

Applicant Outreach Summary



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Outreach Strategies



PROJECT WEBSITE & FEEDBACK FORM

The project website, www.trail19yyc.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 early in the application process (November 4, 2019). The large sign enables the project team to share information directly with surrounding community members. The signage directs visitors to the project website, email inbox, and phone line and advertised the Information Session.



HAND DELIVERED MAILER

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 phone line 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 to invite 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 VOICE-MAIL & DEDICATED EMAIL ADDRESS

A project voicemail and email inbox provide 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 site signage.



INFORMATION SESSIONS

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 shared their feedback with the project team.

What We Heard + Team Response

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 emailed feedback from a handful of community members. Eagle Crest and the project team would like to thank all participants for getting involved.

In reviewing feedback collected to date (January 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.

Applicant Outreach Summary

1 BUILDING HEIGHT + DENSITY

WHAT WE HEARD

Some stakeholders expressed concern over a 6-storey building height at this location - citing the potential to set a height precedent along Edmonton Trail. Those who supported the proposed building 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

The project team believes the scale and density of the proposal to be an appropriate fit within the context of the neighbourhood, particularly because the site is beside an important commercial node located at the intersection of 20 AV NE and the city-identified Main Streets of Edmonton Trail NE. We see this application as a positive catalyst for future Main Street development along this corridor; one that reflects the CPC - supported North Hill Communities Local Area Plan (draft) - which envisions this portion of the Main Street as Neighbourhood Commercial - Minor with up to six storeys in height.

2 ARCHITECTURE + DESIGN

WHAT WE HEARD

While not every stakeholder commented on architecture, the project team received generally positive feedback on the overall aesthetic and proposed materials of Trail19.

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

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

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 the scale of impact and whether street infrastructure

improvements or other mitigating 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 to limit the number of cars travelling on local roads within the neighbourhood.

4 PARKING

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.

TEAM RESPONSE

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. In response to stakeholder feedback, the building design has been revised to place the daycare use within the northern commercial retail unit closer the proposed at-grade drop-off/pick-up stalls. 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

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).