



East Hills Crossing Outline Plan + Land Use Amendment

Council Presentation - April 6, 2020

LOC 2018-0275



02



Annex, Kensington



ERA, Kensington

The Minto Group

- The Minto Group is a full integrated real estate company offering new homes and condos, rentals, furnished suites, property and investment management.
- They've built over 85,000 homes, managed 14,955 rental units, and carry 2.5 million square feet of commercial space.
- Minto began purchasing land for development in Calgary in 2014 and planning and sales activities are underway.
- They now own five projects in the region. In addition to East Hills Crossing, these include Annex in Kensington, ERA in Bridgeland, a future development in Kensington, and a future master-planned community in Airdrie.

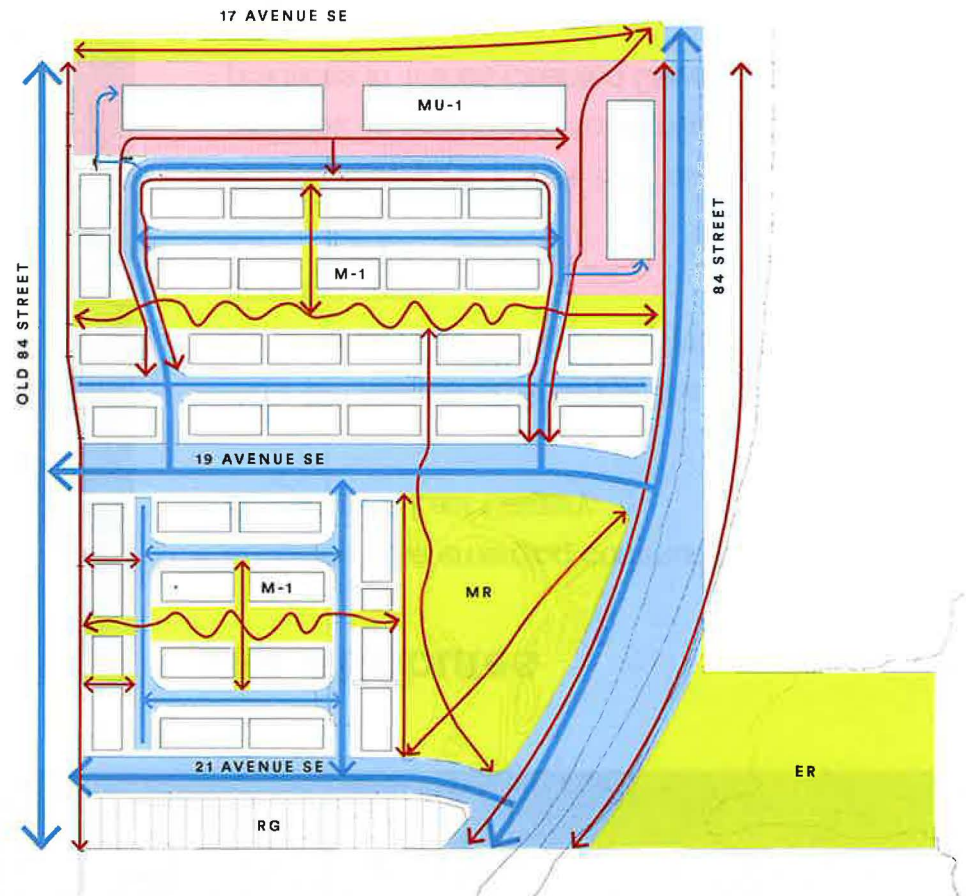


Site Attributes

- Located in the emerging community of Belvedere in East Calgary.
- With 17th Avenue SE frontage, the site will become an important gateway into Calgary from the east.
- The planned MAX Purple BRT station provides an opportunity to showcase best practices in Transit Oriented Development.
- Only 10 km from Downtown Calgary (30mins by BRT) and just 3km from International Avenue (15 mins by BRT).

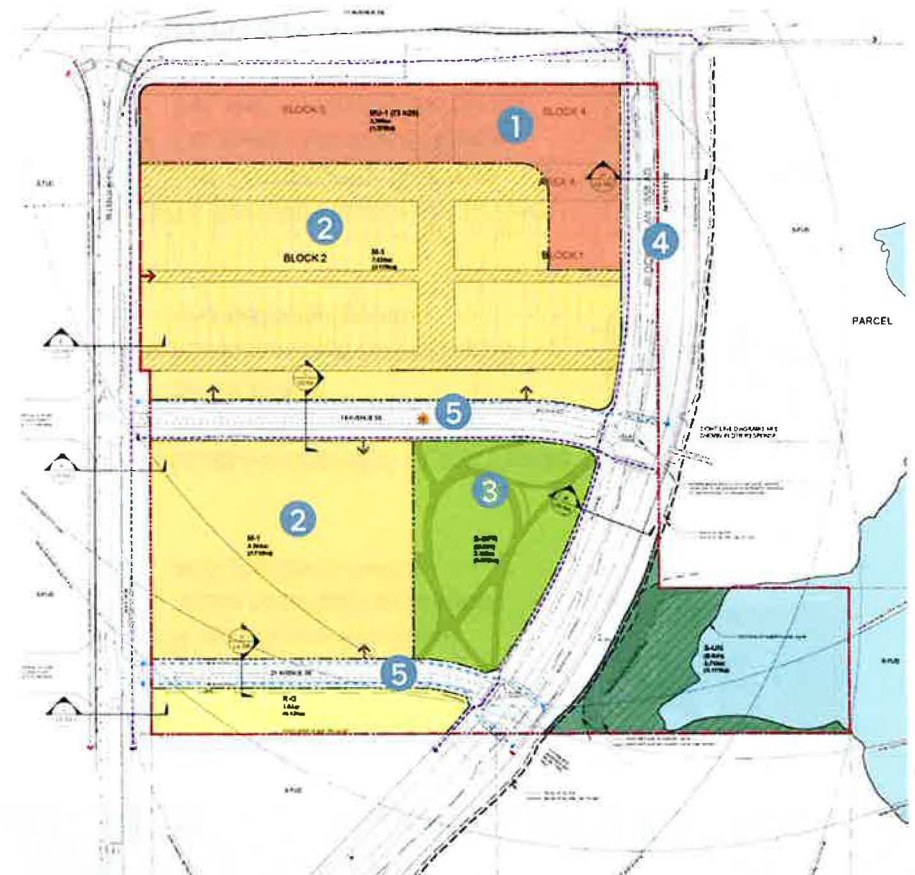
Vision

- Introduce a new mixed-use community with diverse housing options and locally-oriented retail next to a planned BRT station
- Offer a human-scaled, compact urban form with a high degree of walkability
- Provide a parks and open space network that functions as the social heart for the community and increases connectivity for active modes
- Create new jobs for the community of Belvedere
- Achieve LEED for Neighbourhood Development certification

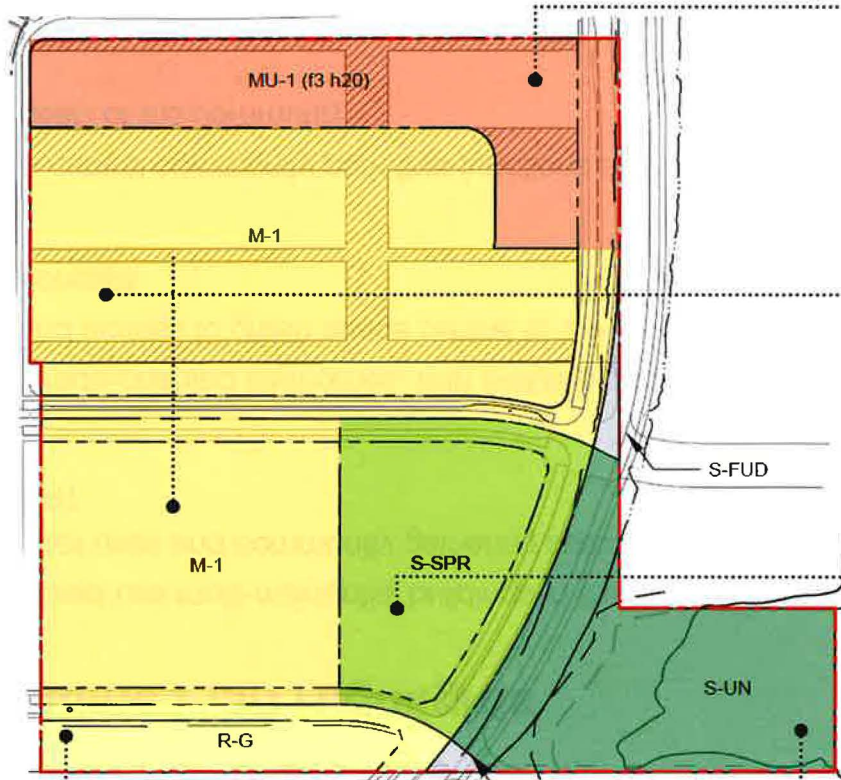


Outline Plan Highlights

- ① Mixed-use multi-residential buildings in the north, with retail uses and community gathering space opposite the BRT.
- ② Grade-oriented rowhomes, with livability, connectivity, and access to green space central to the design concept.
- ③ A central community park that functions as the social heart of the community.
- ④ New 84th Street designed with walkability, active frontages, and access to retail in mind.
- ⑤ Two new collector roads that bisect the community east/west, increasing connectivity throughout the area.



PROPOSED LAND USE



(MU-1) Mixed Use - General

- Ground floor commercial uses with residential units on upper floors
- A vibrant and functional urban node with local retail and access to transit



(M-1) Multi-Residential - Low Profile

- Masterplanned townhouse development
- Interconnected greenspaces and pathway system



(S-SPR) Special Purpose - School, Park and Community Reserve

- Dedicated Municipal Reserve that will function as the social heart of the community
- Encourages active lifestyles



(S-UN) Special Purpose - Urban Nature

- Wetland and marsh area to be preserved in its natural state



(R-G) Residential - Low Density Mixed Housing

- Detached homes or Townhouses
- Responds to the low density/rural context to the south



Public Park Concept

- Focused on the large neighbourhood park that functions as the social heart of the community.
- Encourages active modes (walking, biking, etc.).
- Direct residential frontage along its western edge.
- Privately owned linear park spaces provide strategic connections and increase opportunities for genuine contact between diverse groups.
- Supports active lifestyles and creates a sense of place.





On-site Notice Posting



Postcard Mail Drop



BOLD Sign



Community Info Session

Outreach Tactics

- City of Calgary notice postings have been on-site since January 2019.
- A community information session was held on February 4, 2020 and attended by approximately 25 residents.
- A BOLD sign was placed adjacent to the site for 2 weeks leading up to the community info session.
- Postcards advertising the event were distributed to nearby properties.
- Ongoing and direct contact with adjacent land owners (3) and developers (3), including more than 50 in-person, e-mail, or phone call touch points.

What We Heard

- People are largely supportive of the proposal and eager to see development and progress in this location.
- Open house attendees were interested in the new 84th Street SE alignment and how this will impact nearby properties.
- Participants were interested to learn about the servicing strategy and how a new community in this location may help properties to the south get City servicing.