

SUNNYSIDE PROJECT

Community Engagement Report

Report prepared by:



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Engagement Process

Process at a Glance

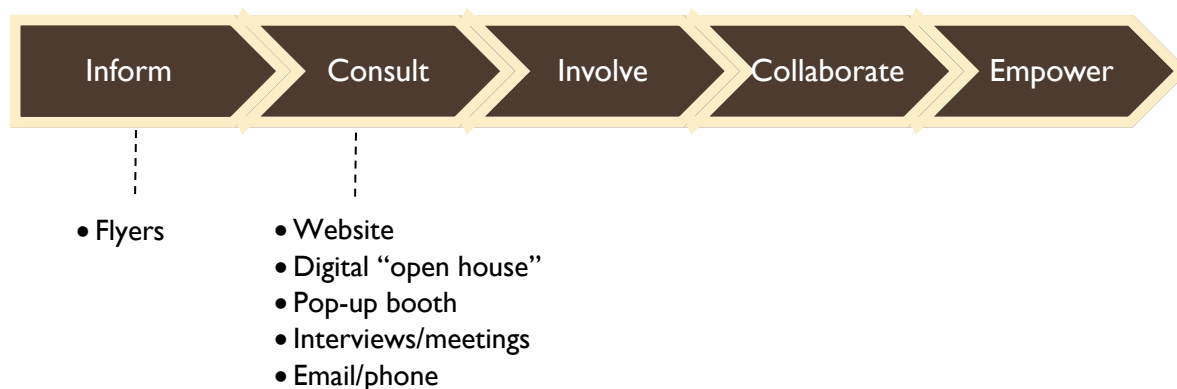


Strategy

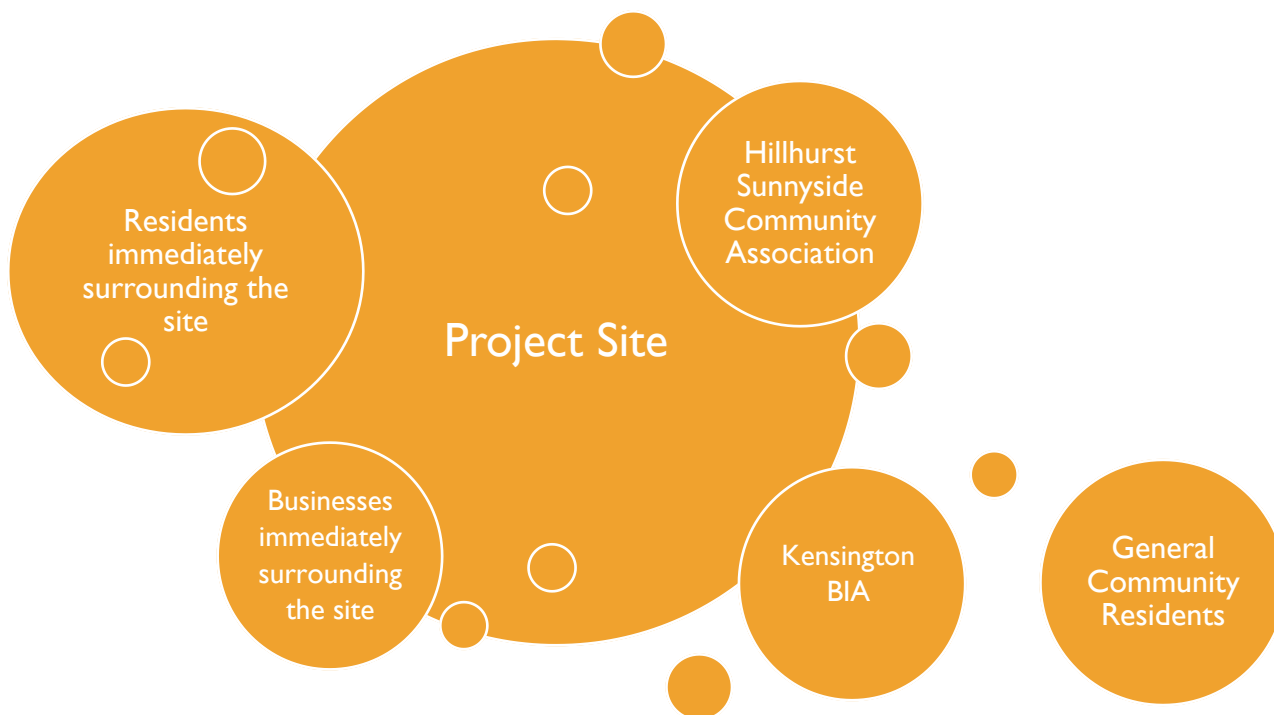
The engagement process, framed by the principles of inclusion, transparency, and responsiveness was built around the following two broad strategies:

1. Multiple modes of engagement, synchronous and asynchronous
2. Ensure that communications are simple, and clearly layout expectations for involved parties.

IAP2 Spectrum



Stakeholder Map

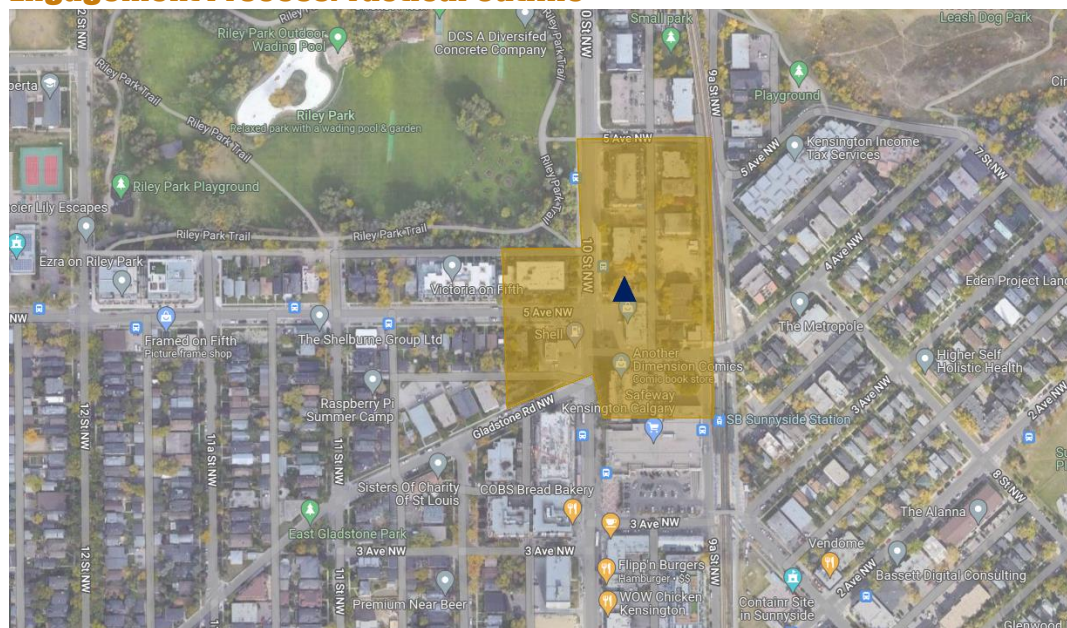


The above diagram conceptual maps stakeholders with a greater stake in the project closer to the project site. Therefore, our key stakeholders are:

- Residents and Businesses immediately surrounding the site
- Hillhurst Sunnyside Community Association (HSCA),
- Kensington Business Improvement Area (KBIA)

These key stakeholder groups will be subjected to the highest level of engagement intensity.

Engagement Process: Tactical Outline



 Shape denotes the High intensity engagement area

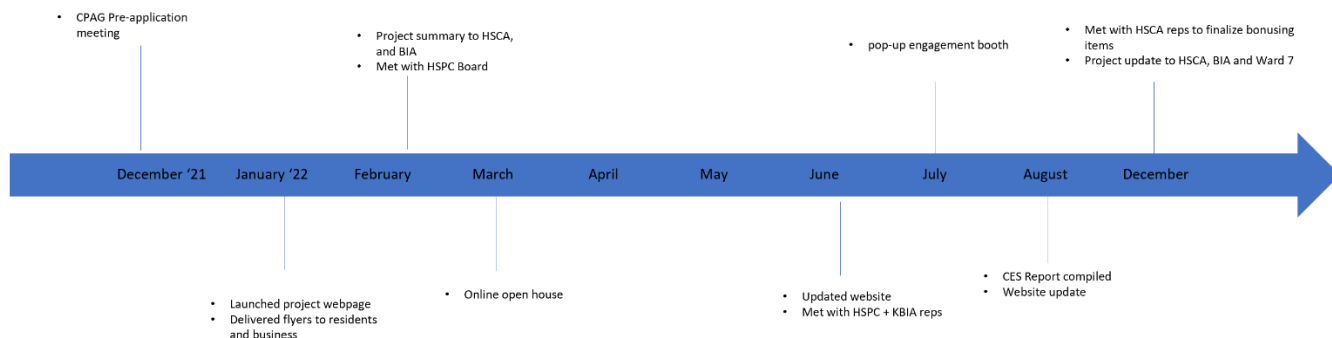
 Shape denotes the subject site

Note: Engagement intensity is primarily premised on proximity, and therefore, potential resultant development impact, to subject site.

High Intensity Zone

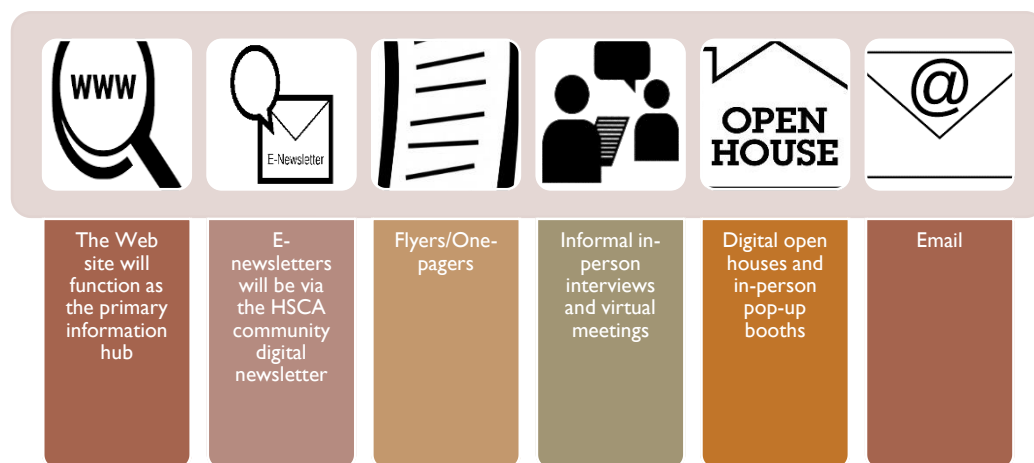
Rest of Community

Engagement Timeline



Engagement Methodology Overview

Primary aim of this process was “consultation” (i.e. “we want to hear from you and promise to listen to you”) on the IAP2 spectrum. Therefore, the following methods framed it as such. Feedback collected from these engagements was taken into consideration with respect to the evolution of site design.



Web Page

www.sunnysideproj.com

This was the prime repository of information regarding the development. It was also the the primary virtual space for asynchronous feedback, where questions and comments could be submitted via a web form.

In-person interview and Flyers

“Interviewing is defined simply as a conversation with a purpose. Specifically, the purpose is to gather information”. The unstructured interview is hypothesized to have originated from the ethnographic tradition of questioning in anthropology (DiCicco-Bloom & Crabtree, 2006)¹. These will occur through the process of door-knocking, which will also provide an opportunity to advertise further engagement events (e.g. the digital Open Houses) and provide a link to the Webpage through flyers. Essentially, this aims to accomplish 3 things:

- 1) Put a face to the engagement process, as individual stakeholders trust a person as opposed to a faceless organization
- 2) Make an in-person invitation to further engagement
- 3) Act as a barometer of current community opinion and create space for dialogue

In-person interviews were limited to those stakeholders deemed to be potentially most affected by this development.

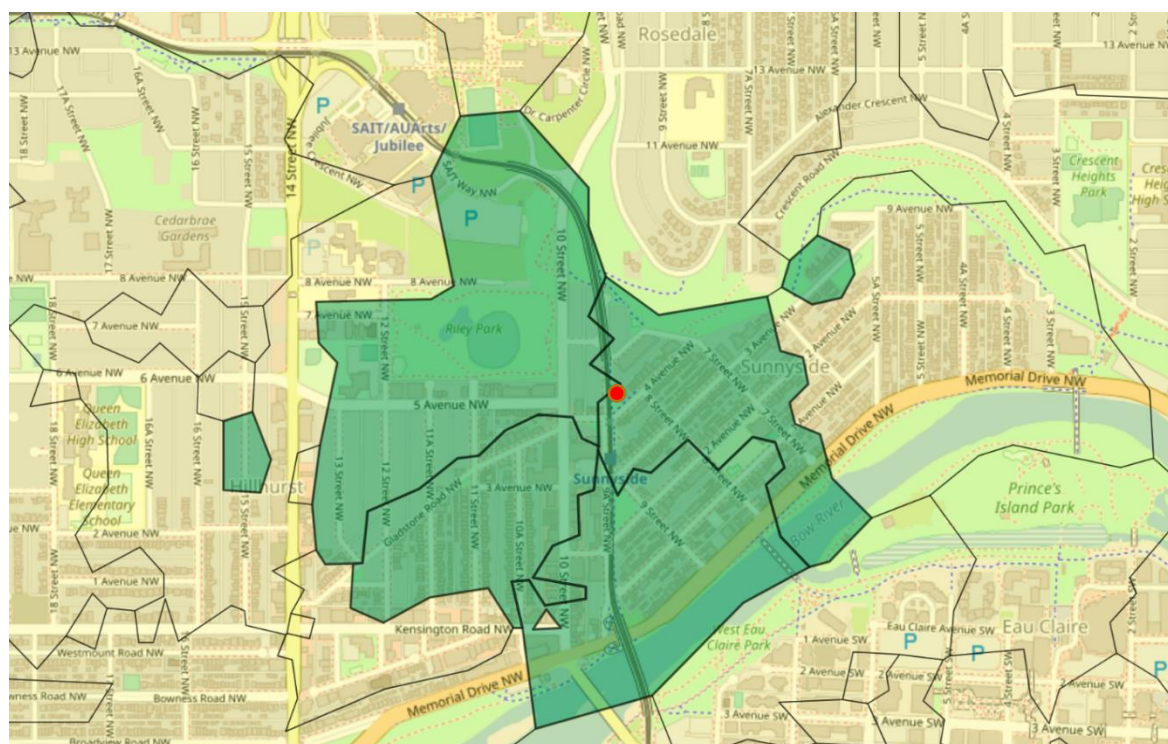


Fig 1: Flyer delivery area is denoted in green, while the project site is marked by the red dot.

¹ DiCicco - Bloom, Barbara & Crabtree, Benjamin. “The Qualitative Research Interview” Medical Education Vol. 40, Issue 4 pg. 314 - 321, (2006)

Open House & Pop-up booth

Due to the social restrictions necessitated by Covid-19, these were carried out in a digital space, via Zoom. Open Houses facilitated personal interaction with the public, and also created spaces for dialogue about the nature of the proposed development.

A pop-up booth was also held on June 29th at the Hillhurst Sunnyside Farmer's Market.

Community Newsletter

Project updates and engagement events were shared a couple times via the community digital newsletter and facebook page

Meetings

In-person and/or virtual meetings with our key stakeholders took place on an ongoing basis as needed.

Emails

These simply served as 2-way communications that occurred on an ongoing basis, on demand.

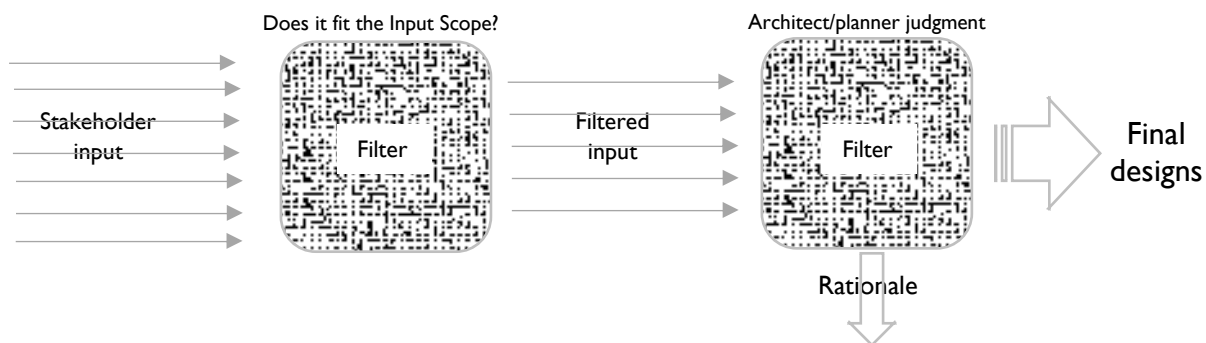
How were Stakeholder Inputs used?

Input Scope

All feedback was noted, recorded, and listened to.

What's Up for Discussion?

- General massing blocks: height and scale
- Development intensity
- Transportation
- Amenities
- Site interaction with wider sociocultural and mobility networks in the area.

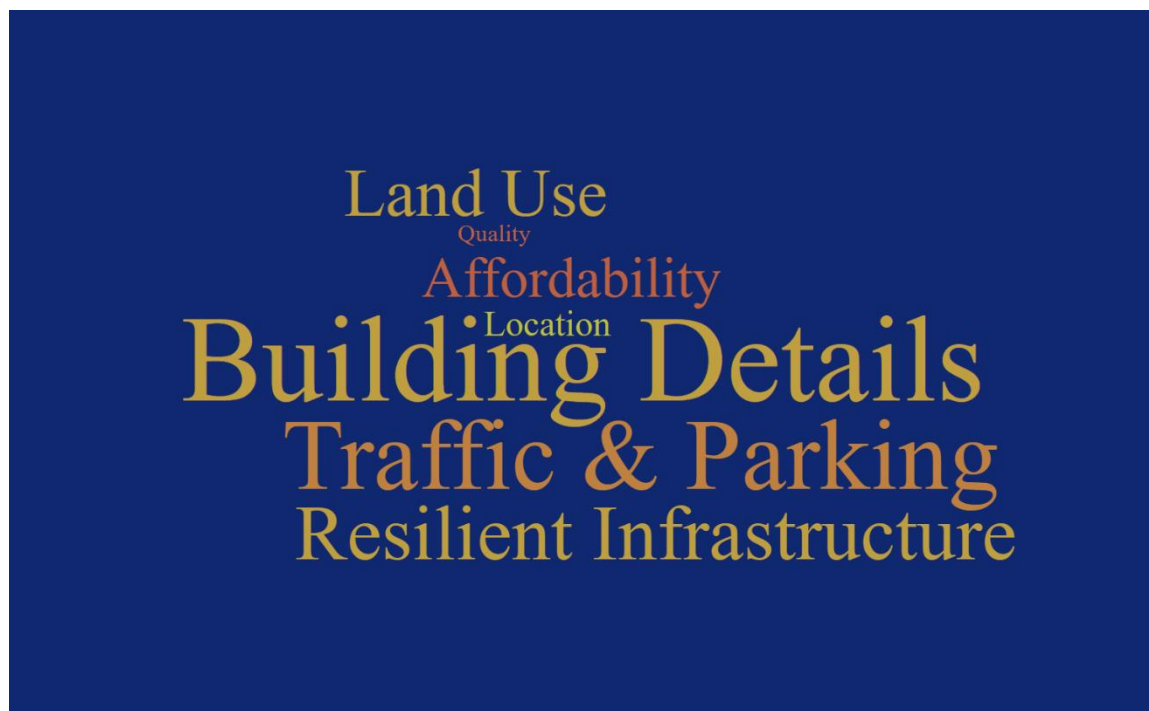


How were project details shared?

- Primarily through the webpage, updated on an ongoing basis.
- 2 presentations and one What We Heard report were shared with the HSPC
- A summary of the final Community Engagement report will be sent to the HSPC

What We Heard

Themes



The word cloud above captures the different themes of what we heard back from community in terms of feedback. The font size is directly correlated to the frequency of the theme's occurrence.

Building details

What is in the basement?

- Utilities, bike parking, storage lockers, meter room

What are the unit sizes?

- All units will be 1 bedroom ranging from 484 square feet (SF) to 534 SF

Will the building be wood frame or concrete?

- Concrete – Pre-Cast if possible to reduce time onsite. Cross laminated timbers will be avoided as any fire would char the timbers, thereby requiring costly replacement. Besides, the overall greenhouse gas (GHG) emissions profile for concrete is more favourable in Calgary's climate, as it has lower embodied energy* compared to its timber alternative for a building of this scale

What will the street frontage look like?

- We are using a base MU-2 district from the land use bylaw for this direct control district in order to ensure that there is "active frontage" (a ground floor of a building that features nondomestic uses and has plenty of human activity visible through frequent doors and windows) onto 10th St NW. More design details will be shared during the DP stage of this project.

Will there be heritage elements incorporated into the building?

- After exploring the rich history of the community in partnership with the HSCA, we have decided to commemorate the history of cricket in Riley Park through the building name (“Wicket Flats”), certain design features, and explore additional elements (plaque, onsite public art etc) during the DP phase.

The current bonusing rate for Sunnyside is the lowest in Calgary; would like to see something more robust

- Besides contributing to FAR over 2.5 at the current rate of \$20.76/m², we have also provided donations toward supporting heritage preservation and commemoration via the Riley Park Interpretive Master Plan and the Fresh Choices campaign for community food support. We also committed to annual purchase of HSCA membership for all building residents.

Traffic & Parking

How will parking needs of visitors be accommodated?

- As the results of the parking study show, there’s no shortage of on-street parking or sheltered parkades within a 400 m radius of the site. Much of the excess parking capacity, particularly in sheltered parkades, is provided through existing multi-family developments in the area (e.g. St John’s on 10th), which implies that visitors to the area already have adequate parking supply and access, and/or they’re using alternative methods of transportation (wheeling, transit etc). The 3 on-site parking stalls will also be adjusted to include access to both commercial and regular building visitors

Can one of the 3 on-site stalls be designated for Carshare only?

- Yes, 1 of the 3 stalls provided on-site can be designated for Car Share only

What additional incentives are being provided to encourage use of active travel?

- On-site bike wash & repair station
- Internal design features that make bicycle use easier. E.g. stairwell grooves
- Pre-paid vouchers to Ridley’s Cycles and membership e-scooter sharing companies will be considered

Can laneway design and the building interface with the laneway account for changed traffic patterns (e.g. laneway currently being used as a traffic cut-through into Sunnyside).

- We will be coordinating with other ongoing redevelopment projects around us to ensure the laneway is addressed in a sensitive and rational manner that complements each of the developments.
- Providing commercial parking access off 10th St will not be possible as it’s a major thoroughfare; however, we will be ensuring this is also handled in a contextually sensitive manner
- We will also be passing on traffic pattern concerns to the city and the community association.

Resilient Infrastructure

Will demolition waste be repurposed?

- There is no demolition waste save for clean fill*. This will be reused at 424 10th ST NW to fill the space between 424 10th ST NW and the Safeway Grocery Store, so that columnar aspens can be planted. .

Will this be LEED certified?

- The LEED certification and audits put a large burden on the operations, which will in turn impact the affordability of these units. In lieu of full LEED certification, we will follow the [LEED V4 guidelines](#) for development, but will forego the certification.
- Omega will also be exploring LEED-related provisions for this site, such as:
 - Falcon Box for pest control
 - Live native plants and trees on roof top to reduce heat sink effects
 - Low flow toilets, shower heads and WaterSense aerator on all sinks
 - Separate Electricity Meters per unit
 - All appliances to have EnergyStar rating

Will this building incorporate renewable energy features?

- We are exploring this option with a provider, and may end up making the building solar ready. However, at this point, available rooftop space is limited as it serves as the building's only outdoor amenity space.

Can the infrastructure (sewer, water) handle increased usage?

- City administration will decide whether existing service infrastructure can accommodate increased demand, and, if required, the developer will be required to cover the cost of upgrades.

Land Use

Why use a direct control district (DC) instead of a stock district?

- Due to site limitations, proximity to the LRT station and other key amenities, as well as its location on a main retail strip within one of the most walkable, bikeable, transit oriented communities in Calgary, there will be no residential parking provided on site - this sort of parking relaxation is not possible through stock districts. Furthermore, we will be unable to meet the required minimum front setbacks due to the highway protection bylaw which requires a setback of 5.182 m. The City of Calgary has an old right-of-way on 10 Street NW, which is understood to originally have provided capacity for future street widening. In addition, the DC district is required as the developer's contribution to the Hillhurst Sunnyside Community Amenity Fund and used for local public realm projects to make the community more livable.

Is this a concurrent application?

- No, this will be a staggered application where the Land Use Redesignation will be submitted first. Our client would like some certainty re: the land use before committing further resources to submitting a Development Permit

Will there be designs accompanying this application?

- Yes. More designs will be shared as the Development Permit application ramps up. Detailed drawings will be shared with the community via regular meetings with the Hillhurst Sunnyside Community Association Planning Committee, on this website, and via various community events (virtual open houses and pop-up booths at the Farmer's market) as detailed designs emerge. Public feedback from citizens and from the City of Calgary will be an important component in helping inform this design

Suggestions for specific uses – e.g. rooftop patio, café

- These suggestions have all been noted, and at this stage, the commercial uses will all be made available through the base zoning on which this direct control district is built (MU-2), while design features such as a rooftop patio will be considered during the detailed design phase of this application.

Affordability

What does “affordability” mean in this context?

- \$1200-\$1400 per month. The property owner & project proponent, Omega Developments, is an efficient operator, and their goal is to reduce vacancy costs to \$0. To ensure this happens they always operate 5% to 10% below market, and do the same at all of their buildings. Click [Here](#) to view the rental rates as of March 17, 2022 for Riley Park Towers (424 10th ST NW), which is also owned and operated by Omega Developments. The rental rates at 510 10 St NW will be similar to those at Riley Park Towers.

Who is the target market for this building?

- Across the board Omega Property's target market is women/woman-identifying individuals aged 24-40. All buildings offer enhanced security features, such as outdoor security lighting, access control, exterior doors with astragals, full coverage of CCTV, and automatic locking outer doors (7pm – 7am). All tenants must have and maintain a credit rating of over 700 (TransUnion), and every building has a live-in maintenance/security staff. All buildings are pet friendly with fees waived for adopted pets, and on-site pet wash amenities provided. Furthermore, future tenants of this site, as do current tenants of 424 10th ST NW, will receive one 60 minute treatment or par value service per year, at Inner Balance Spa.

Location

Good to see a vacant lot being developed into a use that complements the area

Quality

Community would like to see a building that lasts longer than a decade before degrading – based on Omega’s other site in the community (Riley Park Tower), they are confident this will be the case.

Material Shared

Project Flyer

The following flyer was shared electronically with the HSCA on May 6th, 2022. Hard copies were delivered to residents within the area noted in Fig 1 , as noted in the Tactical Outline section above, on May 22, 2022

510 10 St NW

SUNNYSIDE PROJECT

A land use change is being proposed on the corner of 5th Avenue NW and 10th Street NW in the community of Sunnyside.

The project requires a Land Use Change.

To submit questions and comments, please contact info@hivedevelopments.ca

For more information, or to provide feedback, please visit www.sunnysideproj.com or scan the QR code.

DEVELOPER

Omega Properties is a family business focused on providing quality, fair-priced apartments in exciting neighborhoods to a select group of tenants.

ARCHITECT

Todd Jackson Architecture is a design-oriented full services architecture firm based in Calgary, with active projects throughout Alberta. www.tjarchitecture.com

COMMUNICATIONS & PLANNING

Hive Developments is an urban planning consultancy located in Calgary. www.hivedevelopments.ca

1000 JACKSON ARCHITECTURE

HIVE

WHY?

The site is located within one of the most walkable, cycling, and transit friendly communities in Calgary.

This site provides great access to many amenities, including a Light Rail Transit (LRT) station, that is located within a few minutes walking distance.

The map and table illustrates how conveniently these amenities can be accessed through modes of active transportation.

Nearby Amenities	Walk	Bike
(1) Bus Stop	1 min	1 min
(2) Riley Park	1 min	1 min
(3) Hillhurst Sunnyside Community Association	5 min	2 min
(4) Moler Retail Street	1 min	1 min
(5) LRT Station	2 min	1 min
(6) Grocery Store	2 min	1 min
(7) Rosedale Off Leash Dog Park	8 min	5 min

WHEN?

MAR 2022	JUL 2022	SEP 2022	OCT 2022
Engagement process begins. Initial Land Use Application Submitted	Planning Commission Hearing	Public and City Council Hearing	Rezoning Approved

Note: this proposed timeline is simply the most optimistic approximation. There are many reasons from permit granting delays, weather, and construction complications that require modifications.

WHAT?

A mixed use, multi-family, purpose built rental development of medium scale.

The Hillhurst Sunnyside Area Redevelopment Plan (H-SARP) denotes this area for the highest densities and building heights, in order to further augment access to both private and public amenities, and Transit Oriented Development (TOD).

This TOD vision emphasizes pedestrian activity and transit usage, enabling residents to live, work, shop, and play without the need for a car.

DEVELOPMENT CONSIDERATIONS

	ASP MAXIMUM	ASP MINIMUM	CURRENTLY ALL COWFD	PROPOSED
Height	25 metres	7.5 metres	16 metres	26 metres
Intensity	5.0 FAR	2.0 FAR	2.0 FAR	4.0 FAR

*Floor to Area Ratio (FAR) implies that the maximum developable floor area allowed for this site is 4 times the area of the lot, while the proposal is only 2 times the area of the lot.

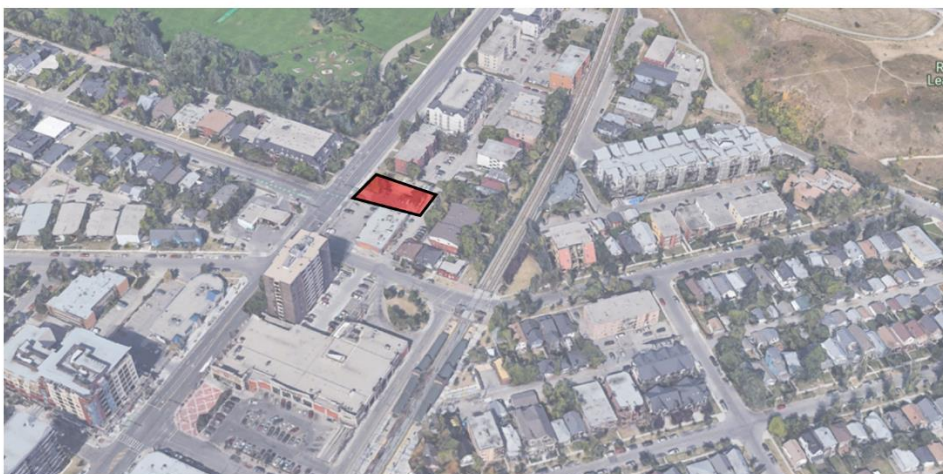
		MINIMUM REQUIRED	PROVIDED
CAR PARKING	Residential	14.6	0
	Visitor	n/a	3
BICYCLE PARKING	Residential Class 1	13	26
	Visitor	n/a	4

HSPC Handout #1

The following package which included a project outline, land use rationale, and initial site plan was shared in the form of a presentation with the HSPC during our first presentation on Mar 2, 2022. A copy was emailed to them the next day.

SUNNYSIDE PROJECT: LAND USE CHANGE

510 10 ST NW



REPORT BY:



510 10th St NW

SITE CONTEXT: ADJACENT BUILDINGS



Zone #1: 5th Ave - Kensington on the Park



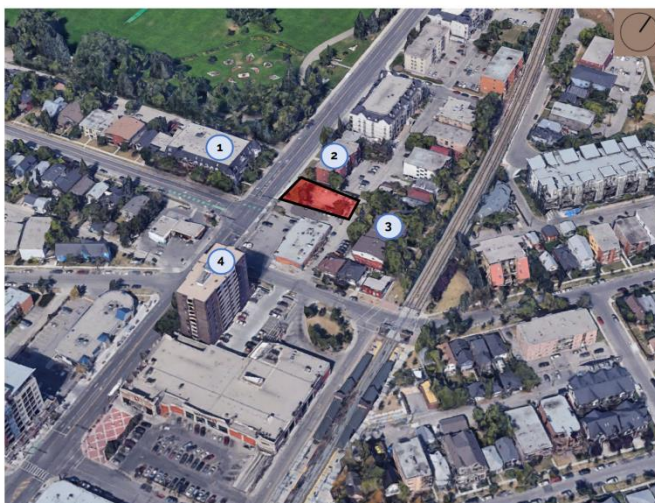
Zone #1: 5th Ave - Vic on 5th



Zone #2: Low rise multi-residential



Zone #3: Low rise multi-residential



Zone #4: 10th Ave-Riley Park Tower



Zone #4: 10th Ave - The Theodore

6

HSPC Response Package

The following response package which provided detailed answers to the HSPC's most pressing questions was emailed on May 6th 2022 and shared in the form of FAQ's on the project website shortly afterward.

Sunnyside Project

510 10 St NW

Report to HSPC

Outline

On March 2nd 2022, representatives from Hive Developments met with the Hillhurst Sunnyside Planning Committee (HSPC) to present a project proposal for 510 10 St NW. The feedback provided by participants in the form of questions or comments have been sorted into the following 6 thematic areas:

1. Land Use
2. Building Details
3. Parking
4. Affordability
5. Climate Resilience
6. Density Bonusing

Accordingly, the rest of this report outlines responses to each of these thematic areas.

For more information, please visit our project website www.sunnysideproj.com or scan the QR code below

HSPC Handout #2

The following package was shared with the HSPC at their meeting on June 1st 2022. We also responded to their questions at this meeting.



Parking Study: Summary



Alternative Travel

- **Walking**
The site is near numerous amenities. Walkscore = 95/100
- **Cycling**
The site is adjacent to the 10 St NW bike lanes. Bike score = 100/100
- **Transit**
The site is within 225 m (2 min walk) of the Sunnyside LRT station & 1 minute to the bus stop. Transit score = 74/100
- **Car Share**
The site is within the Communauto home zone



Parking


- **Off-Site**
 - The street requires payment to park, and there is a Residential Parking Permit in the area
 - The peak demand observed within 2 blocks of the site on evenings is 62% (165 demand/267 supply)
 - Multiple publicly available lots within 400 m
- **Non-resident**
 - The proposed commercial parking supply is consistent with current AND previous bylaw requirements
 - Visitors can use commercial spaces in the evenings
- **Resident**
 - The proposed development meets all (5/5) multi-family parking reduction policy criteria
 - The development is consistent with other approved zero resident parking buildings in Calgary

Project Webpage

The project website www.Sunnysideproj.com went live on April 28th 2022 and has since undergone several content updates as required

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The site is located on the corner of 5th Avenue NW and 10th Street NW in the community of Sunnyside. It provides great access to many amenities located within a few minutes walk, and is located within one of the most walkable, cycling, and transit friendly communities in Calgary.

Historical Context


Sunnyside was a predominantly Scottish homesteading settlement established in the late 1830s. Initially known as "New Edinburgh", the

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Transportation

This project is considered a Transit Oriented Development (TOD), as, according to the Hillhurst Sunnyside Area Development Plan, it is located within an area that emphasizes pedestrian activity and transit usage: enabling residents to live, work, shop, and play without the need for a car



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FAQs

Land Use

+ Zoning: Why the use of a direct control district (DC) as opposed to a stock land use district?

+ Is this a concurrent application (Land use redesignation alongside Development Permit/DP)?

+ Will there be designs accompanying this?