

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: LOC2019-0100 - Land Use Amendment - McDonald's 1422 17 AV SW

Did you conduct community outreach on your application? YES or NO

If no, please provide your rationale for why you did not conduct outreach.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

The outreach included correspondence and meetings with existing businesses adjacent to the property, as well as City of Calgary Police, City of Calgary Staff, 17th Avenue Business Improvement Association (BRZ), and the Beltline Community Association.

1. Adjacent Businesses – Personal meetings with adjacent business owners and McDonald's representative to discuss the new commercial development which was intended to replace the old existing commercial development. The strategy was to consult adjacent businesses in person to discuss existing issues as they pertained to local business units and discuss specific issues as the site exists currently and how a new design could improve logistics, modernize aesthetics, reorganize flow, and enhance safety.
2. City of Calgary Police - Personal meeting with Calgary Police and McDonald's representative to discuss the inherent safety concerns as well as historical concerns reported on the existing site and detail how CPTED initiatives could be incorporated into the proposed design to enhance safety measures on site.
3. City of Calgary Staff - Personal meetings with City of Calgary staff and McDonald's representative to discuss existing traffic concerns on site and how new drive through location and new access design could mitigate existing traffic concerns
4. 17th Avenue Business Improvement Association (BIA) – Personal Meetings were conducted with BIA and McDonald's representative to discuss the new flagship commercial McDonald's proposed on site and the intended economic benefits this could bring to both the corridor in terms of commercial feasibility, walking traffic, as well as advantages of a rehabilitated site to include a modernized flagship location within the City.
5. Beltline Community Association March 26, 2019 – Personal Meeting with two members of the Beltline Community Association, Peter Oliver and Tyson Bolduc, one McDonald's representative, and two employees from IBI Group to present and discuss site plan/renderings.
6. City of Calgary Urban Development Review Panel Meeting (Fall 2020) - A formal meeting was held with members of the UDRP panel (six participants and distribution to eight additional members), one McDonald's representative, and two employees from IBI Group to present the proposed design as well as the revised urban strategy for the development.

calgary.ca/planning



Community Outreach on Planning & Development Applicant-led Outreach Summary

Stakeholders

Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

1. Adjacent Businesses:

- Bar 1410 (Group 933 Hospitality) – Business Owner & Business Owner of Jamison Pubs – Wanted an update and offered assistance to get to approval stage.
- Bar 1410 (Group 933 Hospitality) – Business Owner Met with McDonalds Representative Sept 11th – Very eager to see a new development on-site.
- Melrose (Spring 2018) – Manager of Trolley Five – Endorses the McDonalds proposed new Build
- Atlas Development Corporation (Spring 2018 and Fall of 2019) – Owner of 6 buildings along 17th Ave – Highly endorses new development.

2. City of Calgary Police:

- October 9th, 2018 - Met with Sargent, two Constables on site to review our proposed Rebuild and review existing issue. All of them endorsed the Security merits of a New Restaurant and placed further input on what to include in the new site. In turn reviewed the Crime Prevention Through Environmental Design Assessment Report for 17th Ave as it relates to the proposed New Build. Spoke on the phone various times after to discuss both current security strategy and future.
- Representatives from National Loss Prevention for McDonalds (Sept 2018) – Worked with both and strategized to create a positive change security guidelines for new measures to be created, which includes Ext Lighting, Ext/Int garbage, Ext Security, CCTV, Washrooms, Upper Lobby, front counter, Int Lobby & SSBS. for new measures to be created
- Vice Police Chiefs Office (Female Vice Chief) – Was eager to hear our new plans and police meeting to date. Endorse the project due to all the improved security measures.

3. City of Calgary Councillors and Staff:

- Meeting with Councillors and/or Assistants at City Hall
- Councillor Ward 4 – Feb 2019
- Councillor Ward 8 – Spring 2017 & October 2019
- Councillor Ward 10 – Spring 2019
- Councillor Ward 6 – Jan 29th, 2019
- Ward 11 Asst (Councillor Ward 11)
- Councillor Ward 9 – July 2020
- Mayor's Office – Senior Strategist – Jan 30th, 2019
- Met with – Traffic Manger & Engineer – April 24th, 2019
- Met with Coordinator Transportation Development Services & Approvals Coordinator Planning on Sept 15th at City Hall
- Met with Transportation Planning & Approvals Coordinator, Senior planner with community planning /Beltline ARP amendment Project lead, Senior Planner with Community Planning/ Main Streets Project, City's Sr. Transportation Engineer. In April 2018.

4. 17th Avenue Business Improvement Association:

- Met with 17th Ave Business Improvement Assoc. in Spring 2018 with an extremely favorable" we as a board do not understand why this refusal is still an issue given the economics of Calgary" The board is in the process of providing

calgary.ca/planning



Community Outreach on Planning & Development Applicant-led Outreach Summary

us with a letter of endorsement.

5. Beltline Community Association
 - Met (Fall 2018) – As requested provided him with an efficiency study of our Drive Thru's and provided a noise study for the audible order speakers to show how noise protective they are
6. Urban Development Review Panel Meeting
 - Comments received from the UDRP were addressed and the responses were provided by the applicant to the Planning file manager at the City of Calgary.

calgary.ca/planning



Community Outreach for Planning & Development Applicant-led Outreach Summary

What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

The main issues raised by participants included the following:

- Consensus of existing pedestrian safety concerns on site (loitering, lack of lighting, nefarious activities in and around the site)
- Consensus of existing traffic safety concerns on site (queuing of traffic for drive through would interrupt 17th Ave boulevard and often cause backlog of vehicles onto 17th Ave SW and blocking north lane)
- Consensus that the existing site was old, worn-out and damaged and in need of an upgrade
- Consensus that the site required remodel to help improve existing conditions and new proposed development could be a very positive initiative within the community (in terms of commerce, increasing pedestrian volume, and overall enhanced safety measures provided to community)
- Positive feedback about proposed enhanced CPTED and safety features to be implemented on site to promote pedestrian safety
- Consensus that the inclusion of a Drive Through would require an amendment to the Beltline Area Redevelopment Plan

How did stakeholder input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

Consensus of existing pedestrian safety concerns on site (loitering, lack of lighting, nefarious activities in and around the site)

McDonald's has also responded directly to the Crime Prevention through Environmental Design (CPTED) component through its revised site design and site layout which includes a two-tiered permeable facade facing 17th Avenue as well as the addition of an outdoor patio which faces both 17th Avenue and which opens towards 14 Street SW. Many innovative lighting elements have also been included to augment the safety within the site, as well as the inclusion of effective illumination levels, integrated design elements (such as the patio placement) which allow for direct sight-lines, as well as the introduction of private CCTV surveillance of streets and parking areas, to increase the sense of safety and security of this often-problematic intersection and location.

Recently, McDonald's has agreed to allow for specific operational changes to be adopted only within this location to help with future safety concerns:

- Limiting accessibility and operations on the second-floor level during off-hours to reduce loitering
- Amending operational guidelines including limiting off-hours drink re-fills to limit loitering

calgary.ca/planning



Community Outreach for Planning & Development Applicant-led Outreach Summary

- Limited wifi accessibility during off-hours and measures in both the construction of the building and installation of the wifi routers to prevent non-occupants from using the free wifi (inclusive of standard password protection)
- Doorless washrooms to prevent nefarious activities

Additionally, McDonald's had made changes to the patio (which was originally to be located along the eastern edge) and has now been moved to the west edge of the building to allow for maximum exposure to pedestrians below and to allow for maximum visibility into and through the 14th Street intersection.

Consensus of existing traffic safety concerns on site (queuing of traffic for drive through would interrupt 17th Ave boulevard and often cause backlog of vehicles onto 17th Ave SW and blocking north lane

A proposed dual lane drive through would eliminate queuing and congestion along 17th Avenue and allows for more intuitive and natural vehicular/pedestrian traffic flow movement on the site and creates a more distinct separation between all modes of travel. Additionally, the dual lane drive through has been strategically located behind the building structure and screened from the pedestrian flow along 17th Avenue to allow for continuity of building facade and offer a more cohesive experience for pedestrians.

Consensus that the existing site was old, worn-out, damaged and in need of an upgrade

The proposed building structure includes a 2-storey glass permeable and transparent urban edge as well as helps to define a more animated boulevard with the addition of a more contemporary structure (a flagship McDonald's location within the City) along this 17th Avenue corridor. Additionally, upgrades would be made to landscaping (benches, planters, integrated paving stones and additional vegetation) as well as allow the site to be more accessible, flexible, resilient, and sustainable.

Consensus that the inclusion of a Drive Through would require an amendment to the Beltline Area Redevelopment Plan

The existing site plan has incorporated a flexible and resilient design solution which accommodates all forms of traffic flow into and out from the site. An amendment to the Beltline ARP has been submitted along with the Land Use Amendment submission to continue to allow for the restaurant to operate as exists today.

How did you close the loop with stakeholders?

Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

After meeting with various parties, McDonald's Management and IBI Group met together to discuss concerns brought to light through the consultation and outreach process. Adaptations have been integrated through both innovative site design as well as through operational adjustments which enhance public safety and functionality within the site.

calgary.ca/planning