

Applicant Outreach Summary

History of Engagement



2019

What We Heard Report - Land Use Jan 2019

Open House Summary:

Event Overview:

- Open house invited attendees to review project information on display boards, engage with project representatives, ask questions, and provide feedback in person.
- No formal written comments were submitted during the open house or via email to date.

Attendee Profile:

- Diverse group of attendees, including local business owners, residents, community association representatives, and industry peers.

Dialogues primarily focused on:

- General project scope, including the two development options presented (seniors housing or mixed-use concept).

- Consideration of project renderings and whether they were considered final.
- Importance of maintaining the historic and residential feel of 5A Street.
- Timeline for application approval and construction.
- Project's potential influence on future development in the area.
- The City's broader plans for their Main Streets initiative, particularly 17th Avenue.

Sentiments and Reactions:

- Face-to-face discussions varied from inquisitive to neutral and supportive.
- Generally, stakeholders were accepting of the draft renderings, expressing positive sentiments about the project's look and feel.



2022

What We Heard Report - Land Use Aug 2022

Engagement Summary:

Preservation of Heritage Trees:

- ASI commits to protecting and preserving existing trees along 5A Street SW.
- Replacement of trees at the end of their life or dead is part of the commitment.

Support for Proposed Plaza:

- ASI receives widespread support for the proposed public plaza at the corner of 17th Avenue SW and 5A Street SW.
- Enhances the pedestrian realm, positively impacting the community.

Building Form and Shadowing:

- Responds to inquiries about the change in building design, clarifying that the scale has been pushed back to minimize shadowing on 17th Avenue.
- The podium design allows for greater activation and community amenities.

Density and Parking:

- Addressed questions and concerns about project density and its impact on parking.
- Anticipates 160-185 units, aligning with The City of Calgary's Mainstreets policy.
- Commits to providing two levels of parking beneath the building, above the average ratio for condominiums in Calgary.

Community Benefit:

- ASI seeks public input on potential community benefit options.
- Suggestions include enhancing the pocket park at Western Canadian High School, converting cul-de-sacs into green, pedestrian-friendly spaces, Elbow River pathway extensions, permanent public art, and land acquisitions for park space.
- ASI commits to evaluating each option as a potential community benefit.

Brief Summary of Development Permit Engagement - 2023 to 2024

Three Targeted Stakeholder Meetings:

Ward 8 Councillor - August 9, 2023, 1 hr
CBMCA - September 13, 2023, 1 hr
17th Ave BIA - October 12, 2023, 1 hr

High Level Summary of Key Input:

Primary concern is related to the building façade (CBCMA), comments relative to the public realm related to clarity around the design for the public-private plaza (Ward 8 Councillor). Other commonly heard questions were related to amenities such as seating and availability of parking/charging stations for electric bikes (17th Ave BIA).

City of Calgary Outreach Assessment Score & Tools

Level of Outreach Score: 1A

Approach: Direct Approach, Targeted Audience

Tools & Tactics: Invite Meeting, One-on-One Conversations





2023

UDRP #1 Review

July 7th 2023

Meeting with Cllr Walcott - 1hr

August 9th 2023

Commencement:

- Started with introductions and project overview for Alicia and Walcott.

Project Considerations:

- Addressed alignment with land use and concerns about integration with the heritage street.
- Discussed perceived size of the street interface and setback.
- Participants comfortable with parking reduction; no worries about the project's impact on nearby school.

Q&A and Discussion:

- Waste and recycling logistics, especially access for molloks, discussed.
- Ground level floor plan overview provided; servicing schedule yet to be determined.

- Questions about Crime Prevention Through Environmental Design (CPTED) measures, including key fob access, site lighting, and surveillance.
- Details on amenity/public art, integration of public seating spaces with businesses, and considerations from the land use stage shared.

Conclusion:

- Emphasized ongoing communication with Councilor's office during the development permit process.
- Committed to transparent information-sharing with the community during the intended community consultation approach.

DP Submission

August 15th 2023

UDRP #2 review

August 16th 2023

CBMCA Meeting - 1hr

September 13th 2023

Commercial-Residential Transition:

- Addressed concerns and clarified sidewalk space for CRU access.

Plaza and Access:

- Clarified concerns about pedestrian access for CRU.

Building Details:

- Discussed massing, dimensions, and plaza accessibility.

Landscape Plan:

- Addressed questions about boulevard tree removal.

Project Stage and Steps:

- Clarified current stage, upcoming DTRs, and engagement with stakeholders.



Community Outreach Assessment Tool

September 20th 2023

Outreach Tactics and Techniques Overview

September 23rd 2023

BIA Meeting - 1hr

October 12th 2023

Concept Changes:

- Initial question about changes since April 2022 and the influence of bylaw on these changes.
- Clarification that the bylaw dictated built form parameters; design evolved since Spring 2022 for greater detail in materiality, uses, and program.

Bylaw Emphasis:

- Overview included context, building massing, and intent behind bylaw requirements.
- Emphasis on scale, shadow, program, amenity interface, and opportunities for public art.

Plaza Placement and Design Considerations:

- Highlighted plaza at NW corner for optimal sun exposure.

- Emphasized heritage street tree protection and materiality alignment with existing buildings.

Q&A and Unit Details:

- Covered questions about number of storeys, units, and unit mix.
- Details on commercial retail spaces, provision of patio space, and importance of an active public realm along 17th Avenue.

Parking and Construction Details:

- Raised concerns about scooter and e-bike parking arrangements.
- Identified construction material as concrete and specified units as rental based on the CMHC model.

DTR1 Submission

October 30th 2023

CBMCA Letter Received

November 12th 2023

Architectural Concerns:

- CBMCA expresses concerns about proposed renderings, particularly regarding the building façade, architectural details, and materiality, primarily facing 5A Street SW.
- These architectural concerns are the main reasons behind CBMCA's opposition to the project.

Traffic Calming Infrastructure:

- CBMCA identifies a need for traffic calming measures along Cliff Street SW and 5A Street SW in conjunction with the development.

Public Contribution for On-site Amenity:

- CBMCA believes there is a strong public policy rationale for the City of Calgary to make a meaningful contribution towards on-site community amenity.



DAAS Response to CBMCA Letter November 23rd 2023

Presentation Highlights:

Architectural Strategy:

- Francesco's strategy aligns with the community's perception of good architecture.
- Strategy includes simplicity in materials and massing, reflecting community preferences.

Design Rationale:

- Explained rationale against breaking the 6-story mass, aligning with neighboring structures.

Glass Building Consideration:

- Addressed the community's desire for a glass building.

- Francesco's balances solid and glass elements to reduce the heat island effect.
- DAAS noted limitations of a fully glass building due to insulation issues and higher energy demands.

Traffic Calming and Neighbourhood Streets:

- Discussed Neighbourhood Streets Policy and concluded no need for traffic calming on 5A Street.

Plaza and Public Art:

- Bonus provision fund allocated to create a corner plaza with seating and public art.
- Goal is to enhance community gatherings and enjoyment of 17th Ave.

CBMCA Response to DAAS via Email December 18th 2023

CBMCA Position and Concerns:

Hold on Comments:

- CBMCA decided to withhold further comments until the next iteration of renderings/designs is received.

Unchanged Concerns:

- West-facing facade remains unchanged and unaddressed.
- Lack of diversity in materiality
- Absence of step-backs
- Limitations of inset balconies on natural light reflection.

DTR2 Submission December 21st 2023



2024

DAAS Response to CBMCA Email Jan 15th 2024

Francesco's CBMCA Response - Dec 21, 2023:

DAAS Acknowledgment and Thanks:

- DAAS acknowledges critical comments from CBMCA.
- Expresses gratitude for CBMCA's care and interest in architectural design, highlighting its deviation from typical Urban Design review processes.

Design:

- Francesco's design has received commendation from peers, colleagues, and the City's UDRP, aligning with architectural and planning standards.
- Francesco's reflects Calgary's architectural history, especially in the 17th Avenue SW neighborhoods.
- Influenced by Western Canada High School, Carolina Apartment, The Ambassador, and a "Ziggurat" building at 610 17th Avenue SW.
- Materials on 5A are diverse and enhance the massing.
- The 5A facade includes setbacks, allowing sun control for the balconies.
- Larger balconies align with sustainability principles.
- Building massing and appearance contribute to a unique experience.

ARP Compliance:

- DAAS ensures compliance with ARP goals, including promotion of historical character, sunlight performance, and scale reduction.
- The design responds to policy requirements and strengthens the site's "gateway" character.

Stand by Design:

- DAAS firmly stands by the design and beliefs and positions the building as a "Calgary building" that responds uniquely to the community's expectations.

Architectural Perspective:

- The project differentiates itself from nondescriptive glass towers.
- Designed to contribute to the vibrancy of the 17th Avenue corridor.



Applicant Architectural Response to Community Comments

Community Comments	Applicant Response
Importance of maintaining the historic and residential feel of 5A Street.	Applicant has located townhouses along 5A street to tie into the existing residential programming of 5a St.
Preservation of Heritage Trees	Applicant has shifted the parkade to prioritize the heritage trees - making them part of the total design.
Support for Proposed Plaza	Applicant has carved out a substantial area in the north-west corner of the site for privately owned public space.
Building Form and Shadowing ...	Applicant has assured the building provides maximum sun expose to the north sidewalk of 17th Ave.
... commits to providing two levels of parking	Client has kept this promise and provided 2 levels of parking.
... comfortable with parking reduction; no worries about the project's impact on nearby school.	Applicant has spoken with Cllr Walcott to provide a space for neighboring high school students.
Questions about Crime Prevention Through Environmental Design (CPTED) measures, including key fob access, site lighting, and surveillance.	Client has agreed to provide all these measures in the lane to meet and exceed CPTED principles.
Addressed concerns and clarified sidewalk space for CRU access.	Applicant has provided more space than required on the north side of the site for CRU access and patios.
... opportunities for public art .	Client is contributing \$560,000.00 towards a public art piece in the corner of the privately owned public space in exchange for additional FAR.
Highlighted plaza at NW corner for optimal sun exposure .	Applicant has designed the corner plaza to be open and to receive maximum sun exposure.
Emphasized heritage street tree protection and materiality alignment with existing buildings .	Applicant will coordinate with city officials to be on site while excavation occurs to oversee the protection of the heritage trees. Additionally, the brick base of the building was chosen to have a strong relationship with the surrounding, historical architecture.
Details on commercial retail spaces, provision of patio space, and importance of an active public realm along 17th Avenue .	Applicant has designed space for CRUs to have patio space along 17th to further activate the 17th Ave corridor.
... need for traffic calming measures along Cliff Street SW and 5A Street SW in conjunction with the development.	Applicant has worked with a traffic engineer to confirm there will be no significant increase in traffic due to the vehicle entrance being located in the lane and not on 5A St.