-scale residential buildings is essential for reducing environmental impact, improving quality of life for residents, and enhancing long-term operational efficiency.

Possible Solution: Developer should be requested to incorporate sustainable standards and strive for LEED certification (Leadership in Energy and Environment Design), as well as BREEM (Building Research Establishment Environmental Assessment Method) whenever possible.

Thank you in advance for taking the time to review our feedback and our suggested project enhancements that will help to create a sustainable living environment for future generations, while maintaining the culture and character of our neighborhood.

Yours sincerely,

Rita Shewchuk

Director, Marda Loop Communities Association Planning and Development Committee