

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: LOC2020-0079 Silvera East Riverside

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)

For this application, we undertook a modified engagement strategy as the application coincided with the COVID-19 outbreak. Given that the vast majority of local residents are seniors within care facilities, all engagement had to take place remotely. At the outset of the application, we launched a website to share information, and sent a postcard to all East Riverside residents to inform them about the application and direct them to our website (www.cultivateideas.ca/silveradid). We also provided a direct phone number to call to get more information. Three phone calls were received. Silvera also undertook internal communications with area residents to explain the application process and gather feedback. Later in the application process, Silvera distributed information materials to all of its East Riverside residents to further explain the application process and address any concerns. We also distributed a flyer to all Bishop O'Byrne residents to achieve the same goal. In addition, we held regular meetings with all East Riverside landowners and the BRCA throughout the application process.

Stakeholders

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

- Bridgeland-Riverside Community Association - regular meetings
- Silvera for Seniors area residents - postcard, website, mailout
- Bishop O'Byrne area residents - postcard, website, flyer
- Alberta Health Services (adjacent landowner) - regular meetings
- Canadian National Institute for the Blind (adjacent landowner) - regular meetings
- The City of Calgary (adjacent landowner)

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What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

BRCA: generally supportive of the application. Would like to see density bonusing as a way to improve the public realm in the area. Want to ensure shadow effects are minimized on adjacent properties and that the essence of the "point-tower" concept plan is brought to life at the implementation stage.

Local residents: some concerns about timing of development, impacts of construction, loss of views, and potential negative impacts of tall buildings.

Area landowners: desire to better "knit" area together and provide convenient connections. Want to ensure shadow effects are minimized on adjacent properties.

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.

We worked with The City to craft policy amendments to address shadowing concerns, the application of the "point-tower" design at the Development Permit stage, and the public realm design for the site. The proposed policy amendments address design-related concerns and the cross-section diagrams and Municipal Reserve space design present vastly improved public realm conditions for the application site, including 2 metre wide sidewalks along its edges and a pedestrian- and bike-friendly new connection through the site. We also worked with The City to ensure that connections to future redevelopment in the area are facilitated by the overall site design.

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)

The application website is updated regularly with new information. We also held regular meetings with the BRCA and the East Riverside Landowners' Group to share progress, hear concerns, and continue open dialogue.

Silvera ran a robust internal engagement process to inform residents about the application, answer questions, and address concerns. This has included communication during the "approvals" phase of the process. We also distributed information and solicited feedback from Bishop O'Byrne residents during the approvals phase as well.

Please see attachment for more information.

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LOC2020-0079

SILVERA EAST RIVERSIDE

ENGAGEMENT SUMMARY

JUNE 2021



Introduction

Silvera has been an active participant in the planning process for East Riverside for five years, beginning with participation at the initial East Riverside charrette. Public engagement regarding redevelopment in East Riverside has been occurring since 2016, and Silvera has attended six public events regarding the future of the Bridgeland/East Riverside community and has reviewed all feedback provided in detail. Silvera also owns and/or operates over 625 senior's housing units within the East Riverside community and is very familiar with the opportunities and challenges of the area.

The timing of this application coincided with the COVID-19 pandemic. As a result, we undertook a modified engagement strategy. Given that the majority of local residents are seniors within care facilities, all engagement had to take place remotely. We used a variety of engagement and communication methods, and worked closely with The City, adjacent landowners, and Silvera's internal communications team to engage with residents during a challenging time.

Engagement Overview

We employed the following engagement tactics throughout 2020 and 2021:

Bridgeland Riverside Community Association Meetings (May 2020 - ongoing)

We began meeting with the Bridgeland Riverside Community Association (BRCA) in May 2020, starting with an online presentation to the CA's Planning Committee which included a Q&A period and the opportunity to provide feedback prior to submitting the application. We continued to meet with the BRCA regularly (approximately every 3-4 months) to provide updates on the application and continue gathering feedback.

East Riverside Landowner Meetings (May 2020 - ongoing)

We also held regular meetings with all East Riverside landowners throughout the application process, including Bishop O'Byrne, Alberta Health Services, Canadian National Institute for the Blind, and The City of Calgary.



Map of Adjacent Owners



Project Website

(January 2021 - ongoing)

In January 2021, we launched a website to serve as a repository of information regarding the Silvera East Riverside application. Project updates and information have been posted regularly to keep our stakeholders informed.

You can visit the website at:

<https://www.cultivateideas.ca/silvera>



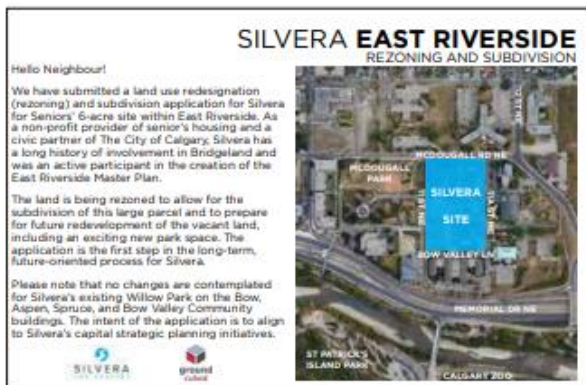
Website Landing Page

East Riverside Postcard

(January 2021)

In conjunction with launching the project website, we distributed postcards to 589 addresses in East Riverside to inform local residents about the project and provide contact information should there be any questions or comments.

We received three phone calls in response. Local residents asked questions about development timing and intensity and expressed concerns about loss of views and potential negative impacts of construction.



Front of Postcard



Back of Postcard



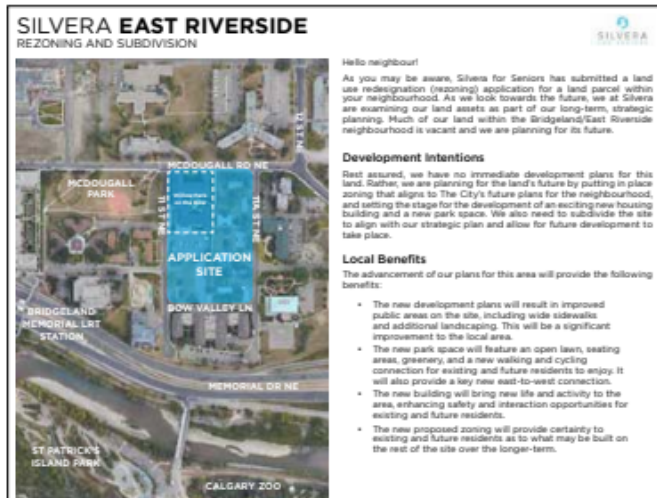
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Silvera Internal Communications (2020 - 2021)

Silvera undertook a robust internal engagement process to inform residents of the on-site and adjacent Silvera buildings about the application, answer questions, and address any concerns. We worked with the Silvera communications team to ensure timely and accurate information was distributed during this process.



Bishop O'Byrne Flyer

Bishop O'Byrne Flyer (June 2021)

We worked with Bishop O'Byrne to distribute a one-page flyer to all of its East Riverside residents to further explain the application details and address any concerns.



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Engagement Feedback

Most feedback provided by local stakeholders was positive. In general, the BRCA and adjacent landowners are excited to see the vision come to life. However, some concerns were noted during the engagement process. These include:

- loss of views and concerns about taller buildings (adjacent residents)
- potential impacts of construction (adjacent residents)
- desire to ensure the “point-tower” concept is adhered to at the Development Permit stage (BRCA)
- need to ensure improvements to the public realm (BRCA)
- desire to limit shadowing on future park space, and on adjacent areas (BRCA and landowner’s group)
- desire to ensure pedestrian safety and to slow down traffic (BRCA)
- desire to implement the East Riverside Master Plan at a broader scale through this process (BRCA)
- desire to maintain trees on the site (adjacent residents and BRCA)
- desire to ensure pedestrian connectivity to adjacent parcels (landowner’s group)

How Feedback was Addressed

To address concerns regarding shadowing and taller buildings, we developed a concept plan that employs a “point-tower” design. In this conceptual design, taller buildings are strategically located at the corners of the site to limit shadowing on adjacent parcels and to minimize the bulk of taller buildings along the majority of the block. The approach results in a human-scaled pedestrian environment with the visual impact of taller buildings minimized.

Upon hearing strong support for the “point-tower” concept and a desire to ensure it is implemented at future stages, we worked with The City to craft ARP amendments that would seek to implement this conceptual design form at the Development Permit stage. We also worked with The City to include policies to limit shadowing on the adjacent park spaces, including the CNIB scent garden.

With respect to traffic management and pedestrian safety, we purposely crafted custom cross-sections designed to limit vehicle speed. By providing generous (2 metre wide) sidewalks, narrower and fewer travel lanes, and frequent pedestrian crossings, vehicles will be encouraged to slow down. This will help to manage traffic speeds and improve pedestrian safety in the area.

Concerns regarding improvements to the public realm were addressed through the provision of 2 metre wide sidewalks everywhere possible on the edges of the site, in addition to a comprehensively designed Municipal Reserve and pedestrian and cyclist connection through the middle of the site. The Municipal Reserve space concept illustrates a high-quality public realm with comprehensive landscaping, street furniture, pavement, and open lawn areas.