

Applicant Outreach Summary



460 - 5119 Elbow Drive SW
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Outreach Strategies



PROJECT VOICEMAIL & EMAIL ADDRESS

Project voicemail inbox and dedicated email address serves as a direct line to the project team, where stakeholders are invited to ask questions and share their feedback.



STAKEHOLDER MEETINGS & INFORMATION SHARING

A summary of the development vision was shared with the Community Association and the Ward 7 Office November, 2021. The project team also met with the Community Association on January 5, 2022 to discuss the proposed development vision.



NEIGHBOUR LETTERS

Paired with on-site signage, ±375 postcards were hand delivered to area neighbours and adjacent property owners to outline the proposed change and ultimate development vision for the subject site and direct interested parties to get in touch with the project team via the dedicated phone line and email inbox. All inquiries, questions, and comments are received, compiled, and responded to by the project team in a timely manner.



CUSTOM ON-SITE SIGNAGE

To supplement required City of Calgary LOC notification signage, the project team deployed additional on-site signage that notifies neighbours and surrounding community members of a proposed land use change. The signage outlines the development vision and directs interested parties to get in touch with the project team via a dedicated email inbox and phone line.

Outreach Process

OVERVIEW

Our outreach process was designed to provide multiple opportunities for stakeholders to learn about the vision for the site early on and to share their thoughts – all with the intent of maintaining a respectful and transparent conversation. Through our outreach channels and strategies to date, feedback from 3 stakeholders was received directly by the project team; however, Administration advised that sixteen letters of opposition and one letter of support have been received. RND5QR and the project team would like to thank these stakeholders for sharing their feedback.

In reviewing feedback collected to date (April 2022) and summarized by Administration, the project team has identified three themes raised by stakeholders. The themes outlined in the following pages are broken into What We Heard and the project team's response.

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 outreach process:

1. **We will provide you with quality information about the project.**
2. **We will ask for your thoughts on key areas of the project.**
3. **We will share what we have heard and our team's response to it.**



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What We Heard & Team Response

1 VEHICULAR PARKING

WHAT WE HEARD

Although the proposed development will meet minimum Bylaw vehicle parking requirements, some stakeholders expressed concern over not enough parking being provided on-site.

TEAM RESPONSE

The development proposal is taking cues from the Land Use Bylaw's Low Density R-CG District regarding parking supply which includes specific parking reduction policies for smaller units when they meet specific criteria around unit size (less than 45m²), access to transit, and the provision of storage space for mobility alternatives like bicycles and strollers. The parking reduction policies acknowledge a lower documented rate of car ownership for smaller units when they are in close proximity to frequent transit options and support alternative modes of transportation.

The development proposal and Direct Control District align with this approach, resulting in a total of four parking stalls being proposed in an open-air parking pad along the rear lane – one stall per stacked townhome unit.

A Parking Memo demonstrating a rationale for the proposed parking supply has been prepared by Bunt and Associates, a registered Transportation Engineer, and has been submitted to City Administration for their review. Additional Transportation Demand Management (TDM) measures are also proposed as part of the Concurrent Development Permit process. The proposed TDM measures include minimum requirements for secure bicycle stalls for each of the smaller units without an on-site parking stall (4 total units).

2 BUILDING HEIGHT, MASSING & CONTEXTUAL FIT

WHAT WE HEARD

Some stakeholders expressed concern regarding the overall building height and massing at this location, specifically referencing parcel coverage, privacy concerns, and how the building's shadows might impact neighbouring properties.

TEAM RESPONSE

Human-scaled townhomes represent a best-practice solution to balancing intensification objectives with sensitive transitions to existing adjacent residential. The project team has worked with Administration to include policies within the Direct Control District that provide sensitive transitions and limit shadow impact with neighbours through building setbacks, stepped building forms, and the provision of amenity space.

The proposed Direct Control District is based on the M-CG District, which is intended to be located "in close proximity or adjacent to low density residential development". The proposed development aligns with the intent of this statement by including

M-CG-style built form policies. These policies provide sensitive transitions by reducing building mass and limiting shadow impact with neighbours through a 9m or two-and-a-half storey building height, low-slope rooflines that match existing adjacent homes, and the provision of street-facing recessed balcony amenity spaces. Additionally, the buildings have been designed to provide privacy by strategically placing and generally limiting the scale and number of windows that overlook adjacent properties.

Building coverage and setbacks have been considered in effort to fully utilize the characteristics of the site while engaging the streetscape along 16 ST NW and Kensington RD SW. Rear and side setback requirements of the M-CG district at this site's location coincide with the minimum setback requirements found within land use bylaw rules of all low-density residential districts. While there are no provisions for area coverage within the M-CG district, the proposed building coverage is aligned with the allowable coverage of the R-CG low density residential district.



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3 RESIDENTIAL DENSITY

WHAT WE HEARD

A few stakeholders provided feedback about the proposed development's residential density, the selected location for this density, and how the proposal aligns with existing City policy.

TEAM RESPONSE

The redevelopment proposal at 102 16 ST NW would allow for 8 grade-oriented multi-residential units. The proposal includes 4 stacked townhouse-style units and 4 small (45m² or less) units within a two-and-a-half-storey built-form. Given the site's well-connected and amenity rich location, the project team believes this site is an appropriate location for multi-residential

development and an increase in density. This area of Hillhurst along Kensington RD NW is gradually evolving to support additional intensity. While the site's direct neighbours to the north and east are designated R-C2, the neighbouring properties to the south and west are designated M-CG and DC (C-N1).

The proposed grade-oriented townhouse-style development vision will provide additional housing choice within the community. Townhouse-style buildings represent a best-practice solution for introducing additional housing options, while providing low impact interfaces with existing low density neighbours.