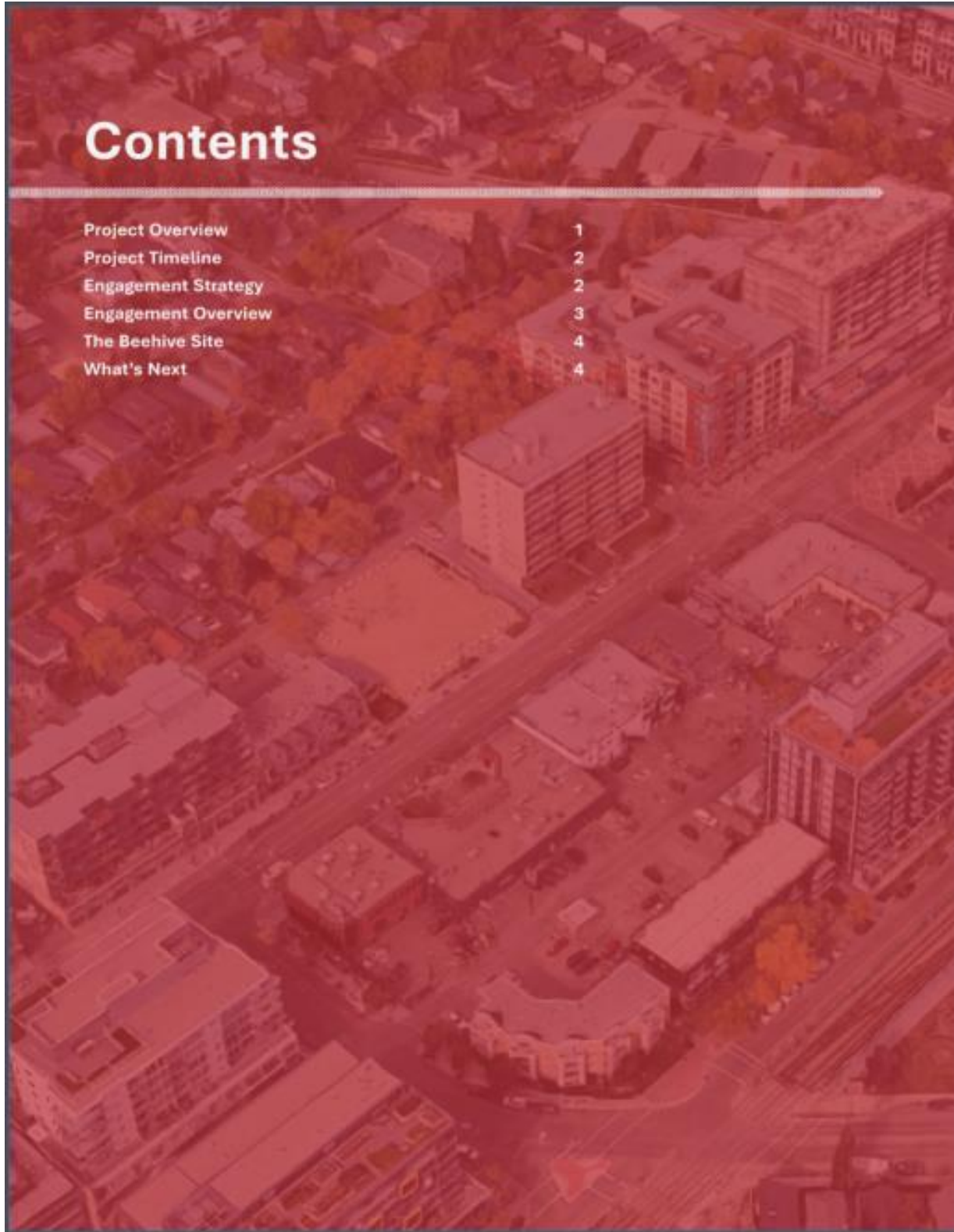


Applicant Outreach Summary

May 24, 2023





Project Overview

Introduction

On behalf of Ambie Ventures, Q2 is proposing to redesignate the parcels of land located at 321 10 Street NW in the neighbourhood of Sunnyside-Hillhurst. 321 10 St. NW has a storied past as home of the Kensington Manor, a now-demolished seven-storey apartment building.

Context

321 10 St. NW is located within the Hillhurst-Sunnyside ARP's Transit-Oriented Development study area boundary. Currently designated Urban Mixed Use with a maximum FAR of 4.0 and a maximum height of 20 metres under the ARP, the City's Land Use Bylaw designates the site as C-COR1f2.8h13 - regulations that do not reflect the Kensington Manor's previous built form. Despite this, the Urban Mixed Use ARP designation contemplates the highest building heights and densities in the ARP area, and recognizes that new development is essential to improving and expanding the public realm along 10 Street NW.

The Application

Given this context, this application seeks to redesignate the site from C-COR1f2.8h13 to a Direct Control (DC) designation based on the Mixed Use - General (MU-1) land use. Modifiers limiting FAR to 5.0 and height to 29.0 metres will be included in the DC, in addition to the required ARP map amendments resulting from this change. The proposed redesignation is required to enable a nine-storey vibrant multi-residential redevelopment on this site. The proposed development will contribute positively to the ongoing evolution of 10 Street NW as an urban main street with active retail frontages, an engaging public realm, and residential densities appropriate to its amenity-rich location and high-order transit proximity.



Project Timeline

The preliminary pre-application submission was made in October 2022, and has since resulted in the application that was brought forward to the public and community association.

Community outreach touch-points occurred in February and May of 2023, while the project website was maintained and updated as the project progressed.



Engagement Strategy

Engagement Strategy

In collaboration with the Hillhurst-Sunnyside Community Association (HSCA) steps were taken to ensure the community was informed about the project and able to provide their feedback to the project team. The following key objectives framed the focus guiding engagement:

- Educate.** Help community members understand how the application has evolved from the previous proposal on the site.
- Explain.** Frame the application within the City's overarching planning policy context, providing a base level understanding for how it aligns with the overall direction of growth and development across Calgary.
- Understand.** Listen to community concerns related to the land use redesignation and seek to address them as possible, within the constraints of project viability.

Engagement Overview

Engagement for this project was comprised of three approaches to sharing information. These were a project website, HSCA development committee / public meetings, and ongoing communication with the HSCA development committee. These approaches and their results are discussed on the following pages.

In addition to the approaches, a targeted outreach campaign with the neighbouring Beehive property was also undertaken to gauge their interest in participating in the land use redesignation and potentially selling their property in order to facilitate a comprehensive lot consolidation. These attempts are outlined on the page following the engagement overview.

Engagement Overview

Project Website

Live February 2023; Updated throughout project

To support project awareness a website was maintained and updated throughout the course of the application to inform the public about what is proposed for 321 10 St. NW. The website outlined the existing site context, development vision, and specifics related to the actual land use redesignation application.

As part of this website a portal was provided for those reviewing the information to directly provide their feedback to the project team or to the City's file manager. Despite roughly 30 page views, no comments were received through the project website.

HSCA Communication & Information Sharing

Over the course of the application O2 has remained in communication with the HSCA development representative. This has included coordinating meeting dates, circulating technical studies as requested, and answering outstanding questions about the application.

On-Site Signage

Consistent with the City's notice-posting requirements a large-format public notice sign was installed on site in January 2023 and has remained in place on 10 Street since that point in time. The sign will be updated following CPC to reflect the Public Hearing date.

Virtual Public Outreach Meeting #1

February 2, 2023

A presentation was made to the HSCA Planning Committee and members of the public on Thursday, February 2, 2023. In this meeting a presentation was given that overviewed the proposed application, provided a visual representation of the massing contemplated by the land use redesignation, and outlined the redesignation process and additional opportunities for providing public input, such as through the project website and to the City's file manager. Following this a question-and-answer discussion was facilitated by the committee chair.

Approximately 30 attendees participated in the discussion, raising a variety of concerns and considerations around the proposed redesignation.

What Was Said

- Concern that the proposed development represents a shift away from the policy framework for Hillhurst-Sunnyside.
- Understanding that the proposed location is incredibly close to a high-order transit station and warrants additional density.
- Concern the development would shadow lower-density residential development west of the site.
- Concern that existing laneway is already too narrow and would not be able to adequately support the proposed development.

Virtual Public Outreach Meeting #2

May 4, 2023

Following detailed review of the application by the City, several changes were made to the application. A follow-up, second meeting with the HSCA planning committee and members of the public was held on Thursday, May 4, 2023 in order to present these changes and solicit further feedback and input on the revised proposal.

Changes to the application since the original meeting included an increase in height from eight to nine storeys, the completion of a mobility assessment on the rear lane, and a change in redesignation from MU-1 to a DC based on MU-1 in order to facilitate the required density bonusing and transportation demand management measures.

Approximately 15 people attended this meeting. Prevailing topics of discussion included why the applicant was now seeking an additional storey, how the mobility assessment determined the findings it came to, and similar concerns around height, shadowing, and density heard in the first meeting.

What Was Said

- Community benefit contribution is not significant enough to warrant the increase in density.
- The original proposed height was too tall, let alone the one storey increase.
- Lane functionality needs to be reviewed holistically across the whole neighbourhood in order to develop a better solution.

The Beehive Site

Directly to the south of the project site is a single detached residence that is occupied by a commercial use called "The Beehive". As one of the few remaining single detached residences on 10 Street NW, the proposed development presents the potential to isolate this older building on a single lot between two larger-scale multi-residential developments. While this adds a distinct and unique character to the street, it also compromises the longer-term potential for 10 Street to fully urbanize and develop a comprehensive streetwall along the western side of the street.

Recognizing the potential for this development to isolate and limit the future developability of The Beehive site, substantial engagement and outreach efforts were made to connect with and discuss potential for the owners of The Beehive site to either join as part of this land use redesignation or sell the property to support a larger lot consolidation for the development and complete the streetwall.

Outreach efforts to The Beehive owners began in mid-2022 with two separate offers of purchase, through two different realtors. Land value assessments based on sales of comparable lands in the area were prepared and provided to the owners. At that time, The Beehive owners requested a longer period of time to consider the sale. This was accommodated with an open offer to further discuss opportunities for progressing with land use on the site without a sale agreement in place. It was agreed that The Beehive would respond to the offer by mid-January, and at this point in-person meetings concluded with the owners not interested in further pursuing a sale or joint redesignation.



What's Next?

Following Calgary Planning Commission in June, 2023, the proposed redesignation will proceed to public hearing and Council. An updated notice posting will be installed at the site indicating when and how the public can participate in the public hearing, and at that point in time a decision will be rendered to either approve, refuse, or defer the application.