

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name:

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)

Hungerford Properties is committed to working with area stakeholders throughout the application process. The project team has developed a meaningful and outreach process in support of this application to ensure a clear and transparent process for all stakeholders. Key elements of the strategy included: an in person open house, three digital information sessions in November/December 2020 and distanced tactics like signage with conceptual renders of scale and public realm improvements (both on-site and on 9 AV), postcards, email and voicemail inbox, online feedback forms and project website have allowed outreach to continue through the pandemic. The Ward 9 Office has been engaged throughout the process and we've addressed any questions or inquiries they've received from stakeholders directly

Stakeholders

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

Ward Councillor's Office
Inglewood Community Association
Ramsay Community Association
Inglewood Business Improvement Area
Adjacent Large Landowner-Developer
Inglewood-Ramsay residents

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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 Project Team has identified four key themes in the feedback we have received through our various stakeholder outreach strategies: Building height and size, property values, traffic/parking, site access and site design/safety.

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.

Feedback throughout the stakeholder outreach process helped to inform the selection of an appropriate land use district that including building height transition rules, the opportunity for small scale commercial and live work units at-grade and ultimately a DC District that includes building floorplate size restrictions above ~6 storey building height and provisions for public realm improvements associated with additional density above a base FAR of 3.0.

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 refer to the What We Heard Report attached that summarizes feedback collected to date and an identified series of key themes heard from stakeholders. The What We Heard Report summarizes the themes heard and provides project team responses for each theme. Each team response attempts to address the questions, comments, and input received from stakeholders throughout the process. Everything learned through this outreach process has been collected and analyzed to help shape the future of this site and will help inform and guide ongoing conversations with the community and will help to inform future application processes. The What We Heard Report is to be made publicly available to stakeholders prior to the decision making stages of the application.

calgary.ca/planningoutreach



What We Heard

LOC2019-0194
April 2021

What We Heard & Project Team Response

An outreach process is more than a compilation of input by the project team. Our role requires active listening to determine the root issues underlying individual statements, and reconciling often competing interests and points of view to arrive at best practice planning and design decisions.

We heard from a variety of stakeholders through our outreach process. In reviewing feedback collected to date, the project team has identified a series of key themes heard from stakeholders. Each team response attempts to address the questions, comments, and input received from stakeholders throughout the process. Everything learned through this outreach process has been collected and analyzed to help shape the future of this site and will help inform and guide ongoing conversations with the community.

Key Feedback Themes

The Project Team has identified four key themes in the feedback we have received through our various stakeholder outreach strategies:

1. BUILDING HEIGHT
2. PROPERTY VALUES
3. TRAFFIC & ACCESS
4. SITE DESIGN

Outreach Strategies

 **Project Website & Feedback Form**
hungerfordpropertiesinglewood.com

 **Engagement Voicemail Inbox**
587.747.0317

 **Project Email Inbox**
Submit questions and comments via email and receive direct responses from the project team.

 **In-Person & Virtual Meetings**
In-person and virtual meetings with stakeholders to discuss the proposed change.

 **On Site Signage**
Temporary signage around the site notified the surrounding community of the application and invited community members to learn about the project and share their thoughts.

 **Events & Information Sessions**
Four unique events invited stakeholders to learn about the proposal and to share their thoughts:

Open House
September 9, 2019

 **Neighbour Postcards**
Over 2,300 neighbour postcards were hand delivered to addresses surrounding the subject site, inviting stakeholders to the Open House and Digital Information Sessions.

Digital Information Sessions
Facilitated by the Project Team via video-sharing platform on the following dates:
November 30, 2020
December 02, 2020
December 04, 2020

Site Design

What We Heard

Public Realm Improvements

A number of stakeholders expressed their enthusiasm for the proposed public realm improvements around the site. Some stakeholders mentioned their excitement around access to the LRT Station, the multi-use pathway and walkway connections, and the accessibility and connectivity improvements to 12 ST SE.

Safety

Other stakeholders had questions or concerns around the proposed site design, specifically referencing how the upgraded public realm and new neighbourhood amenities might impact neighbouring properties and perceptions of public safety.

Team Response

The proposal includes a number of density incentive investments focused on public realm improvements, multi-modal connectivity, placemaking, and public art.

The project team acknowledges the concerns stakeholders have regarding increased crime and safety with these changes being proposed near their homes.

The project team has developed a site plan with this in mind, including visibility improvements to increased lighting, natural surveillance (by way of increased density), landscaping, and general maintenance and surface enhancements. Best practice suggests that good urban design can in fact help reduce the risk of crime and make public spaces both look and feel safer.



Hungerford Properties LOC2019-0194

What We Heard Report Summary

Building Height

What We Heard

Privacy & Shadowing

Some stakeholders expressed concern over the proposed maximum building height of 20 storeys (65m) at this location due to privacy and shadowing impacts, while others shared their understanding given the adjacency to the future Green Line LRT.

Scale, Transition & Precedent

A few stakeholders expressed their concern regarding the proposed building heights and how they would transition with adjacent neighbours' housing. Additionally, some stakeholders commented on how the building heights may ultimately influence future of development in the greater community, and particularly how the change will impact the existing "heritage scale".

Project Team Response

Privacy & Shadowing

Currently existing as a single-storey industrial warehouse, the project team acknowledges that the proposed land use and maximum allowable building height will inevitably introduce change for the surrounding area. Various shadow studies will be conducted at the development permit stage in an effort to reduce the privacy and shadowing impacts on neighbouring properties.

The project team has demonstrated through the conceptual site and massing that issues related to privacy can in part be mitigated at the development permit stage through at-grade setbacks and substantial above grade setbacks that can outperform the building height transition rules of the mixed-use district to reduce the impact on neighbouring properties.

Further mitigative design strategies can be used at the development permit stage like orienting transparent unit facades away from neighbouring properties wherever possible, strategically locating interior living spaces and functional design elements (stair, mechanical/elevator cores etc.) and using non-transparent outdoor amenity/railing materials to further reduce overlooking. The overall conceptual site plan also introduces substantial new green buffers at-grade as well as opportunities above grade for significant green / soft landscape screening at the time of development permit.

Upon further exploration of the conceptual massing, the project team found that any significant increase in density on the site (with the goal of advancing MDP goals and policies for building complete communities, supporting compact urban form, and provide greater housing choice along primary transit services) will result in shadow impact on neighbouring single detached buildings to the north. The net measurable urban design impact of lowering the maximum building height has little to no impact for directly adjacent properties and in some scenarios, lower and more elongated bar buildings have a negative contextual consequence in terms of shadow impact. By maintaining flexibility through a higher maximum building height, floor area is able to be concentrated into more slender building forms that let direct sunlight penetrate through building separation between the tower forms rather than lower building massing that results in larger, bulkier floorplates.

June 21 4:00 PM



It's important to note that the conceptual massing is representative of the absolute maximum that could be achieved under the proposed land use and that additional Sun-shadow studies will be conducted at the development permit stage in an effort to reduce privacy and shadowing impacts on neighbouring properties through architectural and detailed site design.

Scale, Transition & Precedent

The existing horizontal cross section and building height rules of the Mixed-Use District that the proposed land use (Direct Control) is based on creates an appropriate transition in height between the site and the existing low density residential district. The conceptual site and

massing demonstrates that even at the site's most constrained western part of the parcel, an 11m setback above the ~6th storey is achievable to create a transition between the high and low building scale in line with the site specific policies of the Draft Local Area Plan. As the site depth increases further to the east, upper storey building setbacks of over 30m could likely be achieved with a future development permit design.

This site has some of the greatest TOD potential for the Inglewood-Ramsay Green Line station where transit supportive building scales and intensity levels are being encouraged by Administration through the Draft Local Area Plan. This site is strategically located to advance the goals of the Municipal Development Plan (MDP) and key directions of the Calgary Transportation Plan (CTP) that link land use decisions to transit including building complete communities, supporting compact urban form, and providing greater housing choice along primary transit services.

Upon review of the most current Guide for Local Area Planning and Draft Local Area Plan it is important to note that the building height proposed by the project team is well under the 26-storey maximum identified in the High Scale - Building Scale category in the Guide for Local Area Planning and the proposed land use is aligned with the 20-storey maximum specifically identified for this Site in the Draft Local Area Plan. This creates a unique redevelopment opportunity on a site with different development potential than would likely be seen in other areas of the community that were referenced, like the 9 AV Main Street.

Beyond the Site's strategic location, and policy context, stakeholder groups in this community have publicly advocated for this specific site among others as an opportune location for greater height and density to balance the preservation of broad, stable, character areas of the community and retention of heritage buildings.



Hungerford Properties LOC2019-0194

What We Heard Report Summary

Traffic & Access

What We Heard

Local Traffic & Parking Supply

Some stakeholders expressed interest in understanding how buildings of this scale will affect local area traffic levels and the existing on-street parking supply.

Site Access

Additionally, stakeholders have asked how the site will be accessed by varying modes of transportation, including vehicles, cyclists and pedestrians — especially those coming from the future Green Line LRT Station and nearby 9 AV Main Street. Some neighbours expressed concern that their private yards may be affected by the increase in people passing through and accessing 1390 17 AV SE.

Project Team Response

1390 17 AV SE is well-located and has excellent access to various modes of transportation. The main entrance to the site will be via 17 AV SE, directly connecting to the site's private laneway and underground parkades as the most convenient point of access. This approach is intended to reduce vehicular traffic and associated congestion on existing, neighbouring residential streets like 11 AV SE. The City has also indicated that Hungerford (or another developer) will be required to remove the 13 ST traffic gate and upgrade at least one intersection along 9 AV to include a traffic signal at the future Development Permit stage and this would likely further direct vehicular traffic toward 17 AV SE. A number of upgraded connections will increase access both to and from the site and for all alternative modes of transportation like walking and cycling.



3—4

Property Values

What We Heard

Some stakeholders and nearby landowners commented on how the proposed land use and future development may ultimately impact their property values.

Project Team Response

The project team understands the concerns nearby homeowners have regarding the perceived impact on property values. It's important to note that when asked to choose between two communities, many chose neighbourhoods that offered a shorter commute, sidewalks, and amenities like shops, restaurants, schools, and public transportation within walking distance.

This type of community is often preferred over areas with longer commutes and larger lots but limited options for walking.

Several studies have examined whether multi-residential housing has any impact on the value of nearby single detached houses and these studies have shown either no impact or even slightly positive impact. Over the long-run, well placed market-rate multifamily housing with attractive design and landscaping can increase the overall value of nearby properties.

While the precise value of property is determined by many factors over time, the proposed investments both public and private — such as access to convenient public transportation, multi-modal connections, a public spaces, improved landscaping, lighting, and public art — tend to have a positive impact on property values.



Hungerford Properties LOC2019-0194

What We Heard Report Summary