

Applicant's Community Outreach



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Outreach Strategies



PROJECT WEBSITE & FEEDBACK FORM

Dedicated project website (falconaltadore.com) launched (14.01.2020), 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 (14.01.2020), serving as a direct line to the project team.



COMMUNITY NEWSLETTER

Full page advertisement in The Source (January 2020 - 8,000 households), sharing project team contact information and notification of upcoming information session



ON-SITE SIGNAGE

Large format signage installed (14.01.2020), notifying the surrounding community of the project and sharing project team contact information. Periodically updated.



CANADA POST MAILERS

Mail drop reaching ±275 area residences deployed (14.01.2020), providing project information and notification of upcoming information session.



COMMUNITY ASSOCIATION MEETING

The project team met with the MLCA Planning & Development Committee (10.02.2020) to present the development vision + discuss their review of the proposal.



INFORMATION SESSION

Drop-in information session (28.01.2020) in coordination with other 24 AV NW corridor redevelopment applicants and City Administration.



WHAT WE HEARD REPORT

Summary of outreach strategies, common feedback themes + project team responses, verbatim exchanges. Released in Application Brief 2.0 (20.06.08), available on website.

What We Heard + Team Response



BUILDING HEIGHT + PROPOSED DENSITY

WHAT WE HEARD

Feedback from stakeholders was varied regarding the proposed building height: some preferred a three or four storey form while others believed that the Cadence proposal is not tall enough considering its inner city location and proximity to amenities. Others were concerned about the proposed increase in density to 53 dwelling units.

TEAM RESPONSE

In response to feedback from stakeholders and City of Calgary Administration, the project team has revised its proposed Land Use District from M-H1f3h16 to M-C2. The building remains five storeys with a 16m maximum height (2m taller than the current 14m M-C1 District max), but introduces new bylaw rules that reduce massing and overlooking on neighbouring building forms and better suit the existing streetscape. Cadence will retain 3.0m side yard setbacks from neighbours despite a 0m side yard setback being allowable per

M-C2 rules. The fifth storey has been set towards the rear yard and reduced in size so the building primarily looks and feels like a four storey form. To preserve the existing streetscape and reduce the perception of building mass onto the street, Cadence will retain a number of existing mature street trees in the front yard and align with a 1:1 building height to street right of way ratio, an urban design best practice.

The 53 dwelling units proposed under the M-C2 represent an increase from the current number of units allowable on site under the current M-C1 District. The modest increase in density will support nearby commercial businesses, blend with future forms along the 33/34 AV SW Main Street corridor, and produce a negligible traffic impact on the street network per a Parking Study completed in support of the proposal by Transportation Engineer Bunt. Altadore is an evolving neighbourhood deserving of density to support its amenities and the project team stands by the 53 proposed dwelling units.

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2 INTERFACING CONSIDERATIONS

WHAT WE HEARD

The project team had conversations with neighbours directly to the north and south of the Cadence proposal. They were interested in understanding how the design takes their privacy into consideration through interfacing strategies.

TEAM RESPONSE

The project team acknowledges that any proposal that increases height and density will involve change, specifically for neighbours. To decrease overlooking concerns, the project team has oriented balconies to the front and rear facades of the building, limiting openings on the north and south building faces to windows. This approach has been carried through from the M-H1f3h16 proposal to the revised M-C2 proposal. The recarving of the building form in the new M-C2 District has also reduced the number of fifth storey units. At grade, the project team is proposing a 6ft tall fence along the north and south property lines to provide privacy to neighbours. This strategy will dovetail with existing landscaping on neighbouring properties and new landscaping proposed on the Cadence site to minimize overlooking.

Noise along the sideyards will be mitigated by orienting the main entry to 15A ST SW and the parkade entry off the lane. The fence will provide a noise and visual barrier to neighbouring properties at grade. The sideyards will only be used for entries to four main storey units, whose patios will front onto the south sideyard.

3 PARKING + TRAFFIC

WHAT WE HEARD

A number of stakeholders expressed concern that the street parking network does not have the capacity to accommodate parking generated by the Cadence proposal. Stakeholders were also interested in understanding if there were any street network upgrades required to support the increased traffic generated by the 53 dwelling unit proposal.

TEAM RESPONSE

Bunt & Associates Transportation Planners and Engineers (Bunt) was hired to complete a Parking Study to determine the parking impact that both the Cadence and Ensemble proposals would have on the greater street network. On-street parking demand was measured hourly over two days (Thursday, November 14 and Saturday, November 16, 2019) in the vicinity of both sites. At peak demand, an unused supply of 120/308 (39%) public on-street parking stalls were still available for use in the study area, representing significant capacity in the network. Cadence as currently proposed will provide 53 vehicle parking stalls, representing a minor, three stall parking deficiency per bylaw requirements that can be accommodated in the available on-street parking supply. A supply of 47 bicycle parking stalls will also be provided on site for residents and visitors, which far exceeds bylaw requirements.

The Parking Study also concluded that the 53 dwelling unit proposal would have a negligible impact on area traffic movements. Eagle

Crest will upgrade part of the laneway by paving it from 34 AV SW southbound to the subject site if Cadence is approved.

4 ARP AMENDMENT + POLICY EVOLUTION

WHAT WE HEARD

A number of stakeholders stated that they were opposed to any Area Redevelopment Plan (ARP) amendment relating to the Cadence proposal. There was also some confusion regarding the evolution of policy in this part of Altadore and the 33/34 AV SW Main Street corridor.

TEAM RESPONSE

The South Calgary/Altadore ARP was approved in 1986. It has been amended many times to align with City-wide growth objectives that no longer match this 34 year old planning policy. Proposed for the Cadence application is a minor, map-based amendment to the ARP from a Residential Medium Density policy to a Community Midrise policy in the land use policy map, reflective of the proposed modest increase of height and density. Furthermore, a new multi-community planning process is about to begin in Altadore that will result in the delivery of the West Elbow Multi-Community Plan. Its approval in the near term (likely 2021) will result in its replacement and superceding of the current ARP, bringing Altadore and 15 nearby communities into compliance with higher order municipal policy.

A number of stakeholders were also confused about which proposed 33/34 AV SW Main Street corridor redesignations were approved in 2018. To clarify, only the proposed redesignations falling within the Marda Loop ARP Boundary were approved in 2018. However, the project team was advised by City Administration that all proposed corridor redesignations along the Main Street would be picked up in the West Elbow Multi-Community Plan, which helped to inform the proposed land use redesignation for Cadence.