

LOUIS on 9TH
1025-1139 9 AVE SE
COMMUNITY ENGAGEMENT
SUMMARY
APRIL 2020

PREPARED BY



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OWNERS & APPLICANT



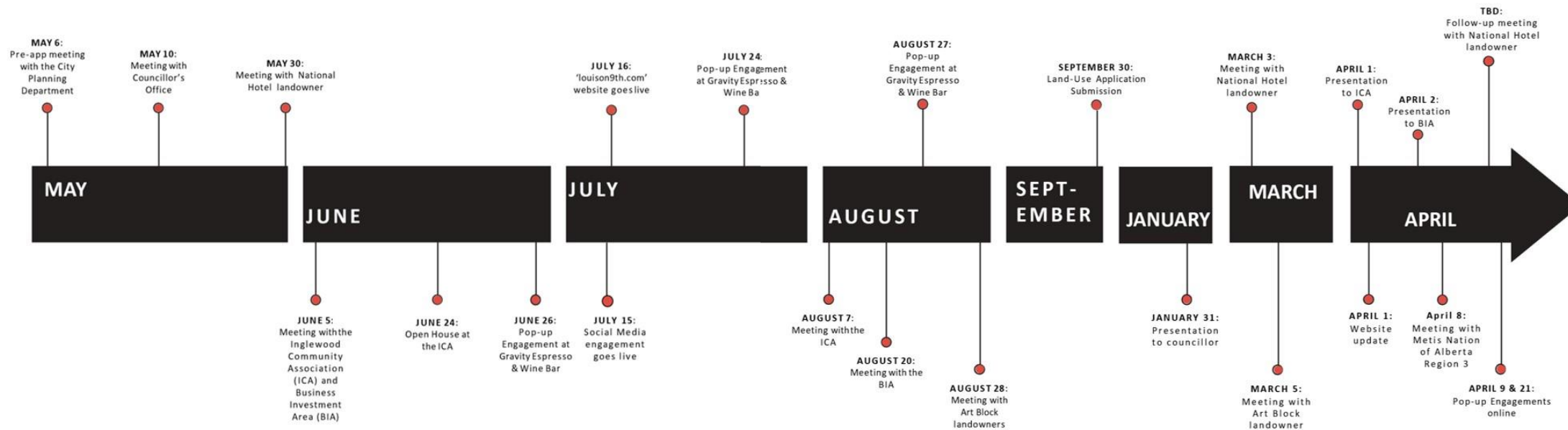
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Applicant Engagement Summary

1 COMMUNITY ENGAGEMENT

ENGAGEMENT PROCESS OVERVIEW



NUMBERS TO DATE

OPEN HOUSE

23 attendees
8 staff/team
89 written feedback
5 visual feedbacks

POP-UPS

5 events
18 attendees
3 staff/team
41 written feedback

ONLINE

900+ website visits
84 comments via social media

OTHERS

19 personal meetings
80 flyers distributed
36 event posters posted

Applicant Engagement Summary

IN - PERSON MEETINGS

Face to face meetings were held on June 5th and August 7th with the Inglewood Community Association's (ICA) Planning subcommittee, and on June 5th and August 20th with the Inglewood Business Investment Area (BIA). The former was to share our initial design proposals and process outlines, and the latter was to share the ongoing results of our engagement, along with updated design proposals. As laid out in the timeline on pages 6-7, we will be meeting with both of these stakeholder groups on April 1st as well to update them on our revised designs and address any other concerns moving forward.

In-person meetings were also held to discuss the project and work through concerns with the landowner of the National Hotel site, Jane Kerr on May 30, 2019 and March 3, 2020, as well as the landowners of the Art Block site, Jim and Michael Hill on August 26, 2019 and March 5, 2020. We are in the process of scheduling another meeting with Ms. Kerr sometime in April, 2020.

Lastly, a face-to-face meeting was held with members of the Metis Nation of Alberta Region 3 on April 3, 2020, in order to discuss potential opportunities to highlight some of the history of the project site, given its imbued metis roots.

OPEN HOUSE

An interactive open house was held on Monday, June 24th from 6-8 pm at the Inglewood Community association. There were 5 tables setup, soliciting feedback on key areas related to drafting a DC for land-use. These areas included: project name, potential uses, massing, public realm, and interface with The Nash site.

9 storyboards with the following content were also displayed:

An introduction to the origins of Landstar

2 renderings focused on massing: day & night

1 diagram focused on the connection of the different massing blocks

3 renderings focused on the public realm from different angles

An outline of potential names for the project, along with a brief history of each

Shadowing diagram

POP - UPS

A simplified version of the Open House was held, with much of the same content. The setup includes a large table at a popular local venue: Gravity Wine & Espresso. Pop-up events were held on the following dates. Note that additional pop-up times were modified in response to a request from the Director of the Inglewood Design Initiative:

Wednesday, June 26th from 5-7 pm
Wednesday, July 24th from 5-7 pm
Tuesday, August 27th from 3-6 pm

Online open houses utilizing Zoom were held on the following dates:

Thursday, April 9th, from 3.30-5.30 pm
Tuesday, April 21st, from 3.30-5.30 pm

Updated designs, these dates, and meeting links were shared via the website, through emails to individuals that had signed up for notifications, and passed on to the ICA and BIA to share with their networks.

ONLINE MEETINGS

Due to the restrictions posed by Covid-19, our stakeholder meetings after April 1st were moved online. These included presentations to the ICA, BIA, and Metis Nation of Alberta Region 3.

ONLINE

Website: The project website, louison9th.com, was launched on July 23rd, and serves as the key online engagement venue for this project. It contains all the information shared at the in-person events and allows feedback to be submitted electronically. The website was shared with the Inglewood Community Association (ICA), the Business Improvement Area (BIA), and all other stakeholders through flyer drops, posters, and direction at all in-person events.

Social Media: The website was also shared on social media platforms such as Reddit and Skyrise Cities. These posts were made specifically to address the potential for misinformation, as somebody shared an outdated site design from the developer's website, which then led to speculative commentary.

FLYERS AND POSTERS

These flyers and posters were delivered by hand to retail and residences around our proposed site. These were also sent via email to the ICA planning subcommittee and BIA to share with their members and/or mailing list. The following were delivered on the noted dates:



Applicant Engagement Summary

2 WHAT WE HEARD

COMMUNITY FEEDBACK

SITE DESIGN

The most common sub-themes addressed:

Façade: A more inviting appearance that uses higher quality, warmer materials in keeping with older buildings along 9th Ave. More balconies, less like an office tower.

Rooftop public space: Several suggestions for turning the rooftop into a social common-space, including a garden, mini golf etc.

Colonnades: Several questions on their appropriateness, while others recommended more “classical” rounded columns that are less modern in appearance.

Historical character: Lots of concern that this took away from the “historic aesthetic” of Inglewood, conveys a sense of “place-lessness” as it could be from anywhere in the world, and didn’t blend in well with the rest of the neighborhood. Some suggestions for local historic-modern blend precedents: Simmons Building, Biscuit Block

Shadowing: Concern that shadowing on the Hose & Hound (north side of 9th Ave) and Gravity (west side of site) patios would negatively impact business and detract from overall pedestrian experience.

Some general concern that the proposal doesn’t respect the existing 1993 ARP, and that it detracts from the feeling of a “small- town-within-a-city”.

ENGAGEMENT

Feedback fell into 2 areas:

Process: there was general concern that the proposal reflected a complete disconnect from the residents & retail around the site

Visuals: conflicting feedback, where most wanted more detail, particularly with respect to the wider context (i.e. clear depiction of landmarks, streets etc), while a few thought renderings in general were overused for conversations around land-use.

PUBLIC REALM

The four major areas focused on were:

1. The Nash: development that’s sensitive to this building and doesn’t detract from it

2. The pedestrian experience around the site: allow for patios, activation at the 9th and 11th intersection, more soft-scaping, curb bump-outs, narrow lanes on 11th, lots of greenery, allow space for larger trees, ample street-oriented seating.

3. The courtyard/atrium: use green or more permeable material, active edges, good lighting.

4. Features that encourage social interaction, such as pocket parks, water-coolers, and public washrooms

MASSING

Feedback fell under the following 3 sub-categories:

Massing appearance was initially considered too blocky, with greater step-backs from 9th Ave and 11th St required. The revised massing was applauded, with particular appreciation for respecting the National Hotel and Art Block. Request that items such as FAR, setbacks, and community benefits be written into the DC.

Height was initially considered “intimidating” and “intrusive”, with recommendations of moving as much of the height as possible to the back of the site, away from 9th and 11th. Revised designs were significantly preferred, although the tower height was still of concern.

Scale: Mixed feedback on how well the proposed scale fits into the community, mostly around the community capacity to handle the density being added.

METIS HISTORY

Inglewood holds huge historical significance to Metis history in Calgary, and the attempt to draw attention to it through project naming and art is appreciated.

ECONOMIC ISSUES

Concern that units wouldn’t sell in a downturn, and that corresponding increases in property taxes would negatively impact businesses and general affordability.

CONTEXT

These addressed the wider context within which the project was situated, and whether or not it would ultimately “fit-in” with Inglewood.

TRANSPORT

Ensure enough parking is provided for tenants, augment the walkability around the site, and minimize traffic impact.

MOST DESIRABLE USES

Small-medium scale restaurant	Artist studio	Brewery, winery, or distillery
Market	Museum	Outdoor café
Performing arts center	Post-secondary learning institution	Supermarket
Urban agriculture	Convenience food store	Fitness Center

LEAST DESIRABLE USES

Print center	Health services laboratory	Billiard parlour
Cannabis store	Conference and event center	Pawn shop
Payday Loan	Residential care	Vehicle rental/sales
Accessory liquor service	Addiction treatment center	Computer games facility

**Additional suggestions not included on our list: low-income housing, music venue to support the music mile, & farmer’s market. There were also strong preference against chain/franchise outlets.*

3 REVISED DESIGNS

DEVELOPMENT CONSIDERATIONS: Understanding Community Concerns

NATIONAL HOTEL

The massing of new developments should express a relationship to the historic hotel



HISTORIC RETAIL STREET FRONTAGE

New developments should respect the scale and rhythm of the historic streetscape



PEDESTRIAN EXPERIENCE

New developments should improve the pedestrian realm. i.e. increased sidewalk widths; urban furniture; active street frontage etc



ARCHITECTURAL IMPACT

New developments should be sympathetic to the existing context by limiting the visual impact of building scale (height, density, shadowing) from the street-level



COMMUNITY BENEFITS

New developments should give back to the community by providing accessible public amenities. i.e. outdoor public space; public art; community programming etc



HERITAGE

The design of new developments should complement the materials used and architecture of the historic context



Applicant Engagement Summary

INITIAL APPLICATION: Critical Analysis

CRITICAL ANALYSIS CRITERIA:
COMMUNITY COMMENTARY

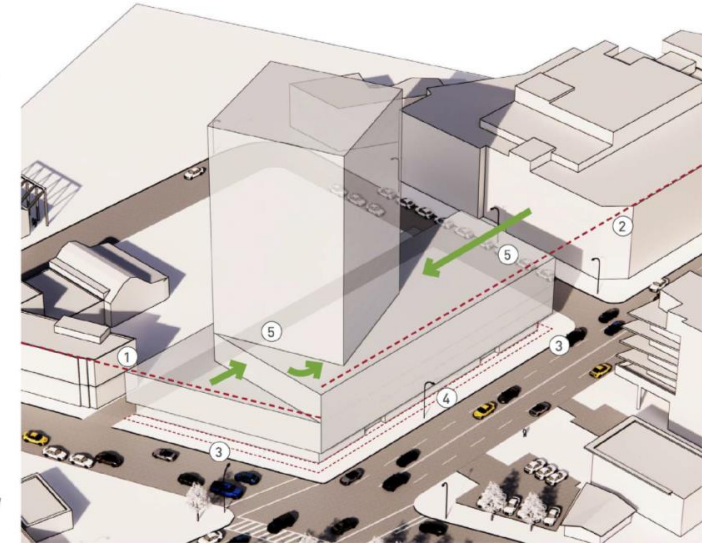
- ① NATIONAL HOTEL
Massing steps to 20m at National Hotel.
• *Datum not achieved*
- ② HISTORIC STREET FRONTAGE
2m setback introduced above 20m.
Majority of massing is still aligned with 9th Avenue SE.
• *Frontage consideration partially achieved*
- ③ PEDESTRIAN EXPERIENCE
Sidewalk width increased with addition of colonnade
• *Concerns with quality of pedestrian realm within colonnade*
- ④ COMMUNITY BENEFITS
Public colonnade leads to new central public courtyard.
• *Concerns with quality of public space in courtyard*
- ⑤ ARCHITECTURAL IMPACT
Majority of massing aligns with 9th Avenue streetscape
• *Concerns of 'visual wall' and shadowing along 9th Avenue SE*
- ⑥ HERITAGE AND MATERIALITY
Materiality to be developed through subsequent design process



REVISED STRATEGY

CRITICAL ANALYSIS CRITERIA:
D.T.R. + COMMUNITY COMMENTARY

- ① NATIONAL HOTEL
• Contextual relationship created with National Hotel via alignment of parapets
- ② 20m HISTORIC STREET FRONTAGE
• 2m set back of massing above 20m
• Consolidation of density above 20m to avoid 'visual wall'
- ③ PEDESTRIAN EXPERIENCE
• Increased public sidewalk width along all street facing retail frontages.
• Covered, recessed retail frontage around perimeter of building
- ④ COMMUNITY BENEFITS
• The setback of the perimeter retail facades creates a continuous public amenity space around the building (minimum of 150 m2)
- ⑤ ARCHITECTURAL IMPACT:
F.A.R. + DENSITY + SHADOWING
• Majority of density (tower) rotated to reduce impact along 9th Avenue
• Reduction of shadowing along 9th Avenue
- ⑥ HERITAGE AND MATERIALITY
Refer to following section for design aspirations and precedents.



4 COMMUNITY FEEDBACK-RESPONSE

ASPIRATIONS & OPPORTUNITIES

Feedback received from the community was distilled down to the following 7 themes with corresponding responses:

Site Design & Massing

These themes are addressed in the above pages

Transport

Parking will comply with a slight relaxation, which will be determined after a Traffic Impact Study. Note that this classifies as a Transit-Oriented Development given that it falls within the 400 m walk-zone of a BRT station and the future Green Line station.

Economic Issues

All forms of development will hinge on market studies and research. A development of this scale brings in many more potential customers, which means increased revenues for businesses. We also note that property taxes are contingent on many factors in addition to redevelopment.

Engagement

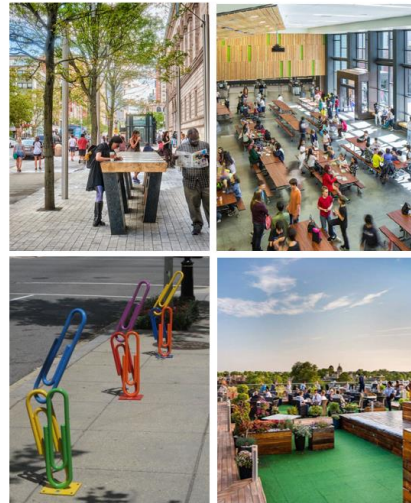
The engagement process began with block massing and following initial community meetings, some articulations were added. After feedback from community, we reverted back to block massing for simplicity in order to avoid discussing details that will be addressed during the Development Permit stage. At no point did we present an architectural design.

Potential Uses

While we do not wish to be overly restrictive with uses, the least desirable uses, as per the feedback received from community (print center, health services laboratory, billiard parlour, cannabis store, pawn shop, payday loan, residential care, vehicle rental/sales, accessory liquor store, addiction treatment center, computer games facility) will be removed or placed as discretionary in the final land use (DC district). Note that all potential "uses" listed in our process are under the stock MU-2 district as per the Calgary land-use bylaw

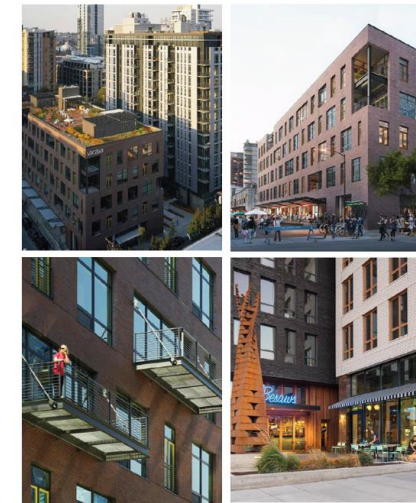
Public Realm

- Publicly accessible open space (200 square metres±), which may be provided along street frontages
- Public art that can take many forms such as sculpture, mosaics, murals, paintings and other forms
- Street furniture such as benches, public notice boards and decorative street lighting, in the pedestrian right-of-way in front of the building



Context

- Sensitive materiality related to local context (Masonry facades)
- A contribution to the community's heritage incentive fund.



Applicant Engagement Summary

We have plenty of examples in the downtown where the pillars create wasted space, used mostly to provide people a shelter from the elements, smokers, homeless folks.

Really liking the massing on this one, seems like something you would see on Queen west in Toronto

It's only conceptual, so hard to say how it'll look, but so far I like the use and the general scale. As for the massing, I would like to see a little more variation on the north side, it's a lot of glass. Outside of that it's going to be great to get rid of one of the last remaining parking lots along 9th SE and a copy parking lot of that.

Is this a library from the 1960's? I would hope considering it's context of a historical street like 9 ave, and being directly adjacent from the Nash they would try and fit into the character of the community. Maybe have some different material choices for at-grade? I dunno, maybe some brick. Just a thought.

I like the scale. I know some in Ingiewood will complain that it's too large, but this is the perfect lot if you are going bigger, many other lots aren't suitable for something of this scale. Ingiewood's shaping up to be a nice busy little hub

To be honest, I like its modern look, I think Ingiewood has lots of brick, and it's nice to have something contrast it.

Having this one and the BND/SIGI site developed would be amazing. I also think Ard/South bank will be great additions to the neighborhood. Seems to me that Ingiewood may take on a Gastown feel once there's more vibrancy and quality development completed.

Ingiewood is a very important place for Metro history, which hasn't been highlighted enough to this point: we greatly appreciate you working with us on this!

Louis Roselle played an important role in early development of Ingiewood

You've mislabeled the area east of 11th as "historical" while the area west is "contemporary". For us, all of Ingiewood is historical.

Definitely prefer the rotated tower scheme, but still have a hard time wrapping our heads around a height of 56 m in Ingiewood

Appreciate that the new massing respects the National Hotel, the Art Block, and creatively reflects the street layouts on the west and east sides.

Concerned that the main street cannot handle a density that accompanies a 7.0 FAR...can the entire community handle this sort of density either?

9th avenue needs to be treated with respect: specifically a 3.5 m setback, by itself on massing above 22 m may not be adequate.

Would like to see setbacks, FAR and community benefits written into the final DC for the site as an assurance of the final product

Would like to ensure the sidewalk along the northern edge of the site has the same width as that abutting the Art Block on the west.

56 m tall tower is not contextual for Ingiewood, as the low-rise buildings are what give it its unique charm and vibe

Appreciate the colonnades being taken off: looks way better!

Would like some assurance as to the massing framework in drafting the DC, with emphasis on adequate setbacks from 9th Ave. We recognized that more nuanced design details of the tower portion would be addressed at the DP stage, but just wanted to ensure that some of the visual/qualitative impact on surrounding streets be addressed as best as possible at this stage.

You do realize that a 2nd floor food hall, one of the potential opportunities for the site mentioned, would compete with Bite in the Art Block, and that Ingiewood may not have adequate density to support such competing uses right?

5 VERBATIM INPUT

Highlight the family/origin story of Landstar to provide some context and reassurance that these aren't just another developer looking to make a quick buck and leave

Some form of presentation (video or in person) to walk people through the proposal

Title the different feedback sections. i.e. "Naming", "Uses", "Massing", "Public Realm" "Nash Interface"

Graphics in renderings could be truer to what currently exists in order to provide visual context. Show community landmarks as-is in renderings

Not opposed to height or density...just not in this community! Something like this will just provide precedents to further ruin the historical, low-rise development pattern of the neighborhood, which is one of the major reasons people buy into this place!

There's a seniors residence already in the area that's having trouble getting spaces filled. Developments like this are better aimed at a younger demographic

Give Nash more prominence

The ICA Planning Committee does not opine on tenant suitability although it is obvious that neither liquor nor cannabis could candidates because they are within too close a proximity to others who hold current licenses.

Re: potential name, in addition to "The Roselle", I think that you had the "Louis". If this also a reference to the Roselles - I can't quite remember - Mr. Roselle was Louis and according to my archeologist brother, Mrs. Roselle was Angélique. Further reduce shadowing on the north side of 9th, as the Howe & Hound patio will be killed by the current shadowing profile

Won't the current massing negatively impact the Gravity patio on the west side?

Missing patio space on 11th. Refer to streetscape masterplan

Surface should be green non-impermeable materials. This has potential as a courtyard that connects to 10th Ave. Heights need to be low and more lights needed

Landscaping and seating in groupings and curves

Less hardscape and more softscape

This will not retain our tourism

Additional activation at the corners

Nash hotel is important and should be respected. I liked the way you handled it in the last rendering one your website

If the corner of 9th & 11th can be more inviting: higher ceilings cut the sharp corner. Make the corner inviting for more pedestrians, consider patio space on 11th St

Candy Stripes? Centennial parkade with more straight lines

looks like an office

No balconies? Office facades? Why? Too much glass!

Homogeneous material, nocardier

The glass is not appropriate for a heritage community

Building design a good concept for socialization. Aesthetics + design too cold looking. A bit too many windows - possible to have less?

Balconies invite better neighbours

Glass facade? Looks like a downtown office building. Very unwelcoming

Façade through design: material + scale. Create a friendly, homey facade. Balconies, decks etc

Where are the balconies?

Quality of design + materials are very important

If the second level can have balconies it looks like a live space vs an office tower

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Remember, this community is 2-3 streets wide only high-rise/low-rise building create shadowing & overlooking & ultimately fail to protect pedestrian walkability

Shadows north facing and more

Shadows on north side of 9th is not good

What day of year do you summer solstice? Shadows, wind, dark & cony!

How & Hound on the early south facing patio - you're dominating the south facing patio

Shadowing is detrimental

Destroying patio sun and lighting of Bite

Shading on the north side of 9th is not desirable

Very extensive, potentially orange blocking light from neighboring patios + canopy, Bite, rock & Hound

Further reduce shadowing on the north side of 9th, as the Howe & Hound patio will be killed by the current shadowing profile

Won't the current massing negatively impact the Gravity patio on the west side?

We are in an economic downturn! who will pay your costs? We have a high rate of empty condos at low sales + high vacancies

We have had developers scale back on their builds at low sales

New builds increase property tax to neighbouring homes + shops. This causes spillover abuse

How do you propose to sell this building to those of us who live, work, play and engage in this culturally rich neighbourhood? What are you selling to us? facade material, scale + setbacks for pedestrians, patios, restaurant outdoor spaces

There's a seniors residence already in the area that's having trouble getting spaces filled. Developments like this are better aimed at a younger demographic

Include some low income housing

Most sense to support the music side

How/number Farmer's market on ground level

No franchises or chain stores

Smaller retail underpinned

The ICA Planning Committee does not opine on tenant suitability although it is obvious that neither liquor nor cannabis could candidates because they are within too close a proximity to others who hold current licenses.

Reless, Destroy Ingiewood

Tall trees also artwork of site

Re: potential name, in addition to "The Roselle", I think that you had the "Louis" (this should reference to the Roselles - I can't quite remember - Mr. Roselle was Louis and according to my archeologist brother, Mrs. Roselle was Angélique

I like, but keep in mind it's a concept drawing. It's well until the final design comes out

This is perfect. We need to start massively building up this city. Sprawl is terrible

Agree on the balconies roof. These levels of outdoor patio for residents to use and BBQ on. Perfect

Better than the 3rd block and Third Apartments currently occupying the space but that exposed older design needs still and a bit out of step with the newer buildings around it. It reminds me of a building from the 70's.

Glass towers attract high end buyers who want an urban nightscape view. Overlook water (like the ocean in Vancouver). This will overlook railway tracks & look into other condo owner windows

Does not reflect our current ARP/FAR for our neighborhood

Amenity fails to deliver. It will be dark + unappealing to anyone but our homeless. It will be considered unfriendly & pedestrians will be leery at night & for shop owners locking up at night

You claim to be building for an elite clientele, professional couples, professional retirees wanting to downsize: ask yourself, what does this building offer that others in the city do not?

Ask yourself if you came from a home with a yard, greenspace, and mature trees, what would appeal to you about this place? Ingiewoodians live here because of open spaces, green spaces, at this a small town feel near a downtown.

Collonade is interesting, but once again, no tradition in local architecture

Collonade too modern in shape

Coliums look like a parkade: maybe round like Bay downtown is better

Collonade makes sense in a hot climate, south facing, not north facing in cold climate

Rounded collonade

Too many "modern" looking buildings around that compromise the feel of the historical community. Perhaps more input + research into design that will complement into community

Heritage architecture? Howe and Hound needs to be included.

This building could belong anywhere! Ingiewood is a historic community

Keep to our historic aesthetic. This is not Manhattan

Historical/modern fusion buildings. E.g. Simmons, Biscuit Block

Incorporate brick or other material to complement historical community. Building ideally blends into existing surrounding context.

The amount of "picture" boards detract from this mainly being about the landscape

Your rendering is out of touch with the community in so many ways, where do I begin?

More labels, i.e. streets need to be marked in the shadowing diagram, same descriptions around land uses etc

Some form of presentation (video or in person) to walk people through the proposal

Highlight the family/origin story of Landstar to provide some context and reassurance that these aren't just another developer looking to make a quick buck and leave

Graphics in renderings could be truer to what currently exists in order to provide visual context

Show community landmarks as-is in renderings

Unacceptable. Very dominating and obtrusive design. Scale way back in height and frontside walls

The height of this building destroys the look of Ingiewood

Concern about the building height causing permanently shaded street on 9th: too dark. Want to maintain the small town feel of the community

The height is way too much for 10th street. Bite + Gravity will be significantly impacted

Ingiewood is not downtown: too tall, too ugly, too industrial/commercial

Height doesn't reflect existing ARP. We are in a historical community only 3 streets wide. High rises are obtrusive and cause shadowing on neighboring homes and businesses

Too High

Keep tall section of the building as far from 9th as possible. Building much too high - too much shading

Aesthetics should blend in with the historical buildings on 9th for a cohesive community

Maintain the small-town historical feel. This is oppressive!

Could be any glass building on any street in any city. Doesn't say anything about Ingiewood

Downright hideous. Doesn't fit into a historic neighborhood. Think historical brick & sandstone, not this!

Move top floors to back of building and maybe you'd get approved if you added historical character.

Where is the integration into a historical neighborhood?

Are we a community with history or just an extension of downtown?

You need to go back to the drawing board 100%. You need to visit, integrate with existing shoppes + cafes here in Ingiewood to see how we currently live in our community of 3 streets wide.

Does not reflect our heritage. Looks like an office building; no balconies, tiered decks, brick facades = unwelcoming

Something like this will just provide precedents to further ruin the historical, low-rise development pattern of the neighborhood, which is one of the major reasons people buy into this place!

Talk to residents + shop owners, why we live and work here!

People live here and love our community. Please don't ignore us!

We are the only historical neighbourhood left in Calgary. You need to work with the community, not against it. This screams US first, Ingiewood low on the totem pole

Renderings do not reflect 9th Ave character

Provide correctly labeled signage to orient people better

Evolution of design isn't obvious

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Can height be moved to the back of the building? Step towards 9th and 11th

Possible to decrease height of adjacent taller buildings by 3-4 floors?

Make sure higher sections are pushed to the back of the site

Appreciate that the highest building has the smallest footprint

I appreciate an effort to have higher floors in the back, but still fails. Front facade needs to remain at 6 stories only and have a historical appearance. Build your glass towers in the back.

Not opposed to height or density...just not in this community!

although the City may be dealing with a 40 m height as though it is just a complex, the ICA does not and will never support that height on 9th Avenue. However, I do appreciate Landstar's willingness to discuss other options. More than anything, it is our belief that 9th Avenue is of almost importance to the Heritage of the City and cannot tolerate anything above 20 m while maintaining its integrity. So, as I think many discussed with George, a shift of any floors in excess of that to the south side of the strum would mitigate that impact a bit.

the real issue now is indeed with building envelope or skeleton. One element about this particular property that may mitigate overall height more than most is that, like it or not, the block has before permission to build to twelve storeys regardless, so the proximity to the Nash may give you shelter, so to speak.

Missing a too blocky. More effort along 9th Ave. Don't exceed 20 m

A bit too blocky, but I know it's early in the process

New development = reasonable scale :)

You cannot justify this scale and composition: too big!

How walkable will it be in winter?

Ensure adequate parking for building tenants - minimize street parking

What about traffic issues? Enough parking?

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