

Summary of Applicant Led Engagement

The Spray Group has asked us to apply for a land-use Re-designation for the parcels in Parkhill, located in the community of Parkhill/Stanley Park for the parcels listed above. Although this is not planned as a concurrent application, we are currently working on massing and design, and hope to submit a complete development Permit Application in the coming weeks.

Development Overview

The proposed site for the development is 35, 39, 43, 47 - 34th Ave SW situated in the community of Parkhill, between Erlton St SW and Erlton Crescent SW, along 34th Avenue SW.

The project proposes:

1. Land use change from existing RC-2 to MH-1 zoning
2. ARP amendments:
 - a. Modify land parcels to be higher-density from existing low-density area.
 - b. Visitor parking modification from 0.3 stalls/unit to 0.15 stalls/unit

Project outline is as follows:

- A multifamily residential development, with an apartment building on the eastern portion of the site transitioning down to 3-storey townhouses on the western portion of the site.
- Proposed maximum height of **21.5 m**
- Proposed FAR of **3.5**
- Proposed maximum of 80 residential units

Engagement Process

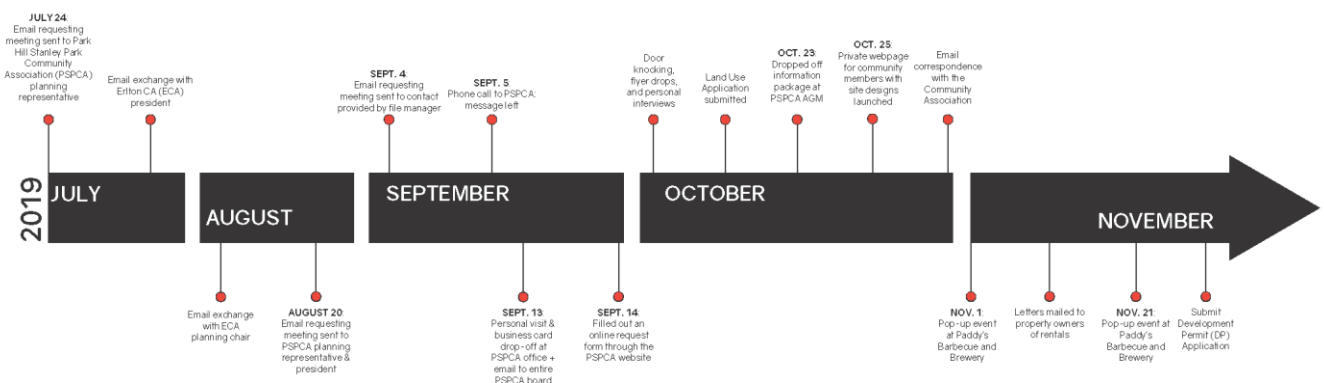


Fig. 1. *Community Engagement Timeline*

Thus far we have made multiple efforts to meet with the Parkhill Stanley Park Community Association (PSPCA), to no avail. These efforts include: 4 emails, a phone call, personal office visit with a note drop off, and filled out an online request form through the PSPCA website <http://parkhillstanleypark.ca/>. We also reached out to the Erlton Community Association (ECA) and connected via email with their president and VP planning.

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Methods:

- Emails
- Phone Conversations
- Approximately 250 flyers
- Door Knocking
- 5 Letters to Off-Site Property Owners
- Private Webpage
- 15 Personal Interviews
- 2 Pop-Up Events



Fig. 2. Area of Engagement



Fig. 3. Flyer distributed to the community

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Fig. 4. Photos from the Pop-up Engagement

Engagement Participation:

Engagement Sessions = 24 attendees
Face-to-Face Tools = 100 submissions,
Online = 4 submissions

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Response to Community Feedback

Community feedback given currently falls under the following thematic categories:

1. SITE DESIGN
 - A. Height
 - B. Privacy
 - C. Density
 - D. Façade
 - E. Rear Lane / Alleyway
 - F. Queries
2. CONTEXT
 - A. Parking
 - B. Construction
 - C. Mobility
 - D. Impact & Scale
 - E. Amenities
 - F. Wildlife
3. PROJECT PROCESS
 - A. Engagement Process

SITE DESIGN

Height

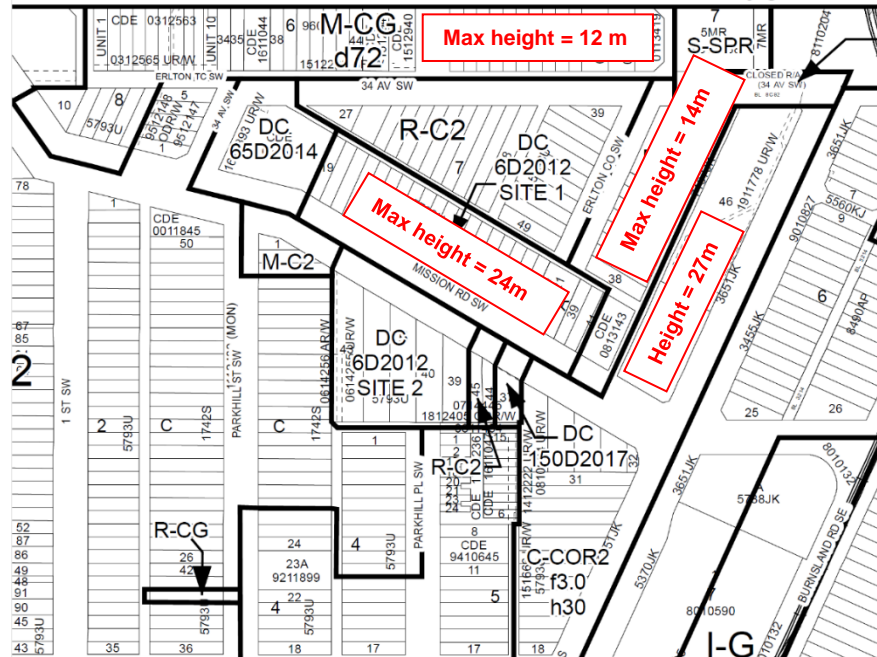
We understand the concern regarding the perception that the height of this project is not contextual to Parkhill. However, we contend that it is, in fact, not an aberration from the development trend in this particular area of the community and has the existing supportive policy framework and precedents in place. Policy wise the MDP directs growth specifically to Main Streets and Transit Oriented Development (TOD) enabling areas: both of which our site is, given its proximity to an urban main street (Macleod Trail) and that it's within a 600 m walkshed from the 39th Ave LRT station. Given its location within the "transition zone" laid out in the Great Communities Guidebook/Developed Areas Guidelines, which encourages a moderate to high activity level and building scale, our proposed projects falls within these guidelines.

With reference to Map 1 below, one can see that much of the existing land use immediately north of our site (M-CG) allows a maximum height of 12 m, east of our site (M-C1) allows a maximum height of 14 m, while the area immediately south of our site allows a maximum height of 24 m, and the Mission Landing development on the corner of Macleod Trail and Mission Rd has a maximum height of 27 m. Therefore, our proposed maximum height of 21.5 m fits in contextually.

Furthermore, due to additional contextual considerations, the height is already being significantly reduced on the west side of our site, so it reflects the existing community fabric. We have townhomes on the NW corner, and only the end of a 2-storey building (the third storey is small and set back) on the SW corner, with a courtyard on the remaining west property line. Additional massing distribution will reduce the perceived height impact from an on-the-street perspective.

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Lastly, shadowing studies have been conducted and designs will be adjusted to minimize, as best as possible, shadowing on yard and deck spaces.



Map 1. Land Use Map of Project Site

Privacy

This is a common issue with multi family projects that we have experience designing for. We have done our best to ensure that no units look directly into neighbouring homes, and will provide screening on balconies, and obscuring glass wherever required. While this is an issue we will resolve as well as possible during the land-use stage, it cannot be entirely avoided. Living in an urban center comes with different privacy levels than one would expect in more suburban areas: your neighbours can see your comings and goings and backyards can be looked into from homes. However, a positive effect is allowing more direct engagement and relationship building with neighbours.

Density

We understand that some residents are concerned that this level of density is unprecedented in the community. First off, the density of the proposed development will transition from lower to higher from west to east, reflecting the existing building scale in the community, which has more single family on the west and is predominantly multi-residential on the east. As depicted in Map 1, the block of properties immediately south of the proposed project site are already zoned for medium density, and this project will complement the eventual density there. Secondly, for the same reasons as those that support this scale and height of development, the site proximity to an urban main street and TOD supportive location make a FAR of 3.0 quite reasonable. This is also aligned with the existing density of the new Mission Landing Co-op development. Thirdly, this sort of density aligns with opportunities identified in the Macleod Trail main street process, such as higher urban density in proximity to downtown, the provision of more affordable housing options, and greater density leading to the sustained creation of an employment node. Lastly, in order to accommodate projected population growth in a reasonably sustainable manner, as per the Municipal Development Plan (MDP), the city of Calgary has projected 10% and 70% growth rates respectively in Parkhill and Urtlon by 2020. However, over the last decade, growth in both

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communities has essentially flatlined at ~1%, while Calgary's overall population has continued to grow. A modestly scaled project in a location of this type is ideal for adding both density and getting closer to meeting the city's projected community-population growth.

Ultimately, given the current mix of multi-family and single-family residences in this area, we think this additional density makes contextual sense. Additionally, this density will create an increased sense of safety particularly post-sunset, will be better able to support existing community amenities and smaller scale business and will encourage more infrastructure and business investment over time.

Façade

We will work together with City planning and design teams and our landscape Architect to provide an attractive and meaningful urban context through paving patterns, colours, and a mixture of soft and hard landscaping. We are refining our design as we speak, and plan to use a variety of materials, massing strategies and high-quality landscaping to ensure that the project will make a positive contribution to the community.

Rear Lane / Alleyway

We understand that there are concerns about the current state of the rear alley – that it is too narrow and unsafe. Rest assured, we will be working with the City to ensure the alley is upgraded to CPTED standards, which potentially includes lighting, paving and ongoing vegetation maintenance. This, along with the increased eyes-on-the-street effect created by south facing residential units will actually reduce potential criminal activity in the area. We will also ensure the alley is wide enough for vehicles to pass each other safely: keeping it relatively narrow actually helps make it safer by discouraging speeding.

Queries

We will work together with the City to address the overgrown rear lane, with careful pruning, lighting, and paving for better safety for vehicular and pedestrian traffic. Solid waste will be provided through a Molok system at the rear of the site. This system is a large bag that discretely sits underground and is picked up with a truck mounted crane. This is not as noisy as a traditional dumpster being overturned, and refuse is less likely to blow out in the dumping process. This system will encompass all requirements, including solid waste, recycling and compost materials.

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Image 1. Example of a Molok system

Our team is just beginning on our landscaping design, and a large part of our attention will be on the lanes, where we will address safety issues through elements such as eyes-on-the-street, lighting, paving, and provide some planting materials which will enhance the user experience in the lanes.

CONTEXT

Parking

A traffic impact assessment was conducted by Bunt & Associates, a third-party transport engineering firm. Although they recommended it in their final report, no relaxations are being applied for. Parking provided is aligned with the existing bylaw requirements of 0.9 stalls per residential unit, and the 0.15 stalls per visitor unit we are providing exceeds the required 0.1 visitor stalls per unit.

In addition, given the project proximity to downtown, cycling infrastructure & pathways, and that this project is a TOD, we expect to largely attract residents who will rely more on transit and more active forms of transportation. Adding more visitor parking stalls will only increase congestion and reduce overall walkability in the area, due to the well documented phenomenon of “induced demand”, which shows a positive correlation between road and parking capacity and vehicular traffic. The parkade is maximized at one storey and will provide adequate parking at this location. The cost of an additional level of parkade could only be offset by additional units and density, resulting in a larger project with greater impact on the community.

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We will notify the Parkhill Stanley Park Community Association of community concerns regarding street parking and encourage them to connect with Calgary Parking regarding turning 34th Ave SW into a permit parking area.

Construction

With respect to the utilities and gas line, all infrastructure will be analyzed by City staff and reports will be provided by our Civil Engineering consultant as required to determine adequate sizing. If service size is deemed inadequate, the developer will have to pay for upgrades accordingly. All of this will be determined before the release of the Development Permit. The developer will also be the contractor for this project. Furthermore, broad assessment of existing servicing and geotechnical conditions was undertaken during the Mission Road Main Street Innovation Project (MRMSIP) in 2012, finding no conditions preventing the proposed concept, within which this particular proposal aligns well.

Our team is skilled and has extensive experience with physically constrained inner-city sites. While construction of this building will have some impact on nearby residents, we will do our best to minimize this. For example, permits for lane closures will have to be requested, and noise bylaws will have to be adhered to. It is also our recent experience that most contractors and sub-contractors are acutely aware of the need for sensitivity when working in primarily residential areas and behave accordingly.

Mobility

We understand the concern that Macleod trail, as it currently stands, can be perceived as being hostile to pedestrians, which could result in less transit/LRT uptake by residents of this project site. However, given that residents will choose to live in this location, there's a strong element of self-selection biased toward those that do not see this as being an issue. In the short run, there is still ample connectivity between our site and the 39th Ave LRT via pedestrian-friendly streets as identified in the 2012 MRMSIP mentioned above. E.g. taking Mission Road across Macleod Trail, and continuing onto 36th Ave SE, and south on Burnsland Road right to the LRT. In the long run, this will not always be the case with Macleod Trail. Given its designation as an urban main street, as per the MDP, it will eventually be retrofitted under "complete streets" guidelines that prioritize designing streets that are useful, safe, comfortable, and interesting to pedestrians and cyclists. The policy foundations for a move in this direction are already being laid through initiatives such as the Chinook Station Area Redevelopment Plan, the Heritage Communities Local Area Plan, and the Mainstreets Plan, all of which will eventually feed into the redesign of Macleod Trail. Furthermore, mixed used buildings anchoring the corners of the currently automobile oriented intersection of Mission Road and Macleod Trail will significantly improve the pedestrian environment and connectivity with the 39th Ave LRT station, helping materialize the vision for true TOD – this process is also underway with the proposed mixed-use Mission Landing development at the northwestern edge of this intersection.

The rear alley of the proposed site as well as the stairs connecting it down to Mission Road will be upgraded: the former with paving, lighting, landscaping, and the latter with some form of cover and lighting. This will make for a more hospitable environment, which, when combined with the increased eyes-on-the-street created through the added residential units fit into crime prevention through environmental design (CPTED) best practices. This in turn will serve to generally increase walkability in the area, thus diversifying the forms of available mobility and complimenting the aforementioned evolution of Macleod trail as a main street.

Lastly, we understand the concern that this project may not be accessible for those who are mobility constrained. While the building and site will be designed to make it as accessible as possible, given the site location and constraints, this is beyond our immediate purview. If the

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2012 MRMSIP vision is realized to any extent, Mission Road will eventually have to be redesigned to complete streets standards, which will serve as a catalyst to redesign 34th Ave SW too – this will have much more of a positive impact on overall accessibility.

Impact & Scale

We understand concerns regarding some of the potential impacts, particularly visual impact and loss of sense of community. Regarding the former, as mentioned in the Height section above, we will design the site such that the sense of comfort on the street is increased with building step-backs built in around 10 m, which is also the width of the street. As a very general rule of thumb, most walkable and vibrant urban streetscapes tend to have a 2:1 or greater ratio of building height: street width.

We cannot dispute the fact that the community will change with more residents, and we understand that adjusting to change often takes time. However, this does not have to be a negative. In fact, geophysical proximity has been positively correlated with relational intimacy, and some of the most relationally vibrant communities in Calgary are also the densest. E.g. Chinatown, Sunnyside, Bridgeland etc.

Regarding the scale of this development, we trust the sections on height, density and mobility have addressed many concerns. We understand that many concerns revolve around changing “community character”, which is a somewhat nebulous concept. The built, social, and natural environments typically have a dialectic relationship, in that they have a dynamic circular relationship where one affects the other ad infinitum. Therefore, community character is not static, as change in environments is inevitable. Furthermore, disinvestment in a community, often influenced by lack of population growth, infrastructure investment and decreasing tax base has a deleterious effect on community character over time. We contend that, while it is impossible to predict anything with absolute certainty, the scale of this development will enable positive changes to community character without pushing the envelope too far.

Amenities

We understand the resident’s desire to have public access to some of the private amenities in the building. While this is not a decision we can make at this point in time, we have made note of it and will ensure to communicate this to the eventual site operator.

Wildlife

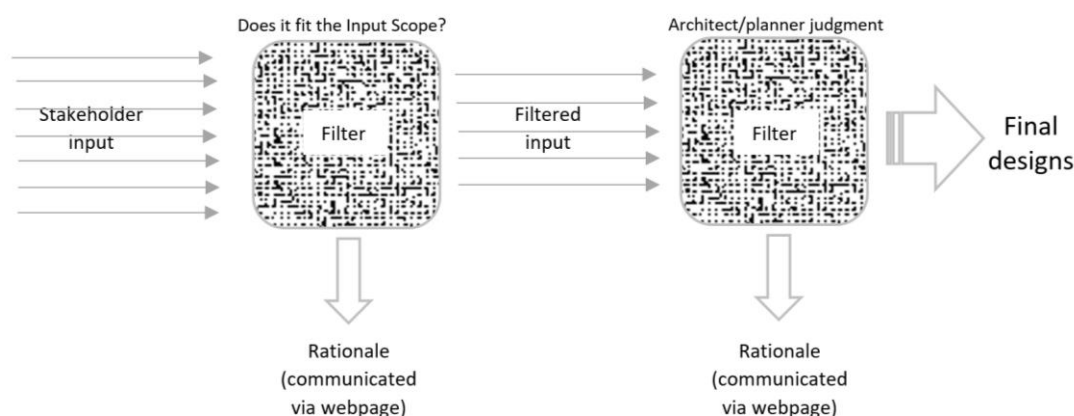
We appreciate the concern that wildlife such as coyotes and rabbits will be negatively impacted by this development. While it does not address wildlife, a phase 1 environmental site assessment has already been conducted. The city has not deemed this site to be located in an environmentally sensitive area with respect to wildlife corridors. Wildlife corridors are natural paths that animals take to move from feeding or breeding grounds. The movement of predators such as coyotes actually pose a safety issue to pets and small children, and they can also carry disease. Rabbits are not indigenous to Calgary, and White-Tailed Hares, which are highly adaptable and thrive unbelievably well in urban areas will not be impacted by a project of this limited scale.

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PROJECT PROCESS

Engagement Process

We do believe in the importance of conducting an inclusive consultation process that's transparent, insofar as we keep all stakeholders informed as to the unfolding nature of the project, and solicit feedback/comments from a representative sample of stakeholders around the site, to ensure a reasonably complete representation of community viewpoints have been weighed in both process and design. However, as per the diagram below, community interests need to be balanced in tension with what makes sense from a development viewpoint, resulting in the fact that not all requests will be acquiesced to.



TARGET MARKET

While we understand that there are concerns about the potential impact of renters on the community's social fabric, that is ultimately a market decision. Furthermore, most of the units in our project area and 39% of all units in Parkhill are currently occupied by renters. This implies that a purpose-built rental building in this particular location actually complements the existing housing mix.

Verbatim Input

Accessibility proposal for this is not realistic - how is someone in a wheelchair or older supposed to go up that hill or that steep staircase?

Still have issues with garbage collection: how is a giant truck going to fit around the rear alleyway?

Parking on street will be severely limited with so few visitor parking spots.

34th Ave is an oasis of a community for us, as we don't really fit into Parkhill because of mission rd and Erlton because of the cemetery.

Why not propose a zoning for townhomes and not a 6-storey building?

Would be nice if non building residents could still pay to access some building amenities (Gym, courtyard).

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Should make it one-way.

Compromise: Meet us halfway with the height, even bump it down to 4 storeys and we may not fight you.

We appreciate you taking the time to explain all this to us: doesn't make us happier, but we think you're doing a good job.

Why are you talking to us if we don't see anything change?

Would like to know the date of public hearings.

Balconies facing west will be looking down into yard.

39th Ave Station is too far - no one's going to walk that in the winter.

You say that folks will be mindful, but that still won't lessen the construction impact on us.

The Parkhill CA doesn't care about us, why would they apply for permit parking?!

Our community will not be a quiet place where neighbours know each other any more.

Why not a row-house proposal? This would fit in much better.

Don't block access to apartments on the east of site.

Will you pave and maintain the entire alleyway? Doesn't make sense otherwise.

Disappointed there's no improvement on the height: still too tall.

Construction traffic will affect residents along 34th Ave and will have limited ability to use the back alley.

Not enough parking provided for residents + visitors: will be taking all other residents' street parking.

Wildlife visiting the neighbourhood will disappear. I.e. bobcats, deer.

Units facing east will be looking into houses + decks.

western corner of 34th Ave is really steep and treacherous in the winter: who's going to walk then?

Won't the construction affect my ability to park in front of my house? I have mobility issues (Norma Brown: 38 34 Ave SW).

We need to get permit parking on that (34th Ave) street.

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I know that change is inevitable: this just makes me very sad.

The apartment side of this development just doesn't fit in the community.

Making Macleod tr walkable to access LRT isn't realistic - no one's going to take it.

Is too narrow for 2 vehicles to go down.

It may shorter than other buildings, but given that it's on top of a hill, it will be the most imposing structure.

How will we access our homes during construction?

Mission 34 is already taking up more street parking than they should.

Have you even seen grasshoppers? We have those here!

Too many units looking into our backyards.

Walking at night is not comfortable here: don't feel safe.

Biggest issue: Height. 6 storeys way too high.

Everyone in Calgary needs 2 vehicles: this is not realistic to expect 1 vehicle families or people who only use transit and bike!

80 new sets of residents means we'll be losing our sense of community.

Did you look at the surrounding context of the community in terms of character, height, aesthetics etc?

Macleod is too sterile, hostile to pedestrians, and will never be pedestrian friendly.

Isn't very safe as it's right on the edge of cliff that's crumbling.

Will cause shadows on my yard - how is that fair?

Existing lanes are narrow and back alley will have to be one-way.

Possible solution: Permit parking? Parking only in alley?

No high density in this area.

"I'm just going to walk around my yard naked!"

6 floor is too high: more willing to entertain 3-4 storeys.

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Not opposed to development: just these ones that don't respect context.

Imagine having at least 80 new vehicles going down our street? Congestion will be bad!

This will be a modern monstrosity that sticks out like a sore thumb.

I'm concerned this will set a precedent for even more intense development which will forever change the character of this area!

Hopefully this will bring in more transit accessibility + bike lanes: it's the future we should be moving toward!

Lots of criminal activity coming through the alleyway.

We're in the process of expanding our front deck: this will now cause shadows on it! (18-34 ave SW condo).

Concerned about utilities being affected: claims that Mission 34 construction caused issues with water and electricity.

People will park along 34th and Erlton Cres blocking driveways.

People live here for 20-30 years because it's not downtown: you're trying to make this downtown.

There will be a serious loss of privacy for everyone on the east, west and north.

6 storeys more fitting for Mission Rd, doesn't make sense here. No 6 storey buildings anywhere here!

Will have shadowing on my deck (east of site) which I built and have used for 20 years!

Parking on the street is already a problem: this will make it worse.

Don't make it like Mission 34 which is terrible.

Such a big development at what is essentially a cul-de-sac makes no sense!

Better walking infrastructure = great. I can access C-train better and get to Barley Belt more easily.

Where's the garbage disposal located?

Concerned about vibrations affecting building foundations.

Lots of parking issues during construction: won't be able to access our homes.

Keep density as is.

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The courtyard will become an echo-chamber and magnify noise all around.

Doesn't fit neighbourhood context

I have no issues with height: People complain about shadowing here, but they also want mature trees! Don't those also cast shadows?

Cynical that anything will actually change in response to feedback: this is just "ticking the box".

Provide an alternative, more creative building design than the current proposal.

What's the project timeline? When will you be breaking ground?

"Renters make bad neighbours; they're not even neighbours. They just live here".

How will garbage be picked up? Better not be off 34th Ave!

Don't bother talking to us anymore unless you bring down the height - it's not negotiable.

Can feel vibrations caused by Co-op construction: concerned about this being worse.

People will pull into my driveway and turn around to deal with Erlton Cres dead-end.

We'll be more supportive of townhouses on site, or 2-3 storey low density apartments.

Increased volumes will travel through neighbourhood - too loud".

Not a viable location to build this in the middle of single family housing.

Show us your good faith by either withdrawing the project, moving it to Mission Rd, or dropping the height.

We have renters in this neighbourhood, but apartment renters are different than other types: they just don't care.

Make the rear alley one-way: doesn't make sense otherwise.

Change next event time from 4-7 pm to people can come after work.

Concern about 16' gas line running along all properties on south side of 34th Ave: essentially through each front yard.

People will pull U-turns on Erlton Cres, which is already narrow, and will damage parked vehicles.

This is primarily a single family neighbourhood, and should remain that way.

People accessing townhomes will be tromping through my yard (west property).

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We really need more affordable rentals in Calgary, so good for you guys doing this!

How wide will the rear alley be?

We appreciate you listening to us: no one else has done that.

Now is a good time to back down on height, which is a no go: this will be an uphill battle and major fight otherwise.

We are our own little neighbourhood: 34th Ave. Renters will destroy this sense of community.

What sort of landscaping will there be? Can you plant mature trees to mirror the current landscape?

Glad you talked to us in advance: shows some level of seriousness.

"I'm just hoping you hit the gas line, blow this whole project up, and then I don't have to worry about it".

I'm from Europe: density doesn't bother me, so long as it's done well.

More density is great: that way we can have more amenities in the neighbourhood.

We are people living here, not just abstractions: we care about our privacy.