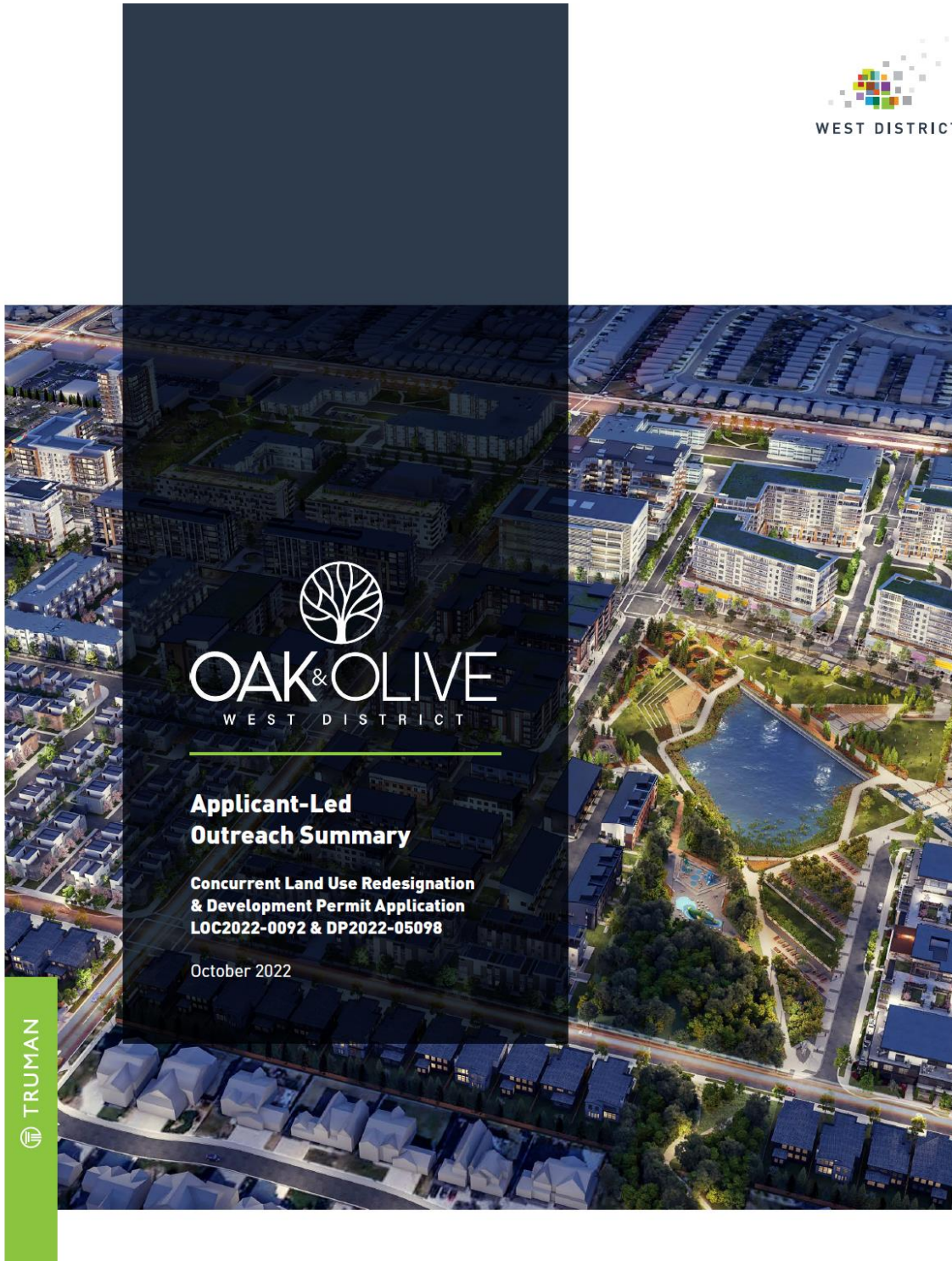


# Applicant Outreach Summary

2022 November 23



## Applicant-Led Outreach Summary

Concurrent Land Use Redesignation  
& Development Permit Application  
LOC2022-0092 & DP2022-05098

October 2022

TRUMAN

## West District Background

The West District Master Plan is the result of a comprehensive multi-phase consultation process conducted over a three-year period, from 2014-2017. Consultation began in earnest with the launch of a developer-led engagement program in 2014, with community input and feedback providing vital touch-points in the evolution of the plan.

Following the approval of the representative first phase, 'Gateway'—a nearly ten acre development within the Master Plan area, this process was further reinforced in 2017 by an additional multi-phased engagement program led by City of Calgary Administration as part of the developer funded West Springs ASP Amendment. The extensive consultation process involved landowners, developers, industry professionals, the local Community Association, neighbouring residents, City of Calgary Administration, and the local area Councillor.

### EngageHub

A high level of local input is reflected in the final Master Plan, and engagement played an important role in the design and planning process for West District. When the project team began to consider the process of engagement in 2014, they started with the objective of connecting with the community early and providing an opportunity for a long-lasting and meaningful conversation—before a formal application to The City was made. The result was EngageHub: a purpose-built facility serving as the focal point for developer-led engagement activities for West District. EngageHub was designed to reflect the key elements of the

engagement process: openness, creativity, and dialogue. The facility interior—a large open space with several meeting tables, 7-foot wide information panels, interactive projection screen, and physical massing model—evolved over time to include information about the project context, principles, design, and timelines. Throughout the space, participants were encouraged to provide feedback and answer questions through a number of low- and high-tech methods, including conversations with the project team; post-it and marker annotations on the panels; and the interactive screen. A consistent cast of project team members were on-site three times weekly to field questions, respond to concerns, and gather input about the project. For those unable to visit during "office hours", the building also hosted an exterior 24-hour interactive touch screen that mirrored the information found on the interior panels, and encouraged attendees to leave their comments and contact information.

In total, the team heard from over 1,800 participants over the course of a seven-month engagement period spanning multiple project phases. In each phase, the land use and design concepts were iterated based on participant feedback, while project information was refined to provide additional clarity and structure to the ongoing conversation. EngageHub provided a vital consistency to the engagement process, enabling the project team to cultivate an accurate and grounded image of West District among interested parties, culminating in adjustments to the process on the basis of user experience and the emergence of five 'key themes' that fed into the Master Plan Design.

### MASTERPLANNING TIMELINE





The 'key themes' are those which appeared frequently in written participant responses during the West District engagement process; and assisted in the design of the West District Master Plan.



**HOUSING & BUILDINGS**

Providing a wider range of housing options in the area and using more sustainable building practices.



**COMMERCIAL & RETAIL**

Promoting new forms of retail for the area, especially small shops and the concept of a walkable "high street".



**TRANSPORTATION & PARKING**

Thoughtfully managing vehicle traffic generation, limiting parking spillover, and promoting balanced mobility options.



**OPEN SPACE**

Preserving existing Aspen tree stands, while also including plenty of programmable open spaces for all ages.



**DENSITY**

Respecting the existing development context by incorporating sensitive transitions to lower density edges.

## Oak & Olive Outreach Methods

Truman's project team reached out to surrounding residents, local community association and ward office to share information, invite feedback and provide opportunities for further discussion through the following channels:

### Project Phone line & Email

A project phone line and dedicated email address served as a direct line of contact to the project team, where interested parties were invited to ask questions and share their feedback.

### Custom On-Site Signage

To supplement the City of Calgary's standard LOC notification signage, the project team deployed additional on-site signage that outlined the development vision and Land Use application, and directed interested parties to get in touch with the project team and learn more via a dedicated email inbox, phone line and project website.

### Neighbourhood Tri-Fold Mailer

Paired with on-site signage, ±4000 tri-fold mailers were mailed to surrounding neighbours to outline the proposed change and ultimate development vision for the subject site. Mailers also directed interested parties to get in touch with the project team and learn more via a dedicated email inbox, phone line and project website.



**Our outreach process was designed to provide multiple opportunities for interested parties 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.”**



Neighbourhood Tri-Fold Mailer



Custom On-Site Signage

### Project Website & Feedback Form

A dedicated website was launched in June 2022 to provide a project overview with convenient 24-hour access to the most up-to-date project information. The website includes a built-in feedback form for questions and comments which are sent directly to the Truman project team.

### Memos & Vision Brief

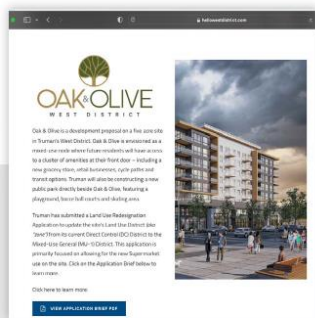
An Application Vision Brief and memo summarizing the development vision, planning, and design rationale was shared with the West Springs Cougar Ridge Community Association and the Ward 6 Office.

### Community Association Meeting

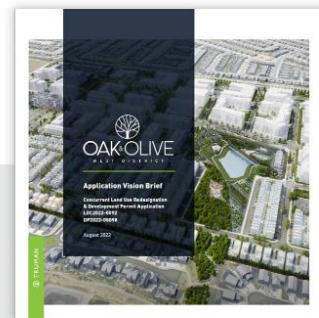
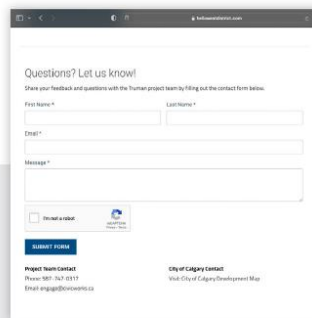
The project team met with West Springs Cougar Ridge Community Association on June 22, 2022 to discuss Oak & Olive Land Use application and development proposal.



From early visioning, through engagement, design iteration, and application review-progression, West District was conceived as a vibrant, compact and diverse neighbourhood, all built on the principles necessary for creating one of Calgary's great places.



Project Website & Feedback Form



Application Brief

## What We Heard

Through our outreach channels and methods to date, we have received feedback from the West Springs Community Association, the Ward 6 Office and a handful of surrounding residents. In reviewing this feedback, the project team has identified four themes raised through this process. The themes outlined in the following pages are broken into What We Heard and the project team's response.



### BUILDING HEIGHT

Respecting the neighbouring context by providing sensitive building height transitions.



### DENSITY & INTENSITY

Providing an appropriate mix of people and jobs for this site.



### SUPERMARKET VISION

Balancing building typology, mix of uses, and site layout with specific needs and market demands of a supermarket.



### TRANSPORTATION & PARKING

Thoughtfully managing external and internal vehicular movement, and providing appropriate parking options.



### PEDESTRIAN & CYCLIST INFRASTRUCTURE

Promoting alternative mobility options through quality pedestrian and cyclist networks.

## Our Commitment

Since no single design solution can satisfy all interested parties 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.



## Building Height

### WHAT WE HEARD

We heard concerns that the proposed 12 storey (45m) building height was too tall, and a range of alternative heights between 3 to 8 storeys were suggested. Among this feedback one neighbour cited concerns around a loss of views.

### TEAM RESPONSE

Truman's project team has proposed a development concept that considers the existing surrounding context, the previously approved West District Masterplan vision, the West Springs Area Structure Plan direction and City-wide goals and targets.

The current Direct Control (DC) Land Use District (commonly referred to as "zoning") for this property was approved by Council in 2015. The current DC District allows for developments to be built up to 30m in height, or approximately 8 storeys. This is similar in scale to Truman's Gateway buildings located across the street along Broadcast Av SW.

The proposed Land Use Change would support Truman's new development vision for a single storey medium format grocery store, an 8 storey mixed-use building and a 12 storey mixed-use building. The tallest building has been located in the NE corner of the site, furthest away from existing homes. This placement provides a sensitive transition in height and reduces the building's impact (including loss of mountain views), on surrounding neighbours.

The West Springs Area Structure Plan (ASP) indicates that this site is appropriate for "Low to Medium Profile" buildings. Given that there is no clear direction within the ASP on the maximum building height for a "Medium Profile" building, the project team defers to broader city-wide policy direction. The Guide for Local Area Planning (Approved in 2021) defines "Mid" Scale as up to 12 storeys in height.

In response to feedback, Truman's project team has revised their Land Use Application by reducing the maximum building height from 45m to 42m. This building height better aligns with the concurrent Development Permit building design, and limits future development to 12 storeys or less.

## Density and Intensity

### WHAT WE HEARD

We heard mixed feedback on the proposed density and intensity – the Community Association requested additional density, while a neighbour noted concerns that too many new people and businesses were being proposed. Among this feedback, we heard concerns around a loss of existing open space and insufficient infrastructure capacity to support the additional intensity.

### TEAM RESPONSE

#### People and Jobs

The revised development proposal aligns with the West District Masterplan vision, the West Springs Area Structure Plan direction and City-wide goals and targets related to the number of dwelling units, people and jobs on this site. An Outline Plan and Land Use Application was approved for this site in 2015 to enable comprehensive, mid-rise and mixed-use development. The 2015 approval supported an anticipated ±381 dwelling units and allowed for a range of uses including multi-residential, commercial retail, restaurant and supermarket businesses.

The newly proposed development vision has fewer units than anticipated in 2015 but still meets and exceeds the West Spring Area Structure Plan's intensity target of 100 people and jobs per hectare. At full build out, the proposed Oak & Olive site will support ±216 dwelling units, ±430 people, ±6000 sqm of commercial floor area, and ±175 new jobs.

#### Infrastructure

As the West District area is developed, the connecting infrastructure has been upgraded to account for the total anticipated people and jobs at full build out. Deep utility infrastructure has already been upgraded along Broadcast AV SW to accommodate the Gateway and Oak & Olive development. The roadway along Broadcast AV SW and the intersection at Broadcast AV SW and 85 ST SW has been designed to accommodate the future additional traffic anticipated once West District is fully developed.

#### Amenity

As part of the 2015 approvals process a 0.9 ac portion of private land was dedicated as a public park. A park concept has been submitted and is currently under review by the City of Calgary. The new park will provide spaces for visitors and residents to gather, play and recreate. The park concept retains and incorporates the majority of existing trees on the park site.

## Supermarket Vision

### WHAT WE HEARD

We heard a range of feedback on the supermarket development vision. The Community Association noted a preference for a mixed-use grocery format that places residential units about the supermarket, and provides a larger rooftop patio. We also heard a negative response to the proposed surface parking model.

### TEAM RESPONSE

The development of West District introduces a vibrant new neighbourhood with a healthy intensity of people and jobs to the community of West Springs. Proposed as a “complete community”, West District aims to provide future residents with the ability to access amenities that meet their daily needs by enabling them to live, work, and play within a reasonable walking distance.

#### Supermarket Typology

The design of the proposed supermarket responds to local market demand and the unique programmatic needs of a grocery store, which ultimately shape the building typology and overall site layout. The Truman project team and future supermarket tenant have worked together to test the feasibility of different building typologies and site layouts to determine the proposed development vision.

Truman explored a variety of mixed-use building options that placed residential units above the supermarket, however, the mixed-use model was found to cause development challenges and excessive costs related to back-of-house servicing, parking, and H-VAC-related sound attenuation among others. Ultimately it was determined that the mixed-use option is not financially feasible for this building. Instead, Truman is proposing two mixed-use buildings which have a more efficient building model and share a single underground parking lot. The proposed land use change supports additional height (up to 12 storeys), which achieve a healthy mix and density of residential dwelling units across the site.

Smaller commercial-retail units will line the southern edge of the Oak & Olive site to activate and prioritize the high quality pedestrian realm along the Broadcast AV SW Main Street. The resulting development vision minimizes blank walls, places less active edges along car-focused corridors, and discretely integrates loading areas.

#### Rooftop Patio

A rooftop patio and publicly accessible landscaped green roof area are featured on the southern edge of the supermarket building. While this area appears small in relation to the greater Oak & Olive site, these amenity areas represent approximately 10,000 square feet of gathering space.

#### Surface Parking + Future Development Phase

Our supermarket tenant is responsive to market demands and has found that surface parking is the best option for this site. In order to meet the anticipated parking demand 180 surface stalls have been proposed for the supermarket. The Truman project team has strategically located supermarket parking along the least active edge of the site with the most convenient vehicular access. The surface parking area has direct access to the 85 ST SW arterial road, is adjacent to a commercial centre with surface parking, and is located across the street from a large site with existing telecommunications infrastructure – a field with a radio tower.



## Transportation & Parking

### WHAT WE HEARD

We heard concerns that the Oak & Olive development could cause additional congestion and spillover parking in the area. The Community Association also cited a specific concern with the location of the residential parking entry, noting that the internal lane configuration could cause safety conflicts for pedestrians.

### TEAM RESPONSE

#### Internal Vehicle Movement

City policies limit Oak & Olive's options for vehicular access points along 85 ST SW and Broadcast AV SW. Ultimately the internal lane network is shaped by the location of these access points. Drivers will have the option of entering and exiting the site from a common access point onto either 85 ST SW or Broadcast AV SW (which will eventually connect to 77 ST SW). The internal lanes within Oak & Olive are lined by sidewalks and include safe, well marked pedestrian crossings to act as traffic calming features and increase pedestrian safety.

#### Traffic

A Transportation Impact Analysis was prepared in the early stages of the West District masterplan. The study reviews the additional traffic that will result from the development of West District at full build out, and ensures that the proposed road network, street design and intersection capacity can accommodate the additional vehicular movement. As a result of the Transportation Impact Analysis, the intersection of Broadcast AV SW and 85 ST SW has already been constructed to account for the additional anticipated cars and traffic.

#### Parking

The Oak & Olive site proposes ample public and private parking options for both the commercial and residential uses. The proposed Development Permit includes 180 surface parking stalls and 253 underground parking stalls, which exceeds the City's land use bylaw parking requirements and will limit the risk of spillover parking in the surrounding area.

## Pedestrian & Cyclist Infrastructure

### WHAT WE HEARD

We heard from the Community Association that they value high quality and well-connected pedestrian and cyclist infrastructure, and would like to see these best practices implemented in Oak & Olive.

### TEAM RESPONSE

The Oak & Olive Landscape Plan aims to provide quality public spaces for visitors to safely enjoy Oak & Olive as they move through and around the site. Pedestrians will be able walk along a network of wide internal sidewalks with well-marked cross walks, as well as "island" walkways through the surface parking area. The Oak & Olive concept also includes a mid-block pedestrian connection to a new public park and pathway located east of the site. Bike racks will be provided for visitors throughout the Oak & Olive site, and new residents will have access to secure bike storage.

The Oak & Olive site is located along the Broadcast AV SW Main Street. The adjacent portion of the Broadcast AV SW is fully constructed, and once the entire roadway is built it will form an important multi-modal connection between 85 ST SW and 77 ST SW through West District. The roadway features a lane separated protected bike path to provide safe cycling options through West District. The high quality landscaping and street furniture currently featured along Broadcast Avenue will extend along the length of the Main Street at full build out.

The Oak & Olive development includes streetscape enhancements along a portion of the 85 ST SW Arterial road. The landscape plan proposes a wide treed sidewalk along 85 ST SW and landscaped screening along the surface parking interface.

## Verbatim Feedback

The following is a record of the verbatim correspondence received via email and through the project website feedback form. Personally identifying information has been removed from participant submissions. No other edits to the feedback have been made, and the verbatim comments are as received.

### 01 CORRESPONDENT EMAIL (VIA PROJECT TEAM EMAIL INBOX)

Hello.

I am a resident at [REDACTED] Broadcast Ave SW and received a letter from your department advising the proposed redesignation of the site cross the street from DC to MU -1.

I am not in favour of the change to 12 storey building height. When I purchased my unit the height was listed at 3 storeys including a supermarket. There is considerable congestion both from street parking and traffic so, aside from reduced views, any additional density in this area would be most detrimental.

Thank you for your attention. I look forward to hearing from you,  
[REDACTED]

### 01 PROJECT TEAM RESPONSE

Good Afternoon [REDACTED],

Thank you for reaching out and sharing your feedback with Truman's project team on the proposed land use change and development vision for 8490 Broadcast AV SW and 742 85 ST SW. Your comments have been reviewed and considered by our team, and will be included in a What We Heard Summary, which will be shared on the public record before any final decisions are made by the City of Calgary.

The current Direct Control (DC) Land Use District (commonly referred to as "zoning") for this property was approved by Council in 2015. The current DC District allows for developments to be built up to 30m in height, or approximately 8 storeys. This is similar in scale to Truman's Gateway buildings located across the street along Broadcast Av SW. The current DC District supports a mix of commercial and residential uses including small format supermarkets.

The proposed Land Use Change would support Truman's new development vision for a single storey medium format grocery store, an 8 storey mixed-use building and a 12 storey mixed-use building. The tallest building has been located in the NE corner of the site, furthest away from existing homes in order to reduce its impact on surrounding neighbours. The resulting Oak & Olive development vision has ±150 fewer units than Truman's 2015 proposal for this site (as noted in the Outline Plan approved by Council in 2015).

The project team has prepared a vision brief which includes detailed site plans and renderings of the proposed development. The brief can be viewed by clicking the link below. I've also included links to the Oak & Olive project website and the City's development website where the application status can be tracked:

Vision Brief: <link>

Oak & Olive Development Website: <link>

City of Calgary Development Website: <link>

Hopefully the information above provides some clarification on the development vision and land use change. Please let me know if you have any further feedback or questions.

Best Regards,  
[REDACTED]

### 01 CORRESPONDENT RESPONSE

Hello [REDACTED],

Many thanks for your most informative and comprehensive reply. I am just concerned for the sensitive areas of parking, pedestrian safety, loss of existing open spaces, loss of existing views, and the problems new vendors, as well as existing vendors, will have with said parking and servicing.

I look forward to rereading the links and again, I thank you so much.

Regards,  
[REDACTED]

### 02 CORRESPONDENT EMAIL

Wow! The product mix is fantastic with work-live-play elements. Keep moving the project forward.

### 02 PROJECT TEAM RESPONSE

Good Morning [REDACTED],

Thank you for your supportive feedback, I've passed it along to the greater project team. We are still in the relatively early application stages of the proposal, please do not hesitate to reach out if you have any questions or additional feedback as the development progresses.

Best Regards,  
[REDACTED]

**03 COMMUNITY ASSOCIATION FEEDBACK (VIA ADMINISTRATION)**

**Application:** LOC2022-0092

**Submitted by:** West Springs Cougar Ridge Community Association

**Contact Information**

**Address:** WSCR Community Association

**Email:** planning@wscr.ca

**Overall, I am/we are:**

Neither in support nor in opposition of this application

**Areas of interest/concern:**

Land Uses, Height, Density, Lot coverage, Traffic impacts

**What are the strengths and challenges of the proposed:**

Generally in agreement with the mixed use development, commercial and residential; however, would like to have seen a better balance in the height of the buildings and reduce the amount of surface parking. Other MU zonings, in the area, are to a maximum height of 30m (8-storeys). The proposed Land Use Change increases the height to 45m (12-storey). The Community Association would prefer to see residential above the grocery and maintain the 30m maximum height.

**Will the proposed change affect the use and enjoyment of your property? If so, how?**

WSCRCA is concerned with the amount of land being used for surface parking - would like to see this reduced (perhaps some underground parking) and a focus on pedestrian and bike traffic.

**The City views applications in the context of how well it fits within the broader community and alignment to Calgary's Municipal Development Plan (MDP). Do you see the proposed changes as compatible to the community and MDP? If not, what changes would make this application align with The City's goals?**

The proposed land use change is in direct contravention with the compact city principal because of the large surface parking lot and no development above the grocery store. A bigger emphasis on bike traffic and parking as well as pedestrian access and connectivity would really help to connect the development to the greater community. Current plans show little consideration for either. Appreciate the mix of small and large retail options to bring a range of business types to the community.

**How will the proposed impact the immediate surroundings?**

The concept of a roof top patio is appreciated but it is so small, relative to the building foot print. There is a lot of demand in the area for community gathering and entertainment spaces. There is a direct line of sight from 85th St. through to entrance of the residential parking - cars would pass directly in front of the grocery store entrance (where people would be entering and exiting the store) concerned with safety

**General comments or concerns:**

We are in favor of mixed use developments but would like to see a higher density, a reduction in the amount of surface parking. We are not opposed to another grocery store in the area but would prefer to see it incorporated into the original plan for the area - keeping the buildings the original 30m maximum height.