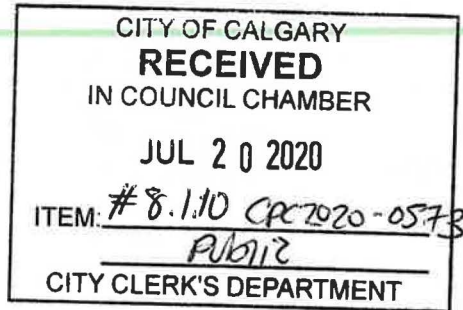


STAKEHOLDER OUTREACH SUMMARY

LOC2019-0073/DP2019-2702

**APPROACH**

The RNDSQL project team is committed to being good neighbours and engaging with the communities where we build. The project team's community engagement process is designed to provide opportunities for stakeholders to learn about the vision for the site early on and to share their thoughts – all with the intent of maintaining a respectful and transparent conversation. RNDSQL and the project team would like to thank community members for sharing their ideas through our all of our various engagement channels.

OUTREACH STRATEGIES**Project Website + Feedback Form**

Dedicated project website (www.RNDSQLife.ca), providing convenient 24-hour access to detailed project information and feedback opportunities.

**Project Phone Line, Voice-Mail + Email Inbox**

Project phone line, voice-mail inbox (587.747.0317), and dedicated email (info@engagerndsql.com) serve as a direct line to the project team.

**Postcard Mailer**

Postcard mailers delivered to ~1,950 surrounding area addresses, featuring key project information, the project website address, and an invitation to attend the upcoming Public Information Session.

**On-Site Signage**

Prominent and comprehensive signage placed on-site, providing information about the proposed change and development vision. Additional event signage provides stakeholders with information about upcoming outreach events.

**Public Information Session**

May 28, 2019: The project team hosted a drop-in information session where surrounding area residents were invited to learn more about the proposal and connect with the project team, other stakeholders, and City staff.

**Face-To-Face Meetings**

October 22, 2019: The project team met with the Marda Loop Communities Association to provide an opportunity for additional information sharing and open discussion about the proposed change and development vision.

PUBLIC INFORMATION SESSION
MAY 28, 2019



WHAT WE HEARD

KEY THEMES

OUR COMMITMENT

Since no single design solution can satisfy all stakeholder groups completely, the project team cannot integrate everything suggested by our neighbours and the community at-large. Our promise, however, is that we are transparent about how we reach our conclusions, making the following commitments to all who participate in our process:

- We will provide you with quality information about the project.
- We will ask for your thoughts on key areas of the project.
- We will share what we have heard and our team's response to it

THEME 1: BUILDING HEIGHT IMPACTS

What We Heard: Some stakeholders expressed concern over the building scale with specific reference to height, shadowing, privacy and viewshed impact on the neighbouring properties. Others noted that they would prefer a lower scale built form, referring to the 14-metre height currently allowed on the site.

Team Response: The location, building design and scale of RND SQ R LIFE has been carefully considered to ensure an appropriate fit within the evolving and eclectic built form context of the neighbourhood, with consideration given to the site's strategic location close to two important Main Streets and a number of key community destinations. As with many properties in the surrounding area, the project site features a significant and varied topography (see Block Profile on following page). The design team has responded to this context by applying best-practice street-oriented and slope-adaptive design strategies that create a sensitive transition with neighbours by carving into the building mass and setting the proposed building within the base of the slope.

The proposed increase of 2.0m in building height allows the building to respond to challenging on-site topography and makes the project viable, while also creating a common outdoor roof-top amenity space for future residents. The topography of the site and surrounding block context further mitigates the impact of the proposed development vision, with 27 AV SW being significantly higher than 28 AV SW (a 12m difference in elevation, see Block Profile). The proposed carved and setback building design also reduces shadowing, privacy and viewshed impacts on the surrounding neighbours.

THEME 2: ARP POLICY + M-C2 CONTEXTUAL FIT

What We Heard: Some stakeholders expressed concern over the appropriateness of the M-C2 land use district and the proposal's alignment with the South Calgary / Altadore Area Redevelopment Plan (ARP).

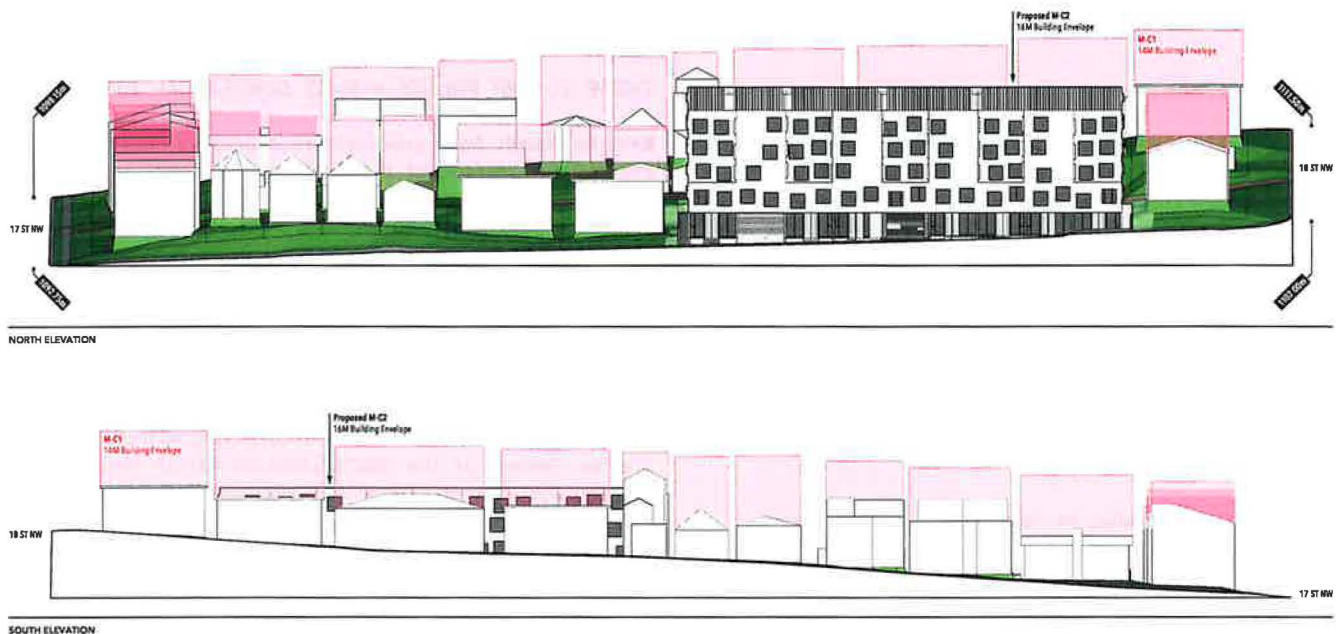
Team Response: The proposed development vision meets the goals and intent of the M-C2 District, including its purpose statement criteria. While Section 595 (h) of the M-C2 purpose statement states that the District is **typically** located at community nodes or transit and transportation corridors and nodes, this criterion is not an absolute and may be interpreted within the greater context of the site's location within easy walking distance of community amenities and transit/transportation corridors. Although the subject site is not directly adjacent to a community node or transit and transportation corridor/node, it is within easy walking distance (<700m / ~10min) of:

1. Frequent bus service along 26 AV SW (Route 6): 250m (3-5min walk)
2. cSPACE King Edward: 300m walk (4-6min walk)
3. 33 AV SW Neighbourhood Main Street + Primary Transit Corridor: 550m (7-9min walk)
4. 14 ST SW Neighbourhood Main Street + Primary Transit Corridor: 625m (8-10min walk)
5. Marda Loop Communities Association / South Calgary Pool / Guifre Family Library: 650m (9-11min walk)

Additionally, the existing M-C1 District regulates density by prescribing a maximum number of units to the site – 33 units based on subject site area. Density in the proposed M-C2 District is regulated by Floor Area Ratio – a form-based approach that prioritizes articulated, high-quality building design and allows for the viable densities that inner-city redevelopment projects require to be successful. Viable densities are essential for creating affordability and diversity within Calgary's inner-city housing stock, while also responding to underlying market realities. The additional cost of lower densities is simply passed on to eventual residents, creating less inclusive and complete communities.

All parcels adjacent to and surrounding the subject site are governed by the M-C1 District. Many of the buildings within the same block were built in the 1950's and are likely to see redevelopment in the near to medium term, using the rules of the M-C1 District, or applying for a land use redesignation to achieve viable densities. Much

BLOCK PROFILE



like the existing M-C1 District currently governing the subject site and surrounding parcels, the M-C2 District is a contextual district, designed to be "in close proximity to, or adjacent to, low density residential development". The District includes numerous contextual rules that allow buildings to fit in within a diverse urban fabric that includes low density residential and multi-residential buildings. These rules include contextual setbacks and building cross-section requirements, as well as a maximum FAR of 2.5 – a key driver of building mass articulation and carving.

While the policy framework and language for this type of development doesn't currently exist in the South Calgary / Altadore Area Redevelopment Plan (ARP), it is worth noting that the ARP is now almost 35 years old (approved in 1986). The ARP has a stated shelf life of 10-15 years and was based on the now defunct 1979 Inner City Plan and 1981 Calgary General Municipal Plan. Calgary's (and arguably much of North America's) planning realities, policies and goals have drastically changed since these plans were first developed and written.

Today, a much greater priority is placed on building complete and resilient communities that make sustainable and efficient use of limited resources like land, energy, infrastructure, services and municipal funding capital. These contemporary realities and their implications are directly reflected in the city-wide policies of the Municipal Development Plan (MDP), the Calgary Transportation Plan (CTP) and associated Implementation Plans like the Developed Areas Guidebook and emerging Guidebook to Great Communities. Together, these city-wide plans actively facilitate and encourage the development of more innovative and affordable housing options in established communities; more efficient use of services and infrastructure; and more compact built forms in locations with direct and easy access to transit, shopping, schools, amenities, open spaces and other community services. The proposed land use change and associated development vision directly reflects the purpose and intent of these contemporary planning documents, goals and policies.

THEME 3: TRANSPORTATION, PARKING + DENSITY

What We Heard: Some stakeholders identified concerns associated with increased density including additional traffic and off-site parking demands.

Team Response: In support of the proposed land use change and associated development vision, Bunt & Associates completed both a Transportation Impact Statement (TIS) and Parking Study. These investigations included an evaluation of site access, expected trip generation, parking supply and the integration of a Transportation Demand Management (TDM) strategy. Key conclusions of the TIS and Parking Study are outlined below:

Traffic Generation: RNDSQL LIFE is expected to result in a vehicle trip generation increase of 19 morning peak and 28 evening peak hour trips. This limited change in trip generation is not expected to appreciably alter network traffic conditions in the area. Additionally, the expected increase in peak hour trip generation is well below the 100 trips per hour threshold identified by the City of Calgary for more comprehensive Transportation Impact Assessment (TIA) studies.

Transportation Demand Management (TDM) Strategy: A review of the proposed Transportation Demand Management (TDM) Strategy found that the proposed parking supply is supportable, based on the project's integrated Transportation Demand Management measures, current best practices, the site's strategic location and rental market focus. RNDSQL LIFE will include the following Transportation Demand Management measures:

- On-site RNDSQL LIFE car-share program for residents
- RNDSQL LIFE ebike-share program for residents
- On-site high-quality, secure indoor Class 1 bicycle parking for all units
- On-site bicycle maintenance facility
- A supporting RNDSQL LIFE marketing program to encourage use of on-site bike and car-share options, as well as other alternative and active modes like transit, cycling, ride-share and walking.

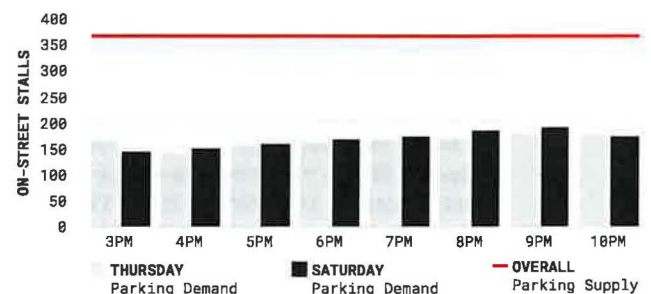
Site Access: The proposed parkade access from 28 Avenue SW is appropriate given surrounding context and physical grade constraints on the site.

Walking: RNDSQL LIFE has a Walk Score of 82/100 (Very Walkable) as compared to the Calgary average Walk Score of 48/100 (Car Dependent). Destinations within a 20-minute walk include Marda Loop (33 Avenue/34 Avenue), the 14 Street SW Neighbourhood Main Street, schools (Richmond K-6, Mount Royal Junior High), and parks (South Calgary Park & Outdoor Pool), and community resources (cSpace King Edward, Marda Loop Communities Association, and the Giuffre Family Library).

Cycling: RNDSQL LIFE is serviced by two nearby cycling routes (26 Avenue SW and 20 Street SW).

Transit: RNDSQL LIFE is a short walk (400m) from the route #6 (Centre City – Killarney) bus stop. Route 6 operates on a 15-min peak-hour frequency and 25-min off-peak hour frequency.

Parking: A total of 367 publicly available on-street parking stalls are provided within a 1-block radius of the site. No time-limit restrictions are currently provided near the site. Hourly parking occupancy counts for a 1-block radius around the subject site were completed from 3PM to 9PM on Thursday May 2 and Saturday May 4, 2019. The maximum parking demand observed near the site was 190 out of the 367 stall supply (52%), indicating a healthy supply of on-street parking.



Future residents of RNDSQL LIFE will not be eligible for on-street resident parking permits if and when resident parking restrictions are put in place in the area.

WHAT WE HEARD

MARDA LOOP COMMUNITIES ASSOCIATION LETTER (JUNE 24, 2019)



3130 16 Street SW
Calgary, AB, T2T 4G7

June 24, 2019

Circulation Control
Planning & Development #8201
PO Box 2100 Station M
Calgary, AB, T2P 2M5
Email: CPAG.Circ@calgary.ca

Attn: Jyde Heaven, Jyde.Heaven@calgary.ca

SENT BY EMAIL

Dear Mr. Heaven;

RE: Community Association Feedback for LOC2019-0073, 1800 block @ 28 AV SW

Thank you for providing us the opportunity to offer feedback on this application that reflects the vision of the Marda Loop Communities Association (MLCA). The following comments have been written with consideration towards what is best for our communities.

The MLCA Planning and Development Committee does not support the land-use change application, and the accompanying development permit (DP2019-2702) poses significant issues that would further lead the MLCA to oppose this application at this time. The current MC-1 designation allows for a more contextual fit with the immediate area, while an MC-2 designation has been identified as appropriate for corridors such as 14 ST SW or 26 AV SW. The MLCA has concerns the land-use application, combined with site conditions, essentially allows for a mid-block, 6 story building, inconsistent within the context of the block and the neighbourhood.

To date the MLCA has received feedback from one household in strong opposition to this application, citing mis-alignment with the South Calgary/Altadore ARP, adverse impacts from increase of traffic and dwelling units, and subsequent adverse impact on the privacy and quality of life of neighbours.

The applicant has, to the best of our knowledge, advertised this project to the communities through a postcard drop, and given residents the opportunity to provide feedback in a condensed time frame, through their website as well as at the Farmers' Market at cSpace. The community association was unable to attend the Farmers' Market session.

As South Calgary/Altadore continues to redevelop at a fast pace, there are concerns around the lack of a comprehensive review of how and where increasing the density of our community is appropriate. If approved, this would set a precedent for zoning creep, which is not in the best interest of the community. The communities should be given the opportunity to take a proactive role in

Marda Loop Communities Association Vision:

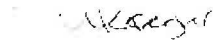
An evolving, vibrant, urban community that is engaged, connected, and desirable.

Community Association Feedback for LOC2018-0073
Page 2 of 2

comprehensively re-envisioning our neighbourhood plans, rather than the spot-zoning that continues to happen.

If there are any questions regarding these comments, please contact me at your convenience.

Regards,



MacKenzie Kroeger
Director, Planning & Development Committee
Marda Loop Communities Association
development@mardaloop.com



Doug Fraser
President
Marda Loop Communities Association
president@mardaloop.com

cc: Evan Woolley, Ward 8 Councillor, The City of Calgary; Evan.Woolley@calgary.ca

Marda Loop Communities Association Vision:

An evolving, vibrant, urban community that is engaged, connected, and desirable.

WHAT WE HEARD
VERBATIM COMMENTS

I have been trying to contact the City of Calgary on this matter. I am against this proposal primarily because of the lack of parking. Over 80 units with spots for only 55 cars when almost every unit will have 2 occupants and likely 2 cars means there will be absolutely no place to park all these cars. This is an area already lacking parking, snow clearing, and ability for cars and emergency vehicles to pass on the streets. I would like to appeal directly to the City to add my input but the DMAP, etc. on the site will not load and nothing is coming up on the City site.

100% interested in this project going forward. Sign me up.

I read your vision and design statements and I think...wow, this sounds great! And the building looks great. But then I read that you want to put 83 units and 55 parking stalls in the middle of a block. Not so great. Gentle densification this is not. I live not far from there (30th Ave) and we are already facing significant safety issues from traffic flying up and over the hill on 17th and 18th streets. This will not help. What is your plan to address this? How will you preserve backyard privacy for the homes your building will overlook? Please don't tell me I'm being NIMBY, or that traffic is not the developers responsibility. I've been in favour of many of the developments in the area but this one, I'm afraid, does not serve the neighbourhood well. It's simply too big, and it is not in line with development plans for the area.

Dear Sirs/Madams,

We are writing in reply to your letter circulated to residents in our neighbourhood regarding the RndSqr Life project proposed for 1823-35 28 Ave SW.

We wanted to provide you a written response as requested by June 21 2019. Our primary concern regarding this project is the proposed Application for Land Use Amendment LOC2019-0073. Changing the Land Use designation from the current M-C1 land use designation to the proposed M-C2 land use increases the building height and density beyond that originally contemplated for this area under the South Calgary/Altadore Area Redevelopment Plan.

As we understand the current M-C1 land use designation, building height is limited to 14.0 m (9.0 m above grade at a shared property lines). This would allow for a building with 3-4 floors consistent with other projects in the community that are not located on transportation corridors such as 14th Street, 26th Avenue and 33rd Avenue SW.

We strongly oppose the proposed M-C2 land use designation for the following reasons:

1. The M-C2 Land Use designation is intended for projects typically located at community nodes or transit and transportation corridors and nodes.
2. The higher level of vehicular traffic and increased number of dwelling units permitted under the proposed M-C2 designation will have an adverse impact on residents in the neighbourhood.
3. The 6-storey RndSqr project as proposed under the M-C2 designation will have an adverse effect on the privacy and quality of life of owners and residents of properties surrounding the project.

We are receptive to working with RndSqr and community stakeholders to revise the project proposal in a manner consistent with the current M-C1 land use designation.

Best regards,
