

# Applicant Outreach Summary



## Community Outreach on Planning & Development Applicant-led Outreach Summary

**Please complete this form and include with your application submission.**

**Project name:** 2460, 2464, and 2468 - 23 ST NW & 2103, 2107 - 24 AV NW

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

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

In February 2020, The City of Calgary passed Bylaws 6P2020 and 7P2020 approving the land use redesignations. As our development vision and intent is unchanged, and the associated DC applications seek only to reinforce existing Council approvals, this 'house-keeping' type application will be limited to information sharing only.

### 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)

Investment in last year's approvals and stakeholder outreach included a concurrent Development Permit process, and a best practice outreach process. Through the course of our application submissions & review, we piloted, participated in and helped coordinate a highly collaborative outreach process with Community Planning, Liveable Streets, the City Engage Unit, and Three (3) other 24 AV applicants. Outreach included a variety of opportunities for stakeholders to learn about the vision for 24 AV early on, major components of which included a dedicated City of Calgary website as well as (2) applicant-led information sessions. These sessions were hosted in coordination with other applicants and shared venue space with the City-led Banff Trail Area Improvements Project Open Houses held in June and October of 2019.

### Stakeholders

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

Previous Applicant Outreach Included:

Ward 7 Office

City of Calgary Community Planning

Liveable Streets

Three (3) other active 24 AV NW Applicants

Banff Trail Community Association

Local Residents & General Public.

[calgary.ca/planningoutreach](https://calgary.ca/planningoutreach)



## 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.

Please see Outreach Summary/What We Heard Report provided under separate cover.

### 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.

Please see Outreach Summary/What We Heard Report provided under separate cover.

### 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)

Please see Outreach Summary/What We Heard Report provided under separate cover.

[calgary.ca/planningoutreach](https://calgary.ca/planningoutreach)



460 - 5119 Elbow Drive SW P 403 201 5305  
Calgary, Alberta T2V 1H2 F 403 201 5344

## Outreach Strategies

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| <p> <b>PROJECT WEBSITE &amp; FEEDBACK FORM</b></p> <p>Dedicated project website (eaglecrest24.com) launched (11.06.2019), providing convenient 24-hour access to up-to-date project information as well as a built-in feedback form.</p> | <p> <b>COMMUNITY ASSOCIATION MEETING</b></p> <p>The project team met with the Banff Trail Development Committee (13.02.2019) to present the development vision, and discuss and their review of the proposal.</p>          |
| <p> <b>PROJECT VOICE-MAIL &amp; EMAIL ADDRESS</b></p> <p>Project voice-mail inbox and dedicated email (engage@civicworks.ca) goes live (11.06.2019), serving as a direct line to the project team.</p>                                   | <p> <b>ACTIVE APPLICATIONS DEVELOPER MEETING</b></p> <p>The project team met with City Administration and other 24 AV NW corridor redevelopment applicants (05.05.2019) to discuss coordinated outreach opportunities.</p> |
| <p> <b>E-NEWSLETTER</b></p> <p>Optional e-newsletter bulletins provided key project status updates and information about future outreach opportunities.</p>  | <p> <b>CANADA POST MAILERS</b></p> <p>Two (2) separate Canada Post mail drops reaching ±2,000 homes and local businesses were deployed, providing notification of upcoming outreach events.</p>                            |
| <p> <b>ON-SITE SIGNAGE</b></p> <p>Large format signage installed (13.06.2019), notifying the surrounding community of the project and sharing project team contact information.</p>  | <p> <b>INFORMATION SESSIONS</b></p> <p>Two (2) scheduled drop-in information sessions (06.11.2019 &amp; 10.24.2019) in coordination with other 24 AV NW corridor redevelopment applicants and City Administration.</p>     |

## What We Heard + Team Response

### 1 VEHICULAR & BICYCLE PARKING

#### WHAT WE HEARD

Although the proposed development will meet minimum Bylaw vehicle parking requirements, some stakeholders expressed concern over not enough of parking being provided on-site. Sufficient bicycle parking was also a topic of interest for some stakeholders.

#### TEAM RESPONSE

The underground parkade will be used for residential and residential visitor parking, and will meet and exceed the minimum Bylaw requirement of sixty-four (64) stalls by two (2) stalls. Commercial parking will also satisfy the minimum Bylaw requirement of six (6) stalls.

Forty-eight (48) Class 1 Bicycle Stalls and ten (10) Class 2 Bicycle Stalls will be provided at ratio of 0.5 per unit and 0.1 per unit respectively, meeting the minimum Bylaw requirements. Class 2 Bicycle stalls are outdoors and provided at-grade along 23 ST NW.

### 2 BUILDING HEIGHT & DENSITY

#### WHAT WE HEARD

Some stakeholders expressed concern over a 6-storey building height at this location, while others shared their enthusiasm for the proposed development.

#### TEAM RESPONSE

The Banff Trail Area Redevelopment Plan (ARP), amended in 2016, identifies 24 AV NW as a corridor for growth and development including Medium Density Mid-Rise Residential built forms (5-6 storeys). The building is reflective of, and supported by, The City's strategic growth policies, which aim to increase residential and employment densities in close proximity to retail services, community facilities and services, transport and supporting infrastructure.

Human-scaled, mid-rise buildings represent a best-practice solution to balancing intensification objectives with sensitive transitions to

adjacent residential streets. Accordingly, no significant changes have been made to the density and/or scale of the proposed development and the current building design.

### 3 TRAFFIC CONGESTION & SAFETY

#### WHAT WE HEARD

Anticipated traffic activity associated with the proposed development and other redevelopments along 24 AV NW was a chief concern among some stakeholders. Conversely, some in support of the development acknowledged the benefit of targeted improvements to improve pedestrian safety, in addition to coordinating with the Banff Trail Area Improvements Project.

#### TEAM RESPONSE

A Transportation Impact Assessment (TIA) was prepared by Bunt & Associates Engineering Ltd. and submitted as part of the application. The report concluded the proposed developments would marginally increase overall delays; however, all intersections would continue to operate at an acceptable level of service (LOS) and traffic signals would not be warranted at 24 AV NW after the addition of development traffic. The review of pedestrian infrastructure found that Rectangular Rapid Flashing Beacon (RRFB) controls on 24 AV NW should be added at 23 ST (East) and 22 ST NW. These crossings, along with pedestrian realm improvements (curb extensions, street trees, etc.) are being explored with the City of Calgary Transportation department in coordination with the Banff Trail Area Improvements Project and as part of the application review process.

### 4 ARCHITECTURE & DESIGN

#### WHAT WE HEARD

Some stakeholders expressed dislike for the architectural materials palette, specifically the metal exterior. Others shared their appreciation of the building design.

#### TEAM RESPONSE

We appreciate that not everyone will agree with a particular style of architecture. While architectural style is subjective, good design is not. In the creation of safe, comfortable and interesting places, a principled approach guides the design of a new building. Our development proposal incorporates these best-practice design approaches—demonstrated in its massing relationship to context and orientation to street edges, contribution to the public realm at grade, high-quality long-lasting materials, facade articulation, and animation.

### 5 END-USERS

#### WHAT WE HEARD

Some stakeholders made assumptions about the potential end-users of the proposed development, stating negative perceptions. A differing opinion was that more housing choice brought greater community benefit, welcoming the potential for a more diverse landscape of future residents.

#### TEAM RESPONSE

Census data shows that, today, proportionally fewer households are composed of a 'mom, dad and kids' family and more people are living alone, as part of a couple without children, or as part of a multi-generational family. The changing household composition will affect the demand for different types of housing forms, especially as housing affordability becomes an issue. We need to ensure a variety of housing options are available for people of all ages, incomes and lifestyles throughout all communities.

### 6 RESTRICTIVE COVENANT 1358GL

#### WHAT WE HEARD

A restrictive legal caveat is registered on many of the land titles within Capitol Hill and Banff Trail that restricts development to one and two-unit dwellings per parcel. Some stakeholders want to see the caveat enforced, preventing the proposed developments from being realized. Other stakeholders have expressed their desire to see the caveats discharged.

#### TEAM RESPONSE

The restrictive legal caveat, established in 1952, is registered on many of the land titles within Capitol Hill and Banff Trail. The rules of this caveat are now outdated and no longer conform to the long term planning vision of these communities, specifically the statutory policy of the two Area Redevelopment Plans which provide a framework for increased density at locations in proximity of LRT stations, along major streets, on corner sites, and near existing multi-residential development. It is important to note the presence of this caveat does not prevent City Administration or Council from making decisions on planning matters such as land use redesignations or policy amendments.

### 7 NEIGHBOURHOOD AMENITY

#### WHAT WE HEARD

Some stakeholders shared their enthusiasm for new neighbourhood retail and amenities that promote walkability and connectivity. Other stakeholders did not want to see any commercial or retail included in the development proposal.

#### TEAM RESPONSE

24 AV NW is particularly well-suited for neighbourhood-focused retail and amenities. As a Collector class road, it is well connected to high quality transit and transportation options and offers the opportunity to sensitively intensify, while maintaining the stability and character of the Low Density Residential areas described in the Banff Trail Area Redevelopment Plan.

Connecting people to local amenities is one of our five project principles, consistent with established community growth that supports neighbourhood vitality. It is also embedded within the goals of Calgary's Municipal Development Plan—complete communities that provide a broad range of housing choices and services and the ability for people to meet their day-to-day needs within their own neighbourhood.





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## Outreach Strategies



### PROJECT WEBSITE & FEEDBACK FORM

Project website (stonewesthomes24.com) launched (11.06.2019), 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 and dedicated email (engage@civicworks.ca) goes live (11.06.2019), serving as a direct line to the project team.



### E-NEWSLETTER

Optional e-newsletter bulletins provided key project status updates and information about future outreach opportunities.



### ON-SITE SIGNAGE

Large format signage installed (13.06.2019), notifying the surrounding community of the project and sharing project team contact information.



### COMMUNITY ASSOCIATION MEETING

The project team met with the Banff Trail Development Committee (13.02.2019) to present the development vision, and discuss and their review of the proposal.



### ACTIVE APPLICATIONS DEVELOPER MEETING

The project team met with City Administration and other 24 AV NW corridor redevelopment applicants (05.05.2019) to discuss coordinated outreach opportunities.



### CANADA POST MAILERS

Two (2) separate Canada Post mail drops reaching ±2,000 homes and local businesses were deployed, providing notification of upcoming outreach events.



### INFORMATION SESSIONS

Two (2) scheduled drop-in information sessions (06.11.2019 & 10.24.2019) in coordination with other 24 AV NW corridor redevelopment applicants and City Administration.

## What We Heard + Team Response



### 1 VEHICULAR & BICYCLE PARKING

#### WHAT WE HEARD

Although the proposed development will meet minimum Bylaw vehicle parking requirements, some stakeholders expressed concern over not enough of parking being provided on-site. Sufficient bicycle parking was also a topic of interest for some stakeholders.

#### TEAM RESPONSE

The underground parkade will be used for residential and residential visitor parking, and will meet and exceed the minimum Bylaw requirement of forty-two (42) stalls by five (5) stalls. Commercial parking will also meet and exceed the minimum Bylaw requirement of three (3) stalls by twelve (12) stalls.

Forty-one (41) Class 1 Bicycle Stalls and eight (8) Class 2 Bicycle Stalls will be provided, meeting the minimum Bylaw requirements. Class 2 Bicycle stalls are outdoors and provided at-grade along 20 ST NW.



### 2 BUILDING HEIGHT & DENSITY

#### WHAT WE HEARD

Some stakeholders expressed concern over a 4-storey building height at this location, while others shared their enthusiasm for the proposed development.

#### TEAM RESPONSE

The Banff Trail Area Redevelopment Plan (ARP), amended in 2016, identifies 24 AV NW as a corridor for growth and development including Medium Density Low-Rise Residential built forms (3-4 storeys). The building is reflective of, and supported by, The City's strategic growth policies, which aim to increase residential and employment densities in close proximity to retail services, community facilities and services, transport and supporting infrastructure.

Human-scaled, mid-rise buildings represent a best-practice solution to balancing intensification objectives with sensitive transitions to

adjacent residential streets. Accordingly, no significant changes have been made to the density and/or scale of the proposed development and the current building design.

### 3 TRAFFIC CONGESTION & SAFETY

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#### TEAM RESPONSE

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### 4 RESTRICTIVE COVENANT 1358GL

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#### TEAM RESPONSE

The restrictive legal caveat, established in 1952, is registered on many of the land titles within Capitol Hill and Banff Trail. The rules of this caveat are now outdated and no longer conform to the long term planning vision of these communities, specifically the statutory policy of the two Area Redevelopment Plans which provide a framework for increased density at locations in proximity of LRT stations, along major streets, on corner sites, and near existing multi-residential development. It is important to note the presence of this caveat does not prevent City Administration or Council from making decisions on planning matters such as land use redesignations or policy amendments.

### 5 NEIGHBOURHOOD AMENITY

#### WHAT WE HEARD

Some stakeholders shared their enthusiasm for new neighbourhood retail and amenities that promote walkability and connectivity. Other stakeholders did not want to see any commercial or retail included in the development proposal.

#### TEAM RESPONSE

24 AV NW is particularly well-suited for neighbourhood-focused retail and amenities. As a Collector class road, it is well connected to high quality transit and transportation options and offers the opportunity to sensitively intensify, while maintaining the stability and character of the Low Density Residential areas described in the Banff Trail Area Redevelopment Plan.

Connecting people to local amenities is one of our five project principles, consistent with established community growth that supports neighbourhood vitality. It is also embedded within the goals of Calgary's Municipal Development Plan—complete communities that provide a broad range of housing choices and services and the ability for people to meet their day-to-day needs within their own neighbourhood.