

**From:** [trav3322@shaw.ca](mailto:trav3322@shaw.ca)  
**To:** [Public Submissions](#)  
**Subject:** 256 19 AV NE - LOC2019-0173 - Comment from Development Map - Wed 3/25/2020 4:31:13 PM  
**Date:** Wednesday, March 25, 2020 4:31:14 PM

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Application: LOC2019-0173

Submitted by: Travis Waddell

Contact Information

Address: Travis Waddell

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Email: [trav3322@shaw.ca](mailto:trav3322@shaw.ca)

Feedback:

I don't make it a habit to weigh in on re-development of my community. But What I haven noticed the past few years, during the recession bothers me. We, who live in the community have been on the receiving end of depressed real estate values continually for the past 4 years. Yet the city is constantly approving building & redevelopment permits in the area (I'm sure this the same fo the rest of the city). More and more units just keep being built & the prices keep coming down further & further. This is killing us home owners in the area. Yet here we are with another request to put several residential units on a plot of land that used to only house 3 residential properties. I understand the desire to build the density of the inner city. But at the cost of home owners real estate values seems quite selfish on the part of developers and the city. Is this a responsible way of doing business in times like these? I would think not. My opinion as a home owner in Winston Heights

**From:** [Dong, May C.](#) on behalf of [City Clerk](#)  
**To:** [Public Submissions](#)  
**Subject:** FW: Public Submission for April 06 Council Meeting LOC2019-0173  
**Date:** Friday, March 27, 2020 8:50:44 AM  
**Attachments:** [Trail19\\_Vision Brief+WWHR\\_LOC2019-0173.pdf](#)  
[image002.png](#)

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**From:** Liam Murphy [mailto:[liam@civicworks.ca](mailto:liam@civicworks.ca)]  
**Sent:** Thursday, March 26, 2020 4:27 PM  
**To:** City Clerk <[CityClerk@calgary.ca](mailto:CityClerk@calgary.ca)>  
**Cc:** Dave White <[david@civicworks.ca](mailto:david@civicworks.ca)>  
**Subject:** [EXT] Public Submission for April 06 Council Meeting LOC2019-0173

Hello,

Please find attached one .pdf Vision Brief / What We Heard Report from the Applicant as our Public Submission for LOC2019-0173 (located at 256, 260 and 264 – 19 AV NE) scheduled for a Public Hearing on April 06, 2020.

Best Regards,



**Liam Murphy** BSc, MUP  
URBAN PLANNER

---

[civicworks.ca](http://civicworks.ca)

460 - 5119 Elbow Drive SW  
Calgary, Alberta T2V 1H2

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Version  
2.0

Issued  
27.02.2020

# VISION BRIEF

Land Use Redesignation,  
Minor ARP Amendment +  
Development Permit Application

## TRAIL19

256, 260 & 264 - 19 AV NE, Tuxedo Park

## PREPARED ON BEHALF OF

Eagle Crest Construction





# VISION BRIEF

**Land Use Redesignation,  
Minor ARP Amendment +  
Development Permit Application**

## **TRAIL 19**

256, 260 & 264 19 AV NE, Tuxedo Park

## **PREPARED ON BEHALF OF**

Eagle Crest Construction

Version

**2.0**

Issued

**27.02.2020**

## **PREPARED BY**

CivicWorks

## **PROJECT TEAM**

CivicWorks | FAAS | Navagrah | Bunt & Associates

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# ABOUT

## WHY AM I READING THIS BRIEF?

This Vision Brief outlines the planning and design rationale for Trail19, a proposed development for an assembly of lands at 256, 260, and 264 19 AV NE in the community of Tuxedo Park. The Vision Brief provides an overview of the proposed development context, foundational planning and design rationale, as well as the associated City of Calgary applications processes. The Vision Brief also summarizes the Applicant's Stakeholder Outreach process, including what we heard from the community.

## PLANNING & DEVELOPMENT APPLICATION

The project team is undertaking a concurrent application process, with the submission of a Development Permit shortly following the submission of a Land Use Redesignation and minor Area Redevelopment Plan amendment. The concurrent process is preferred by the project team as it ensures a high-quality 'bricks-and-mortar' outcome that aligns with the proposed land use change.

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1

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# INTRODUCTION + CONTEXT



## 1.1 PROJECT TEAM



### CIVICWORKS

CivicWorks is a client focused, design forward, and outcome driven urban planning and design consultancy. We act for city-builders who shape our communities for a better future.

We are a team of urbanists with a hybrid skill-set in planning, physical design, communications and information architecture. Together, we drive innovation and bring an equal mix of talent and effort to every challenge.

Our work embodies our core values and is a testament to our reputation as industry leaders and experts in our field. We practice a disruptive brand of urban planning to realize socially, environmentally, and economically sustainable urban places.



### SELECTED AWARDS

- 2019 | LIFE**  
Calgary Mayor's Urban Design Award  
Housing Innovation (HM)
- 2019 | West District**  
Calgary Mayor's Urban Design Award  
City Edge Development
- 2019 | West District**  
APPI Award of Merit  
Design Plan
- 2019 | Radio Park**  
ASLA Honor Award  
Analysis & Planning
- 2017 | Village**  
Calgary Mayor's Urban Design Award  
Housing Innovation
- 2017 | Courtyard 33**  
Calgary Mayor's Urban Design Award  
Conceptual / Theoretical Urban Design (HM)
- 2016 | No.264 Royal Canadian Legion**  
CIP Award for Planning Excellence  
Planning Practice Project
- 2015 | Gateway**  
Calgary Mayor's Urban Design Award  
City Edge Development

# FAAS

## FAAS: FORMED ALLIANCE ARCHITECTURE STUDIO

Formed Alliance Architecture Studio (FAAS) is a full service Calgary-based architectural firm that provides complete design, technical and construction services. Our firm has extensive knowledge in a variety of sectors, with special attention paid to infrastructural, residential, and pre-design work.

FAAS employs three principle processes into the delivery of their projects: rational analytics, harmonics, and big data. Combining these three processes with regular collaboration, team discussion, and research results in innovative, fresh, and exciting design solutions. A creative design process is tailored for each project that comes through the office, which ensures that every client is delivered the unique and high-quality product that they envisioned.



### SELECT PROJECTS

- 1. Avenue 33 | Calgary, AB
- 2. Cascade | Calgary, AB
- 3. 19+2 | Calgary, AB

# 1.2 PLANNING CONTEXT

## ABOUT

This Brief was prepared by CivicWorks on behalf of Eagle Crest Construction for an assembly of lands at 256, 260 and 264 - 19 AV NE in the community of Tuxedo Park. Situated at the corner of Edmonton TR NE and 19 AV NE, Trail19 is proposed as a mixed-use multi-residential development with commercial-retail and live-work units at grade. The proposed six-storey building has been designed to respond to the Main Street corridor context along Edmonton TR NE, while also considering a transition to the lower-scale residential homes to the south and west of the property.

The intent of this document is to outline the surrounding area context and planning analysis that has informed the proposed development: a high-quality, human-scale, mid-rise building that ensures Edmonton Trail's continued vitality.

The current Land Use District does not support the proposed development vision. The project team has submitted a Land Use Redesignation application for the assembled lands, and a concurrent Development Permit application was submitted shortly after. The concurrent process demonstrates a high-quality 'bricks-and-mortar' outcome that informs and aligns with the proposed land use change. A supporting amendment to the Local Area Plan (North Hill Area Redevelopment Plan) to allow the proposed height, mass, and commercial uses within the building has also been submitted.

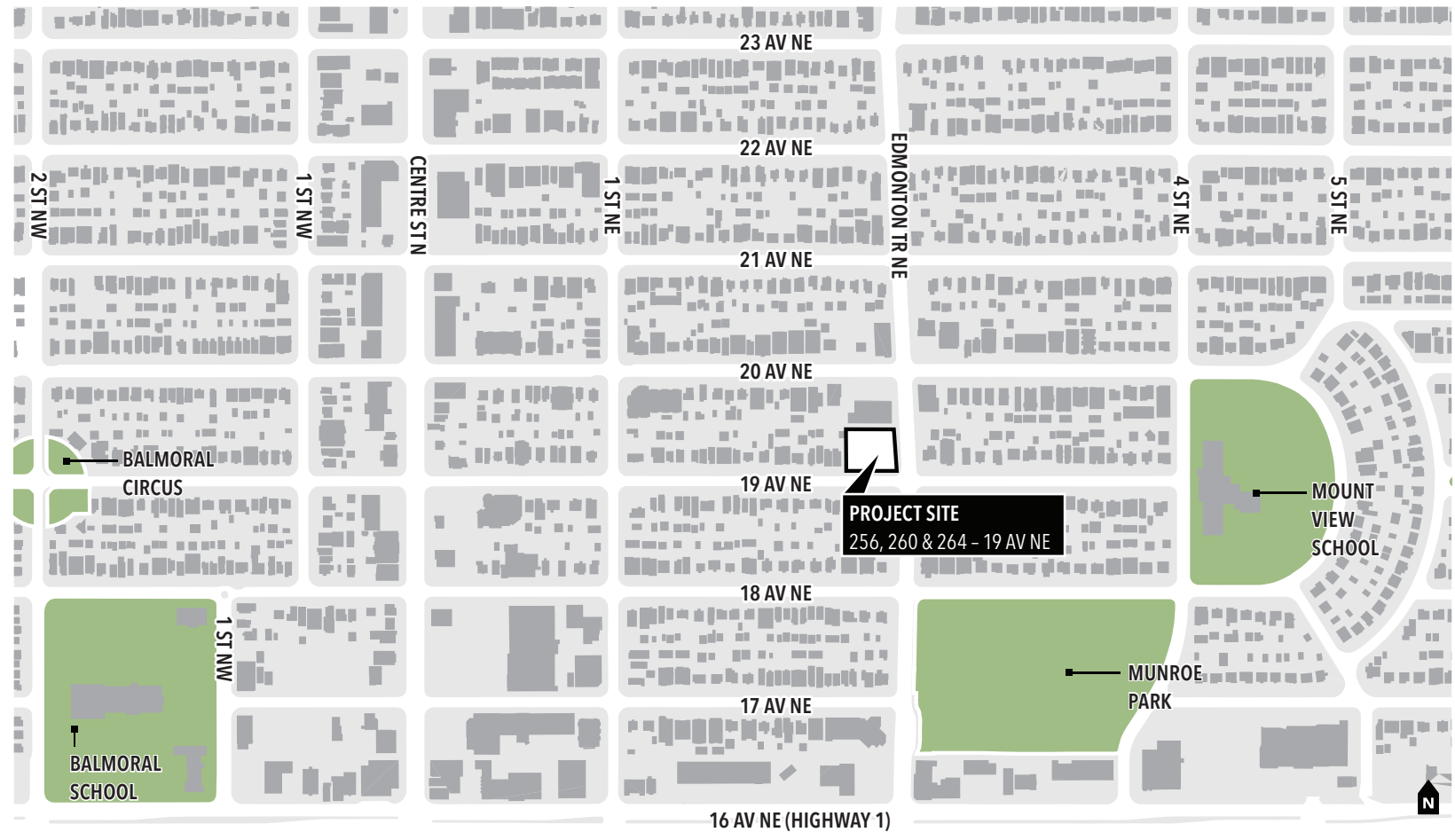


FIG.1.2.1 SITE LOCATION

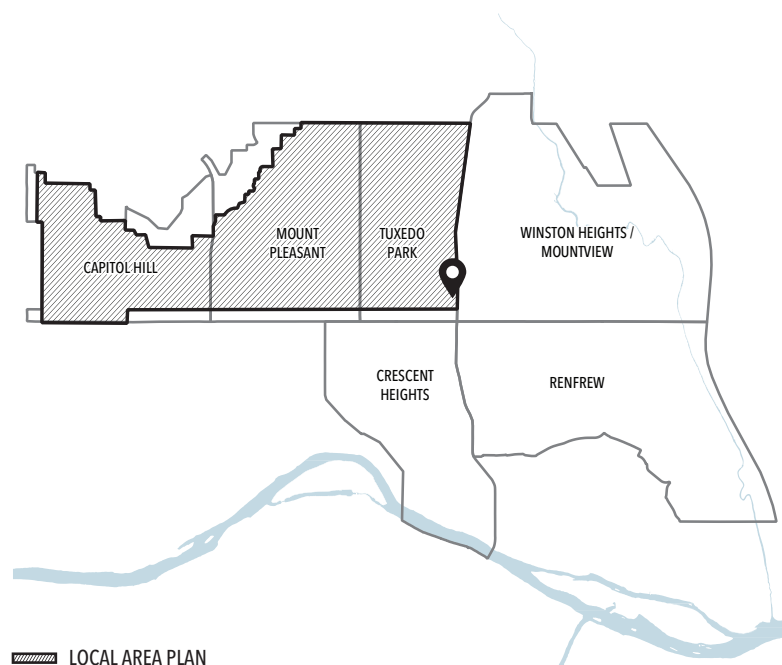




FIG.1.2.2 SITE MAIN STREET CONTEXT



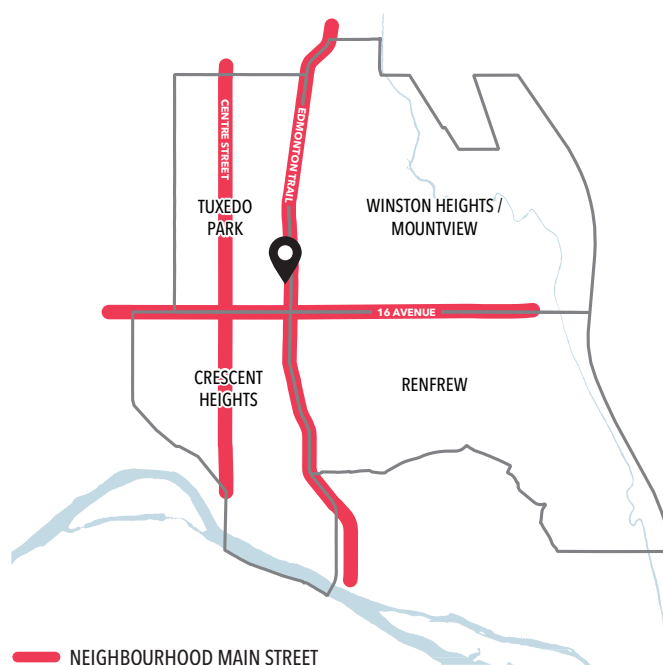
## 1.3 POLICY CONTEXT



### LOCAL AREA PLAN

The project site is located within the boundaries of the North Hill Area Redevelopment Plan (ARP), a Local Area Plan approved by Council in 2000. Typically, ARPs within the City of Calgary have a stated planning horizon of between 10 to 15 years. In the 16 years since this ARP was approved, City-wide objectives have changed. As a result, the project team is looking to higher order policies, including the Municipal Development Plan (MDP) and the Developed Areas Guidebook (DAG), for direction. The emerging North Hill Communities Local Area Plan is anticipated to go before council in April; if approved, this new Plan will replace the existing ARP.

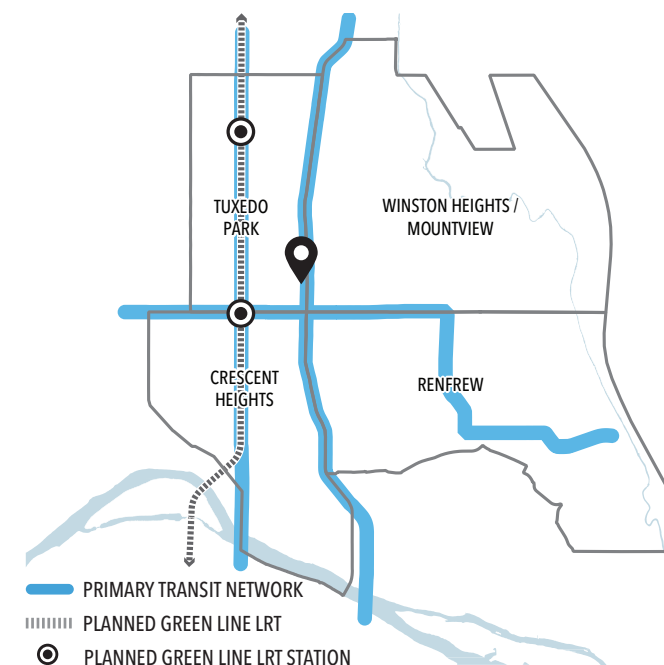
FIG.1.3.1 LOCAL AREA PLAN MAP



### CITY OF CALGARY MAIN STREETS

The site is located along the Edmonton TR NE Main Street and in close proximity to two other Main Streets - Centre ST N and 16 AV N. Main Streets are Municipal Development Plan (MDP) identified active corridors important to Calgary's long-term growth, with access to transportation options, infrastructure and amenities that make these areas great places to live, work or visit and well-suited for growth and intensification. The MDP includes long-term growth target minimums for Main Street areas.

FIG.1.3.2 NEARBY MAIN STREETS



### PRIMARY TRANSIT NETWORK

The subject site is along the Edmonton TR NE Primary Transit Network corridor and within 400m of an existing MAX Orange BRT stop. Calgary's Primary Transit Network corridors provide the community with daily public transit with a frequency of every 10 minutes or less, 15 hours a day, 7 days a week. The Calgary Transportation Plan identifies the Primary Transit Network as an organizing tool for land use planning, with community design emphasizing higher intensity, compact mixed-use development concentrated near transit stops and stations to encourage ridership and optimize public infrastructure.

FIG.1.3.3 PRIMARY TRANSIT NETWORK MAP

## A NEW APPROACH TO LOCAL GROWTH PLANNING

The City of Calgary is actively transitioning its key planning tool for local area planning, the Area Redevelopment Plan (ARP), to more regionally-based strategic growth plans. This approach is intended to manage city-wide growth and development by addressing the resource-intensive challenge of creating individual local area plans for an increasing number of communities, replacing outdated plans, and filling in the gaps where no local plan currently exists. The City of Calgary's community district strategic growth model will combine several neighbouring communities, with a focus on shared history, characteristics, and resources to create a future vision for how land could be used and redeveloped in the area.

The North Hill Communities Local Area Plan (shown in figure 1.3.4) is the first planning area to be reviewed within this initiative, and this new Plan is currently in the formal decision-making stage. The Plan will address increased growth and redevelopment in the area and will update, consolidate, and replace over ten local policy documents, including the North Hill ARP. The Trail19 application is in full alignment with the policies proposed within the most recent draft of this Plan.

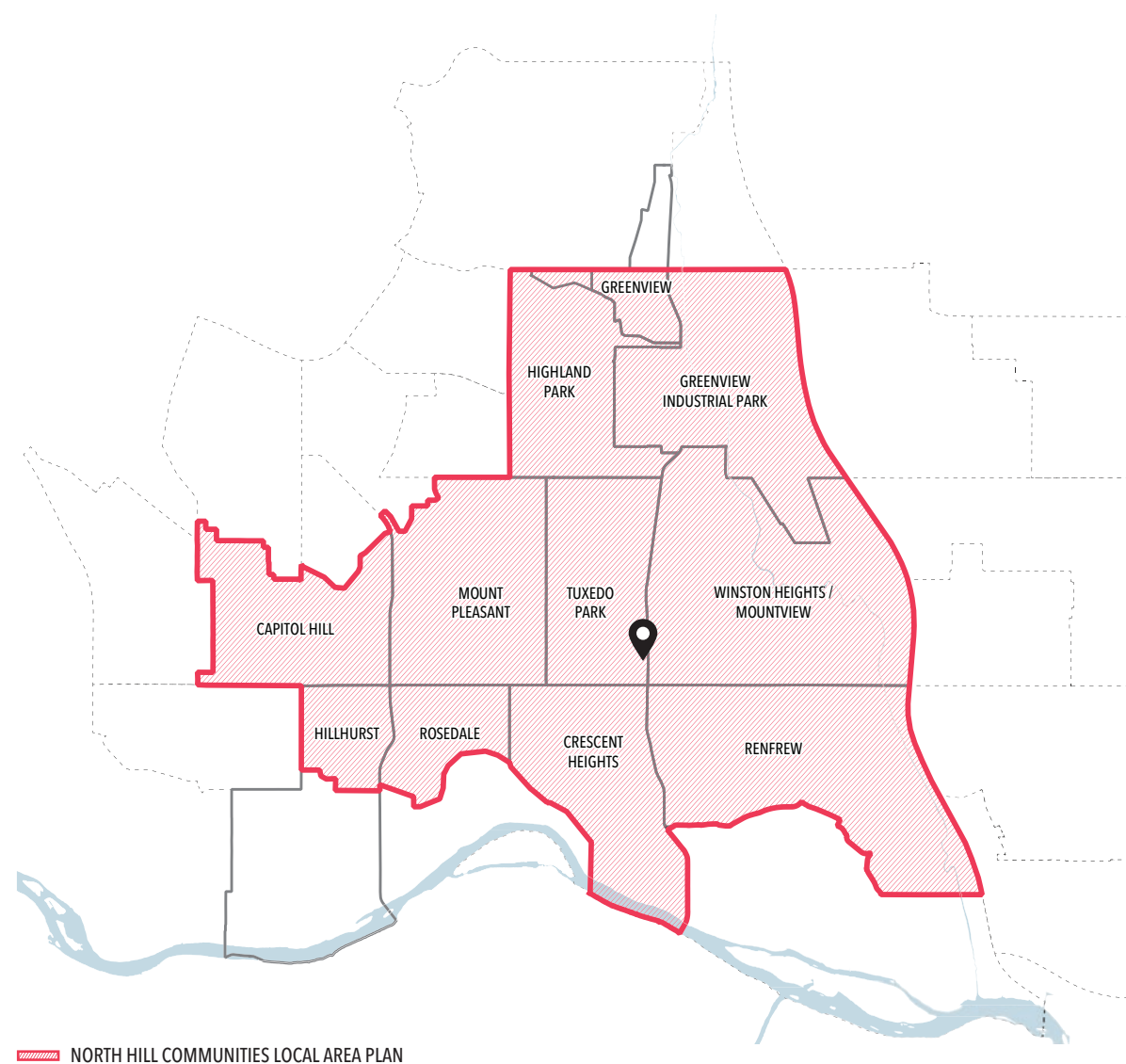



FIG.1.3.4 LOCAL GROWTH PLAN






# 1.4 DEVELOPMENT RATIONALE

## SITE LOCATION + CHARACTERISTICS

The Trail19 development proposal—in alignment with the Municipal Development Plan (MDP) and emerging Guidebook for Great Communities (GGC)—aims to increase residential and employment intensity in close proximity to transit, community amenities and services. The project site exhibits a number of the characteristics outlined in the City's Multi-Residential Infill Criteria policies which demonstrates a strong opportunity for growth and change. These characteristics include a number of contextual factors that support residential and employment uses through a mixed-use built form.

 **5 MIN WALKSHED (400m)**  
 Grocery stores | Local Shops | School | Parks |  
 Bus stops | BRT station | Other community amenities

 **10-20 MINS**    **20-30 MINS**    **5-15 MINS**

Calgary City Centre | University of Calgary | SAIT |  
 Foothills Medical Centre | Other regional employment  
 / recreation / education centres.

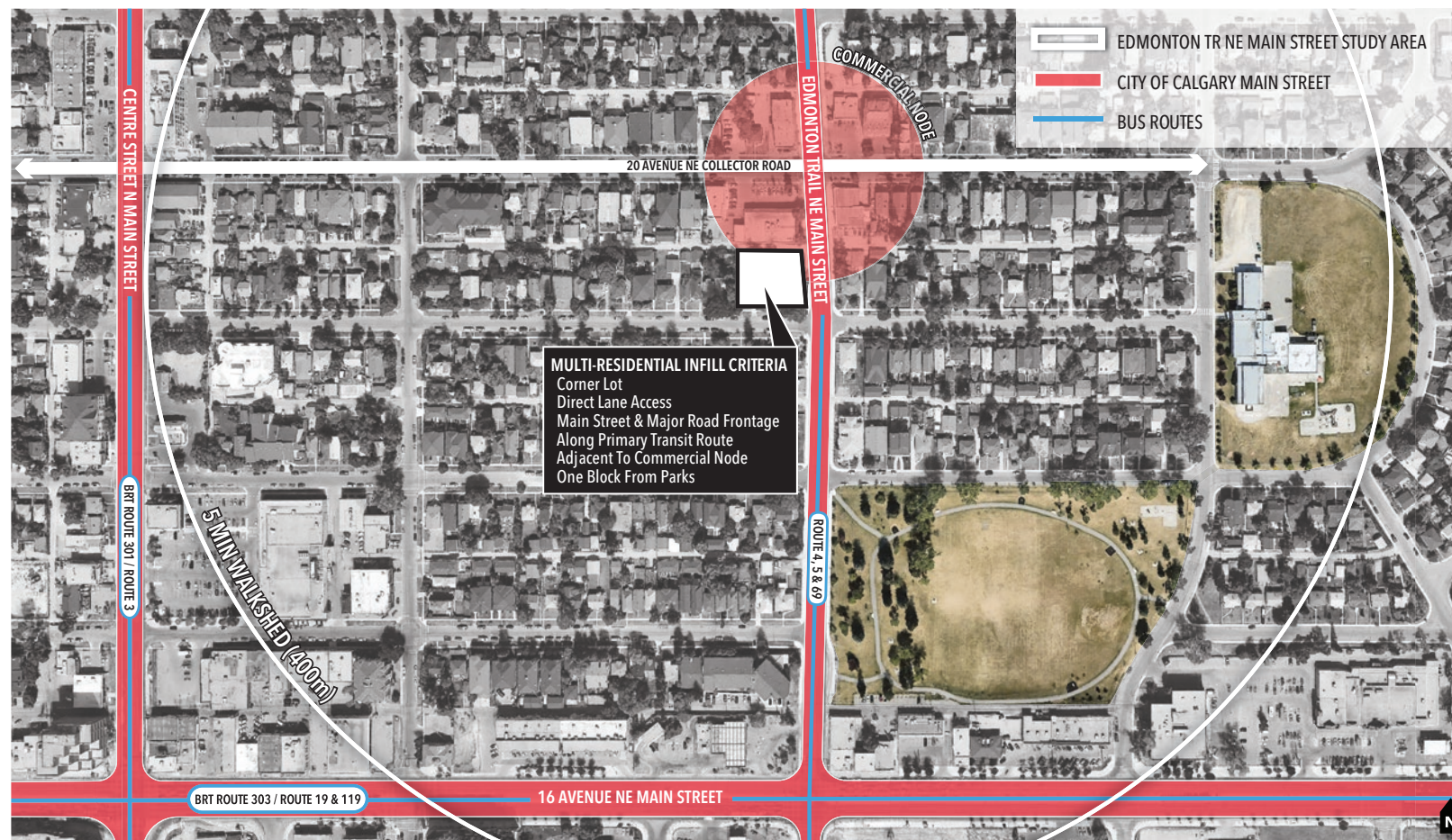


FIG.1.4.1 ACCESS TO LOCAL AND REGIONAL AMENITIES

FIG.1.4.2 SITE CHARACTERISTICS



## STRENGTHENING THE COMMERCIAL NODE

The Trail19 site is adjacent to an important local commercial node at the intersection of 20 AV NE and Edmonton TR NE. The proposed development seeks to strengthen this node by:

- Clustering additional locally-serving businesses around one convenient and well-connected destination;
- Activating and improving the pedestrian streetscape; and
- Increasing residential density to a threshold that supports commercial amenities.

In doing so, the proposed Trail19 development will act as a catalyst for a more vibrant neighbourhood where residents can live, work and shop within their community.



FIG.1.4.3 LOCAL BUSINESSES WITHIN THE 20 AV NE + EDMONTON TR NE COMMERCIAL NODE

## 1.5 LAND USE CONTEXT

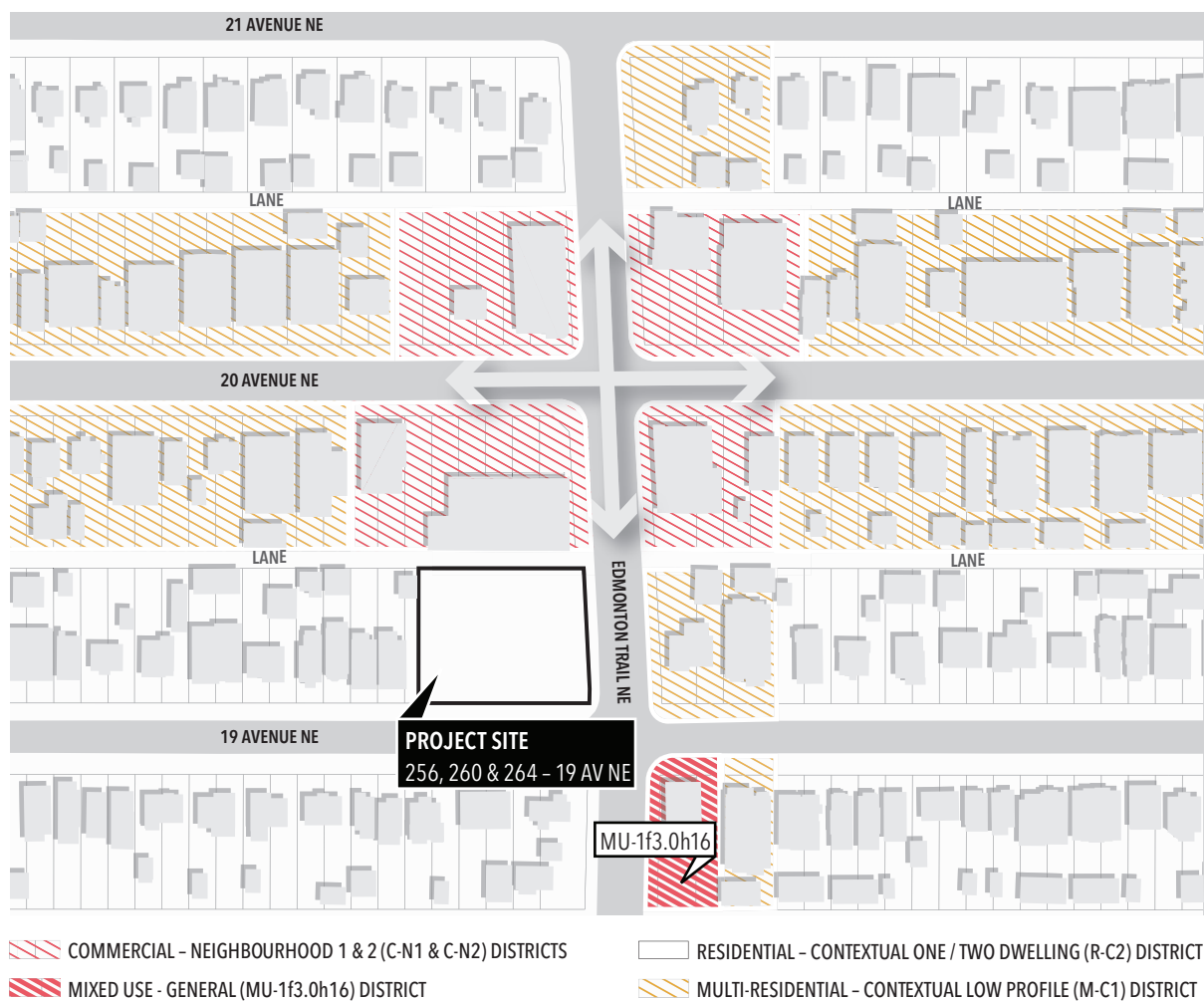


FIG.1.5.1 LAND USE CONTEXT

## BALANCING INTENSITY

The properties surrounding the Trail19 site are designated with a mix of neighbourhood commercial, low-rise multi-residential and low density residential land use districts, which result in low-intensity built form outcomes. Trail19 is proposed as a Mixed Use - General (MU-1) District, a zone that was established to support a sensitive increase in intensity and encourage an active streetscape along Calgary's Main Streets.

The City of Calgary recently published a Main Street "What We Learned" document that identifies a disconnect in the current Land Use policy along Edmonton TR NE (North of 16 AV NE) with city-wide intensity goals. The report found that "The current zoning does not allow the street to grow over time to meet the targets set in the Municipal Development Plan (MDP). This limits investment potential in new forms of housing and commercial space that provide new housing options and benefit businesses in the neighbourhood." Trail19's proposed land use redesignation represents a step towards a balanced growth approach that supports both housing options and employment opportunities along the Edmonton TR NE Main Street corridor.



FIG.1.5.2 CITY OF CALGARY MAINSTREETS INITIATIVE WHAT WE'VE LEARNED p. 133 - EDMONTON TR NE INTENSITY



## 1.6 LAND USE REDESIGNATION

### PROPOSED LAND USE CHANGE

To support the redevelopment vision for Trail19, a Land Use Redesignation from Residential - Contextual One/ Two Dwelling (R-C2) to Mixed Use - General (MU-1f3.4h22) is proposed. This would allow for a street-oriented residential development of up to six storeys in height (22 metres) and a floor area ratio (FAR) of 3.4.

### CONCURRENT DEVELOPMENT PERMIT APPLICATION

The project team has undertaken a concurrent application process, with a Development Permit for the Trail19 building submitted shortly after the Land Use Redesignation. The concurrent process is preferred by the project team as it demonstrates a high-quality 'bricks-and-mortar' design outcome that aligns with the proposed land use change.

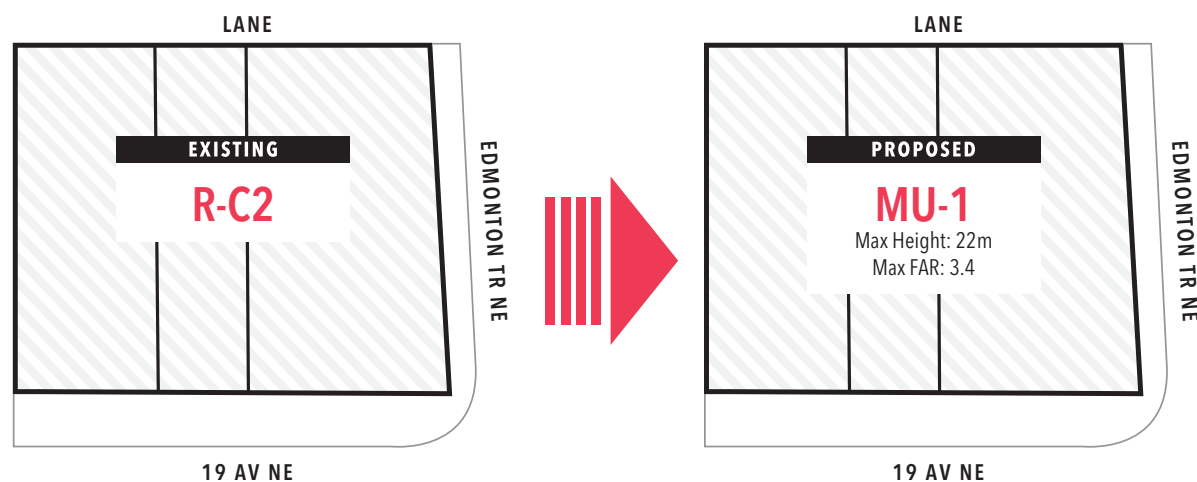


FIG.1.6.1 PROPOSED LAND USE REDESIGNATION

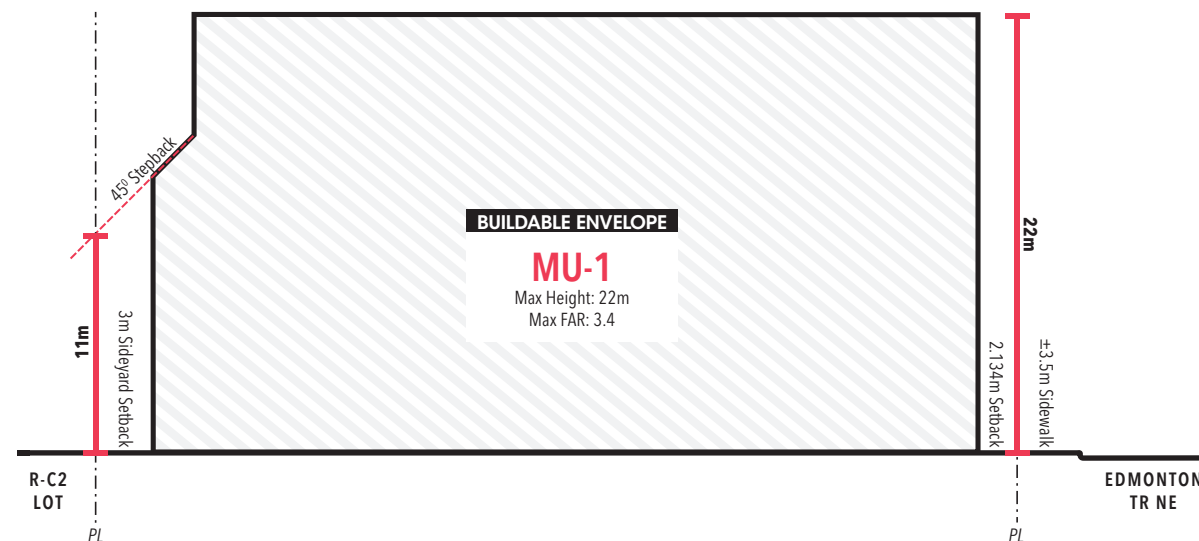


FIG.1.6.2 PROPOSED BUILDING HEIGHT MODIFIER

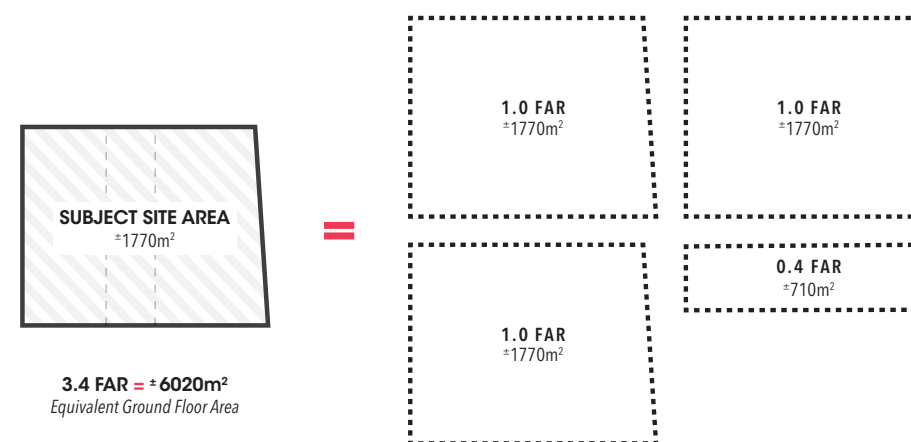


FIG.1.6.3 PROPOSED FLOOR AREA RATIO (FAR) MODIFIER

2

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# DESIGN CONCEPT

## 2.1 PRINCIPLES

### WHAT MAKES A GREAT BUILDING

Five project principles guide the Trail19 development concept. These principles express the desired outcome for the development, consistent with a project that contributes to a healthy, liveable, and dynamic community.



#### LEAD WITH GREAT ARCHITECTURE

Set a neighbourhood precedent for design excellence along the emerging Edmonton TR NE corridor, with inspired architecture that uses high-quality, long-lasting building materials.



#### PROVIDE THOUGHTFUL TRANSITIONS

Consider surrounding neighbours and create scale-sensitive transitions by integrating building 'stepbacks' that follow approved city-wide policies.



#### ENHANCE WITH QUALITY URBAN DESIGN

Introduce a high-quality public realm and people-friendly destination through thoughtful building interface design that contributes to lively, inviting streets and interactive spaces.



#### CONNECT PEOPLE TO LOCAL AMENITIES

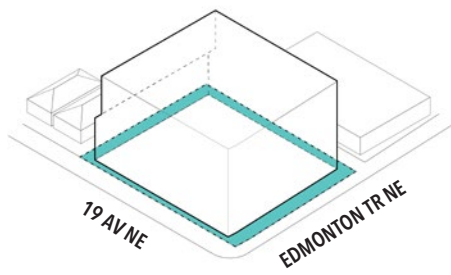
Strengthen the connection between people and where they live by introducing new neighbourhood-focused retail and amenities that promote walkability and local connectivity.



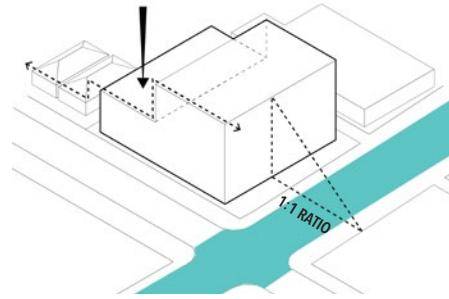
#### CREATE A COMPLETE STREET

Help continue the incremental transition of Edmonton TR NE into a liveable, pedestrian-friendly Main Street.

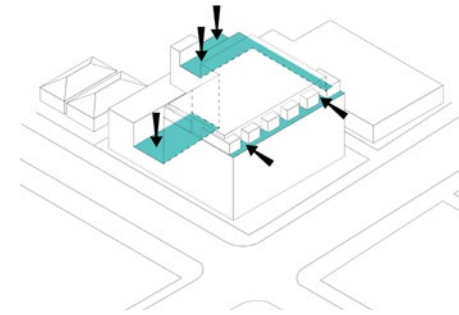
## 2.2 BIG DESIGN MOVES



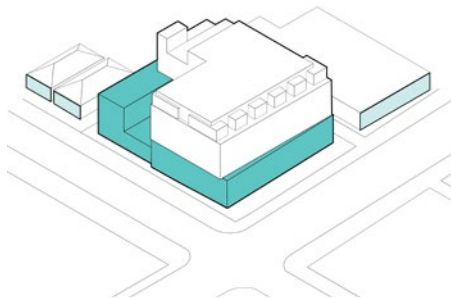
**1**  
APPLY PROPOSED MIXED  
USE DISTRICT BYLAW RULES  
TO CREATE DEVELOPABLE  
ENVELOPE



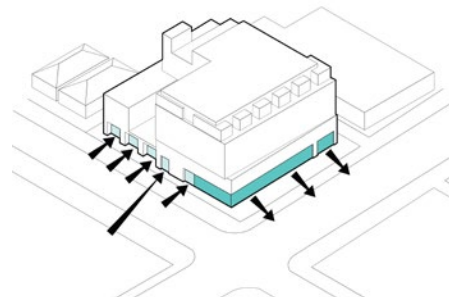
**2**  
EMPLOY BEST PRACTICE  
URBAN DESIGN STANDARDS  
TO ESTABLISH SENSITIVE  
RESIDENTIAL INTERFACE AND  
STREET WALL HEIGHT



**3**  
CARVE AT A FINER GRAIN TO  
REDUCE BUILDING MASS  
AND INTRODUCE OUTDOOR  
AMENITY



**4**  
USE BRICK TO CREATE A  
CONTINUITY OF SCALE WITH  
EXISTING RESIDENTIAL ON  
19 AV NE AND HIGHLIGHT  
COMMERCIAL USES ON  
EDMONTON TR NE



**5**  
ACTIVATE THE PUBLIC REALM  
WITH GROUND-LEVEL LIVE-  
WORK / RESIDENTIAL ENTRIES  
ALONG 19 AV NE AND STREET-  
ORIENTED COMMERCIAL  
FRONTAGES ON EDMONTON  
TR NE



**6**  
ACHIEVE HUMAN SCALE  
THROUGH VARIED MATERIALS  
AND FINE GRAIN FACADE  
DETAILS



Interface at the corner of Edmonton TR NE and 19 AV NE, looking northwest  
*\* Project visualizations are conceptual in nature*



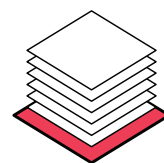


## 2.3 PROJECT AT A GLANCE

### SITE AREA

**1,768m<sup>2</sup>**  
19,022ft<sup>2</sup>

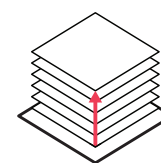
**0.18ha**  
0.44ac



### BUILDING HEIGHT

**22m**  
Maximum Height

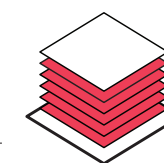
**6**  
Storeys



### BUILDING INTENSITY

**3.4**  
Maximum Floor Area Ratio

**±5,773m<sup>2</sup>**  
Gross Floor Area (±62,116ft<sup>2</sup>)



### DWELLING UNITS

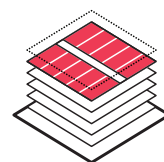
**±79**  
Total Units

**±59**  
2 Bed Units

**±9**  
Studio Units

**±4**  
Live-Work Units

**±7**  
1 Bed Units

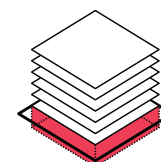


### ON-SITE PARKING

**±67**  
Total Stalls

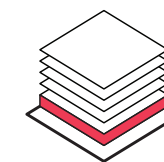
**±5**  
At-grade Stalls

**±62**  
Underground Parkade Stalls



### COMMERCIAL RETAIL SPACE

**408m<sup>2</sup>**  
Net Commercial Floor Area (4,389ft<sup>2</sup>)



## 2.4 SITE ACCESS + SELECT FLOOR PLANS



FIG.2.4.1 SITE ACCESS

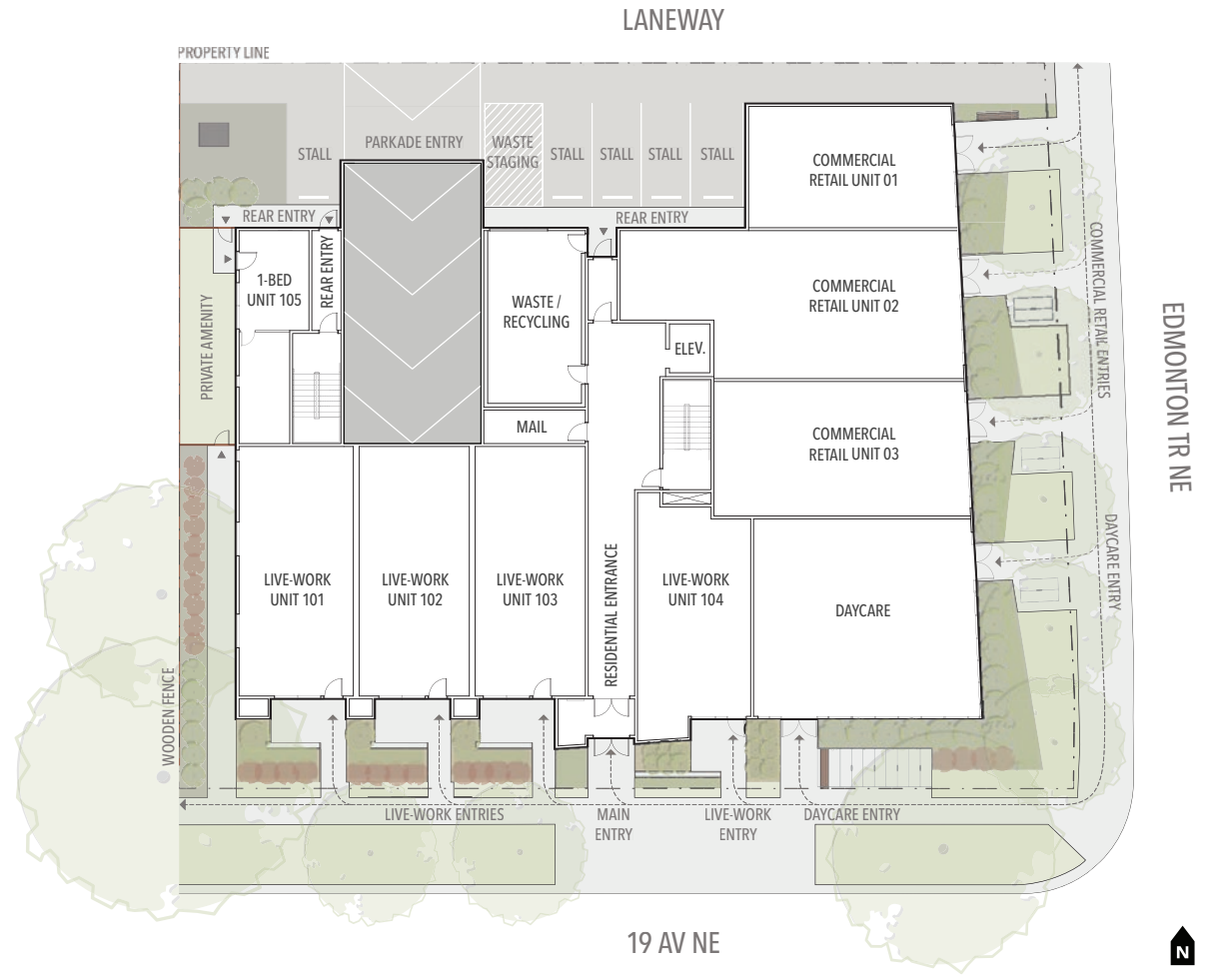


FIG.2.4.2 MAIN FLOOR PLAN



FIG.2.4.3 SECOND FLOOR PLAN



FIG.2.4.4 SIXTH FLOOR PLAN



**3**

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# SUPPORTING STUDIES

# 3.1 STREET PROPORTION STUDY

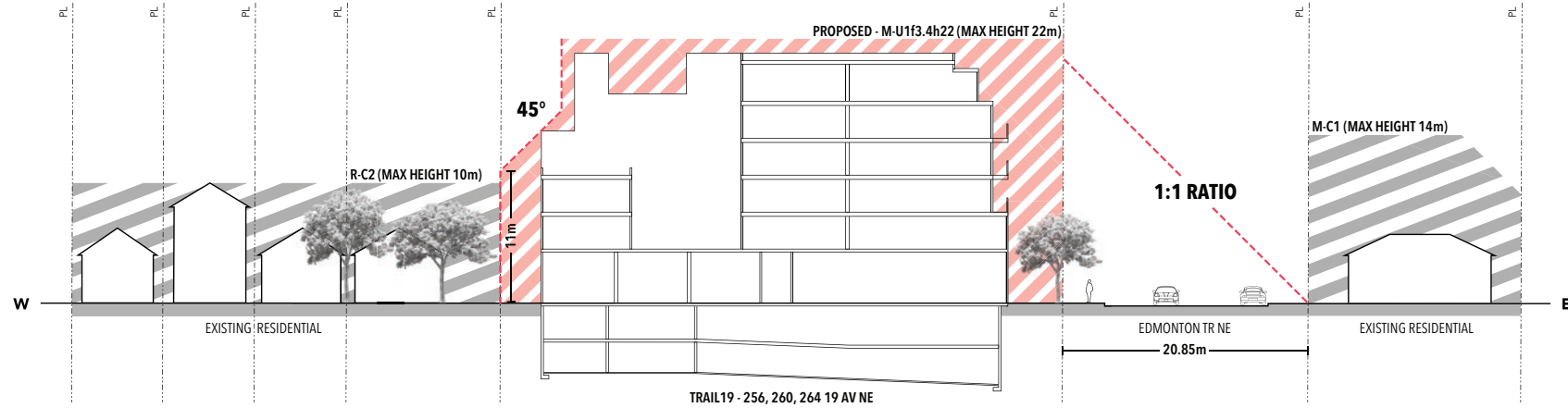
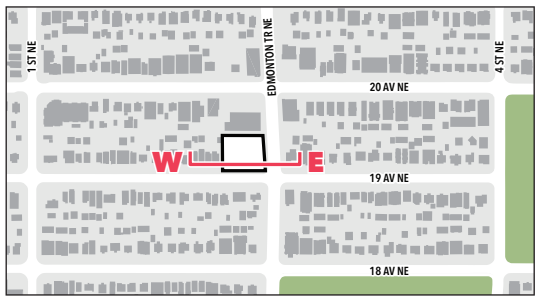


FIG.3.1.1 WEST-EAST SECTION

**NOTE:** A great street must be well-defined, both vertically and horizontally. Edges, including buildings, walls, and trees on a street usually define it vertically; the length of the spacing between these two edges defines it horizontally. Leading urban design best practice suggests it is a matter of proportion, with a sense of enclosure ultimately giving us a well-defined street. Most comfortable and attractive streets have a ratio (vertical to horizontal) ranging between 1:1 and 1:2. The City of Calgary Municipal Development Plan (MDP) public realm policies encourages a 1:1 building height to right-of-way ratio along Main Streets.

**NOTE:** As per Section 1371(2) of the City of Calgary Land Use Bylaw (1P2007), where a parcel shares a side property line with a low density residential district, the maximum building height is 11.0 metres measured from grade at the shared property line, increasing at a 45 degree angle to a depth of 5.0 metres from the property line.





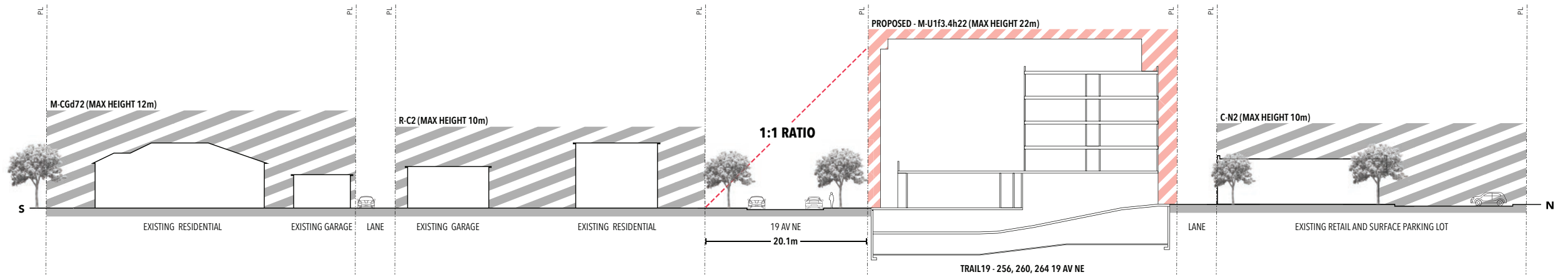
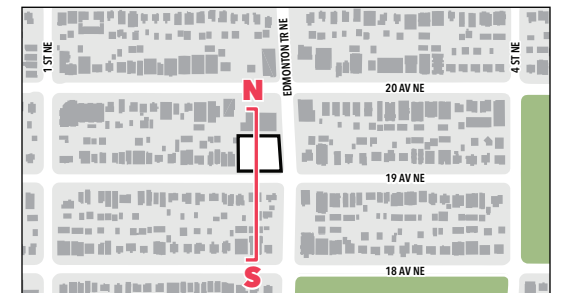


FIG.3.1.2 SOUTH-NORTH SECTION



# 3.2 SUN SHADOW STUDIES

MARCH 21 & SEPTEMBER 21

SHADOWS - PROPOSED BUILDING  
 SHADOWS - EXISTING CONTEXT

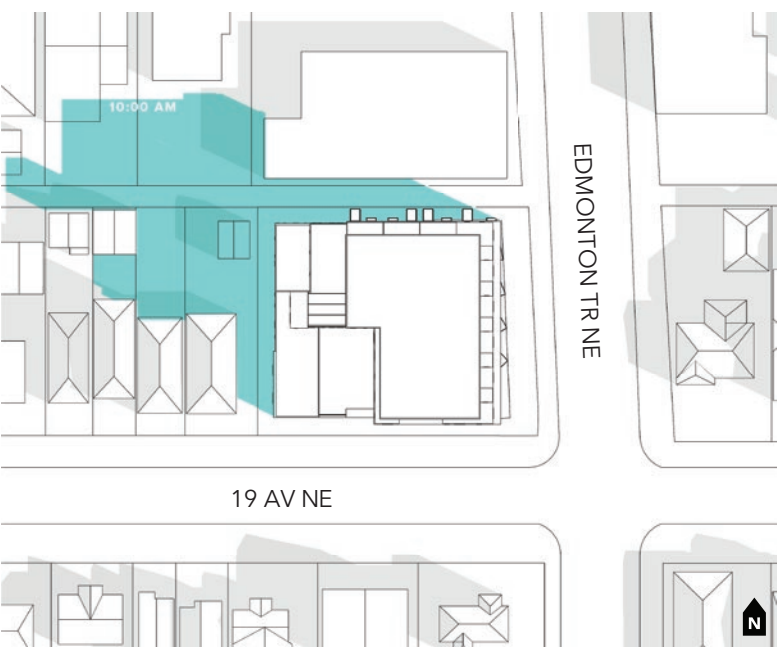


FIG.3.2.1 10:00 AM

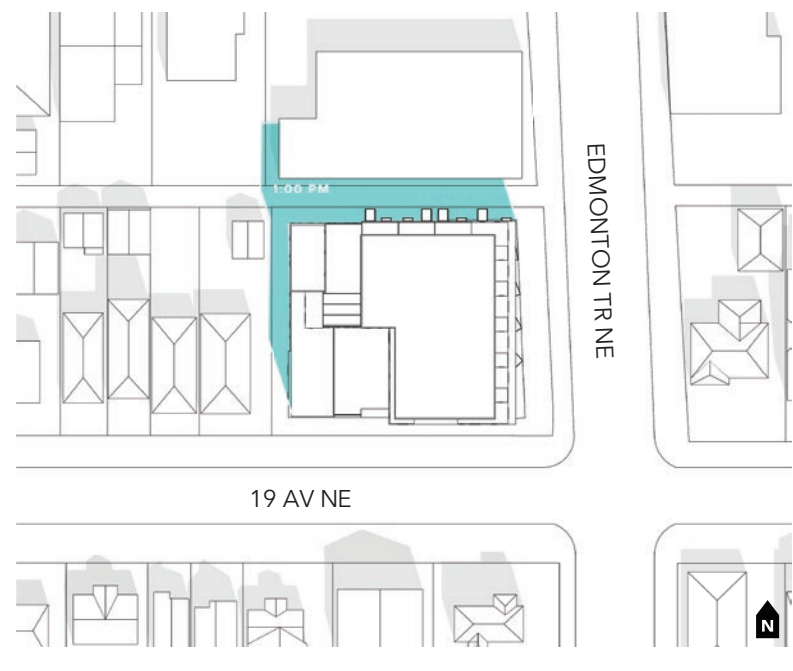


FIG.3.2.2 1:00 PM

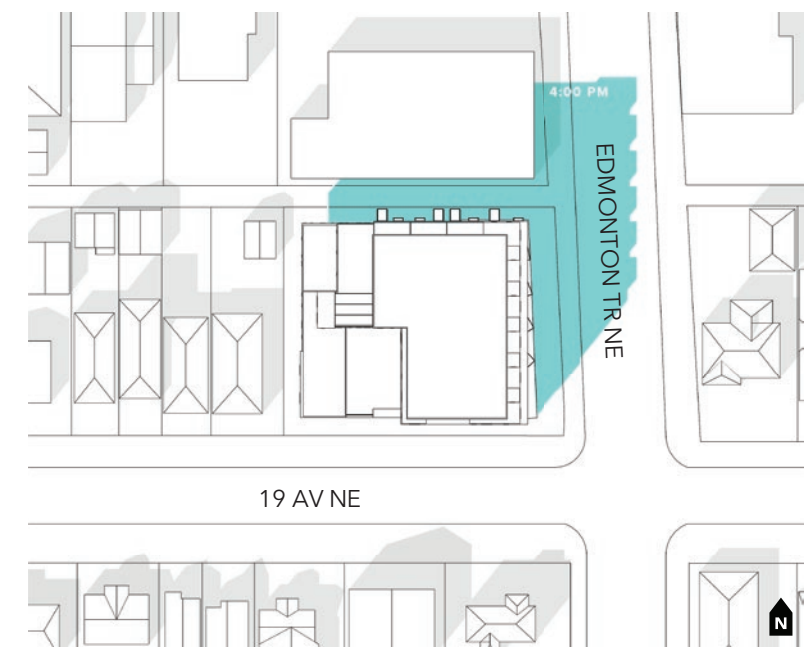


FIG.3.2.3 4:00 PM

NOTE: Sections, times of day and year have been selected to demonstrate impacts to key edge relationships.

ADDITIONAL NOTE: Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of the proposed architectural design, surrounding built form and natural features. Study areas without significant topography (<5% grade change across the site) assume a flat at-grade model surface. Simulated dates and times (10am, 1pm, and 4pm on equinox and solstices) are based on established City of Calgary requirements.

JUNE 21

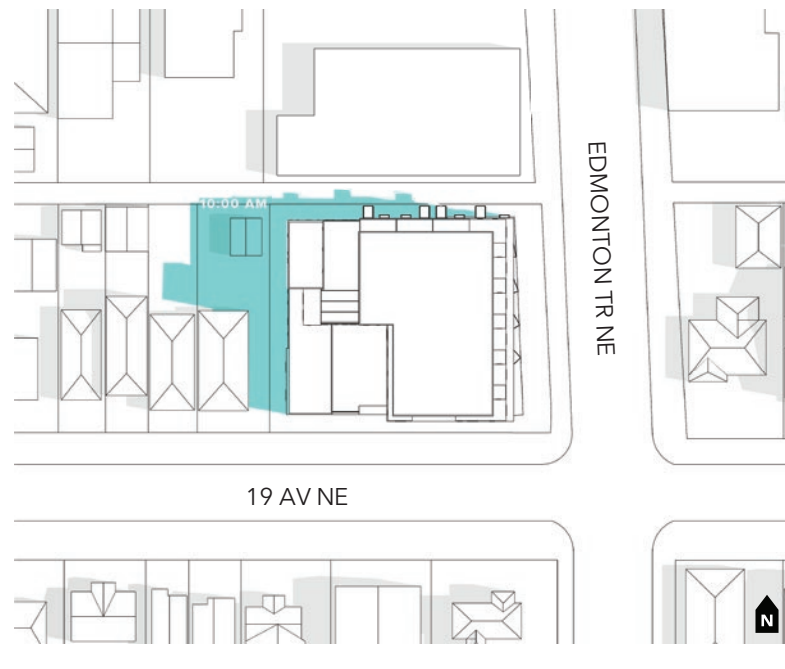


FIG.3.2.4 10:00 AM

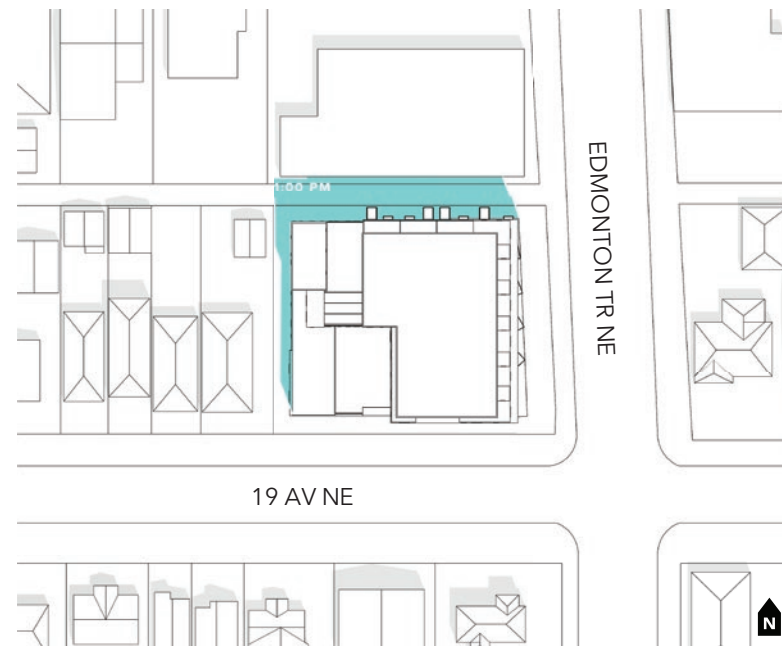


FIG.3.2.5 1:00 PM

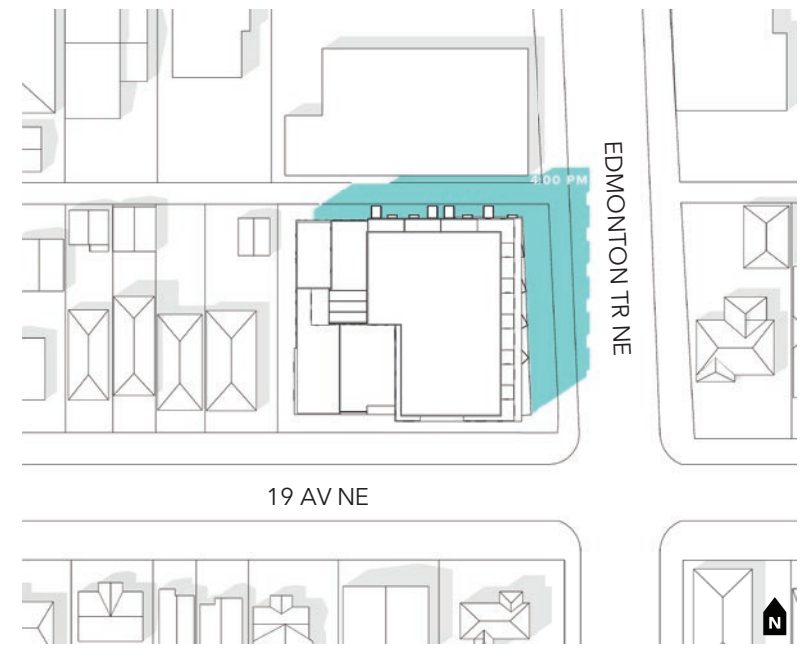


FIG.3.2.6 4:00 PM

SHADOWS - PROPOSED BUILDING  
SHADOWS - EXISTING CONTEXT



DECEMBER 21

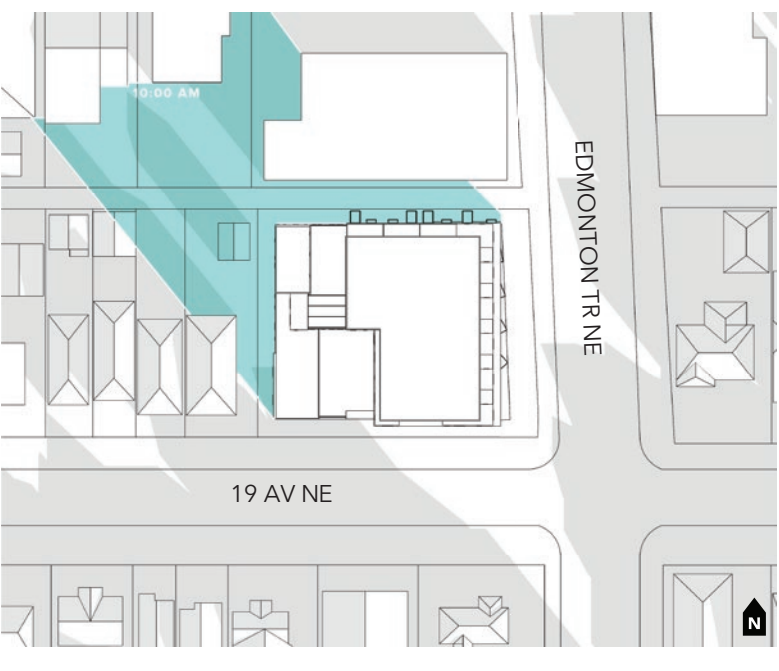


FIG.3.2.7 10:00 AM

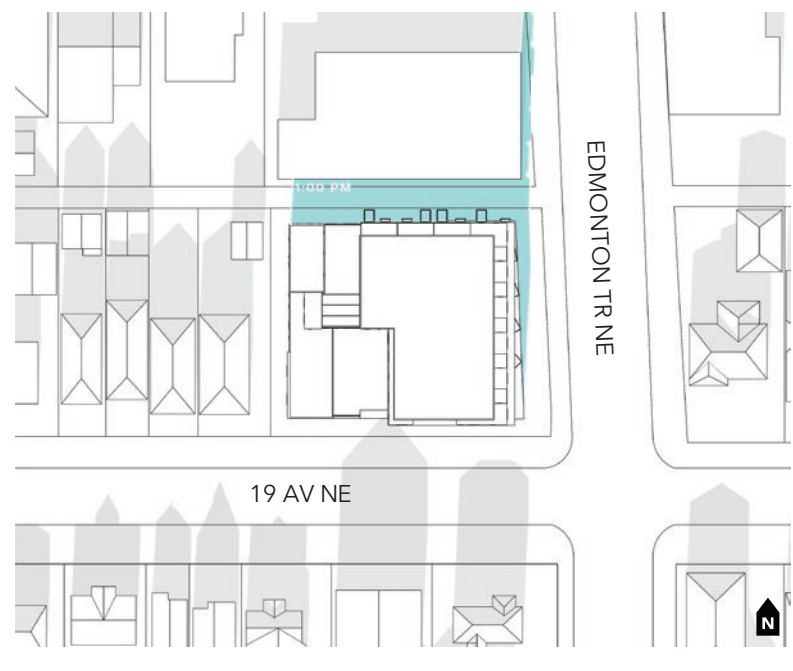


FIG.3.2.8 1:00 PM

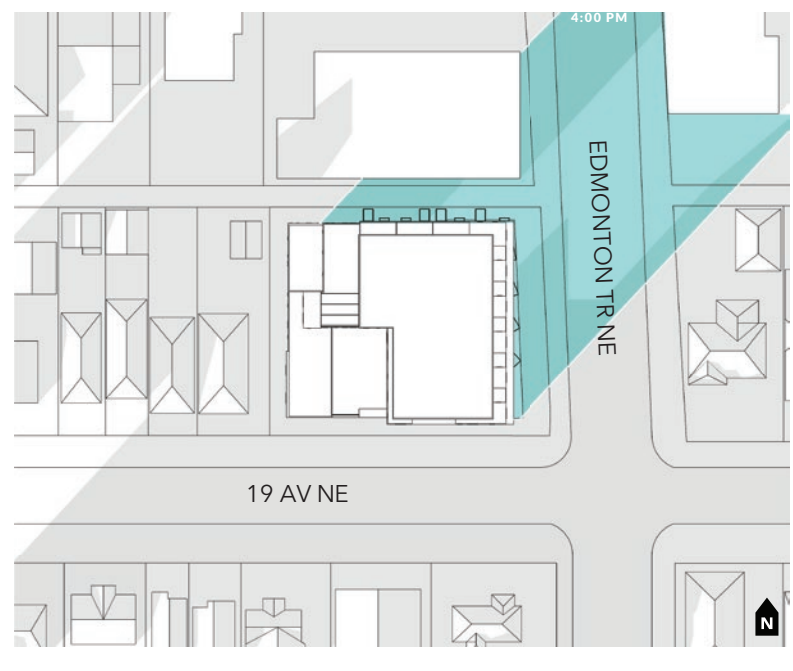


FIG.3.2.9 4:00 PM

SHADOWS - PROPOSED BUILDING  
SHADOWS - EXISTING CONTEXT

# SECTIONS

 SUN PATH  
 SHADOWS - PROPOSED BUILDING

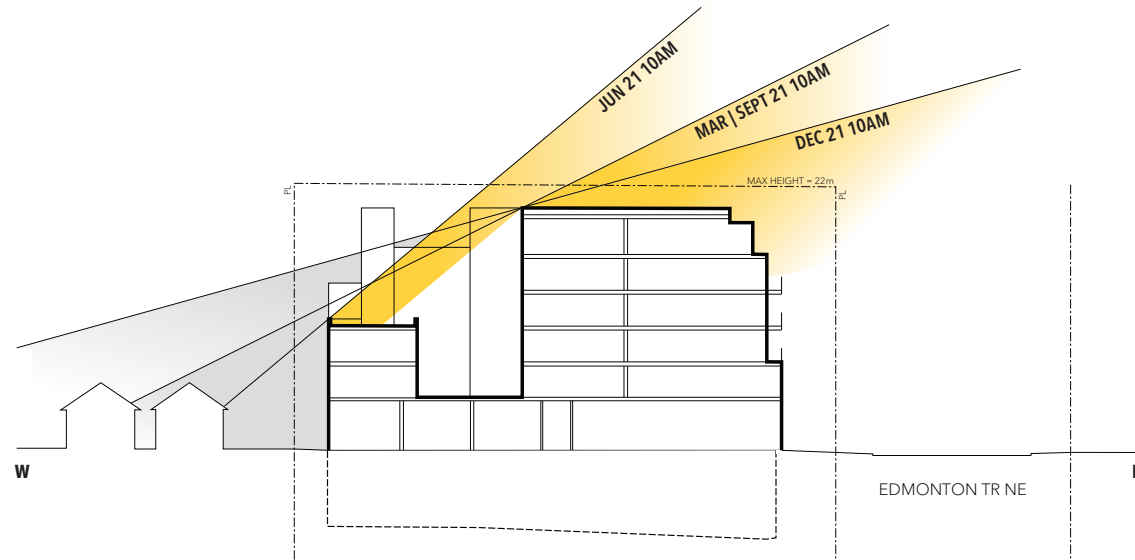


FIG.3.2.10 WEST-EAST 10:00AM

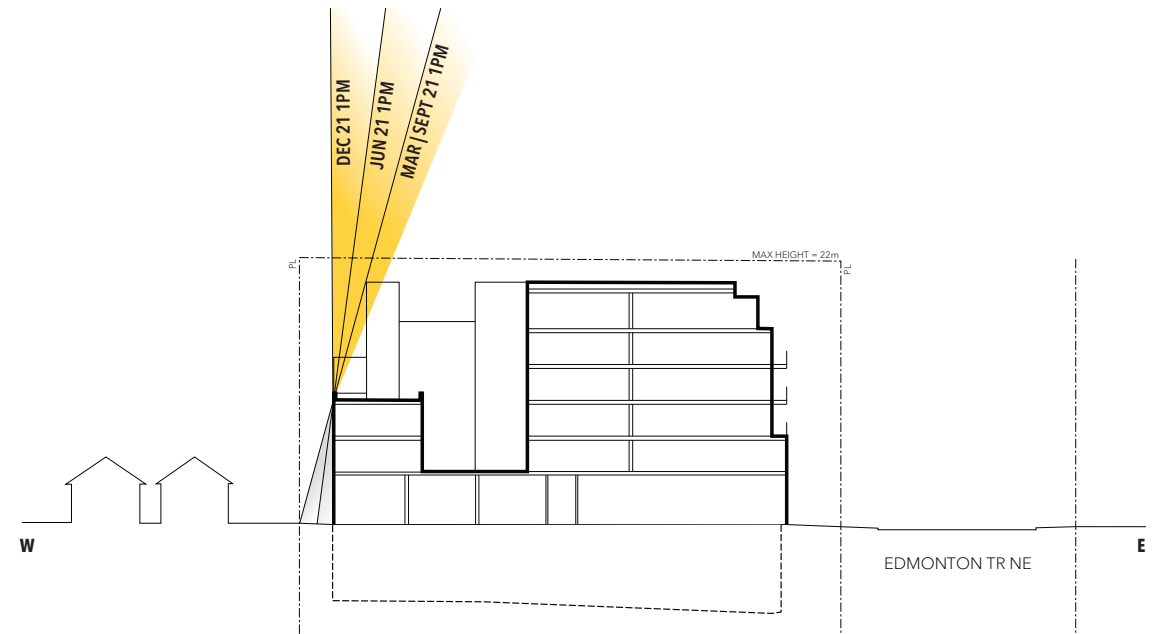
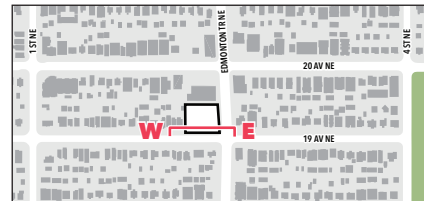
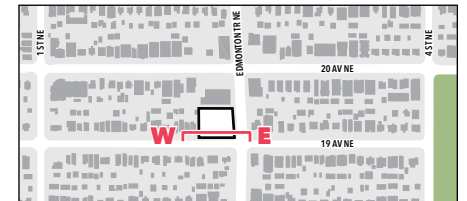


FIG.3.2.11 WEST-EAST 1:00PM



4



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# STAKEHOLDER OUTREACH

## 4.1 STAKEHOLDER OUTREACH ROLES + RESPONSIBILITIES

### WHAT IS OUR ROLE? WHAT IS YOUR ROLE?

Clarifying community outreach roles and responsibilities connected to planning and development projects helps determine who does what, and builds a baseline understanding of the threshold of responsibility across all roles in building a great city. As the proponent of an applicant-initiated development proposal, we have the associated responsibilities of the outreach lead.

#### Applicant (Lead)

The lead is the primary decision maker for the project leading up to a formal decision of approval or refusal by the designated City decision-making body.

- *Notifies stakeholders of the project and any opportunities to learn more or provide input.*
- *Determines the negotiables and non-negotiables for the project and what is/isn't open for public input.*
- *Communicates the constraints and clarifies the scope of the conversation.*
- *Provides clear, concise, transparent and accurate information.*
- *Holds a respectful conversation.*
- *Reports back if/when collecting input and provides City decision makers with a summary of the community outreach approach that was taken.*
- *Keeps stakeholders in the loop and closes the loop when decisions are made.*

#### City Administration (Support)

The support assists in the outreach process by providing the applicant, community/member-based organizations, and the wider community with information, tools and resources to improve understanding and aid in the overall success of the outreach process.

- *Shares information about City goals and policies.*
- *Explains The City's review and decision-making processes.*
- *Clarifies community outreach roles and responsibilities.*
- *Creates tools and resources for participants, connectors and leads to help them be successful in their outreach roles.*

#### Community/Member-based Organizations (Connector & Participant)

The connector shares information and insights about a specific community or area to help increase understanding of the local context and to help inform community outreach plans.

- *Where possible, shares local information and insights to help build understanding and inform outreach plans.*
- *Where possible, helps raise awareness of opportunities for people to get involved in local planning projects.*

#### The Community (Participant)

The participant participates in the outreach process.

- *Seeks out information and is informed.*

- *Listens and participates respectfully.*
- *Respects the scope of conversation and project constraints.*
- *Provides appropriate feedback and remains open to different ideas.*

#### City Council and the Development Authority (Decision Maker)

The decision maker is responsible for making the final decision to approve/refuse the planning or development application.

- *Reviews and considers proposed planning or development application.*
- *Reviews and considers the outreach strategy/rational/approach and any feedback that may have been collected.*
- *Approves or refuses the planning or development application.*



### Community Outreach on Planning and Development

Visit <https://www.calgary.ca/PDA/pd/Pages/Community-Outreach/Applicant-Outreach-Toolkit.aspx> for a resource available to anyone who is interested or involved in the community outreach process connected to the planning and development of Calgary and our communities.

## 4.2 OUR OUTREACH PROCESS

### OUTREACH TO DATE

A fulsome engagement process was initiated by the project team on November 4, 2019 following the formal submission of the land use redesignation application. The aim of the process has been to inform area residents and stakeholders of the project and to receive valuable feedback on the proposed concurrent Land Use Redesignation, ARP Amendment and Development Permit for Trail19. In order to elicit as much feedback as possible during this period from a range of stakeholders, a variety of feedback mechanisms have been employed by the project team.



#### PROJECT WEBSITE & FEEDBACK FORM

The project website, [www.trail19yc.com](http://www.trail19yc.com) was launched on November 4, 2019. The website acts as a valuable tool to disseminate project information, provide updates, and solicit feedback. The website includes a built-in feedback form for visitors to share their thoughts and get in contact with the project team.



#### ON-SITE SIGNAGE

The project team installed on-site signage early in the application process (November 4, 2019). This large on-site sign has allowed the project team to share information directly with surrounding community members. The signage directs visitors to the project website / email inbox / phone line and advertises the Information Session.



#### HAND DELIVERED MAILERS

Approximately 300 postcards were hand delivered to area residents, businesses and stakeholders within a block of Trail19 (see appendix for mail drop area). The Mailer invited stakeholders to an Information Session and included contact information including the project website, email inbox, and voicemail inbox for further questions or feedback.



#### COMMUNITY NEWSLETTER ADVERTORIAL

A full-page advertorial was placed in the November 2019 edition of the Tuxedo Park Gazette newsletter, inviting community members to the Information Session. The newsletter is delivered to 3,400 households monthly. The Winston Heights-Mountview Community Association was also contacted, but the community does not have a monthly newsletter.



#### PROJECT VOICEMAIL & DEDICATED EMAIL ADDRESS

A project voicemail and email inbox provides alternative lines of contact for stakeholders to communicate with the project team. The phone number and email address were posted on the website, mailers, newsletter advertorial and on-site signage.



#### INFORMATION SESSION

The project team held a drop-in information session on November 19, 2019 at a coffee shop located two blocks from the site (the Tuxedo Rosso Coffee Roasters). Interested community members attended and actively shared their feedback with the project team.

## 4.3 WHAT WE HEARD + TEAM RESPONSE

### BALANCING MULTIPLE INTERESTS

An outreach process is more than a compilation of input by the project team. Our role, as the outreach lead, requires active listening to determine the root issues underlying individual statements, and reconciling often competing interests and points of view to arrive at evidence-based planning and design solutions.

The array of interests that influence any development project include, but are not limited to:



#### Calgary's Growth & Development Vision

Planning for the next generations of Calgarians



#### Our Design Principles

Key guiding principles for desirable design and development



#### Local Area Policy

The existing policy framework that guides development



#### Stakeholder Feedback

What various stakeholders think and say about an issue



#### Economic Viability

The needs of the developer to create a viable project

### OVERVIEW

Our outreach process was designed to provide multiple opportunities for stakeholders to learn about the vision for the site early on and to share their thoughts—all with the intent of maintaining a respectful and transparent conversation. Through our numerous outreach channels and strategies to date, we received verbal and email feedback from six individual community members. Eagle Crest Construction and the project team would like to thank all participants for getting involved.

In reviewing feedback collected to date (February 2020) the project team has identified a set of key themes raised by stakeholders. The themes outlined in the following pages are broken into What We Heard and the project team's response.

### OUR COMMITMENT

Since no single design solution can satisfy all stakeholder groups completely, the project team cannot integrate everything suggested by our neighbours and the community at-large. Our promise, however, is that we are transparent about how we reach our conclusions, making the following commitments to all who participate in our process:

- We will provide you with quality information about the project.
- We will ask for your thoughts on key areas of the project.
- We will share what we have heard and our team's response to it.

### KEY THEMES

- 1 BUILDING SCALE + INTENSITY
- 2 ARCHITECTURE + DESIGN
- 3 TRAFFIC + SAFETY
- 4 PARKING IMPACT
- 5 COMMERCIAL USES



## 1 BUILDING SCALE + INTENSITY

### WHAT WE HEARD

Some stakeholders expressed concern over the proposed building height (six storeys) and density at this location, citing worries that the development could set a negative precedent along Edmonton TR NE. It was suggested that a 3-storey built form was a more appropriate scale. A few stakeholders supported the proposed building intensity, and those who did generally approved of the transition in building height and mass between the Main Street and the low-density homes adjacent to Trail19's west side.

### TEAM RESPONSE

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The project team believes the increased intensity proposed by this application to be an appropriate fit within the context of the neighbourhood, particularly because the site is beside an important node located at the intersection of 20 AV NE and the City-identified Main Street of Edmonton TR NE, as well as within 400m of an existing Bus Rapid Transit stop. We see this application as a positive catalyst for future Main Street development to support increased activity levels along this important corridor. The proposed built form is achieving the City-wide goals and objectives for Complete Communities, and aligns closely with the emerging draft North Hill Communities Local Area Plan vision, which identifies this portion of the Edmonton TR NE Main Street as Neighbourhood Commercial Minor (allowing up to six storeys in height).

## 2 ARCHITECTURE + DESIGN

### WHAT WE HEARD

While not every stakeholder commented on architecture, the project team generally received positive feedback on the overall aesthetic and proposed materials of Trail19. A few community members mentioned that the architectural design was a welcome improvement to the existing buildings on site, and some expressed a hope that the building's design would support a more pedestrian-friendly experience along Edmonton TR NE.

### TEAM RESPONSE

---

The architectural design of Trail19 is still in progress and has undergone a series of revisions aimed at improving the landscaping and public realm interface since the information session. As the Development Permit design progresses, the project team will continue to follow our best practice project principles of leading with great architecture, enhancing the urban design, providing thoughtful transitions, connecting people to local amenities, and contributing to a complete street. Once finalized, the new concept will be shared with the public through the project website.

## 3 TRAFFIC + SAFETY

### WHAT WE HEARD

The project team received mixed feedback related to traffic impact. Some community members felt that cut-through traffic along 19 AV NE was an existing issue which would further be impacted by the proposed development. Others commented that traffic was not a concern in the neighbourhood.

### TEAM RESPONSE

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The project team understands that the proposed development may have an impact on the surrounding transportation network. As part of the comprehensive planning and design process for this site's redevelopment, Bunt & Associates Transportation Planning and Engineering completed a Transportation Impact Assessment (TIA) to determine both the scale of impact and whether street infrastructure improvements or other mitigatory measures would be required.

This TIA found that the existing network is operating below the City's traffic volume capacity guidelines, and anticipates that the proposed development will have a negligible impact on the traffic of the surrounding streets. This is partially due to the location of parking within the building, which is accessed from the back lane, limiting the number of cars travelling on local roads within the neighbourhood.

## 4 PARKING IMPACT

### WHAT WE HEARD

Some area residents expressed apprehension about Trail19 exacerbating on-street parking along 19 AV NE, citing concerns that new residents and customers accessing the commercial retail units would reduce the supply of available on-street parking spaces. In particular, stakeholders were worried that short-term daycare drop-off and pick-up parking would be an issue.

### TEAM RESPONSE

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The proposed number of commercial, residential, and visitor parking stalls for the Trail19 development are meeting and exceeding the total City of Calgary bylaw requirements, with parking provided both at-grade and in an underground parkade. Existing on-street two-hour parking restrictions along 19 AV NE will act as a buffer for on-street parking impacts, as future residents and commercial tenants will not be eligible for on-street parking permits per the Parking Authority's multi-residential building policies. Should the area encounter issues with on-street parking in the future, neighbours have the opportunity to apply for permit-only parking along the block face.

Some community members were concerned that the daycare would result in parents picking up and dropping off their children along 19 AV NE. To mitigate this concern, the building design has placed the daycare pick-up and drop-off parking stalls at grade in the rear laneway. The TIA also found that the childcare and residential visitor parking would have different peak periods, and that these stalls could be shared between the two uses at different times throughout the day for additional parking opportunities.

## 5 COMMERCIAL USES

### WHAT WE HEARD

Some community members felt that the Trail19 site was not an appropriate location for commercial uses, while others expressed concern or curiosity around which businesses would act as future tenants.

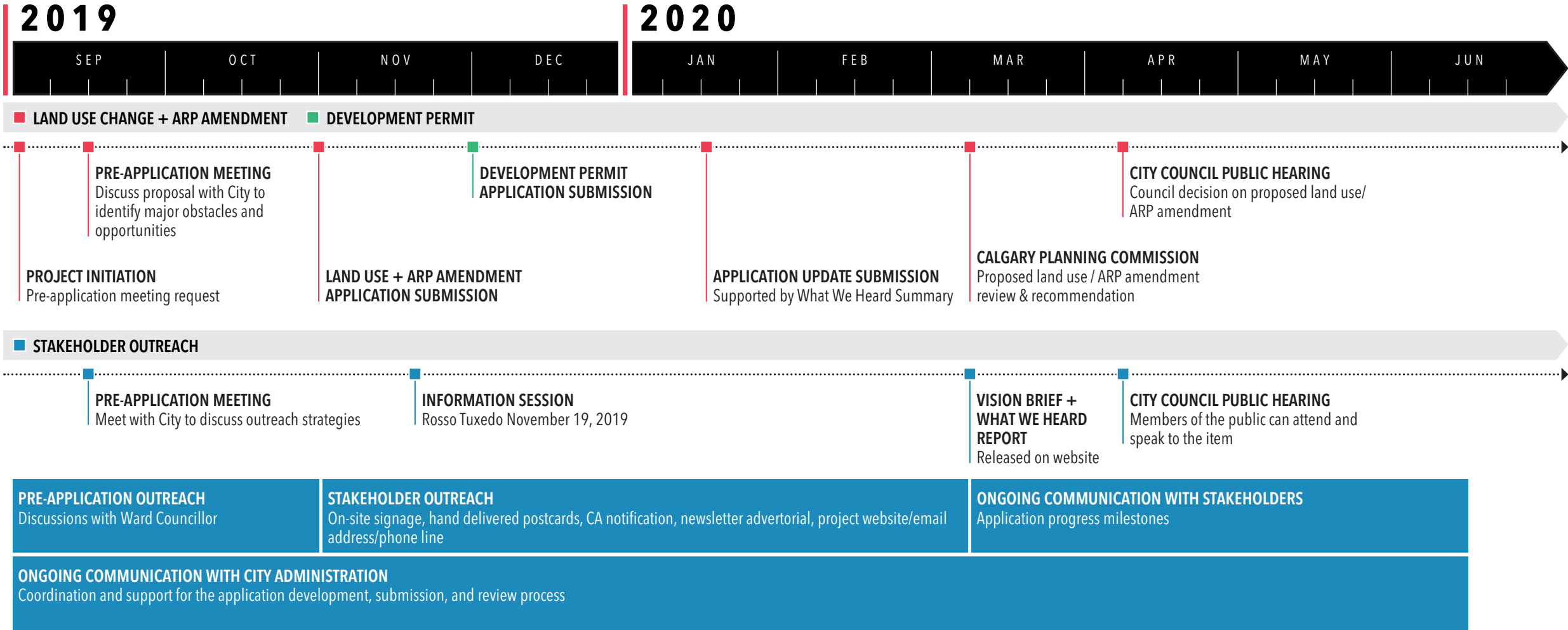
### TEAM RESPONSE

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"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, which encourages the development of 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. Trail19 is proposing to support a range of locally-serving businesses within the development with Live-Work units and commercial retail units (including a daycare) at grade.

We believe that the proposed Trail19 development is a natural extension of the existing commercial node at the intersection of 20 AV NE and Edmonton TR NE. The proposed Trail19 design has strategically located commercial uses to provide active at-grade commercial retail units along the busier Edmonton TR NE streetfront, and less active Live-Work units along the residential street of 19 AV NE, forming a sensitive transition of activity between the Main Street and the surrounding neighbours. Eagle Crest Construction is working closely with an interested tenant for the daycare space, and the other commercial retail units are proposed as locally-serving commercial spaces (tenants TBD).

# 4.4 GENERALIZED TIMELINE





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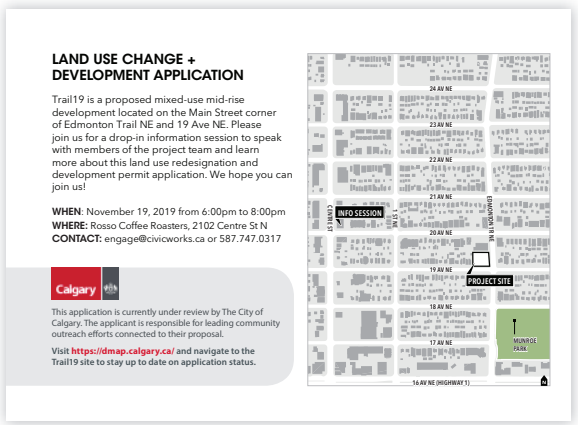
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# APPENDIX

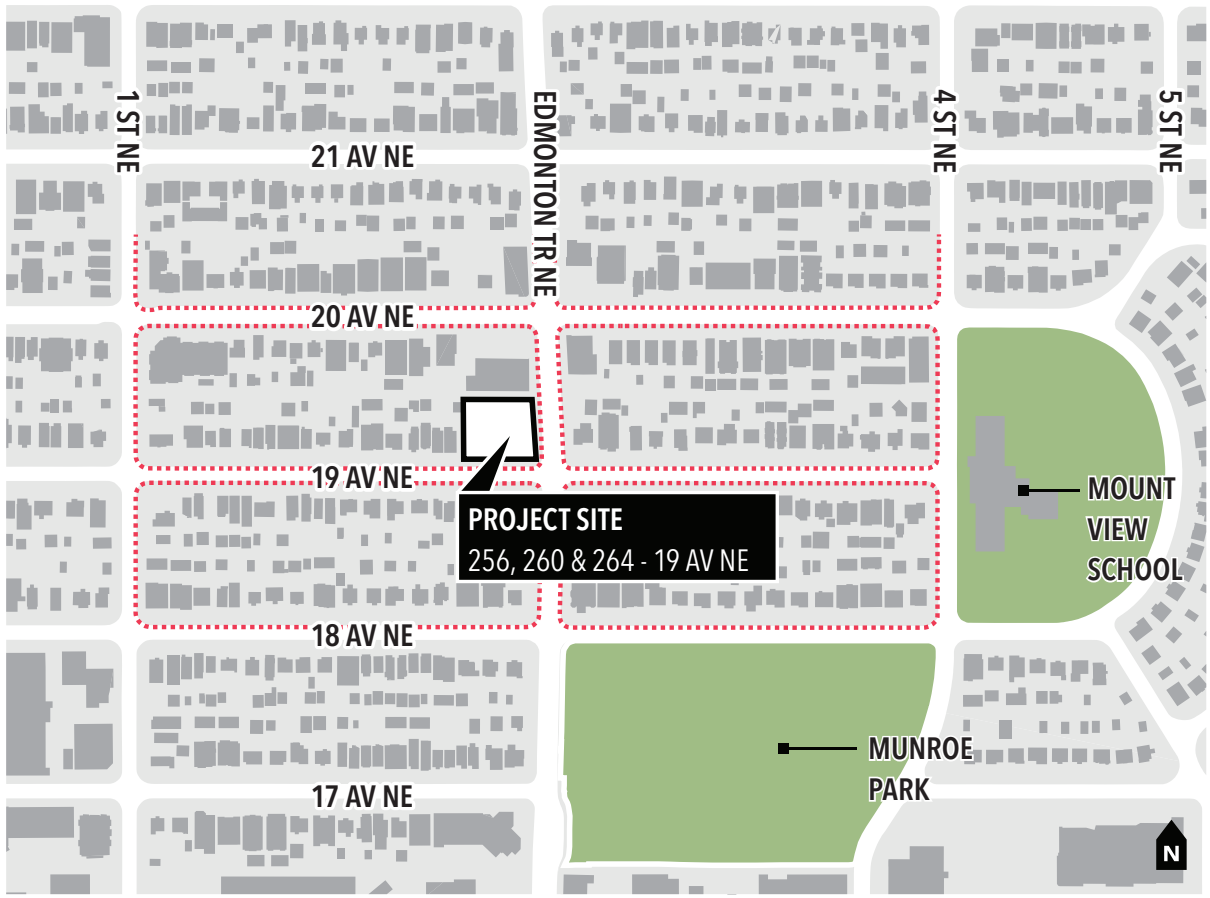
# OUTREACH MATERIALS + EVENTS



ON-SITE SIGNAGE



MAILER



MAILER DISTRIBUTION AREA (OUTLINED IN RED)





## Hi Neighbour!

A development is proposed near you

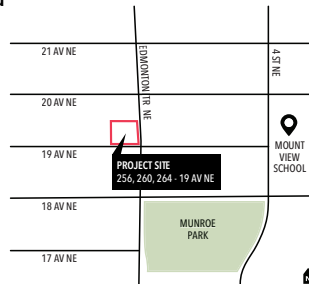
### About the Development

Located at the corner of Edmonton Trail and 19 AV NE, Trail19 is proposed as a mixed-use multi-residential development with commercial retail units at grade. The six-storey building will activate the Main Street street frontage along Edmonton Trail NE, while also forming a sensitive transition to the surrounding residential homes.

### Drop-In Information Session

On November 19<sup>th</sup> please join us for a drop-in style information session at Rosso Coffee Roasters' Tuxedo location from 6-8pm. Members of the project team will be present to discuss the planning and design rationale behind Trail19. Refreshments will be provided.

We look forward to receiving feedback from our neighbours, both in person and on our website at [www.trail19yc.com](http://www.trail19yc.com). We hope you can join us!



**Date:** Tuesday, November 19, 2019  
**Time:** 6:00pm - 8:00pm  
**Location:** Rosso Coffee Roasters Tuxedo  
 2102 Centre ST N

Find out more and share your thoughts!  
[www.trail19yc.com](http://www.trail19yc.com)  
[engage@civicworks.ca](mailto:engage@civicworks.ca)  
 587.747.0317

### ABOUT

Situated at the corner of Edmonton Trail and 19 AV NE, Trail19 is proposed as a mixed-use multi-residential development with commercial retail units at grade. The proposed six-storey building has been designed to respond to the Main Street corridor context along Edmonton Trail NE, while also considering a transition to the lower scale residential homes to the south and west of the property.



### PROJECT PRINCIPLES



#### LEAD WITH GREAT ARCHITECTURE

Set a neighbourhood precedent for design excellence along the emerging Edmonton Trail NE corridor, with inspired architecture that uses high-quality, long-lasting building materials.



#### PROVIDE THOUGHTFUL TRANSITIONS

Consider surrounding neighbours and create scale-sensitive transitions by integrating building "stepbacks" that follow approved city-wide policies.



#### CREATE A COMPLETE STREET

Help continue the incremental transition of Edmonton Trail NE into a livable, pedestrian-friendly Main Street.



#### ENHANCE WITH QUALITY URBAN DESIGN

Introduce a high quality publicrealm and people-friendly destination through thoughtful building interface design that contributes to lively, inviting streets and interactive spaces.



#### CONNECT PEOPLE TO LOCAL AMENITIES

Strengthen the connection between people and where they live by introducing new neighbourhood-focused retail and amenities that promote walkability and local connectivity.

### WE'D LOVE TO HEAR FROM YOU!

Get directly in touch with the Trail19 project team by filling out the below online feedback form, or leaving us a message at the Outreach Voicemail Inbox.

Name \*

First Name  Last Name

Email \*

Application Reference \*

Message \*

SUBMIT

#### OUTREACH VOICEMAIL INBOX

587.747.0317

Please use the contact information below if you'd like to get in touch with Trail19's File Manager at The City.

#### CITY OF CALGARY CONTACT

Courtney Stengel, Planner | Planning Implementation

[Courtney.Stengel@calgary.ca](mailto:Courtney.Stengel@calgary.ca)

403.268.5708

Please reference the following application number: LOC2019-0173



NOVEMBER 19, 2019 INFORMATION SESSION





460 - 5119 Elbow Drive SW      P 403 201 5305  
Calgary, Alberta T2V 1H2      F 403 201 5344

[civicworks.ca](http://civicworks.ca)