

What We Heard Report

Applicant Response to Community Non-Support Letters
September 30, 2019

ITEM	COMMENT	RESPONSE
	COMMUNITY NON-SUPPORT LETTERS	
Context	Commercial in this location is out of context;	As a TOD location that has no commercial development yet, this will be one of the first phases of many to come that will transform the area. 17 th Avenue is largely commercial, and this site has commercial across from it (AMA, /LRT/Police/Fire)
	The proposed drive-through conflicts with the notion that this is a pedestrian-oriented development with limited-automotive uses;	The drive-through is separated from the rest of the centre and careful attention will be paid to pedestrian safety. Focus has been on creating a “place” that is pedestrian friendly but also accessible to other modes of transportation.
	Commercial should fill existing vacant space in the neighbourhood further east along 17 th ;	Currently there are no vacancies in commercial space on 17th Avenue between this site, east to 37th St SW
	More commercial is not needed in this area;	The market determines the need in large part. Tenants, the community association and local residents are supportive of more commercial in this location.
	Commercial should concentrate on 37 th (Main Streets project) first;	The market determines the need in large part. 37 th Street was rezoned over a year ago and no commercial has been added to date. The tenants/market prefers this site.
	Does not align with TOD planning;	This proposed Land Use, Direct Control (Based on MU-1), aligns with many TOD principles and allows for an expanded mixed use development in the future and a first step today.
	The entire block should be developed cohesively;	The fourth lot owners are aware of the project and are not interested in selling at this time. We will design our site to incorporate it in the future to create a cohesive block, should the owners decide to sell.
	Drive-throughs do not encourage community;	This project is a community commercial development with a

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		large public plaza and coffee shop, to create a “place” for community to meet. The drive-through is only one element.
	There is plenty of commercial within walking distance, it's not lacking in the community;	Community feedback has been that Glendale is lacking quality commercial. A full kilometer of 17th Avenue in Glendale, from Glenside Drive to Glenwood Drive has no commercial and is 100% residential.
	Do not want higher commercial/residential density on this site;	The TOD and MDP identify this area for future mixed use density.
	This development does not represent the character of the neighbourhood;	The site is fronting on 17 th Avenue and this project will enhance the interface with the community given the large volumes of cars on the road. It also fits within the context of the many single storey homes in the community where a house can potential be 10M tall. This project proposes a maximum of 11M that translates into a maximum of a three storey building.
	Should incorporate local businesses, not American chains;	Community engagement feedback has indicated a desire for bakery, ice cream. We are in discussions with local businesses to become tenants.
	Plan is good expect for the drive-through, remove the drive-through;	The drive-through is key to the success of a “first mover” on this 1km stretch without any complimentary retail. In addition, some community members are not as mobile, particularly in the winter, and a drive-through provides an option for them to access to a coffee and a snack.
	Lack of sun on adjacent parcels;	The current proposal will not affect the sun on adjacent parcels as they are south of the site. The western side is proposed to require a 3M landscaped setback against the adjacent residence. Trees will block some morning sun as they do now. The layout is designed to maximize the south sun throughout the day.

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	The community association's views do not represent the entire community.	Understood
Timing	Development ahead of an ARP should not be allowed;	The community has not engaged in an ARP. This would sterilize the site for some time. There is adequate policy in place to inform the future direction.
Traffic	Traffic is an issue at this intersection as people use it to cut through the neighbourhood, avoiding 17 th & 45 th ;	<p>The existing daily volume on Glenmount Drive is 500 vehicles per day, which is well below the City's guideline of 2,000 vehicles per day for Residential Streets.</p> <p>Traffic counts find that Glenmount Drive is used by 28-32 vehicles per hour during the morning and mid-day periods. During the afternoon rush this increases to 44 vehicles per hour suggesting up to 12 vehicles per hour (1 vehicle every 5 minutes) may be currently using the roadway to shortcut.</p> <p>It is noted that discussions with residents confirmed that this activity appears to be a result of congestion on northbound 45th Street at 17th Avenue, primarily by northbound traffic. The proposed development will not impact this activity.</p>
	Where will overflow parking go, parking will spill onto quiet side streets;	Existing residential permit parking restrictions will prevent overflow parking on adjacent streets.
	Increased traffic, particularly through Glendale;	All inbound vehicles will need to use the 17 Avenue driveway. Outbound parking traffic will leave directly onto 17 Avenue; whereas drive-through traffic will leave via Glenmount Drive. The drive-through exit will be signed and designed to orient drivers back to 17 Avenue.
	Traffic backed up along EB 17 th Avenue;	Drive-through traffic will primarily draw existing drivers from 17 Avenue SW and therefore have limited impact to traffic queues on 17 Avenue.

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	<p>Congested streets;</p>	<p>The existing daily volume on Glenmount Drive is 500 vehicles per day, which is well below the City's guideline of 2,000 vehicles per day for Residential Streets.</p> <p>Traffic counts find that Glenmount Drive is used by 28-32 vehicles per hour during the morning and mid-day periods. During the afternoon rush this increases to 44 vehicles per hour suggesting up to 12 vehicles per hour (1 vehicle every 5 minutes) may be currently using the roadway to shortcut.</p> <p>It is noted that discussions with residents confirmed that this activity appears to be a result of congestion on northbound 45th Street at 17th Avenue, primarily by northbound traffic. The proposed development will not impact this activity.</p>
	<p>WB drivers will create dangerous driving situations trying to access the site;</p>	<p>17 Avenue at this location has double solid yellow lane markings which legally prohibit westbound left turns into the site. Signage may also be provided by the City further identifying no westbound left turn movements are allowed.</p>
	<p>People use Glenmount Drive to cut through the community to avoid 45th Street, it is already too busy;</p>	<p>As noted above, the existing daily volume on the roadway is well below the City's guideline for a Residential Street and traffic accessing the site will have to come from the west as the site will only allow a right in and right out configuration.</p>
	<p>Increased traffic on Glenmount will be dangerous for children who play in the park south of 17th;</p>	<p>The development of the site will not appreciably alter traffic volumes on Glenmount Drive. It is not possible to enter the site from Glenmount Drive and traffic exiting the drive through onto Glenmount Drive will be directed to 17th Avenue.</p>
	<p>Drivers coming out of the drive-through will be distracted by their coffee/food;</p>	<p>Noted.</p>

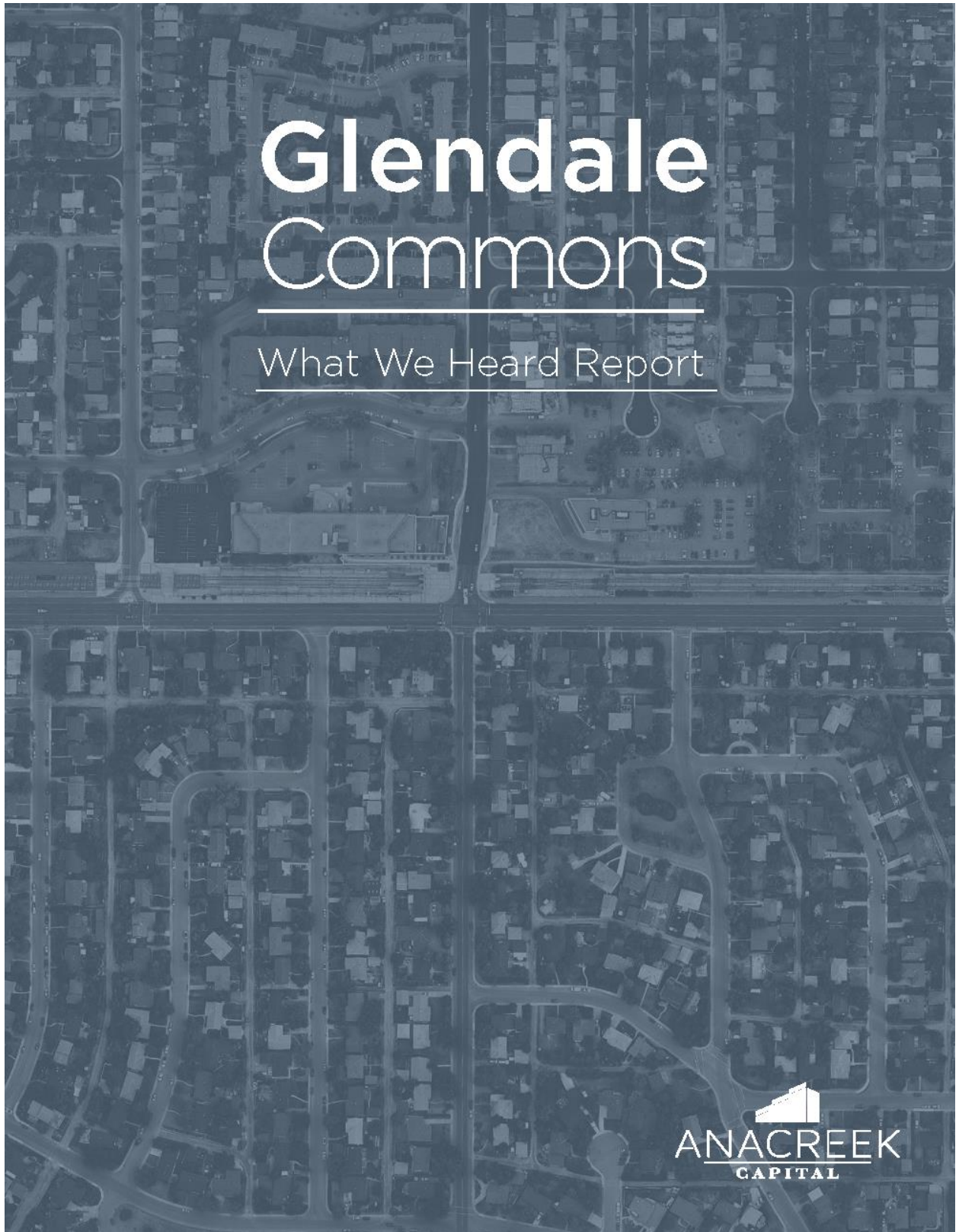
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	Glenmount is dangerous in the winter because of steep slope, does not need more traffic;	This is a road maintenance issue and we will review protocols with transportation to maximize safety.
Engagement	Lack of public engagement/awareness prior to on-site signage;	Engagement started in late 2018 with informal conversations with the community association and residents. Subsequent to that a formal engagement process was developed by Intelligent Futures that included a website (260 plus visits), signage, Stampede Breakfast (over 1000 attendees), mail-outs to 172 neighbours, Community Newsletter with information on proposal and feedback opportunities sent to over 1,100 homes and ongoing engagement with CA for over a year,
	Air quality / noise from idling cars in drive-through and the menu board;	The site backs onto a two-lane alleyway. In addition to this, the design features Gabion walls, fences, landscaping and trees designed to limit noise. Some cars now shut off when stopped and some are electric. This will increase.
Property Values	Neighbours along the lane will be negatively affected, property values will decline;	Assuming a sensitive interface treatment and a quality development that adds community amenity and public spaces, the value of a property historically is determined by the location in the City and that is supported by City Assessment valuations.
Crime	Increase in crime;	The site is located across the street and in view of the Police Station. The developer is currently working with community resource officer and crime prevention to develop a safe site protocol. In addition, we will follow City CPTED policies to create a safe environment.
Pedestrian Focus	Not pedestrian focused when more than 50% of the site is designated for vehicular use;	Site is designed to invite pedestrians in off of Glenmount Drive and off of 17th to access to storefronts by walkways and public sidewalks. Parking is a necessity for commercial properties and is being designed to be a second

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		layer of visually from the road, with public pedestrian spaces being up front.
	17 th access will be dangerous for pedestrians;	Only one access off of 17 th is being proposed and similar to many commercial projects in the City. The site currently has one driveway access off of 17 th . Signage and lighting will also add to safety.
Garbage	Increased garbage in neighbourhood;	Inground garbage bins are planned to eliminate potential for above ground bin mess. The plaza will also include garbage and recycling bins. Site management will also include garbage management.

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Project Overview

What is Glendale Commons?

Glendale Commons is a high quality, pedestrian focused, commercial development with over 1,800 sq. ft. of plaza that includes table, terrace and bench seating; a children's play area, stroller parking, wheelchair accessibility, bicycle parking, dog stations and more.

Glendale Commons' amenities will attract people walking to and from the C-Train along with those living in Glendale and neighboring communities. Our vision is to create a place that is much more than some stores and a parking lot. We envision a 'place' that is inviting, interesting, safe and has amenities that enhance the community.

The vision for Glendale Commons is to lead the transformation of this area on 17th Avenue and do so by listening to and working with the local community.

When will it be complete?

Consultation with community residents and the Glendale Community Association began in 2017. The anticipated development completion date is fall of 2020. The community was formally engaged throughout June and July of 2019 to provide residents with the opportunity to share their feedback on key elements of the project and confirm alignment with previously identified community goals. An application for a Land Use Redesignation is submitted and, pending approval, will then progress through to applications for a Development Permit, followed by a Building Permit leading to a target opening in the fall of 2020.

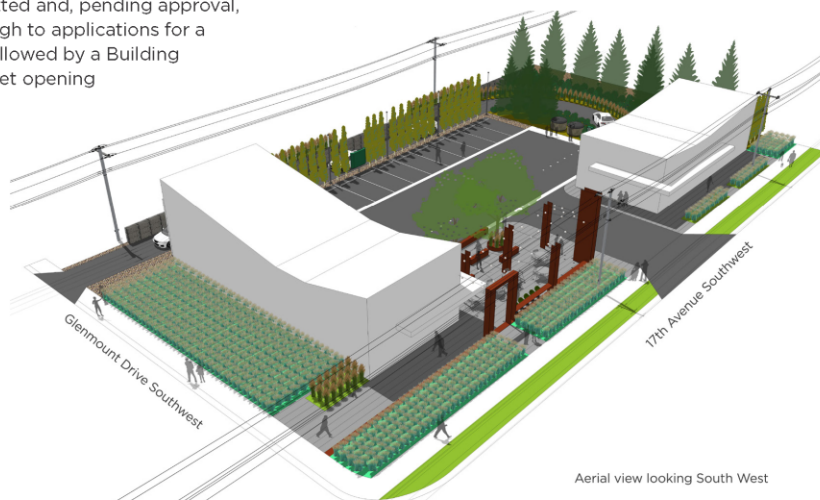
Who is proposing this project?

In 2018, the subject properties (4503, 4507 & 4511 17 Ave SW) were purchased by AnaCreek Capital and CNJ Developments. AnaCreek founder and CEO Lee Dowd lives in the Glendale community and serves as a board member of the Community Association and wanted to invest in creating a place for residents to meet and socialize.

Over the past year and a half, Lee has informally and formally discussed this project with people in the community, the Community Association Board and the local Councillor. Conversations began with no plan in hand and continued once community feedback was heard and some preliminary site plans were developed.

Generally, the feedback focused on lower building height, larger patio space, the impact of commercial development on neighbours, smaller scale buildings, pedestrian connections and a coffee shop as a social community gathering spot.

The resulting concept for Glendale Commons built on what he heard the people of Glendale wanted, along with Lee's vision of the site. The feedback received through this engagement process will help further refine the concept.



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Process & Participation

The idea for the Commons began after the Glendale community showed strong opposition to a proposed M-H1 Land Use Redesignation on a nearby 17th Avenue site. Community feedback emphasized a belief that the land use change did not fit within the context of the community and community engagement by the applicant was insufficient.

Feedback provided at the open house indicated residents wanted developments of lower density, high quality amenities and the opportunity for more engagement. See the below timeline for engagement touchpoints to date:



Communications & Engagement

For the Glendale Commons project, the community was made aware and given opportunities to share input via the following channels:

- **Postcards:** Delivered to households within 250m of the site (**172 delivered**)
- **Sandwich Boards:** On-site signage indicating engagement opportunities and land use amendment details
- **Website and Survey:** Online platform (glendalecommons.com) where interested community members could learn more about the project and provide feedback (**262 online visits / 25 responses**)



Stampede Breakfast

The Glendale Commons team - including the site owners - consulted widely at the neighbourhood Stampede Breakfast, put on at the Glendale & Glendale Meadows Community Association hall (see location in map).

July 6, 2019 | 8:30am - 12:00pm | 151 conversations

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Feedback & Findings

CORE ENGAGEMENT QUESTIONS

What kinds of commercial uses would you like to see as part of this project?

Are there any other thoughts you would like to share about this project?

What would you most like to see in the community plaza?

The following are the dominant responses heard from participants:

>> Commercial Uses

Restaurants and Food Shops

The strongest sentiment regarding commercial use was for community-oriented retail and office space, with restaurants and food stores being the dominant tenant type suggested by respondents. A market, a pub, family style restaurant, ice cream shop and others were named as the kind of businesses that are most desirable for this family-oriented community.

Other office and retail ideas included co-working space, community meeting space, a corner store and professional services. For some, it is simply about providing a non-typical aesthetic, moving away from the strip mall look and rather adding charm through design. One person described it as "something like C-Space." C-Space is an arts, innovation and co-working hub, located in the heart of South Calgary.

Traffic

The next most common responses heard were concerns around traffic and to a lesser extent, parking. Participants expressed feelings of frustration with existing traffic along 17th Avenue SW and suggested that the proposed retail could worsen congestion.

Others felt Glenmount Drive will face new safety and congestion pressures from drive-thru patrons and potentially promote cut-through traffic within the community.

Other Ideas

Other suggestions for the space, not specific to use included: hours of operation, being family and child-friendly as well as supporting local and small businesses. Hours of operation were mentioned in the context of both noise and use. There was an expressed desire to limit disturbance to neighbours in off-peak hours and reducing parking demand during evenings and weekends, when community members have free time for gatherings and events.

Re-Designation Opposition

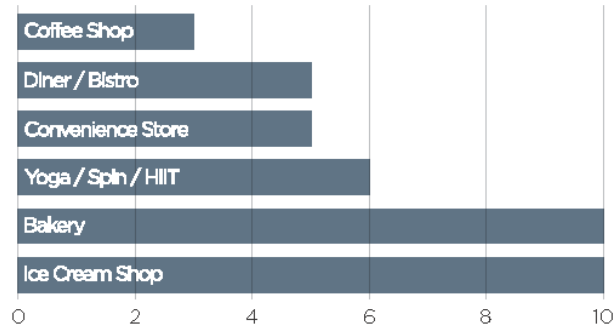
A handful of participants did voice complete opposition to the land use redesignation. Reasons stated for such opposition included: there is no demand for commercial services in the area, the development will attract homeless and undesirable persons, the designation conflicts with existing R-1 use, there is a need for an area redevelopment plan ahead of any new development and added noise.

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>> Thoughts about the Project

Similar to the feedback around commercial uses, the general thoughts shared were primarily regarding retail opportunities. Ice cream shop and bakery tied as the most heard responses here. See the top ideas for commercial use in the table.

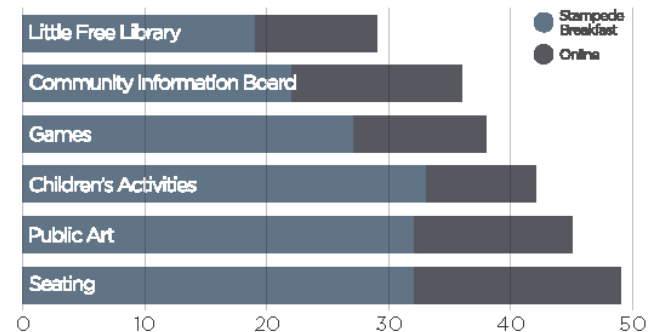
Other suggestions included kid-friendly haircuts, a children's play centre and holiday events. Although it was clear that most do not want to see a liquor or cannabis store here, those who were supportive of such use had preferences for a shop with high-end aesthetic and selection.



>> Plaza Space

All of the potential uses and activities for the plaza space received some level of support from participants. Seating had the most support with 49 total votes, followed by public art with 45 and children's activities with 42. The next most popular were games (38), community information board (36), and a little free library (29).

Other recommendations shared by participants were traffic barriers to reduce the noise and increase safety between the road and plaza, pet-friendly space, trees and other shade providers as well as community market and event space.



>> Parking Lot Support

The online survey asked one additional question not covered at the breakfast. This was about whether respondents support the idea of designing the parking lot to accommodate community activities such as a market or ball hockey tournament, among other things. There was a real divide in opinion, with 12 participants supporting the idea, 9 not supporting it and 4 sitting at neutral.



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Thank you to those who participated in the process to date.

We appreciate your time and effort in making Glendale Commons a high quality commercial and social hub for the community!

To stay up to date, please visit us at glendalecommons.com

What We Heard Report

Glendale Commons included an engagement program that spanned over a year of conversation with the community prior to a land use amendment application and during the formal review process. The following provides a summary of the activities that were undertaken to inform and engage the community.

2017-2018
Initial
community
conversations



A series of informal conversations with site owners, neighbours, the Glendale Community Association and Councillor Davison's office about developing a space for high-quality amenities.

June-July 2019
Community
engagement
program

The community engagement program was designed to share information with community members and obtain feedback on key elements of the project, including commercial uses, activities within amenity space and support for an adaptable approach to the design and use of the parking space.



Postcards
delivered to
homes within
250m of site



Project
website
providing
information &
opportunity
for feedback



Conversations
at Glendale
Stampede
breakfast

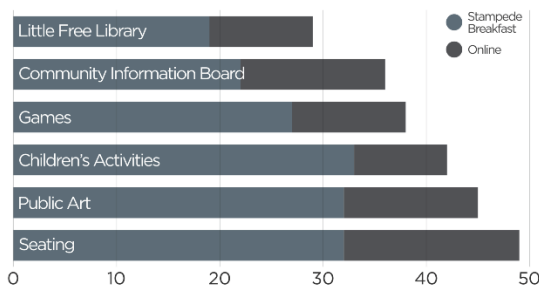


On site
signage
directing to
project
website

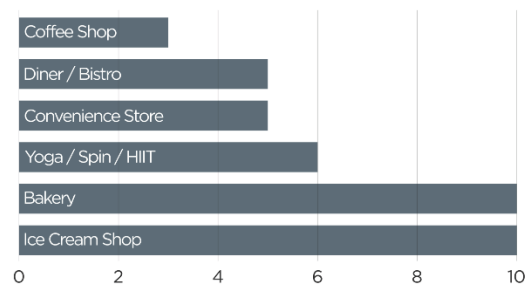
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Feedback received was analyzed and integrated into a What We Heard Report. This information has been shared on the project website and has been incorporated into the decision-making through the City land use amendment process.



Community feedback on desired uses and activities in the plaza space.



Community feedback on desired commercial uses at Glendale Commons.