

Applicant Outreach Summary

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O2 implemented an outreach strategy to share details of the proposed land use and area redevelopment plan application for 427 10 Street NW and 1107 Gladstone Road NW, receive feedback from interested stakeholders, and implement revisions to the proposed application. The following engagement tactics were implemented:

- Hillhurst Sunnyside Planning Committee Meeting
- Theodore Condo Board Circulation
- On-Site Public Notice Posting

Hillhurst Sunnyside Planning Committee Meeting

The project team met with the Hillhurst Sunnyside Planning Committee (HSPC) on May 4, 2023 to introduce the proposed land use and ARP amendments. Feedback was gathered from the HSPC, and following the meeting the Committee submitted a letter outlining their concerns to the City.

This letter was shared with the project team, and highlights an interest in ensuring future development creates vibrancy and activation along the frontage proposed for the TD. Graywood and TD share these values, and several recommendations from the HSPC letter have been included in the proposed Direct Control bylaw. These include the prioritization of transparent glazing, mitigation of excessive signage along the frontage, maximization of active uses (i.e. street-facing ABM, doorway, visual porosity into the bank tellers, etc.). In addition to these regulations in the DC bylaw, the developer has also committed to maintaining street furniture outside of the TD to further activate the frontage. Collectively, this approach will foster an engaging and active façade, avoiding the creation of the pedestrian “dead zone” articulated by the HSPC in their letter.

Theodore Condo Board Circulation

As part of the initial application the Theodore condominium corporation was circulated, and issued a letter outlining their support for the proposed land use and ARP amendment.

On-Site 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.

The project team did not receive feedback directly, but several letters from the public were received by the City. These letters were shared with the project team, and similar to the HSPC, the project team worked collaboratively with City Administration to draft policy provisions within the proposed Direct Control bylaw that addresses the concerns outlined by the public. The specific concerns and resulting actions are summarized below.

Concern there might be a loss of opportunities for other small retail stores in the area.

The proposed development provides a needed and valued financial service to the community, as evidenced by the letter of support provided by the Graywood Theodore condo board. While the TD will occupy three commercial bays, there exists substantial opportunity for small retail stores throughout the 10 Street NW corridor, including in forthcoming recently approved developments at 335 9A Street NW and 321 10 Street NW.

Concern the site may become a long and blank façade, impacting the vibrancy of the area.

The proposed development intentionally fosters visual porosity and street front activation through minimal use of glazing, placement of active uses closer to the front of the bank, and use of an external ABM to further activate the street. Above and beyond these interventions, street furniture will be provided along the frontage to ensure on-street amenities foster a street front condition that is supportive of an active, lively frontage.

Concern that financial institutions are closed evenings and weekends, which could impact the vision for the area as noted in the ARP.

Inclusion of the TD expands, not detracts, from the overall activation of the Theodore's commercial bays by extending earlier into the morning than existing uses currently do. This institution is well-balanced within the Graywood Theodore by a mix of other food service uses such as Mary Brown's, Fresh Slice, and Marble Slab that provide afternoon and evening activation in contrast to TD's morning and afternoon activation.

Concern the proposal deviates from the policies in the ARP and the rules of the LUB.

The proposed Direct Control bylaw and ARP amendment represent relatively minor changes to the existing policy framework, and enable a commercial use that provides an important community financial service. Further, the spirit and intent of the ARP's policies around complete communities and main street activation are being addressed through specific performance criteria outlined in the Direct Control bylaw, such as street activation requirements, visual porosity requirements, and maximum surface areas for opaque surfaces.

What We Heard

The main areas of concern outlined by the HSPC and members of the public relate to:

- Providing a façade that is visually interesting and actively used;
- Ensuring the façade is activated throughout the day and not just during business hours; and
- Maintaining smaller-scale commercial retail opportunities along the 10 Street NW main street.

How the Application Responds to Comments

The revised application responds to feedback received through discussions with the HSPC and from the public. These include providing additional amenities on the street (such as street furniture), ensuring the façade remains visually porous, mitigating excessive signage along the frontage, and maximizing active uses at the front of the retail bays.