

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 (20.05.15), available on website.

What We Heard + Team Response



1 PROJECT SUPPORT

WHAT WE HEARD

Generally, stakeholders were supportive of the design and proposed materiality presented in the Ensemble proposal, feeling that it sets a positive tone for the redevelopment in this part of Altadore.

TEAM RESPONSE

The project team appreciates the positive feedback on the proposed design for Ensemble. FAAS embraced site constraints by utilizing the utility right of way to create unique building forms and site circulation. The modern design presented is part of a bricks and mortar concurrent land use and development proposal meant to provide certainty to the community that the visualizations are reflective of what will be constructed should the land use redesignation be approved.



2 BUILDING HEIGHT

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 Ensemble proposal is not tall enough considering its inner city location and proximity to amenities. Questions were also asked on the decision to orient the five storey portion of the building to the street.

TEAM RESPONSE

The building is five storeys with a 17m maximum height, representing a minor, 1m relaxation to the proposed M-C2 Land Use District (maximum height 16m). This means that overall, the building will be 3m taller than the 14m currently allowed under the M-C1 District. Based on bylaw height rules in the M-C2 District, the fifth storey is far smaller than the other storeys (only two units) and as a result, the Ensemble proposal is primarily a four storey form. The project team

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believes this form strikes a balance between interfacing with existing 2-3 storey neighbours and the fact that Altadore is an evolving neighbourhood deserving of density to support its amenities.

The mass of the fourth and fifth storeys is reduced through building stepbacks and the application of unique materials that break down the visual perception of mass. Additional setbacks and stepbacks have been incorporated through The City of Calgary's review to further reduce massing. The design decision to orient the fifth storey mass to the street is a best practice design principle, whereby attractive streets are defined by a 1:1 building height to street right of way ratio.

3 PARKING

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 Ensemble proposal, especially considering 15 vehicle parking stalls are being provided for 31 dwelling units.

TEAM RESPONSE

Bunt & Associates Transportation Planners and Engineers (Bunt) was hired to complete a Parking Study to determine the parking impact that both the Ensemble and Cadence 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 able to accommodate parking generated by Ensemble. Please see the Parking Study in Chapter 3 for more details on the study area and parking demand.

On the Ensemble site, the proposed 15 vehicle parking stalls represent a relaxation of 21 stalls. This relaxation is necessitated by a utility right-of-way that bisects the site and prevents the construction of a larger, deeper parkade. In addition to the on-street capacity, City Administration has indicated that this proposed relaxation could be acceptable if its impact is mitigated on site through the introduction of Transportation Demand Management (TDM) strategies. In response, the developer (Eagle Crest) will be unbundling parking stalls from specific units and renting them to tenants based on self-selection, meaning that once the supply is rented, vehicle owners who do not have access to a stall may choose to live elsewhere. Eagle Crest will also be providing a pool of e-bikes for tenant use in enhanced parking off the lobby and Class 1 Bike Parking in excess of bylaw requirements at 1 stall per unit. An on-site bike repair station will also be provided as an amenity to encourage tenancies by those who use active modes to complete their daily trips, important since a shared cycle lane is located along 15 ST SW that connects cyclists to the greater municipal cycle network.