

Applicant Outreach Summary

O2

Outreach Summary – LOC2022-0180

O2 implemented a comprehensive engagement strategy to share details of the proposed land use application, receive feedback from interested stakeholders and implement revisions to the proposed application. Community Outreach has remained a continuous effort throughout the land use application process and ensuing development permit process to ensure information was updated and project updates were shared.

The following engagement tactics were implemented:

- Postcard mailers
- Project website
- Notice posting
- Meetings with the Community Association
- Meetings with the wider community

Postcard Mailers

Approximately 140 postcard mailers were hand delivered within a 100-metre radius in advance of the in-person information session to notify neighbours of the upcoming engagement and direct them to the project website for additional information.

Project Website

A project website <https://www.engage27street.com> was prepared to communicate the Land Use Amendment Application to the public. The website included a form through which members of the public could provide direct feedback to the project team. By allowing residents to provide feedback on the project from the comfort of their own home, and at their convenience, the project website created a greater opportunity for a variety of public opinions to be heard.

The project website was updated with information on the future Westbrook Local Area Plan to spread awareness to the community in advance of the in-person information session.

What We Heard

To date we have not received any formal comments through the project website.

Public Notice Posting

A public notice board was posted on the subject site in compliance with the City's notice posting standards. The posting included contact information for the project team, enabling the public to provide direct feedback on the proposed redesignation to the applicant.

What we Heard

We received general inquiries regarding the status of the development application including potential construction timing and overall impact to the neighbourhood.

Meetings with the Shaganappi Community Association

The Shaganappi Community Association has a Development Committee that reviews and provides comments on land use matters throughout the Shaganappi Community. Several in-person meetings provided by O2 Planning & Design and the applicant team (Advent Development Corporation, Birchcliff Developments and Gravity Architecture) were made to the Community Association. The first meeting was held on February 16, 2023, to present the proposed land use amendment, collect feedback and share information about the future development permit application.

Feedback received from the Community Association informed the structure and content presented at the in-person community information session.

What we Heard

The Community Association expressed concern with the proposed 6-storey multi-residential development proposed on site. Land use concerns centered around the appropriateness of the Mixed Use – General (MU-1) district and opposition for commercial uses on the site. In addition, concerns related to the proposed building height and a request for stepbacks along the western façade were also expressed.

Many other comments focused on the future user of the site with reference to the historical challenges experienced with the adjacent multi-residential property, the Giordano. Additional concerns requested details on site design and ultimate project timeline.

Public meetings with the wider community

Members of the public were invited to attend an in-person information session held on March 1st, 2023. The in-person session provided an overview of the proposed development including details on future design and requested community feedback. Approximately 25 residents were in attendance during the in-person session including representation from the Shaganappi Community Association and the Ward 8 Councillor's office.

A second meeting was held with the identified community representatives (acting on behalf of concerned Shaganappi residents) on March 24th, 2023. This was a resident-requested session to ask questions on the proposed development and request additional information related to the proposed design.

A meeting was held with area residents on May 30th, 2023 to discuss development permit concerns and again on June 8th, 2023. The June 8th meeting was on-site to discuss and review proposed setbacks and stepbacks and the future street condition based on the revised design.

What we Heard

There was general opposition to the proposed building height of 6 storeys (24 metres) and the potential for commercial uses through the proposed MU-1 land use district.

Most concerns centred on the following topic areas:

- Building height and setbacks
- Future user of the site
- Detailed design
- Building management
- Site circulation and function
- Parking and traffic congestions; and
- Infrastructure and streetscape upgrades to 12 Avenue

Summary of Comments:

- Building height– concerned the proposed height is inappropriate and should be reduced to match The Giordano directly east.
- Building setbacks – suggestion to step the building back at the fifth and sixth storey along the western façade fronting 27 Street to reduce the massing impact for residents on 27 Street.
- Westbrook Local Area Plan – community concern the proposed application does not align with the policies and vision of the Local Area Plan.
- On-street parking - concern of future on-street parking given the current parking challenge associated with the Giordano and future residents associated with the proposed development. The community suggested the landowner consider including underground parking in the cost of rent/condo fees to mitigate on-street parking congestion.
- Laneway upgrades – request for laneway upgrades to accommodate the increased usage of the lane. Additional lane suggestions focused on widening the lane, paving the lane, and implementing traffic calming measures to improve the user experience and safety.
- Crime – concerned increased density will trigger additional crime incidents similar to the neighbourhood experience associated with The Giordano.
- Public realm improvements – request for streetscape upgrades along 12th Avenue to increase connectivity to the site to promote walkability and safety.
- Request to slow down the land use application process to have sufficient time for community engagement on the development permit application.

Building Management Concerns:

- Concern for short-term rentals such as Airbnb or VRBO.
- Request for on-site staff to ensure on-site security and promote community safety.

How the Application Responds to Comments

The revised application responds to feedback received through discussions with the community association, residents, and administration. Overall, 20 letters of opposition and one letter of support were received by the applicant team associated with the land

use application. Most comments focused on the user of the site or detailed design. Additional comments related to detailed design were saved and reviewed through the development permit process.

Discussions related to detailed design have been coordinated with the community through the development permit process to enable a comprehensive review of comments received from Administration, the Community Association, and area residents.

- **Building Height:** The proposed building height was determined before the development permit application and detailed design was prepared. The building height has been revised from 24 metres to 21 metres in recognition of community concern for building height and to create consistency between the land use and development permit application.
- **Building Stepbacks:** The proposed application selected the MU-1 land use district to accommodate the required setbacks and stepbacks on the site. This comment has been reviewed through the development permit and stepbacks have been included at the fourth, fifth and sixth storeys to respond to stakeholder concerns for massing and street interface.
- **Building Setbacks:** The proposed building will be setback approximately 3.5m from the back of the sidewalk.
- **Commercial Uses:** The proposed land use application does not envision commercial uses on the site. The MU-1 land use district is the most appropriate district to enable the development vision. The submitted development permit application confirms no commercial uses are proposed on the site.
- **Parking:** The parking rate provided exceeds the MU-1 bylaw requirements. In addition, the site is located adjacent to the Shaganappi LRT Station, enabling future residents to utilize transit for everyday mobility, reducing the number of required parking stalls on site.
- **Conformity with the Westbrook Local Area Plan:** We believe the proposed development represents appropriate density in a location well served by transit, pedestrian and cycling pathways. The proposed development is designated 'Neighbourhood Flex' and 'Neighbourhood Local', planned to accommodate density up to 6 storeys in a transit station area. Sidewalk, lane and streetscape upgrades will be completed adjacent to the site as part of the development.
- **Short Term Rentals:** The landowner has confirmed they are not going to support Airbnb or VRBO type short term rentals on site.
- **Mobility Safety:** The sidewalk on 12 Avenue and 27 Street will be widened from 1.2 metres to 2 metres to increase active mode use.
- **Laneway upgrades:** The developer has committed to paving the lane behind the building and is supportive of remaining residents coordinating additional paving for the remainder of the lane.