

# Applicant Outreach Summary



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## Outreach Strategies



### PROJECT WEBSITE & FEEDBACK FORM

Dedicated project website (mcivoryyc.com) launched (17.07.2020), 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 (587.747.0317) and dedicated email (engage@civicworks.ca) goes live (17.07.2020), serving as a direct line to the project team.



### COMMUNITY NEWSLETTER

Full page advertisements in Southeast Life and New Brighton Buzz (August 2020 - 12,600 households), sharing contact details and website/online Information Session links.



### ON-SITE SIGNAGE

Large format signage installed (17.07.2020), notifying the surrounding community of the project and sharing project team contact information. Periodically updated.



### CANADA POST MAILERS

Mail drop reaching ±575 area residences deployed (17.07.2020), providing project information, contact details and website/online Information Session links.



### COMMUNITY ASSOCIATION MEETING

Meeting with the Copperfield-Mahogany Community Association Board (15.10.2020) to present the development vision + discuss their review of the proposal.



### ONLINE INFORMATION SESSION

Online information session (17.07.2020-15.10.2020) hosted on project team website with feedback portal. 1,500+ visitors, 35 exchanges with 26 stakeholders.



### WHAT WE HEARD REPORT

Summary of outreach strategies, common feedback themes + project team responses, verbatim exchanges. Full version released in Application Brief 2.0, available on website.

## What We Heard + Team Response: Key Themes



### 1 Building Height and Density, Interfacing Considerations

#### WHAT WE HEARD

Half of all stakeholders contacted the project team about the proposed height and associated density of the Mclvor site. Rather than 6 storeys, stakeholders generally requested a maximum height of 3-4 storeys in line with the remainder of the neighbourhood. Other respondents asked for interfacing and sun-shadow impacts to be taken into consideration with existing 3-4 storey multi-residential neighbours south of the subject site.

#### TEAM RESPONSE

The project team has made a land use redesignation submission for four new mixed-use, multi-residential buildings of up to six storeys in height. It is the team's professional opinion that six storeys is reasonable in this location due to strong amenity and infrastructure provision that can support additional people and jobs in this part of Copperfield. These include nearby parks and open spaces, active modes pathways, higher order roads capable of accommodating greater vehicle volumes (Mclvor BV SE, 130 AV SE), a future

interchange to Stoney Trail adjacent to the site (130 AV SE), existing and future transit provision that connects to future Phase 1 Green Line LRT service, community amenities (schools, New Brighton Athletic Park and Skate Park, Copperfield-Mahogany Community Association), and an immediate context of existing and future commercial and multi-residential uses.

With this rationale for six storeys in mind, the project team is committed to introducing interfacing features that reduce impacts of height between the proposal and the existing buildings south of the subject site. These measures go beyond what is required in Land Use Bylaw 1P2007 and have been written into the proposed Mclvor site Direct Control (DC) District to provide assurance to stakeholders that any future built form will have to align with the rules established in the land use redesignation.

The first interfacing feature is a 10m landscaped and bermed buffer between the Mclvor site and existing 3-4 storey multi-residential neighbours to the south. This feature creates a significant setback from existing multi-residential built forms. Trees and walkways will be

incorporated in the large setback to increase privacy and to reduce overlooking concerns. Further detail on the design of this landscaped setback area will be clarified through future Development Permit applications should the McIvor land use redesignation be approved. The second interfacing feature is a building setback rule. Where the proposed buildings are within 4m of the 10m wide landscape buffer (totaling 14m/46ft from neighbouring property lines), their maximum height will be four storeys (16m). Beyond this 14m distance, the building is able to setback from four storeys (16m) to the six storey (22m) maximum height. This design move reduces the perception of mass for neighbours and creates a four storey interface with existing three to four storey multi-residential neighbours. The landscape buffer and building setbacks are visually depicted in the Massing Diagrams that can be found in Chapter 2 of this Brief.

Sun shadow impacts are also an important consideration in any redevelopment scenario. Project team architect FAAS completed sun shadow studies that can be found in Chapter 3 of this Brief, which highlight that the proposed buildings will have zero shadow impact on existing multi-residential neighbours through the year based on their location and the relative position of the sun. units.

## 2 Traffic and Parking

### WHAT WE HEARD

Approximately one third of stakeholders contacted the project team with concerns related to area traffic and parking that they felt would be worsened by the McIvor proposal. Some pointed to congestion along 130 AV SE to the west of the subject site, while others highlighted the unbuilt Stoney Trail interchange at 130 AV SE as an opportunity to smooth traffic flows. Others still were concerned about on-site parking and the potential for parking spillover into adjacent residential areas.

### TEAM RESPONSE

Project team Transportation Engineer Bunt has completed a Transportation Impact Assessment (TIA) that investigates if the proposed traffic generated by build out of the McIvor site will trigger any transportation network improvements. The TIA finds that in addition to municipal upgrades to 130 AV SE that are currently underway, a traffic signal will be required at the site access road and McIvor BVSE prior to development occupancy for traffic to flow acceptably in the area. Eagle Crest will pay for this transportation network upgrade should McIvor be approved. The full TIA is publicly accessible for review on the project team website: <https://www.mclvorync.com/reports-1>.

Regarding traffic along 130 AV SE, the project team understands that congestion concerns here will be alleviated by City of Calgary improvements that are scheduled for completion this year (2020). These improvements include new eastbound and westbound lanes in addition to a number of new traffic signals. The very earliest that construction could start on the McIvor lands if development approvals are in place is 2021, after the scheduled completion of the 130 AV SE upgrades.

Regarding the construction of a new 130 AV SE interchange onto Stoney Trail, this is an Alberta Government project that is currently unfunded and scheduled for construction in the medium term (10-15 year outlook). The McIvor project team's proposal for more people and jobs in this part of Copperfield strengthens the case for the construction of the interchange and additional community egress. As part of the project team's stakeholder outreach, lobby messaging has been sent to Transportation Minister McIvor (also the local MLA for Calgary - Hays) to make his Office aware of the McIvor proposal and to encourage his team to prioritize construction of the 130 AV SE interchange.

As currently calculated, Mixed Use - General (MU-1, the Land Use District that the proposed McIvor Direct Control District uses as its base) bylaw parking requirements will be exceeded in the McIvor proposal, with 455 resident and visitor stalls proposed for the development. Only 376 stalls are required per City of Calgary Land Use Bylaw 1P2007 for the 380 dwelling units, 40 live work units, and 7,000sq.ft. of commercial retail space proposed. Additionally, the McIvor site is located in a context of current and future transit, including local bus routes that will connect to the future Phase 1 Shepard Green Line LRT station approximately 2km west. The City of Calgary recommends that higher densities and employment opportunities be located near transit.

## 3 Commercial Uses

### WHAT WE HEARD

Approximately one third of stakeholders contacted the project team with the misconception that the proposal was solely multi-residential, eroding one of the only remaining opportunities in the community for commercial uses to be incorporated. Stakeholders also expressed a desire for commercial spaces to be service-oriented, with a focus on retail and dining options.

### TEAM RESPONSE

To clarify, the project team has submitted a land use redesignation application for the McIvor lands that is both multi-residential and mixed-use, meaning primarily commercial uses are proposed at grade (especially where the proposed buildings interface with a site access road that will run along the northern edge of the subject site). Approximately 7,000 sq.ft. of commercial units and +/-40 Live Work Units are included as part of this land use redesignation. These two commercial use typologies will allow for a variety of the more service-oriented uses that stakeholders have indicated they would prefer here and opportunities for smaller, finer grain businesses to open in a commercial unit type that is new and unique to this part of Copperfield.

It should be noted that the McIvor subject site also only composes 4 acres of a larger 10 acre parcel, all of which is zoned for commercial development. An existing Development Permit application (DP2019-5904) adjacent to the subject site (also by Eagle Crest) proposes three single storey commercial retail buildings totaling approximately 19,000sq.ft of floor area. These buildings will also contain service-oriented retail for the community. Additional Development Permits have been submitted by other landowners north of the McIvor site for commercial uses that include a take out food service, a fitness centre, and a car wash.