

# Applicant Outreach Summary

2022 December 20



## Community Outreach on Planning & Development Applicant-led Outreach Summary

**Please complete this form and include with your application submission.**

**Project name:** 527 & 531 17 AV NW

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 was launched mid August of 2022.

### 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)

EC Living is committed to being a good neighbour and working with interested parties throughout the application process. The project team undertook a meaningful and appropriately-scaled outreach process to ensure a clear and transparent process for all involved.

Key elements of our process include custom on-site signage (in addition to standard notification signage) and postcards that were hand delivered to ±190 surrounding neighbours and adjacent property owners to outline the proposed change and ultimate development vision for the subject site. These materials directed interested parties to get in touch with the project team via a dedicated project engagement webpage, and phone line. After the land use application was revised from MU-1 to the M-H1 District, the project team updated the MPCA and Ward 7 Office, and the Applicant signage and website were updated to reflect the change.

### Stakeholders

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

Ward 7 Councillor's Office  
Mount Pleasant Community Association  
Surrounding Area Residents

[calgary.ca/planningoutreach](https://calgary.ca/planningoutreach)



## Community Outreach for Planning & Development Applicant-led Outreach Summary

### What did you hear?

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

The project team did not receive any direct feedback from the Community Association or any other interested parties. Administration provided a summary of feedback received through the application review process, and the project team has provided a What We Heard Summary to address this feedback.

Any feedback received will be responded to by a member of the project team to provide an opportunity for more detailed discussion.

### 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.

The project team has revised the Land Use Application to address feedback received through Administration's review and outreach process. The original application proposed the MU-1 District, and the revised application now proposes the M-H1 District. The M-H1 District supports fewer commercial uses than the MU-1 District, which aligns with the project team's vision for a multi-residential development outcome. In addition, the M-H1 District includes built form policies and contextual building height setbacks that provide a more sensitive transition to surrounding neighbours.

### 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)

An What We Heard Summary has been provided to Administration and will be shared on the public record in advance Council's decision on the land use application.

Any feedback received will be responded to by a member of the project team to provide an opportunity for more detailed discussion.

[calgary.ca/planningoutreach](https://calgary.ca/planningoutreach)

## What We Heard Summary 527 & 531 17 AV NW | LOC2022-0155

December 2022  
Prepared by CivicWorks



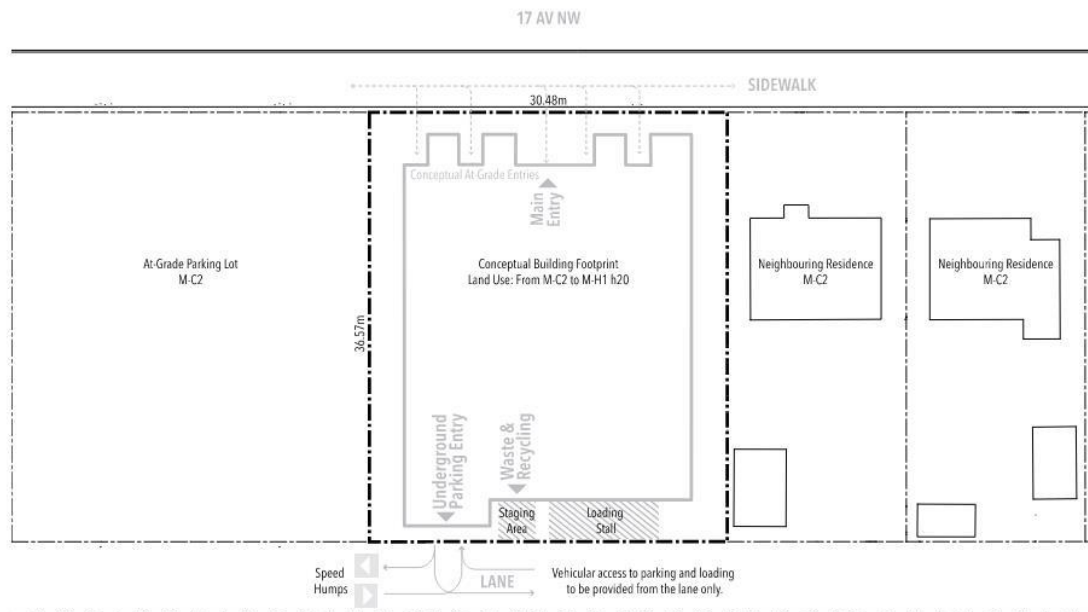
## About

This What We Heard Summary has been prepared in support of a proposed Land Use Application for 527 and 531 17 AV NW in the community of Mount Pleasant. This document outlines the Applicant-led outreach process, summarizes what we heard through this process, and provides an Applicant team response to this feedback.

### Land Use and Development Vision

EC Living is proposing a land use change at 527 and 531 17 AV NW from the existing M-C2 District to the M-H1 (h20) District. The proposed change will enable the future development of a six-storey multi-residential building with  $\pm 60$  dwelling units and an underground parking lot. The M-H1 District support primarily multi-residential uses and includes contextual rules around building height stepbacks that provide sensitive transitions to surrounding neighbours.

A development vision for this site will be refined and shared with local stakeholders through a future Development Permit Application process with the City of Calgary.





#### Neighbourhood Context

This site features a number of characteristics that make it well-suited for the proposed land use change. The site has easy access to a variety of community amenities, and is located within a  $\pm 5$  minute ( $\pm 400$ m) walk of two City-Identified Main Streets (4 ST NW and 16 AV NW), Frequent and Primary transit service (Max Orange BRT, and Routes #2 and #19), and neighbourhood destinations including Balmoral School and the St Joseph Off Leash Dog Park.



# Applicant-Led Outreach Process

## Overview

Our outreach process was designed to provide multiple opportunities for surrounding neighbours, community representatives and other 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. Through our outreach channels to date, no stakeholder feedback was received directly by the project team; however, Administration provided a summary of feedback received through City of Calgary communication channels.

In reviewing feedback collected and summarized by Administration, the project team has identified key themes raised by interested parties. The themes outlined in the following pages are broken into What We Heard and the Applicant's project team 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.

# Applicant-Led Outreach Process

## Outreach Channels



### Outreach Webpage & Feedback Form

A dedicated website ([ecliving.ca/engage](http://ecliving.ca/engage)) was launched in August 2022 to provide a project overview with convenient 24-hour access to the most up-to-date project information. The site includes a built-in feedback form for questions and comments which are sent directly to the project team.



### Project Voicemail & Email

Project voicemail inbox and dedicated email address served as a direct line to the project team, where interested parties were invited to ask questions and share their feedback.



### Application Memo

A summary of the development vision, including the planning and design rationale and a conceptual site plan was shared with the Community Association and the Ward 7 Office in August, 2022.



### Letters to Neighbours

Paired with on-site signage, ±190 letters were hand delivered to area neighbours and adjacent property owners to outline the proposed change and ultimate development vision for the subject site and directed interested parties to get in touch with the project team via the dedicated phone line and webpage.



### Custom On-Site Signage

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

# What We Heard + Applicant Response

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## Evolving Neighbourhood

### What We Heard

Through Administration's summary of feedback, we heard concerns around changes to the neighbourhood – including concerns around the shift in the community character, general aesthetics of the future development, loss of two postwar homes, and impacts on surrounding property values.

### Applicant Response

Mount Pleasant is an eclectic and evolving inner city community. Recently the City of Calgary approved a Local Area Plan for North Hill Communities, which acts as a guide for development within Mount Pleasant and surrounding neighbourhoods. This proposed development follows the direction within the North Hill Communities Local Area Plan and the city-wide goals and policies of the Municipal Development Plan, which encourage more efficient use of infrastructure; and more compact built forms in locations with direct and easy access to transit, shopping, schools and other community services.

The ultimate building design for this site will be submitted at a future date through a Development Permit Application with the City of Calgary. Eagle Crest Construction will do its best to limit the potential impact of the proposed development on surrounding property values by applying best-practice design principles, building with long lasting materials, and providing attractive landscaping. In terms of City process, property value does not qualify as a land use consideration. Council members and Administration are limited to reviewing land use applications based on the merit of the planning considerations only, and property value does not fall within that category.

Interested parties will have an opportunity to engage in the future Development Permit process by reviewing and providing feedback on the building design at that time.



# What We Heard + Applicant Response

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## Building Height

### What We Heard

Through Administration's summary of feedback, we heard concerns about the proposed building height and its potential impact on views, shadows and privacy. Some interested parties indicated 4 storeys or less would be desirable, while others indicated 2 stories or less.

### Applicant Response

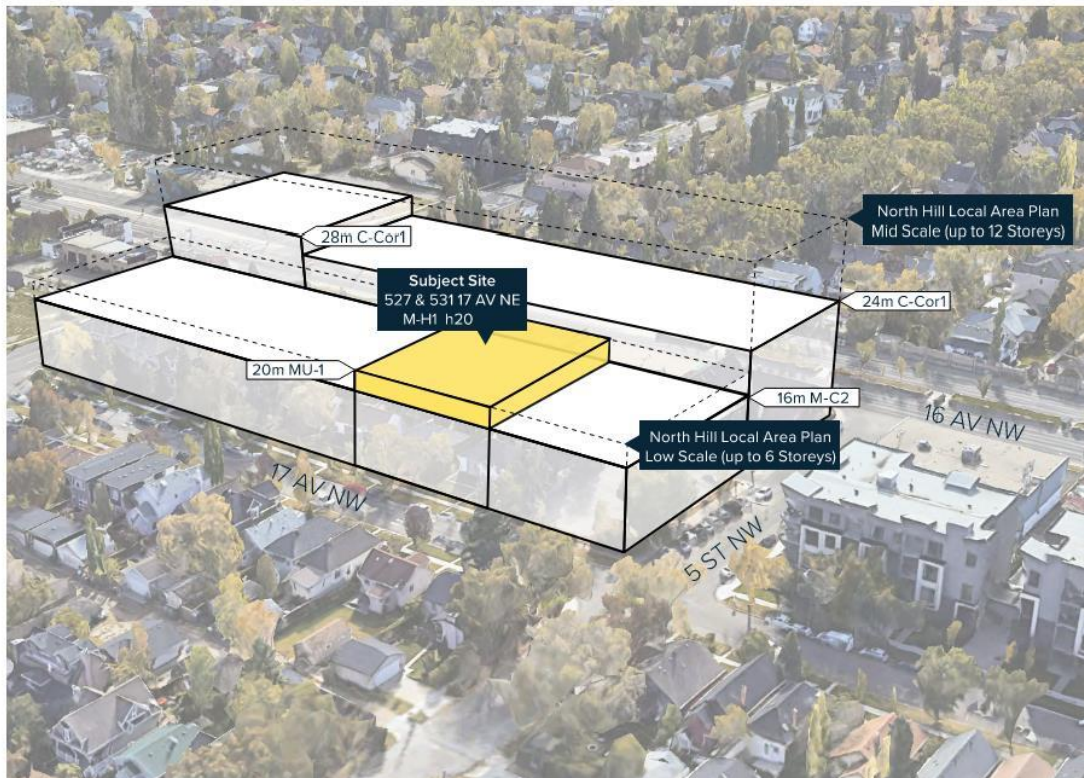
The proposed Land Use change would allow for buildings up to 20m or six storeys to be developed on this site. This proposed building height follows the direction within the North Hill Communities Local Area Plan (LAP) which identifies this site as a "Neighbourhood Local" Urban Form Category with a "Low (up to 6 storeys)" Building Height. Future development along the south side of 17 AV NW will act as transition between more intense development along 16 AV NW and the lower scale residential neighbourhood to the north. A figure illustrating the Land Use and LAP building height policy can be found on page 8 of this document.

The Applicant project team initially proposed a Mixed Use General (MU-1) land use district for this site, however, the application has since been updated in response to feedback from Administration. The revised application now proposes a change to the Multi-Residential High Density Low Rise (M-H1) District. The M-H1 district better aligns with the residential development vision for this site and provides fewer commercial options - only supporting home-based businesses as a permitted use. The M-H1 District rules also requires building height stepbacks above the third level, which results in a more sensitive transition to surrounding neighbours.

At the Development Permit stage the Applicant project team will aim to reduce privacy concerns through the use of balcony and landscape screening and consideration around the placement and size of windows. The building height stepbacks in the M-H1 District result in a low scale (three storey) streetwall along 17 AV NW, and limit the future building's impact on views and shadowing. A Sun Shadow Study has been provided on page 9 of this document to illustrate the shadow impact of the proposed M-H1 building envelope.

## What We Heard + Applicant Response

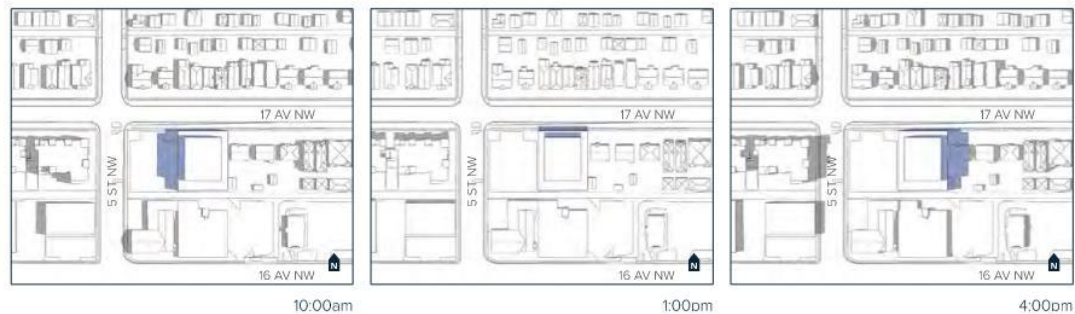
### Land Use and Local Area Plan Building Height



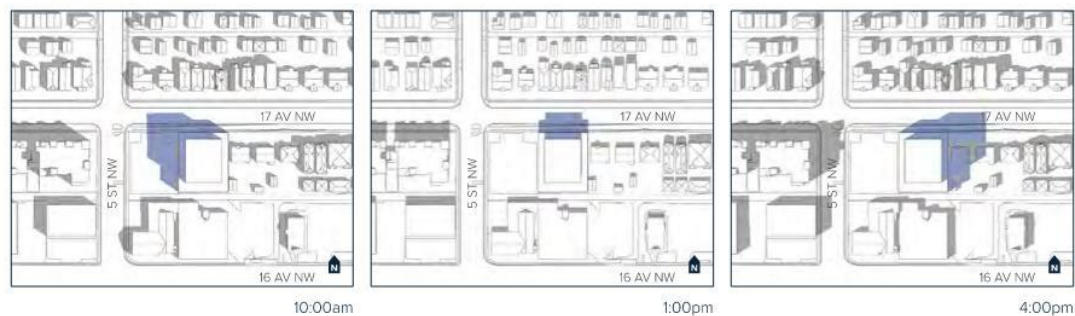
## What We Heard + Applicant Response

### M-H1 Land Use Sun Shadow Study

#### Summer Solstice June 21



#### Fall/Spring Equinox September 21 & March 21



- Proposed M-H1 (h20) Land Use Envelope\* Shadows
- Existing Shadows

\*NOTE: Study indicates shadows resulting from the proposed land use envelope only. The building design will be refined and submitted through a future development permit application, and a revised shadow study will be provided through the development permit process.

NOTE: Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by the proposed land use envelope upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of the proposed architectural design, surrounding built form and natural features. Simulated dates and times are based on established City of Calgary requirements.

# What We Heard + Applicant Response

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## Parking & Traffic

### What We Heard

Through Administration's summary of feedback, we heard concerns that traffic congestion could increase as a result of development on this site, and that parking is already limited.

### Applicant Response

The proposed development has direct lane access, and is located within a block of two major roadways (16 AV NW and 4 ST NW). Future residents will have easy access to alternative modes of transportation via pathways, cycle routes and primary transit options. Vehicle trips from the future development will be reviewed and considered by the City of Calgary at the Development Permit stage. Given the site's well-connected location and proposed number of units, at this time it is not anticipated that the future development will have a significant impact on traffic in the surrounding area.

Parking within the future development will be located in a secure underground parking lot and will only be accessible from the rear lane. The number of parking stalls and secure bike stalls will follow all Land Use Bylaw parking requirements and will be reviewed and considered by the City of Calgary at the Development Permit stage.

The roads surrounding the subject site have existing timed or permit-only parking restrictions. These parking restrictions limit the risk on spillover parking from the proposed development. Future residents of the future development will not be eligible for parking permits in the surrounding area as a general policy of the Calgary Parking Authority.



# What We Heard + Applicant Response

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## Construction

### What We Heard

Among Administration's summary of feedback was a comment that living next to a construction zone is undesirable. Among this feedback was a concern around increased noise.

### Applicant Response

Eagle Crest Construction is committed to respectful, timely, and orderly construction, that follows the City of Calgary and Province of Alberta regulations and bylaws to ensure that surrounding neighbours and the Mount Pleasant community are impacted as little as possible. Construction will be managed through a Construction Management Plan at the Building Permit stage. The anticipated date of construction is unknown to the project team at this time, but will be shared with neighbours before construction begins.

Respectful Construction Practices Include:

- » Adherence to the City of Calgary Construction Site Guide, Alberta Safety Codes Act, Calgary Building Permit Bylaw, the Calgary Noise Bylaw, Alberta Building Code, and Alberta Fire Code;
- » Routine street and sidewalk cleaning; and
- » Appropriate construction fencing.

Localized public lane or roadway closures are sometimes necessary to tie developments into water, gas and sanitary pipes. The City requires that access to neighbouring homes is maintained from the road and/or laneway during construction. Any time a public road or laneway is closed for construction, the City requires that developers give advance notification to surrounding neighbours and share information about any planned detours.

# What We Heard + Applicant Response

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## Climate Action

### What We Heard

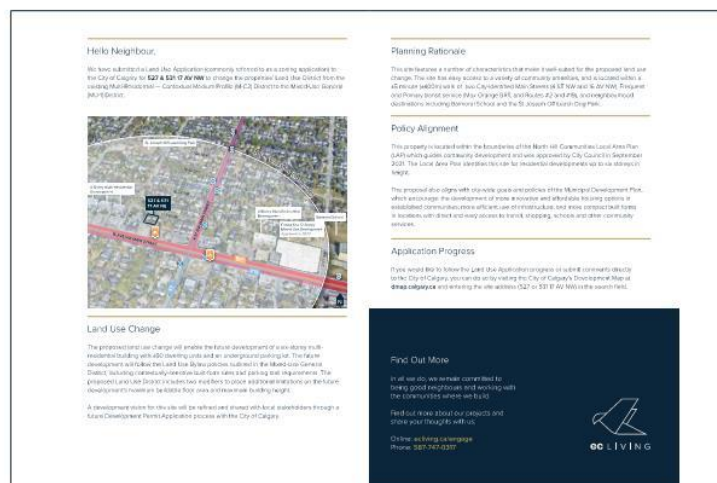
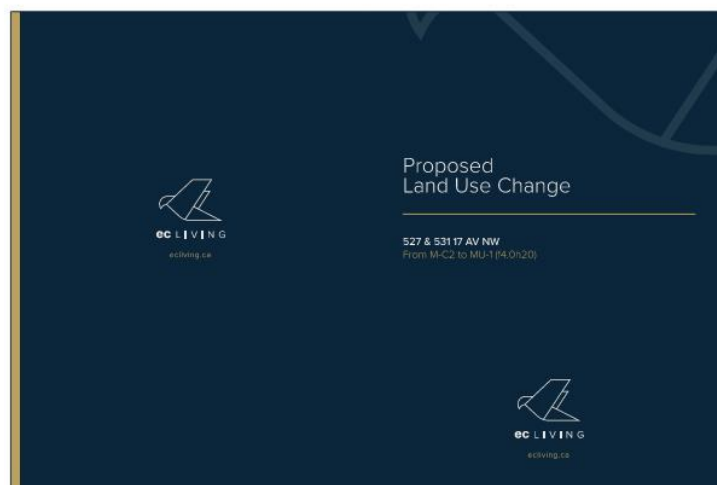
Through Administration's summary of feedback, we heard concerns that the development could have a negative impact on climate action in the city. Specifically interested parties mentioned a loss of existing trees and gardens, and noted a question around the carbon footprint of a six storey building rather than a four storey building.

### Applicant Response

Generally it is considered best practice from an environmental sustainability lens to place density in locations with direct and easy access to alternative modes of transportation, existing infrastructure, and walkable commercial and community amenities. The future development of this site will provide homes for new residents in a highly walkable community, within a five to ten minute walk of parks, pathways, cycle routes, schools, two City-identified Main Streets, and primary transit options including a Max BRT Stop.

Future development will follow the National Energy Code of Canada for Buildings, as well as all landscaping requirements in the Land Use Bylaw. The M-H1 District requires that at least 40% of the parcel area be landscaped, and includes specific rules to encourage enhanced landscaping and low water landscaping options. All existing street trees along 17 AV NW are protected and managed by the City of Calgary.

# Outreach Materials



Applicant letters to neighbours (±190 hand delivered)

## Outreach Materials

### Proposed Land Use Change

**527 & 531 17 AV NW** | From M-C2 to M-H1 (f4.0h20)

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Hello Neighbour,

We have updated our Land Use Application for 527 & 531 17 AV NW to change this properties' Land Use District (commonly referred to as zoning) from its existing Multi-Residential — Contextual Medium Profile (M-C2) District to the Multi-Residential – High Density Low Rise (M-H1) District.

The proposed land use change will enable the future development of a six-storey residential building with ±60 dwelling units with an underground parking lot. The M-H1 District includes building height stepbacks that provide contextually-sensitive transitions to surrounding neighbours. A development vision for this site will be refined and shared with local stakeholders through a future Development Permit Application process.

**Get In Touch**

To learn more about the proposed land use change and development vision and to share questions, comments, or concerns please visit [ecliving.ca](https://ecliving.ca) or [dmap.calgary.ca](https://dmap.calgary.ca).

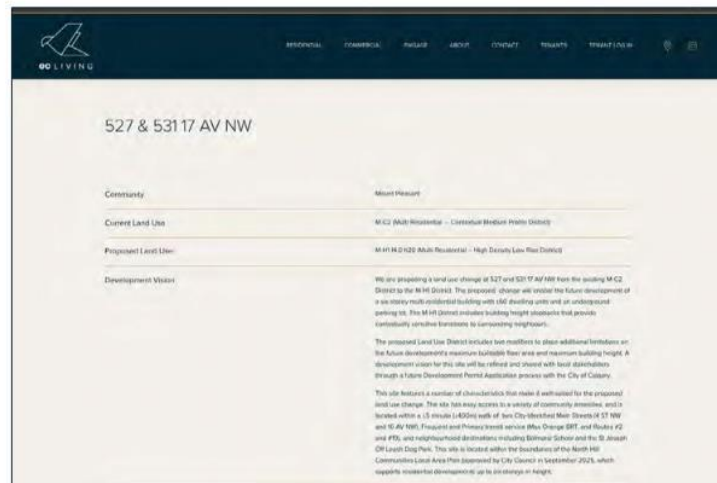
[ecliving.ca](https://ecliving.ca)  
587-747-0317



Applicant sandwich board signage (2x3') posted on site



## Outreach Materials



The screenshot displays the "Share Your Thoughts" feedback form on the eCLIVING website. The form includes a "Contact the City of Calgary" section with a "Feedback Reference: LOC2022-0155" and a "Development Map and Context Form" link. The "Contact the Project Team" section includes a phone number (587-342-6101) and a "Name" field. Below these are fields for "First Name", "Last Name", "Email", and "Message". A "Submit" button is located at the bottom of the form. A map of the project area is visible at the bottom of the page.

Applicant outreach website (ecliving.ca/engage) and feedback form.

