

# Applicant Outreach

Received 2023 August 10

## Army & Navy Building Redevelopment

Outreach Plan Summary

LOC2023-0011

**Project Name:** Army & Navy Building Redevelopment  
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**Prepared for:** AGA Properties

**Date:** April 28, 2023



# Outreach Implementation Plan Template

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## Project Background

Our client, AGA Properties currently owns both 1107 and 1111 – 33<sup>rd</sup> Street NE which also includes for two different land use zones. The zoning at 1111 33<sup>rd</sup> Street NE is currently shown as C-COR3f1.0h12 and contains a single storey building.

Our focused property is 1107 – 33<sup>rd</sup> Street NE and contains a one and two storey building that has a range of uses from bingo facility, Legion establishment, and former Army & Navy retail development. This property is currently zoned as C-R1f0.5 which is appropriate for the given uses for the existing buildings.

Our client is wanting to redevelop the existing building on this site as part of a master-planned development for her series of companies. The primary focus of the first phase of the redevelopment would include redeveloping the Army & Navy building into a cultural retail and conference centre.

As our client's organizations works with many cultures throughout Calgary and surrounding area, her envisionment of the Army and Navy Building would be that of a culturally focused retail market style development along the main floor and the conversion of the second floor into that of a conference and events facility. We believe that this type of facility with the combined uses would be a first for Calgary and would be a significant cultural hub for many ethnic groups located in Calgary's northeast communities.

We believe that this land use reclassification will allow us to redevelop what is now an outdated, purpose-built retail facility into that of a facility showcase of cultural gatherings and market activities.

To garner the proposed range of uses desired by the Owner while still permitting the existing tenants to operate, our proposed reclassification of the parcel would be to change it from C-R1 to that of Industrial Business (I-B). This parcel change would maintain the regional land uses of Industrial General while maintaining the commercial focused uses required for the site redevelopment. Based on the site location and envisioned redevelopment potential for the site, we are looking at a floor area ratio of 1.0 and a height limitation of 20.0m. Our proposed zoning would be I-Bf1.0h20.

## Outreach Overview

### Objectives

The proposed outreach / public engagement will allow the land owners / business owners in the region to be able to review the proposed land use application. The proposed process will allow the land owner / business owner opportunities to have any questions responded with by the Consultant team / applicant present at the meeting.

### Outcomes

An open public engagement was the primary method for reaching out to the adjacent land owners / business owners in the region around the site. The intent was to provide any required

## Outreach Implementation Plan Template

Army & Navy Building Redevelopment  
LOC2023-0011

information to the participants and allow them to form their own opinion on the proposed land use redesignation.

### Outreach Approach

#### Outreach Strategy

A public open house was planned for the project on April 26, 2023 from 3pm to 7pm in the lobby of the Army & Navy building on the proposed site. Two weeks prior to the open house, staff of AGA Properties physically handed out over 350 flyers to the business owners and land owners. The area of distribution was from 16<sup>th</sup> Avenue NE southwards to 5<sup>th</sup> Avenue NE and from 36<sup>th</sup> Street NE westward to 28<sup>th</sup> Street NE.

#### Stakeholders

The stakeholders area of engagement was the area described above. The Meridian Industrial area is a combination of service based businesses or industrial use tenants. The exception to this is west of the proposed site where the Franklin Mall is located, as is CMP Chevrolet GMC and the Best Western Premier Calgary Plaza Hotel.

#### Risks/Sensitivities/Impacts & Mitigation

The major difference between the existing zoning and the change to Industrial – Business 'I-B' is the height modifier being applied and FAR ratio being applied to this proposed zoning.

Risk / Sensitivity / Impact	Mitigation
<ul style="list-style-type: none"><li>Maximum height change from 15m to 20m</li><li>Maximum FAR change to 1.0</li></ul>	<ul style="list-style-type: none"><li>Review of heights in comparison to nearby hotel</li><li>Review overall buildable area in comparison to existing facilities on site</li></ul>

#### Outreach Tactics & Techniques

Based on the industrial district, retail development, and service based industries surrounding the site, a public open house was determined to be the most effective method of allowing the opportunity for public dialogue on the proposed land use. Engagement with the adjacent land owners and business owners was handled through the distribution of flyers two weeks prior to hosting a public open house on site. Flyer distribution area as described above.

As part of the flyer distribution, a QR code was included that allowed anyone to review the proposed land use documentation that was present at the open house prior to the on-site meeting through the applicant's website.

## Outreach Implementation Plan Template

Army & Navy Building Redevelopment  
LOC2023-0011

### Outreach Timeline

A public open house was hosted in the lobby of the Army & Navy building from 3 pm to 7 pm on Wednesday, April 26, 2023.

## Reporting & Evaluation

### Outreach Reports

Through the public open house, two (2) participants attended the event. Both were employees of the Bingo Barn in the adjacent building and were curious to know the background on the purpose of the rezoning. After a short discussion with the applicants, they noted that redevelopment would be positive for the area and would possibly bring additional patrons to their facility. No further engagement or follow up activity was required for these participants.

### Evaluation

With the ability for business owners and land owners to be able to review the public open house presentation material prior to the physical meeting on site, that there were no further questions arising. After the open house, we have not received any further public engagement or input as part of our outreach process.

In summary with over 350 leaflets hand distributed to the businesses and establishments surrounding the proposed site and only two participants attending the event only due to proximity and curiosity, it would be our understanding that there is little objection to the proposed reclassification of the subject site.