

# Applicant Outreach Summary



## Outreach Strategies



### PROJECT WEBSITE, VOICEMAIL & EMAIL ADDRESS

The project website acts as an information-sharing platform and the voicemail inbox and dedicated email address serve as a direct line to the project team. With these outreach strategies, community members can learn more about the proposed development vision and are invited to ask questions and share their feedback directly with the project team.



### COMMUNITY MEETINGS & INFORMATION SHARING

A summary of the development vision and an invitation to meet with the project team to discuss the proposal was shared with the Hillhurst Sunnyside Community Association (HSCA) and the Ward 7 Office in July, 2022. The project team had an initial meeting with the HSCA on January 5, 2022 and additional meetings on September 7, 2022 and January 12, 2023 to share project updates.



### NEIGHBOUR LETTERS

Paired with on-site signage, ±140 neighbour letters were hand delivered to adjacent property owners and area residents 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 voicemail and email address. 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 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 invites interested parties to learn more by visiting the dedicated project website and to get in touch with the project team directly via the project email address and voicemail.

## Outreach Process

### OVERVIEW

Our outreach process was designed to provide multiple opportunities for community members 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 the HSCA as well as from four community members was received directly by the project team. Administration also advised that eight letters of opposition and one letter of support were received from community members. VERA Group and the project team would like to thank these community members for sharing their feedback.

In reviewing feedback collected to date (January 2023) and summarized by Administration, the project team has identified five themes raised by community members. The themes outlined in the following pages are broken into What We Heard and Team Response.

### OUR COMMITMENT

Since no single design solution can satisfy all community members 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.**



## What We Heard & Team Response



### 1 VEHICULAR PARKING & TRAFFIC

#### WHAT WE HEARD

The project team heard concerns from three respondents and the Hillhurst Sunnyside Community Association (HSCA) regarding the parking supply proposed for the development and potential implications for on-street parking and traffic congestion.

#### TEAM RESPONSE

This application proposes a total of three visitor parking stalls and one loading parking stall accessed from the rear lane on each site. Zero residential stalls are proposed for these developments.

The subject sites are near numerous alternative transportation options, destinations and amenities providing access to everyday needs, education, and employment opportunities. These sites are within a  $\pm 10$  minute walk to SAIT and AU Arts, Downtown, and Kensington RD NW Main Street, and within a  $\pm 2$  minute walk of the Sunnyside LRT and 10 ST NW Main Street and commercial corridor.

The sites also have direct frontage onto the 10 ST NW on-street bike lane, connecting residents to the greater cycling and regional pathway networks. To support alternative mobility options, each development proposes 38 Class I bicycle stalls within a secure bike room, 6 Class II bicycle stalls, as well as an on-site bicycle wash and repair room.

As part of this Land Use Redesignation application, Professional Transportation Engineers Bunt & Associates completed a Parking Study to determine the appropriateness of the proposed parking supply at this location. On-street parking occupancy counts were completed on the evening of March 23, 2022 between 6:00PM and 10:00PM when demand is highest. The study documents that the total on-street parking utilization ranged from 56-62% over the observed time period. The maximum on-street parking demand was observed at 7:00pm and found that 165 stalls out of 267 total available stalls within two blocks of the subject site were occupied by a vehicle, representing a utilization rate of 62% of the identified available on-street parking. The study found that the proposal meets all 5 multi-family parking reduction policy criteria, and given the surrounding context of robust transit service and transportation demand management measures, the proposed parking reduction and supply is appropriate for this location.

A lower parking supply is also proposed to address housing affordability, which is impacted by the cost of supplying parking and is ultimately passed on through to residents. Numerous studies have demonstrated that housing costs for units with designated parking spaces are generally higher than units without parking spaces. We believe our city's housing market should have a supply that meets the unique needs of all Calgarians regardless of budget, size, lifestyle, or location needs and preferences.

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## 2 BUILT FORM, PRIVACY & SHADOWS

### WHAT WE HEARD

The HSCA and two respondents provided feedback to the project team regarding the built form, including the cantilever and the potential impacts to privacy and shadowing on adjacent properties. The HSCA and one respondent provided support for the proposed building height as it contributes to greater density.

### TEAM RESPONSE

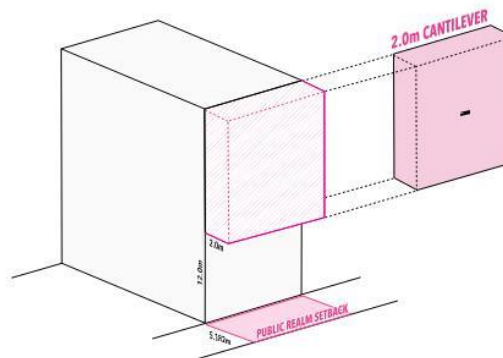
Through the course of application review and outreach, the project team has addressed a number of concerns through the concurrent Development Permit (DP2022-05542) application in response to feedback heard to date, including changes that will generally reduce shadowing and privacy impacts.

The project team proposes to maintain the proposed building height of max. 26m; however, the 2m cantilever that previously extended over the public realm setback along 10 ST NW has been eliminated, which will in turn minimize shadowing and overlooking concerns for adjacent neighbours. The project team architect also strategically limited the size and placement of windows on the buildings' side facades to minimize privacy concerns. Additional revisions to the concurrent Development Permit may be integrated as it undergoes further evaluation by the Development Authority through the Development Permit review process.

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### BUILT FORM REVISION

*Elimination of 2m Building Cantilever over Public Realm Setback*



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### 3 LANEWAY ACCESS & IMPROVEMENTS

#### WHAT WE HEARD

The project team heard feedback from four community members and the HSCA regarding issues with the existing laneway directly behind the subject sites. Concerns related to emergency vehicle access, lighting, pedestrian and cycling accessibility and safety, waste management, and traffic cut-through congestion.

#### TEAM RESPONSE

In response to the feedback received to date, the project team has been working closely with City of Calgary Administration, the HSCA, and surrounding area applicants to consider several improvements to the laneway.

The first and most significant improvement includes resurfacing of the laneway. This element is anticipated to be a shared responsibility of surrounding area applicants with active land use and Development Permit applications located along the laneway. The resurfacing will generally improve the lane's appearance, access, safety, and servicing ability for emergency vehicles.

The revised concurrent Development Permit application will include specific Crime Prevention Through Environmental Design (CPTED) features, which encourage 'eyes on the street' and support passive and active use of the laneway. These elements may include: changes to the lighting scheme and the addition of

public realm lighting off the lane itself; re-design of the rear main floor to include additional windows to enable greater visibility to and from the lane at ground level; additional full-scale windows and/or balconies overlooking the lane; internal activation of the rear portion of the building to encourage greater activity and visibility of the lane; and, possible physical and operational considerations for restricting access to the covered parking area. These details will be further considered and finalized as part of the concurrent Development Permit process.

The project team is also exploring the inclusion of soft landscape elements in the rear setback area to support stormwater management, mitigate urban heat island effects, and generally improve the appearance of the lane. These elements will be finalized as part of the concurrent Development Permit process.



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#### 4 COMMERCIAL USE

##### WHAT WE HEARD

Two respondents and the HSCA provided feedback regarding the inclusion of commercial uses on the ground floor of each of the proposed buildings, with specific concerns related to an increase in traffic, lack of customer parking (including on-street parking along 10 ST NW), and the general community fit of commercial uses at this location.

##### TEAM RESPONSE

The project team has made revisions to the proposed development in response to feedback that was heard from respondents. Revisions to the application include elimination of the proposed ground floor commercial use within the northern site (628 10 ST NW). This ground floor area is now being proposed as a single live/work unit, which restricts the work portion to small-scale activities and limits the numbers of people coming and going, generally providing a more sensitive transition to existing residential uses. Ground floor commercial use is now only being proposed within the the southern site (528 10 ST NW), which is located closer to the existing commercial uses along 10 ST NW.

The project team has also revised the proposed parking supply to include 3 visitors parking stalls and one loading stall in order to support the live/work and commercial uses on each site.

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#### 5 DENSITY & ARP-BASED BONUSING

##### WHAT WE HEARD

One respondent and the HSCA provided support for increased density at this location. Additional feedback related to density received from the HSCA included recommendations that the contributions from density bonusing be dedicated toward laneway improvements and that the monetary contribution amount to the ARP Community Amenity Fund was insufficient.

##### TEAM RESPONSE

In addition to ARP Community Amenity Fund monetary contributions, the project team is exploring cumulative benefits including contribution to lane repaving, CPTED measures integrated at rear lane, public realm enhancements, and the overall net benefit that developing these vacant site will bring to the community.

This application intends to follow the Hillhurst/Sunnyside ARP Community Amenity Fund "Cash Contribution Rate" which has been calculated as \$19.77 per square metre (2022) of developable area over the 'base' density identified in the ARP. The ultimate rate will be the approved rate by Council and in effect at the time of approval. It is our position that the monetary contribution rate should not change on a site-by-site basis and the rate proposed is sufficient as it aligns with the existing rates set in the ARP.

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