

# Applicant Community Outreach

## **EAMONS PROJECT**

10310 EAMON RD NW



OWNERS & APPLICANT



PREPARED BY



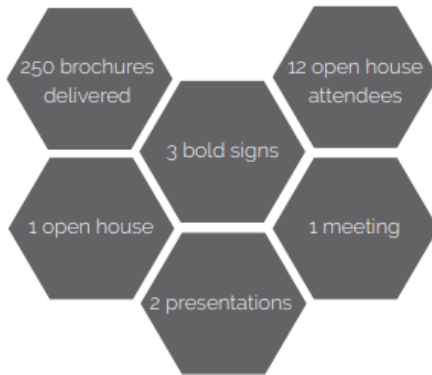
## OUTLINE

<b>ENGAGEMENT PROCESS</b>	3
PROCESS AT A GLANCE	3
STRATEGY	3
IAP2 SPECTRUM	3
STAKEHOLDER MAP	4
ENGAGEMENT TIMELINE	4
ENGAGEMENT METHODOLOGY OVERVIEW	5
<b>ENGAGEMENT PROCESS: TACTICAL OUTLINE</b>	5
<b>WHAT WE HEARD</b>	6
THEMES	6
<b>MATERIALS SHARED</b>	9
PROJECT BROCHURE	9
BOLD SIGNS	10
OPEN HOUSE	10
<b>VERBATIM FEEDBACK</b>	12

---

# ENGAGEMENT PROCESS

## PROCESS AT A GLANCE

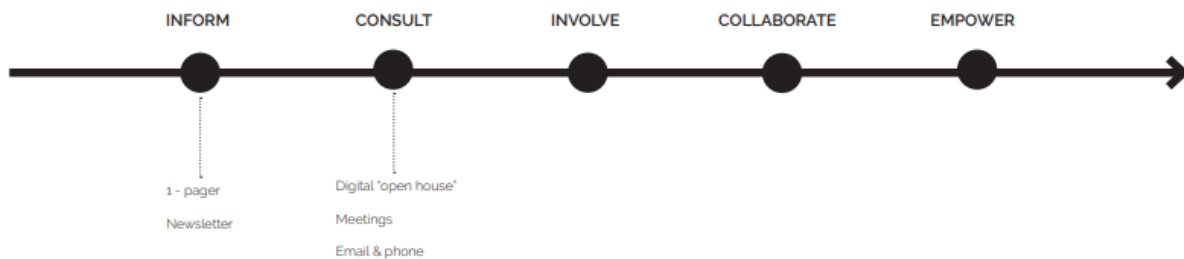


## STRATEGY

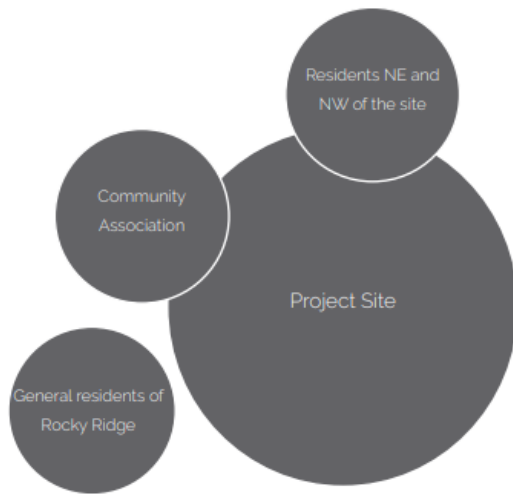
The engagement process, framed by the 3 principles of inclusion, communication, and timeliness was built around the following two broad strategies:

1. Largely synchronous, virtual modes of engagement
2. Ensure that communications are simple, and clearly layout expectations for involved parties.

## IAP2 SPECTRUM



## STAKEHOLDER MAP

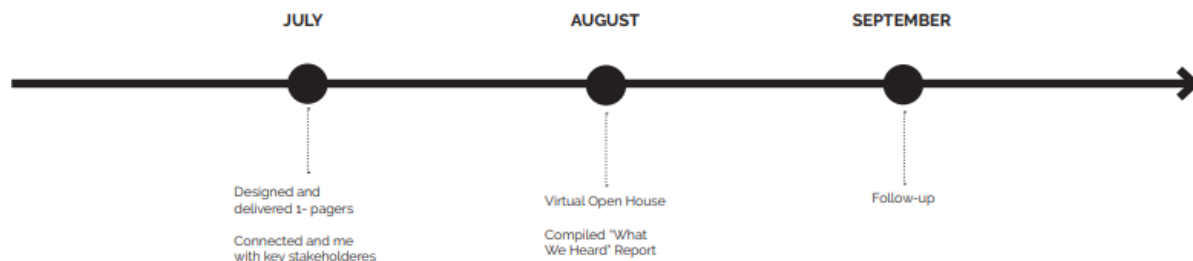


The above diagram conceptually maps stakeholders with a greater stake in the project closer to the project site. Therefore, our key stakeholders were:

- The Royal Oak Rocky Ridge Community Association (RORRCA)
- The residents located immediately to the North East and North West of the site

These key stakeholder groups were, generally speaking, subjected to higher levels of engagement intensity.

## ENGAGEMENT TIMELINE



**ENGAGEMENT METHODOLOGY OVERVIEW**

Primary aim of engagement is "consultation" (i.e. "we want to hear from you and promise to listen to you") on the IAP2 spectrum. Therefore, the following methods framed it as such. Feedback collected from these engagements were taken into consideration with respect to the evolution of site design.

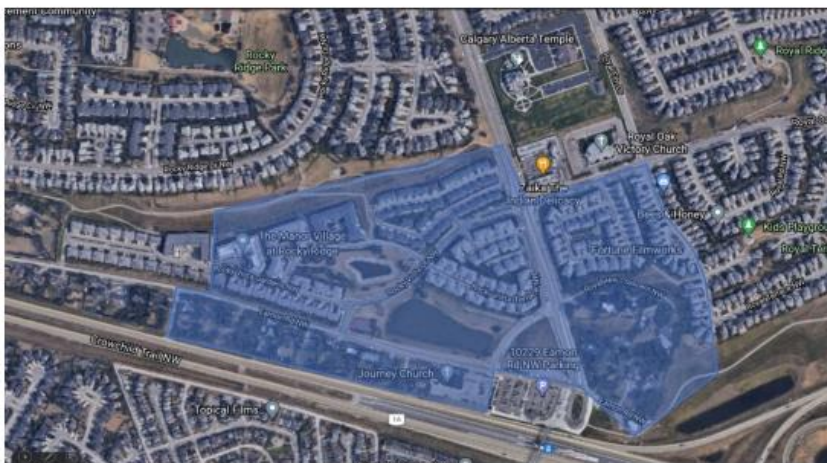
- Community newsletter
- One pagers
- Informal in-person or virtual meetings
- Digital open houses
- Email

**ENGAGEMENT PROCESS: TACTICAL OUTLINE**

Engagement intensity was primarily premised on proximity, and therefore, potential resultant development impact, on subject site.

RRORCA	NE & NW RESIDENTS *	REST OF COMMUNITY
<ul style="list-style-type: none"> <li>•One pagers</li> <li>•Informal in-person or virtual meetings</li> <li>•Digital open houses</li> <li>•Community newsletter</li> </ul>	<ul style="list-style-type: none"> <li>•One pagers</li> <li>•Digital open houses</li> <li>•Community newsletter</li> </ul>	<ul style="list-style-type: none"> <li>•Digital open houses</li> <li>•Community newsletter</li> </ul>

*\*This group included all residences located within the area designated in the map below:*



**Map of Project Site and Surrounding Community**

## ***Parking***

Concerns included :

1. Whether consideration of the initial 2007 plans for transit infrastructure/ park n ride space on this site had been made
2. Whether the number of parking stalls equal to units in the building, and there were designated LRT stalls
3. Whether the parking structure facing the LRT could have less concrete exposed – could be made a bit more attractive. A bit too much charcoal.

### Response:

1. Client has only owned this parcel of land for 8+ year. Meanwhile, the city is promoting this site for TOD in response to adjacency to transit station, and the land use for this site has already been approved by city for this site development. We are not sure what plan is being referenced here.
2. LRT stalls to the south of the site are not part of this discussion; these do not support the building residents. City minimum required for this site is 163 total parking stall, and we're providing 191
3. Trees in the renderings are meant to screen out the concrete, while balancing with not shadowing balconies on upper floor levels. A mix of spruce and pine along the wall, with the parkade meant to function as a sort of backdrop. There's also glazing behind the steel panels to break up the façade a little bit.

## ***Site Design***

Feedback was overwhelmingly positive, with comments such as "Best design seen for this site so far" and "Lighting designs are great: good use of fixtures"

## ***Landscaping***

The podium landscaping for residents was commented on as being well done.

There was a comment about incorporating more low-level screening plants, dense shrubberies etc to screen the parking from the street

### Response:

This will definitely be considered, in a way that will help in forming green corridor connections across to the storm pond.

## ***Height***

Positive feedback that appreciated the height as being contextual and appropriate for the site.

## ***Facade***

There was concern that colours for architectural facades were becoming rather bland; something a bit more eye catching for people stepping off the LRT could be a bit more interesting.

### Response:

We're using terra cotta panels on external façade, attempting to balance the fact that there are a lot of neutral gray and whites in the community.

---

# WHAT WE HEARD

## THEMES



The word cloud above captures the different themes of what we heard back from residents in terms of feedback. The font size is directly correlated to the frequency of the theme's occurrence. For example, the largest font themes are "Community Impact" and "Parking", which were the most frequently brought up items of feedback.

### ***Community Impact***

Concerns included :

1. Whether a traffic impact study would be conducted
2. Whether Eamons Rd would be connected directly to Crowchild Trail and/or 12 Mile Coulee Rd to facilitate smooth traffic movement
3. Whether studies have been done to assess the impact on property values in the surrounding area
4. Whether geothermal pipes would involve excavation of surrounding area

### **Response:**

1. Given its close proximity to the LRT station, the city is thinking about public transportation associated with the tenants on this site; no TIA has been requested thus far.
2. Major roadway connections are beyond the scope of this project - roadways will not be increased in size, capacity, or connections by us. Discussions of this nature with the city are site specific and driven by them (the city).
3. This is not within the scope of our project or a typical requirement
4. No it only involves land on the site. Drill location for pipes will be in the footprint of the parkade.

### **Target Market**

Questioned who was being targeted by this development

#### Response:

This is a rental building, and will be rented out at market rate. Particular promotion to elderly clientele, as there will be amenities geared more toward this segment.

### **Timelines**

When would construction be expected to begin and end?

#### Response:

This project is currently still in development permit (DP) process and not building permit process. Once DP is approved, it's typically active for 2 years (relative future not immediate) during which time a decision will be made depending on market conditions, regarding pursuing a building permit.

### **Rooftop**

Some questions about the fact that no mechanical equipment was shown in renderings; will there be any screening on that? The rooftop is visible coming down from the hill.

#### Response:

Telsec is putting in a geothermal system, so there is little, to no mechanical systems on the roof. Most mechanical and electrical equipment is held on the parkade 2 level for proximity to geothermal piping. Also looking at putting a solar array on the roof 10 years or so in the future.



# MATERIALS SHARED

## PROJECT BROCHURE

The following brochure was shared electronically with RRROCA on August 3rd, 2021. Hard copies were delivered to residents around the site, as noted in the Tactical Outline section above, between August 3rd – 5th, 2021.

**DEVELOPER**  
Affect  
Talent offers a variety of services such as residential, retail and office development.  
[www.affect.ca](http://www.affect.ca)

**ARCHITECT**  
S2 Architecture  
S2 Architecture is an architectural, interior design and master planning firm with studios in Calgary, Edmonton, and Vancouver.  
[www.s2architects.com](http://www.s2architects.com)

**COMMUNICATIONS**  
Hive Developments  
Hive Developments is an urban planning consultancy located in Calgary.  
[hivedevelopments.ca](http://hivedevelopments.ca)

The Development Permit required for this application is being coordinated by S2 Architecture.

If you have any questions or comments, please contact Srimal at [Srimal@hivedevelopments.ca](mailto:Srimal@hivedevelopments.ca)

**EAMONS PROJECT**

A new development is being proposed for the vacant triangular parcel between Eamons Rd NW and Rocky Ridge Rd NW, next to the Tuscany LRT station.

**OPEN HOUSE**  
Thursday, August 12th from 8:00 – 9:30pm  
[www.eamonsproject.everforie.ca](http://www.eamonsproject.everforie.ca)

\* Please sign up in advance to receive the open house link via email.

View from the west

View from the south west

View from the south east

A 6 storey multi-residential concrete development with two levels of partially underground parking. This includes 140 residential rental units with 77% of the units being 2 bedroom units. This unit mix responds to studies examining future demand for housing within the community of Rocky Ridge.

LOCATION	BUILDING HEIGHT	DENSITY	INTENSITY	BYLAW-ZONING	PARKING
10310 Eamon Rd NW Calgary, AB T2G 2H1	Proposed: 18.4m Maximum allowed: 30m	Proposed: 183 Units/hectare Maximum allowed: 160 Units/hectare Minimum allowed: 150 Units/hectare	Proposed FAR: 1.86 Allowed FAR: 4.0	Multi-residential, high density, medium rise	Automobile Required 105 Provided: 192 Bicycle Required 69 Provided: 82

## BOLD SIGNS

Large fluorescent lettered signs advertising the online open house were placed from August 6th – 13th at the following key locations around the community:

- East of Rockyridge Road, north of Royal Oak Drive NW
- East of Rockyridge Road, South of Countryhills Blvd NW
- South of Countryhills Blvd, East of 112 AVE NW

The text on the sign was as follows:

PROP'D DEVELOPMENT  
10310 EAMON RD NW  
OPEN HSE AUG 12  
8 – 9:30PM REG @  
[eamonsproject.eventbrite.ca](https://eamonsproject.eventbrite.ca)

## OPEN HOUSE

A digital Open House was held on the Zoom platform on August 12th, from 8 – 9:30 pm. Signups and general event information were facilitated through Eventbrite. 12 community residents attended the event, which included presentations by S2 Architecture and 818 Studio, followed by Q & A. A virtual whiteboard soliciting feedback was also shared via the platform Miro.



The screenshot shows an Eventbrite event page for 'Eamons Project Open House' by Hive Developments. The event is scheduled for August 12, 2021, from 8:00 PM to 9:30 PM MDT. The event is free. The page features a large image of a modern multi-story residential building with a landscaped area in front. Below the image, there is a 'Sales Ended' status and a 'Details' button. The event title is 'Eamons Project Open House' and the organizer is 'Hive Developments'. There is a 'Follow' button and a 'Free' label. At the bottom of the event card, there are buttons for 'Registrations Are Closed', 'Date and time', 'Location', and 'About this event'.

### Registrations Are Closed

Once you've registered to attend, you will receive a meeting link by email.

This online open house is being held regarding a new development proposed at 10310 Eamon Rd NW.

### About this event

The new development proposed is located on the vacant triangular parcel between Eamons Rd NW and Rocky Ridge Rd NW, next to the

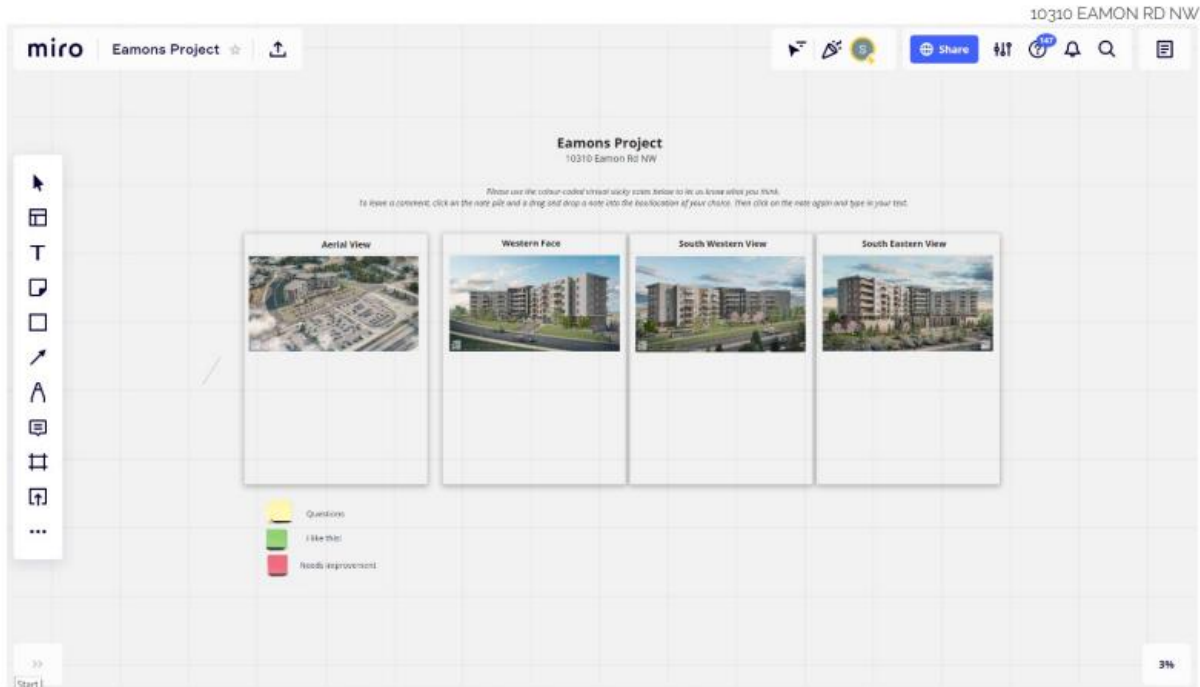
### Date and time

Thu, August 12, 2021  
8:00 PM - 9:30 PM MDT  
[Add to calendar](#)

### Location

Online event

Eventbrite Page for the Open House.



Virtual whiteboard that solicited written feedback on project renderings

# VERBATIM FEEDBACK

*Best design seen for this site so far*

*Design details addressed well*

*Podium landscape for residents quite nice*

*Lighting designs are great: good use of fixtures*

*Overall good height: good contextual fit and transition*

*Front: could do more low-level screening plants, dense shrubberies etc to screen the parking from the street*

*Colours for architectural facades becoming rather bland, something a bit more eye catching for people stepping off the LRT, could be a bit more interesting*

*No mechanical equipment shown in renderings: will there be any screening on that? The rooftop is visible coming down from the hill*

*Is there a plan to do traffic impact studies? There is density of traffic at the Royal Oak lights which the city wants to alleviate. Since Calgary is so personal vehicle oriented, even though close to LRT, this will most likely still create more traffic density*

*Are there plan underway to connect Eamons Rd to Crowchild and/or 12 Mile Coulee Rd to facilitate smoother traffic flows?*

*Concerned that this density of people in one spot will increase traffic congestion in the area*

*What studies have been done to assess the impact on property values in the surrounding area?*

*Where are you planning to run the geothermal pipes? Does it require any excavation of surrounding land?*

*Has there been consideration of the initial 2007 plans for transit infrastructure/ park n ride space on this site?*

*Is the number of parking stalls equal to units in the building? Or are there designated LRT stalls?*

*When will you be expecting to start and finish construction?*

*What is the target market you are looking at?*

*Would you be able to provide a projected timeline for the approval process, in regards to the Eamons complex in Rocky Ridge and Royal Oaks?*

*When will the public have time to pose formal questions to the city council to state concerns?*