

# Applicant Outreach Summary



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## Outreach Strategies



### PROJECT VOICEMAIL & EMAIL ADDRESS

Project voicemail inbox and dedicated email address served as a direct line to the project team, where stakeholders were invited to ask questions and share their feedback.



### VISION BRIEF SHARED WITH STAKEHOLDERS

A summary of the development vision, including the planning and design rationale and a conceptual site plan was shared with the Community Association and the Ward 7 Office on January 15, 2021.



### NEIGHBOUR POSTCARD MAILERS

Paired with on-site signage, ±150 postcards were hand delivered to area neighbours and adjacent property owners to outline the proposed change and ultimate development vision for the subject site and directed interested parties to get in touch with the project team via the dedicated phone line and email inbox. All inquiries, questions, and comments were received, compiled, and responded to by the project team in a timely manner.



### CUSTOM ON-SITE SIGNAGE

To supplement required City of Calgary LOC notification signage, the project team deployed additional on-site signage that notified neighbours and surrounding community members of a proposed land use change. The signage outlined the development vision and directed interested parties to get in touch with the project team via a dedicated email inbox and phone line.

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## What We Heard + Team Response

### OVERVIEW

Our outreach process was designed to provide multiple 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. Through our outreach channels and strategies to date, no stakeholder feedback was received directly by the project team; however, Administration advised that one letter of opposition was received from an adjacent neighbour.

In reviewing feedback collected and summarized by Administration, the project team has identified two themes raised by stakeholders. The themes outlined in the following pages are broken into What We Heard and the project team's response.

### 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 outreach process:

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

## What We Heard + Team Response

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### VEHICULAR PARKING

#### WHAT WE HEARD

Although the proposed development will meet minimum Bylaw vehicle parking requirements, some stakeholders expressed concern over not enough parking being provided on-site.

#### TEAM RESPONSE

The enclosed parking garage along the rear lane will be used for residential parking and will meet the minimum Bylaw requirement of four parking stalls – one stall per Grade-Oriented Rowhouse.

The Direct Control District policies are based closely on the R-CG District, which includes specific parking reduction policies for secondary suites when they meet specific criteria around unit size (less than 45m<sup>2</sup>), access to transit, and the provision of storage space for mobility alternatives like bicycles and strollers. Suites of this nature typically have a lower documented rate of individual car ownership when compared to other residential types. In response to these R-CG policies, the proposed secondary suites do not have an associated parking stall.

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### BUILDING MASS & SHADOW IMPACTS

#### WHAT WE HEARD

Some stakeholders expressed concern regarding the overall building mass at this location, specifically referencing how the building's shadows might impact neighbouring properties.

#### TEAM RESPONSE

Human-scaled rowhouse buildings represent a best-practice solution to balancing intensification objectives with sensitive transitions to existing adjacent residential. The project team has worked with Administration to include policies within the Direct Control District that provide sensitive transitions and limited shadow impact with neighbours through building setbacks, stepped building forms, and the provision of amenity space.

The existing North Hill Area Redevelopment Plan (ARP), amended in 2020, identifies 20 AV NW as a corridor for growth and development including Low-Density Rowhouse built forms. As proposed, the building's massing and height is reflective of, and supported by, The City's strategic growth policies, which aim to increase residential densities in close proximity to retail, community facilities and services, transit, and supporting infrastructure. The Direct Control District is proposing a modest increase in building height from 10m to 11m to achieve the development vision and increase the residential density on-site, while providing sensitive transitions and limited shadow impact on neighbouring properties.