

Applicant's Community Outreach Report

November 20, 2019



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Outreach Strategies



PROJECT WEBSITE & FEEDBACK FORM

Dedicated project website (eaglecrest24.com) launched (11.06.2019), providing convenient 24-hour access to up-to-date project information as well as a built-in feedback form.



PROJECT VOICE-MAIL & EMAIL ADDRESS

Project voice-mail inbox and dedicated email (engage@civicworks.ca) goes live (11.06.2019), serving as a direct line to the project team.



E-NEWSLETTER

Optional e-newsletter bulletins provided key project status updates and information about future outreach opportunities.



ON-SITE SIGNAGE

Large format signage installed (13.06.2019), notifying the surrounding community of the project and sharing project team contact information.



COMMUNITY ASSOCIATION MEETING

The project team met with the Banff Trail Development Committee (13.02.2019) to present the development vision, and discuss and their review of the proposal.



ACTIVE APPLICATIONS DEVELOPER MEETING

The project team met with City Administration and other 24 AV NW corridor redevelopment applicants (05.05.2019) to discuss coordinated outreach opportunities.



CANADA POST MAILERS

Two (2) separate Canada Post mail drops reaching ±2,000 homes and local businesses were deployed, providing notification of upcoming outreach events.



INFORMATION SESSIONS

Two (2) scheduled drop-in information sessions (06.11.2019 & 10.24.2019) in coordination with other 24 AV NW corridor redevelopment applicants and City Administration.

What We Heard + Team Response



1 VEHICULAR & BICYCLE PARKING

WHAT WE HEARD

Although the proposed development will meet minimum Bylaw vehicle parking requirements, some stakeholders expressed concern over not enough of parking being provided on-site. Sufficient bicycle parking was also a topic of interest for some stakeholders.

TEAM RESPONSE

The underground parkade will be used for residential and residential visitor parking, and will meet and exceed the minimum Bylaw requirement of sixty-four (64) stalls by two (2) stalls. Commercial parking will also satisfy the minimum Bylaw requirement of six (6) stalls.

Forty-eight (48) Class 1 Bicycle Stalls and ten (10) Class 2 Bicycle Stalls will be provided at ratio of 0.5 per unit and 0.1 per unit respectively, meeting the minimum Bylaw requirements. Class 2 Bicycle stalls are outdoors and provided at-grade along 23 ST NW.



2 BUILDING HEIGHT & DENSITY

WHAT WE HEARD

Some stakeholders expressed concern over a 6-storey building height at this location, while others shared their enthusiasm for the proposed development.

TEAM RESPONSE

The Banff Trail Area Redevelopment Plan (ARP), amended in 2016, identifies 24 AV NW as a corridor for growth and development including Medium Density Mid-Rise Residential built forms (5-6 storeys). The building is reflective of, and supported by, The City's strategic growth policies, which aim to increase residential and employment densities in close proximity to retail services, community facilities and services, transport and supporting infrastructure.

Human-scaled, mid-rise buildings represent a best-practice solution to balancing intensification objectives with sensitive transitions to

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adjacent residential streets. Accordingly, no significant changes have been made to the density and/or scale of the proposed development and the current building design.

3 TRAFFIC CONGESTION & SAFETY

WHAT WE HEARD

Anticipated traffic activity associated with the proposed development and other redevelopments along 24 AV NW was a chief concern among some stakeholders. Conversely, some in support of the development acknowledged the benefit of targeted improvements to improve pedestrian safety, in addition to coordinating with the Banff Trail Area Improvements Project.

TEAM RESPONSE

A Transportation Impact Assessment (TIA) was prepared by Bunt & Associates Engineering Ltd. and submitted as part of the application. The report concluded the proposed developments would marginally increase overall delays; however, all intersections would continue to operate at an acceptable level of service (LOS) and traffic signals would not be warranted at 24 AV NW after the addition of development traffic. The review of pedestrian infrastructure found that Rectangular Rapid Flashing Beacon (RRFB) controls on 24 AV NW should be added at 23 ST (East) and 22 ST NW. These crossings, along with pedestrian realm improvements (curb extensions, street trees, etc.) are being explored with the City of Calgary Transportation department in coordination with the Banff Trail Area Improvements Project and as part of the application review process.

4 ARCHITECTURE & DESIGN

WHAT WE HEARD

Some stakeholders expressed dislike for the architectural materials palette, specifically the metal exterior. Others shared their appreciation of the building design.

TEAM RESPONSE

We appreciate that not everyone will agree with a particular style of architecture. While architectural style is subjective, good design is not. In the creation of safe, comfortable and interesting places, a principled approach guides the design of a new building. Our development proposal incorporates these best-practice design approaches—demonstrated in its massing relationship to context and orientation to street edges, contribution to the public realm at grade, high-quality long-lasting materials, facade articulation, and animation.

5 END-USERS

WHAT WE HEARD

Some stakeholders made assumptions about the potential end-users of the proposed development, stating negative perceptions. A differing opinion was that more housing choice brought greater community benefit, welcoming the potential for a more diverse landscape of future residents.

TEAM RESPONSE

Census data shows that, today, proportionally fewer households are composed of a 'mom, dad and kids' family and more people are living alone, as part of a couple without children, or as part of a multi-generational family. The changing household composition will affect the demand for different types of housing forms, especially as housing affordability becomes an issue. We need to ensure a variety of housing options are available for people of all ages, incomes and lifestyles throughout all communities.

6 RESTRICTIVE COVENANT 1358GL

WHAT WE HEARD

A restrictive legal caveat is registered on many of the land titles within Capitol Hill and Banff Trail that restricts development to one and two-unit dwellings per parcel. Some stakeholders want to see the caveat enforced, preventing the proposed developments from being realized. Other stakeholders have expressed their desire to see the caveats discharged.

TEAM RESPONSE

The restrictive legal caveat, established in 1952, is registered on many of the land titles within Capitol Hill and Banff Trail. The rules of this caveat are now outdated and no longer conform to the long term planning vision of these communities, specifically the statutory policy of the two Area Redevelopment Plans which provide a framework for increased density at locations in proximity of LRT stations, along major streets, on corner sites, and near existing multi-residential development. It is important to note the presence of this caveat does not prevent City Administration or Council from making decisions on planning matters such as land use redesignations or policy amendments.

7 NEIGHBOURHOOD AMENITY

WHAT WE HEARD

Some stakeholders shared their enthusiasm for new neighbourhood retail and amenities that promote walkability and connectivity. Other stakeholders did not want to see any commercial or retail included in the development proposal.

TEAM RESPONSE

24 AV NW is particularly well-suited for neighbourhood-focused retail and amenities. As a Collector class road, it is well connected to high quality transit and transportation options and offers the opportunity to sensitively intensify, while maintaining the stability and character of the Low Density Residential areas described in the Banff Trail Area Redevelopment Plan.

Connecting people to local amenities is one of our five project principles, consistent with established community growth that supports neighbourhood vitality. It is also embedded within the goals of Calgary's Municipal Development Plan—complete communities that provide a broad range of housing choices and services and the ability for people to meet their day-to-day needs within their own neighbourhood.