

## Applicant What We Heard Report

**b&a** | B&A Planning Group

Lincoln Park  
WestMount South Lands  
Land Use Amendment

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*What We Heard Report*

Prepared by  
B&A Planning Group  
600, 215-9 Avenue SW  
Calgary, AB | T2P 1K3

On behalf of  
QuadReal Property Group

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### 1.0 ENGAGEMENT APPROACH

The proposed communications and engagement strategy was designed to proactively respond to questions and concerns of directly neighbouring stakeholders and the Rutland Park Community Association. The approach focused on informing and consulting with stakeholders early in the land use application process. The communications tactics were tailored to the diversity of the directly adjacent neighbours, while still respecting the engagement needs of the area community associations. The following tactics were used during engagement:

#### Community Association Outreach

Information sessions and project information have been shared via social media by both Community Associations. The project team appreciates the additional promotion and received two stakeholder emails in response to the social media posts.

##### *Rutland Park Community Association*

The subject site is in the community of Lincoln Park, which is represented by the Rutland Park Community Association (RPCA). The project team was invited to attend the Community Association meeting on November 13, 2018. The team provided a project information package, shared details on the proposed engagement plan and presented preliminary concepts. The Community Association appreciated the consultation, asking several questions on transportation, density, engagement goals and the Transit Oriented Development catchment. Our responses to these topics are summarized below. The project team continues to provide updates to Rutland Park Community Association throughout the process.

##### *North Glenmore Park Community Association*

The community of Garrison Green directly borders the subject site to the south and is represented by the North Glenmore Park Community Association (NGPCA). The project team has provided information and details on engagement events to the NGPCA Redevelopment Committee. The NGPCA Redevelopment Committee requested a meeting in response to a project update email. A meeting was held on February 28, 2019 with representatives from NGPCA, QuadReal and B&A Planning Group.

The project team provided a booklet detailing the project timeline, current land use, existing site conditions, and proposed land use. The NGPCA representatives had questions on building heights, proposed uses, site access and transportation circulation. Generally, the committee was supportive of the proposed land use and excited for the mixed use, walkable and more urban land use proposal.

#### Project Information Flyer

A project flyer was developed to introduce stakeholders to the land use proposal and invite them to attend the upcoming Information Sessions. 900 project flyers were hand delivered to adjacent neighbours in Lincoln Park and Garrison Green. A further 1,640 tenants at WestMount Corporate Campus were emailed the project flyer. We received two stakeholder emails from the flyer distribution. The comments were included in the analysis below. Nearly all the information session attendees mentioned they heard about the events through the flyer, with some further mentioning their appreciation for the notice.

#### Information Sessions

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The project team hosted three different public information sessions that provided background information on the project area, preliminary concepts for the proposed land use, and information on the application process. Stakeholders had the opportunity to ask questions and provide their feedback to the project team through comment forms. Attendees were mostly excited about the plans, frequently requesting community-oriented services like a grocery store. Some expressed concerns on height and traffic caused by additional density.

1. **Rutland Park Community Hall**  
Date: Monday December 10, 2018  
Time: 5:00pm to 7:00pm  
Attendees: 10
2. **Westmount Corporate Campus**  
Date: Friday December 14, 2018  
Time: 12:00pm to 1:00pm  
Attendees: 10
3. **Spot on Kitchen & Bar**  
Date: Saturday December 15, 2018  
Time: 1:00pm to 3:00pm  
Attendees: 22

### Care Facility Engagement

The project team reached out to CareWest Garrison Green and United Active Living, directly adjacent neighbours to the south of the project site. A meeting was scheduled on November 26, 2018 with Directors of the facilities to discuss project details and ask how best to engage with residents. Project flyers were delivered to both facilities in December 2018. Both facilities requested a formal presentation to their residents. Details about the presentations are included below. Residents were generally excited about the proposed development, specifically mentioning a desire for additional services in the area.

4. **CareWest Garrison Green presentation**  
Date: Tuesday February 5, 2019  
Time: 3:00pm to 4:00pm  
Attendees: 45+
5. **United Active Living presentation**  
Date: Friday February 15, 2019  
Time: 1:30pm to 2:30pm  
Attendees: 45+

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### Engagement by the numbers:

- 20 comments forms received
- 4 stakeholder emails received
- 3 stakeholder meetings
- 5 community information sessions
- 130+ people attended information sessions
- 900 project flyers delivered to adjacent neighbours
- 1640 flyers emailed to neighbours working at WestMount Corporate Campus

## 2.0 WHAT WE HEARD

The project team received 20 feedback forms and four stakeholder emails during engagement activities. The feedback has been broken down into 45 distinct comments for the sake of analysis. Feedback received throughout engagement focused on four main themes: transportation, density, commercial services and general feedback about the process and engagement. 84% of comments received were either neutral or positive with many stakeholders verbally expressing their excitement for the development. Feedback themes have been summarized below:

### Retail Uses – 29% of comments

Stakeholders generally expressed excitement at the commercial uses proposed within the land use. Nearly all appreciated the vision, excited for a pedestrian-oriented service centre. Verbal comments received at the information sessions frequently requested a small to mid-size grocery store.

#### Our response:

The current land use proposal includes street level retail and services with opportunities for a grocery store, hotel, institutional, and office spaces. The Commercial space will be subject to future market conditions. Specific tenants and services will be determined later and will also be subject to market conditions.

### Transportation – 29% of comments

Comments on transportation represented the majority of concerns for neighbours. Many attendees were interested to hear what improvements were identified in the Traffic Impact Assessment (TIA). Some stakeholders identified the lack of access to east-bound Glenmore Trail as a concern for their community. Others were concerned with the back up that can occur getting on to and through 50<sup>th</sup> Avenue to Crowchild Trail.

Parking was a concern with stakeholders hoping that the proposed development would have adequate parking for its proposed population. Residents and staff at the care facilities were particularly concerned about parking. Staff and visitors are often looking for on-street parking as there are limited parking spaces at the facilities.

Many verbal comments and a few written comments expressed support for the pedestrian focus of the development, and even encouraged walkability in the development.

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### Our response:

A TIA has been completed for the subject site, and the recommendations from the study will be shared with the City of Calgary and evaluated by the Transportation Department.

The project is still in the conceptual stages; and will adhere to City of Calgary parking requirements which are determined at the Development Permit stage.

The subject lands are also located within a walking catchment for the new MAX Teal BRT station and can therefore be considered a Transit Oriented Development.

### **General Feedback - 27% of comments**

Overall, most of the comments received expressed excitement that the currently empty piece of land is being developed and proposing retail uses for the surrounding community. Many of the comments expressed appreciation for the engagement, with a few requesting more information as the project moves ahead.

### Our response:

The project team will continue to share updates on the proposed Land Use Amendment. Both community associations will continue to be notified on the land use application process. The feedback received to date has been appreciated and we look forward to continuing to share details about the development.

### **Density – 13% of comments**

Two different themes emerged from the comments on density. Stakeholders generally asked about the proposed height. The project flyer very clearly identified the overall proposed height for the site ranging from 2 to 8 storeys. Generally, stakeholders appreciated that the taller heights were being shown along Mount Royal Gate, to the north of the site. However, some specifically requested assurances the height would be kept along the north boundary.

Stakeholders were also concerned about the style of density, hoping that the character of the development would reflect the surrounding community. Some stakeholders were excited for additional housing options in their community, providing opportunity for alternative dwelling styles in their neighbourhood.

### Our response:

The proposed land use aims to create a mixed-used development, with high quality street-level retail and services, commercial spaces, and higher density, medium-rise residential. The proposed Direct Control District guidelines will allow for a maximum floor area ratio (FAR) of 1.55 and a maximum density of 165 units per hectare.

The current zoning allows for two office buildings along Mount Royal Gate SW (50 Avenue SW) that are up to 32m tall. In the conceptual renderings, the tallest buildings are situated along Mount Royal Gate SW and generally to the north of the site. The proposed maximum building height for the north portion of the site is 32 metres. The heights will scale down to the south portion, with a proposed maximum height of 20m.

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Current conceptual plans have the buildings along Peacekeepers Way developed in a style and scale that complements the surrounding neighborhoods. Residential development will be subject to market conditions. Preliminary concepts identify a mix of townhouse and apartment style dwellings. Plans for exact heights and styles will be determined at the development permit stage.

### 3.0 ENGAGEMENT CONTACT

The project team has a dedicated communications and engagement specialist to ensure that all project-related input is heard and responded to in a timely fashion. All questions, comments and concerns received to date have been documented and summarized for the application.

Martha McClary  
Engagement Specialist  
403-692-5230  
mmclary@bapg.ca

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## Appendix 1 –Feedback

The following table details the 45 distinct comments received from the 20 comment forms and 5 emails received during engagement.

	Distinct Comments	Sentiment	Topic area	Sub-topic area
1	Just reaching out to you in order to get some more detailed information regarding the proposed plan for the Lincoln Park land use redesignation. I'm a resident of Garrison Green and currently a stakeholder in a commercial property in the Lincoln Park office center. Please if possible can you indicate a proposed timeline for this plan.	Neutral	General	Engagement
2	Also, the current traffic and poor parking situations that currently existing in the area need some extra attention.	Neutral	Transportation	Parking
3	It is curious the amount of high rise residential slated for this block. Is this to be supplemental student housing? Currie Barrack s has such a high density of buildings it has changed the feel of that neighborhood since they changed the previous density levels.	Neutral	Density	Style
4	Having said that, I'm in favor of a high quality commercial development in the area, serving several needs,	Positive	Commercial	Services
5	however increasing residential density with high rise residential I'm not in favor unless they keep it to 50th and nit bring it in to peacekeepers way.	Negative	Density	Height
6	Interested in how it will develop, would like a grocery store as it would be very useful!	Neutral	Commercial	Services
7	Thanks for doing this - it's great to be consulted. We are glad to see that there are plans for these vacant lots.	Positive	General	Engagement
8	Including a mid-sized grocery store would be a bonus.	Positive	Commercial	Services
9	Please build on the development standards which have been established in Garrison Green and Currie Barracks.	Neutral	Density	Style
10	Is the green space large enough?	Neutral	Open space	
11	Please consider pedestrian walkways to BRT.	Neutral	Transportation	Pedestrian



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12	Overall, I think the development will be well received by the Garrison Green residents. It will offer amenities by way of the "Mixed 'Main Street' Retail" that are not available at present.	Positive	Commercial	Services
13	As well, the development is on the edge of the neighborhood, and I don't see it significantly increasing traffic in the neighborhood proper.	Positive	Transportation	Traffic
14	As mentioned, my primary concern is the height of the proposed individual buildings. As you indicated, the taller buildings contemplated (Up to 8 stories) are along Mount Royal Gate (50th Ave.); and the corner of Richard Road and 50th, the farthest distance away from present residential homes in Garrison Green. However, I would personally like assurance that the buildings along Peacekeepers Way (just east of the fire hall) are kept to 2 stories. Presently, block "E" on the flyer indicates that they could be 3 to 8 stories tall. This would be my primary concern at this time.	Negative	Density	Height
15	1. As discussed, although the development is "legally" within the boundaries of Rutland Park Community Association, it would impact the NGPCA equally, if not more than the RPCA. So, keeping NGPCA and Garrison Green residents updated (as you have) would be very important.	Neutral	General	Engagement
16	2. While acknowledging that many things could go sideways, sharing a very TENTATIVE (optimistic) timeline would be greatly appreciated. As well, sharing the steps in the process (Permits, etc.) would also be appreciated.	Neutral	General	Engagement
17	3. Sharing that you have dialogued with the folks at the ATCO center may serve you well.	Neutral	General	Engagement
18	4. Sharing what Quadra and b&a see as POSSIBLE tenants in the "Mixed Retail" Neighborhood Centre would be helpful. Again, this would be a "best guess", but very helpful. As well, stating what won't go in (such a gas/service station) is also helpful.	Neutral	Commercial	Services
19	Glad to see something happening in this area. I understand too early to be specific but appreciate this chance for input. Please keep us informed.	Positive	General	Engagement
20	Exciting development! Garrison Green Lincoln Park need more shops and retail opportunities. I hope this goes ahead as soon as possible.	Positive	Commercial	



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21	Very excited about the development!	Positive	General	
22	1 - East bound Glenmore has to be changed	Negative	Transportation	Traffic
23	2 - Need a grocery (small) in the area	Neutral	Commercial	Services
24	3 - No hotel!	Negative	Commercial	Services
25	4 - More townhomes and multi-use homes/facilities	Neutral	Density	Style
26	East bound access to Glenmore needs to be addressed before additional density introduced. 50th Ave access is bottleneck Richard Rd to Glenmore need to be built	Neutral	Transportation	Traffic
27	Excellent! Looking forward to this happening.	Positive	General	
28	Need to engage the city on the southbound exit/access from Richard Rd SW to Glenmore Trail. Currently there is no WB Glenmore Trail access from Richard Rd SW.	Neutral	Transportation	Traffic
29	I think small to medium size retail (grocer, coffee shops, clothing/gift boutiques and restaurants) would add to our community positively.	Neutral	Commercial	Services
30	Concerns: parking,	Negative	Transportation	Parking
31	not too much rentals-would prefer more owner occupied	Neutral	Density	Style
32	Looking forward to hearing about the updates that will be provided along the way! Please email me at	Positive	General	Engagement
33	Have you addressed SB Richard Rd SW to WB Glenmore Trail exit?	Neutral	Transportation	Traffic
34	<p>I can't attend any information sessions however I wanted to put my two cents in.</p> <p>I live in Garrison Green and have watched the surrounding area develop.</p> <p>The Westmount business area on the north side of 50th Avenue is an eyesore and generally a complete disaster. It was designed purely with the commute of an automobile in mind, and it's areas and walkability and retail is a testament to its lack of addition by anyone in the surrounding neighborhoods. It doesn't work. Office workers are generally trapped inside buildings, and no one visits the space on foot or bike or for any other reason.</p> <p>Now look at what ATCO has pulled off.</p> <p>Greenspace, a park, an open community centre.</p> <p>And, barely a sign of a car!</p> <p>Now, what I see with this Garrison Green. The car is back in vogue! Actually, it's not that bad really.</p>	Neutral	Transportation	Pedestrian

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	My suggestion - anyway you can get rid of the roads through the development, turn them into walkways, bike paths and parks, and build a walkable mixed use area?. I know that's the goal and generally the design. Stick the cars and roads to the outside, parking underground, and build up the pedestrian, retail, and community feel right the we through the middle of the development. Force people to walk. We don't need the ugly roads through the middle!			
35	Anyway, that's my two cents. Oh, and figure out a way to get Wild Rose Brewery a place in there so we don't lose such an iconic brewery from its traditional, loved home.	Neutral	Commercial	Services
36	Is there an opportunity to ask for another information session? Seeing as it is the holiday season and everyone is very busy I imagine a lot of people will not be able to attend.	Neutral	General	Engagement
37	Supported uses would be grocery store, small grocer, shoppers drug mart. No cannabis stores.	Neutral	Commercial	Services
38	Hurry up - it looks like a great plan! HURRY UP!	Positive	General	
39	A few concerns re: two hour parking restrictions that will impact staffing/visitor parking for CareWest.	Negative	Transportation	Parking
40	Retail concerns: would like to see restrictions for alcohol use and for cannabis sales being directly across from a longterm care centre living residents with addictions.	Neutral	Commercial	Services
41	All sounds great. I feel more reassured about street parking as that has been a concern as a staff member. Thanks!	Positive	Transportation	Parking
42	Ideal uses would be post office, bank, grocery store, drug store.	Neutral	Commercial	Services
43	Parking is an issue	Negative	Transportation	Parking
44	It would be nice to have more transit	Neutral	Transportation	transit
45	Thanks for coming, good presentation. Not sure I will be around when things get going!	Positive	General	