

Applicant Outreach Summary

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Applicant-Led Outreach Summary.

1921 & 1925 24 AV NW
LOC2022-0081 | DP2022-07178

Outreach Strategies



PROJECT WEBSITE, VOICEMAIL & EMAIL ADDRESS

The project website acted as an information-sharing platform and the voicemail inbox and dedicated email address served as a direct line to the project team. With these outreach strategies, community members were invited to learn more about the proposed development vision, ask questions and share their feedback directly with the project team. The website was continuously updated throughout the application process to ensure all surrounding residents and interested parties had access to the most up-to-date application information.



COMMUNITY MEETINGS & INFORMATION SHARING

A summary of the development vision was shared with the Banff Trail Community Association (CA) and the Ward 7 Office in May 2022. The project team did not receive feedback from the Ward 7 Office, but did receive questions from the CA regarding the proposed development vision and maintained channels of communication throughout the application process. Application updates were provided to the CA and Ward 7 Office in August 2022 and March 2023, following revisions to the application made in response to feedback heard through the outreach process.



NEIGHBOUR LETTERS

Paired with on-site signage, ±220 neighbour letters were hand delivered to adjacent property owners and area residents at the time of submission 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. An application update was also sent to ±220 neighbours in March 2023, following revisions to the land use application made in response to feedback heard through the outreach process.



CUSTOM ON-SITE SIGNAGE

To supplement required City of Calgary notification signage, the project team deployed additional on-site signage at the time of submission that notified neighbours and surrounding community members of the proposed land use change. The signage outlined the development vision and invited interested parties to learn more by visiting the dedicated project website, and get in touch with the project team directly via the project email address and voicemail. The custom on-site signage was updated in both August 2022 and March 2023, following revisions to the application made in response to feedback heard through the outreach process.

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 five community members was received directly by the project team – four of concern and one of support. Administration also advised that they received feedback from eight community members – six letters of concern and two of support. The project team would like to thank these community members for sharing their feedback.

In reviewing feedback collected to date (March 2023) and summarized by Administration, the project team has identified four themes. 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

Some community members expressed concern over the proposed number of parking spaces being provided on-site and the impact this will have on available on-street parking spaces, traffic congestion, and road safety.

TEAM RESPONSE

The development proposal is aligned with the Land Use Bylaw's General Rules for Mixed Use Land Use Districts' Reduction for Bicycle Supportive Development (Section 1354). Therefore, the total number of motor vehicle parking stalls may be reduced by 0.25 stalls for each additional Class I bicycle parking stall provided. The proposal includes a total of 11 parking spaces (9 resident and 2 visitor), along with 12 Class I and 2 Class II bicycle parking stalls.

We understand neighbours' concerns regarding the proposed parking supply and the impact it could have on the availability

of on-street parking spaces, traffic congestion, and road safety. While there is no way of determining future tenants' vehicle ownership, this development is catered toward tenants that have a variety of needs and lifestyles, including Calgarians that opt for vehicle-reduced or vehicle-free lifestyles.

Parking also has immediate implications to housing affordability, as the cost of supplying parking ultimately gets passed 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 transportation needs and preferences.

In summary, the proposed vehicle and bicycle parking supply encourages a move toward more sustainable modes of transportation, optimizes existing infrastructure like the recently built 24 AV NW bicycle lane, and enables a range of housing choices for a diversity of people.

What We Heard & Team Response



2 RESIDENTIAL DENSITY

WHAT WE HEARD

A few neighbours expressed concern regarding the proposed residential density being too high, while others noted that this is an appropriate location for intensification due to the site's proximity to transit and the University of Calgary.

TEAM RESPONSE

The proposed land use change and associated development vision has been revised in response to feedback heard through our outreach process and discussions with City of Calgary Administration. The initial application submitted to The City in May 2022 proposed 27 residential units comprised of 14 townhomes and 13 micro units, and through a significant redesign and reduced height and FAR modifiers, the revised application reduced the overall number of residential units to 16 townhomes.

The project team appreciates the feedback we've heard through our outreach process and believes this change sensitively balances concerns expressed by the community and also strategically increases density and housing choice in a well-connected, inner-city location. The site is located within walking distance to both Local and Primary Transit routes, adjacent to the new 24 AV NW bicycle track, as well as near a number of community destinations like the University of Calgary, Foothills Medical Centre, Calgary Cancer Centre, Alberta Children's Hospital, McMahon Stadium, Confederation Park, and multiple schools and community associations.

This area of Banff Trail along the 24 AV NW corridor is gradually evolving to support additional intensity and the project team believes this site is an appropriate location for a medium density, mixed-use, low-rise development. The proposed land use change will provide sensitive transitions to nearby residential along with greater housing choice in the community of Banff Trail.

What We Heard & Team Response



3 BUILDING HEIGHT & PRIVACY IMPACTS

WHAT WE HEARD

Some community members expressed concern regarding the building height, specifically referencing privacy and overlooking concerns, shadow impacts, and the general fit of the proposed built form at this location.

TEAM RESPONSE

The project team carefully considered this location and the surrounding community character when determining an appropriate land use and associated development form on this site. Townhomes and neighbourhood-scale commercial uses represent a best-practice solution to balancing intensification objectives while respecting neighbouring properties.

The proposed land use change and associated development vision has been revised in response to feedback heard through our outreach process. The initial application submitted to The City in May 2022 proposed a maximum building height of 17m and the revised application reduced the overall height to 12m. This reduction in building height eliminates the possibility for

greater than 3 storeys to be developed on this site should the Development Permit concept not be followed.

To provide The City and neighbours with greater certainty and transparency around the intended development outcome, the project team submitted a Development Permit application, which is under review by City Administration. The building design shown in the Development Permit application includes two three-storey buildings (max. building height of 12m), separated by a courtyard amenity space. Windows are strategically placed and minimized in areas where overlooking is a concern, such as on the east facade where the site shares a property line with an existing single-family home.

The site is within the Medium Density Low-Rise built form typology area of the Banff Trail Area Redevelopment Plan (ARP). This typology is intended to allow for residential development, including townhomes, at a maximum building height of four storeys or 12m. An amendment to the ARP is not necessary to accommodate the proposed building height and built form on this site.

What We Heard & Team Response



4 NEIGHBOURHOOD-SCALE COMMERCIAL

WHAT WE HEARD

Some community members expressed concern regarding the integration of commercial at this site, specifically referencing misalignment with the ARP, while others provided support for commercial development given the corner location and noted it will be of value to neighbouring residents.

TEAM RESPONSE

Recognizing an opportunity to provide greater community amenity and building off the momentum of investment and change along the 24 AV corridor, the development vision is for a unique fine-grain mixed use building with small scale commercial and residential uses.

The site is within the Medium Density Low-Rise built form typology area of the Banff Trail Area Redevelopment Plan (ARP). This typology is intended to allow for residential development, including townhomes, but commercial uses are not currently

permitted on this site. Therefore, the application is seeking an amendment to the ARP to allow for commercial development on the subject site.

The integration of at-grade neighbourhood-serving commercial on the corner of this site will provide a balanced diversity of human-scale activities along the 24 AV corridor, allowing more people to live close to services, reducing the number and length of vehicle trips, and lightly activating this portion of the street.

Additionally, the integration of small scale commercial uses in strategic locations within established neighbourhoods represent best practice planning solutions to help neighbourhoods thrive, evolve, and build a stronger identity over time.