

# Applicant Outreach Summary

## Applicant-led Outreach Strategies.



### HAND-DELIVERED MAILERS

Approximately ±240 hand-delivered mailers (2021.02.16 and 2021.02.17) provided project details, contact information, and advertised the Digital Information Session.



### NOTICE LETTERS

Letters to the Community Association (2021.02.12) and Ward 8 Councillor's Office (2020.02.19) provided project information and advertised the Digital Information Session.



### ON-SITE SIGNAGE

Applicant signage was installed on-site (2021.02.17), notifying the surrounding community of the project, Digital Information Session, and ways to get in touch.



### APPLICATION BRIEF

Summaries of the development vision (v1.0, v2.0 and v2.1), with planning / design rationale and conceptual designs, were available for direct download on the project website.



### PROJECT VOICEMAIL & EMAIL ADDRESS

Project phone line, voice-mail inbox (587.747.0317), and dedicated email ([engage@civicworks.ca](mailto:engage@civicworks.ca)) serve as direct lines to the project team.



### PROJECT WEBSITE + ONLINE FEEDBACK FORM

A dedicated project website ([www.westbrook33rd.com](http://www.westbrook33rd.com)) provides convenient access to up-to-date project information and an online feedback form.



### DIGITAL INFORMATION SESSION

Project team digital presentation and live Q&A held online on 2021.03.02 (7:00-8:30pm) provided information and offered direct feedback opportunities for all stakeholders.



### WHAT WE HEARD REPORT

A report – outlining the outreach undertaken, key themes heard, and proposal changes made – was shared and made available for direct download on the project website.

## What We Heard + Project Team Response.

### OVERVIEW

This Outreach Summary includes information for **LOC2021-0023**, one of two of Truman's Land Use Redesignation applications submitted on the 1700-block of 33 ST SW, the other being LOC2021-0022.

Our outreach process was designed to share information and provide communication channels early in the process – all with the intent of maintaining a respectful and transparent conversation. We've received feedback from a handful of community members, in addition to the Shaganappi Community Association. We've sorted all feedback heard to date (2021.07.20) into themes and provided a response to each. The project team would like to thank all participants for their involvement.

### 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.



### DESIGN CERTAINTY

#### WHAT WE HEARD

The Shaganappi Community Association requested that the Land Use height and Floor Area Ratio (FAR) modifiers be aligned with a submitted Development Permit (DP) available for review.

#### PROJECT TEAM RESPONSE

A Land Use Redesignation (LOC) was submitted on 2021.02.10 with height and FAR modifiers (MU-1f5.0h26) selected to provide the room necessary to design a six-storey building while accounting for rooftop amenity-space structure heights that form part of The City's Development Permit (DP) Bylaw Review process.

On 2021.04.09, the project team submitted a staggered concurrent DP (DP2021-2354) to ensure that a comprehensive and thoughtful "bricks-and-mortar" outcome is clearly understood by stakeholders. With the DP now submitted and in a mature stage, the project team had the LOC amended to **MU-1f4.6h25** to align with the DP and its proposed maximum height and FAR inclusive of rooftop amenity-space structures. These numbers were arrived at through discussions with The City Administration related to the rooftop structures and maximum building height as defined under the Land Use Bylaw.

## 2 TRAFFIC

### WHAT WE HEARD

Stakeholders shared questions related to vehicular traffic, the width and paving of the laneway, and the operation of commercial vehicles.

### PROJECT TEAM RESPONSE

In support of the proposed land use change and associated development vision, Bunt & Associates completed a Transportation Impact Assessment (TIA). The TIA utilized industry-standard methodology and has been reviewed and accepted by The City of Calgary Transportation Department. The intersection capacity analysis of the TIA indicated that all intersections are anticipated to continue to operate within acceptable limits post-development.

The laneway behind the proposed development will be paved at the expense of the developer. The proposal also seeks to offer additional space adjacent to the laneway to widen the functional drive aisle width. The TIA has determined a width of  $\pm 6.7\text{m}$  to be sufficient for utility vehicle usage, as well as parkade entry. An on-site surface loading area has also been provided in the laneway.

## 3 VEHICULAR PARKING

### WHAT WE HEARD

Some stakeholders asked how much vehicular parking would be provided for each site and if new residents would be eligible for on-street parking. The Shaganappi Community Association recommended that a formalized parking area be established along 33 ST SW and that on-site underground parking be maximized.

### PROJECT TEAM RESPONSE

LOC2021-0023 is proposed with a three-level underground parkade and a total of fifty-three (53) vehicle parking stalls, exceeding the Bylaw requirement by a total of twenty-one (21) stalls. Residents of the new development will notably not qualify for a Residential Parking Permit for nearby permitted on-street vehicle parking stalls.

A 2.134m Bylaw Road Right-of-Way setback exists along 33 ST SW. As the proposal significantly exceeds parking requirements, and 33 ST SW already offers on-street parking within the public right-of-way – anticipated to be converted into convenient hourly parking for retail visits – this setback area is proposed to be utilized for sidewalk widening and enhancement of the public realm. The underground parkade floor plate has also been maximized as much as possible.

## 4 SHADOWS

### WHAT WE HEARD

Some stakeholders had questions around the potential for shadowing impacts from the proposed development on the residences located immediately across the shared eastern laneway.

### PROJECT TEAM RESPONSE

A number of design moves were made to respect and adapt to the existing context, with each design move intentionally reducing

potential shadow impacts on the neighbouring eastern properties. The building footprint has been reduced along the laneway to improve the amount of sunlight penetration and reduce shadow lengths. Massing has been removed on the south end to improve the edge condition with an existing four-storey building located at 1710 33 ST SW. The rooftop structure has also been pushed towards 33 ST SW to further reduce shadowing.

A sun-shadow study analysis was undertaken, using industry-standard modeling, to ensure minimal impacts to adjacent neighbours. The analysis shows that despite the building height increase, the proposal's shadow impacts are comparable to the shadow impacts possible under the existing M-C2 Land Use District, and that the shadows created by the proposed development will not adversely impact the community.

## 5 PRIVACY

### WHAT WE HEARD

The privacy of adjacent eastern residences was noted as a concern for some, specifically in regard to the rooftop amenity space location.

### PROJECT TEAM RESPONSE

Principal concerns in the matter of height relating to privacy and overlook have been addressed and mitigated via architectural design strategies that are sensitive to the adjacent residential context:

- Massing has been removed from the eastern facade, providing greater spatial separation and reducing possible overlooking.
- The use of opaque patio glass and raised window sills helps obscure sightlines into private yards from eastern units.
- The rooftop amenity space has been pushed away from eastern residences and oriented to 33 ST SW to mitigate overlooking.

## 6 BUILDING HEIGHT & MASSING

### WHAT WE HEARD

Some stakeholders expressed that six-storeys seemed tall for this site and asked how the proposed building height and massing would be compatible with the existing community character.

### PROJECT TEAM RESPONSE

The proposed six-storey built form represents the project team's planning merit-based intent through strong site context and design considerations. The site is surrounded on all sides by a mix of multi-residential and commercial Districts, and located directly adjacent to a multi-residential building. The proposal seeks to provide a transit-oriented development while providing a sensitive transition towards the Westbrook Village sites immediately across 33 ST SW with maximum building heights of 38m. The architectural design of the proposal has been considered and from outset sought to fit into this existing multi-residential and commercial land use context. Accordingly, no significant changes have been made to the proposal's density and / or scale. Principal concerns in the matter of height relating to privacy and shadows have been addressed and mitigated via architectural design strategies that are sensitive to the adjacent residential context.