

# Applicant Outreach Report

## **EComfy “Capitol Hill Apartments”**

In-Person Public Engagement Sessions Report

**Project Name:** 1820 to 1832 17 AVE NW  
LOC2023-0405

**Prepared by:** Scott Douglas  
Casola Koppe Architects

**Prepared for:** EComfy Living

**Date:** March 25, 2024

## Capitol Hill Outreach Implementation Plan

LOC2023-0405

### Project Background

Casola Koppe Architects have submitted a Land-use Redesignation (LOC2023-0405) for a six-storey apartment located at 1820 to 1832 17 AVE NW. In our opinion, the policy change will be beneficial to the community and the City of Calgary, and falls within current guiding policy as follows:

- **Housing Crisis:** this project will inject more housing in a transit friendly area. The proximity to Southern Alberta Institute of Technology (SAIT), Alberta University of the Arts (AUA), University of Calgary, North Hill Mall, foothills hospital, and LRT stations makes this an ideal location for multi-family development, with minimum impact on transportation flow.
- The project resides adjacent to the 16 Avenue North Main Street policy which ask for a minimum of 200 residents/jobs per hectare, however, it may be much more suitable to have housing off of this busy and rather loud main corridor and can create a reasonable transition to the lower density adjacent parcels.
- As per the North Hill Communities Local Area Plan, the site is immediately adjacent to the Neighbourhood Commercial strip along 16 Avenue North and is subject to a low building scale of up to six stories. As a Neighbourhood Local urban form, the residential use provides a scale transition near activity centres and public transit.
- The subject site is located within the Developed Residential Inner-City area in the Municipal Development Plan and is consistent with the intensification and character of the neighbourhood.
- **Climate Crisis** – Densification in well connected regions provides a small footprint compared to low density housing on the periphery of the City. This, coupled with reduction of vehicular use, and strict energy use policy and codes means we are meetings the crisis head on.
- The Project falls within the guiding policy of the MDP.

As part of the public engagement process, Casola Koppe conducted one in-person public engagement sessions for this project titled "Capitol Hill Apartments".

- The first session was conducted at the Capitol Hill Community Association Lounge space on the evening of March 6, 2024 from 6PM – 8PM and information about the development were presented on foam-board panels on easels for attendee's reference and review. It was reiterated that another open house will be provided at a later date for the Development Permit process.

# Capitol Hill Outreach Implementation Plan

LOC2023-0405

## Outreach Overview

### Public Notice Timeline & Details

**January 8, 2024:** Virtual Meeting with Councillor Terry Wong, Representatives from Ward 7 Office, and Representatives from Capitol Hill Community Association (CHCA) for initial feedback

**January 11, 2024:** Large Notice Posting provided at site (LOC2023-0405 /1820 to 1832 17 AVE NW)

**February 6, 2024:** DTR1 received from City of Calgary / Revise land-use from MU-1 to MH-1 as recommended from planner accordingly

**February 27:** Open House email invitations sent to stakeholders (Ward 7 Office, CHCA President, and City of Calgary Planner)  
Casola Koppe posted Open House invite on company Instagram tagging: #ward7 #CHCA

**March 1:** Open House postcard invitations distributed to parcel-adjacent residents

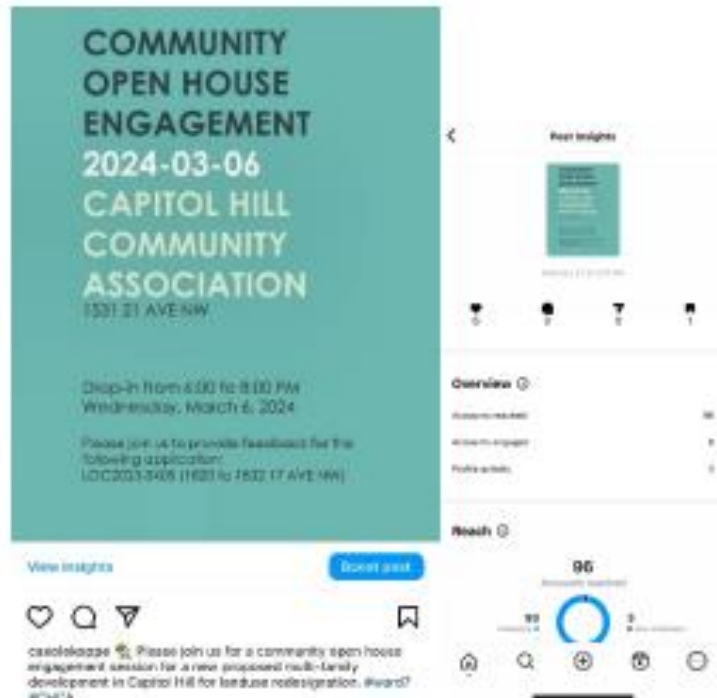
**March 6:** Wayfinding signage at the CHCA venue to direct attendees to the lounge space. **Open House Session 1 was open to the public from 6PM to 8PM.**

**March 11:** Inquired with Property Research through the City of Calgary to understand the Development Permit application for the adjacent property to the East.

**March 13:** Email from CHCA president regarding the Open House turn-out. Response provided the same day. Updated Large Notice Posting for MH-1 zoning provided at site.

**March 18:** Community Outreach Report & contextual shadow overlays sent to planner.

**March 21:** Response provided to emails following Open House engagement (March 12, 13 and 19) from East adjacent neighbour.





# Capitol Hill Outreach Implementation Plan

LOC2023-0405

In-Person Open House  
Session 1 Photos:



# Capitol Hill Outreach Implementation Plan

LOC2023-0405

## Outreach Approach

### Outreach Strategy

Through the evaluation of the Community Impact and Complexity matrix, a Direct Approach to community outreach has been considered with the use of 2-3 tactics for a targeted audience.

Hand-delivered postcard advertisements to adjacent-parcel residences, email invites to relevant stakeholders, and social-media post on Architect's Instagram account to advertise the Public Open House for community engagement. This approach has been chosen to provide information, answer questions and gather feedback.

### Stakeholders

Parcel-adjacent residents, Ward 7 Councillor and Office, and the Capitol Hill Community Association.

### Risks/Sensitivities/Impacts & Mitigation

The following items were identified as engagement concerns and mitigated by the following approach:

Risk / Sensitivity / Impact	Mitigation
<ul style="list-style-type: none"><li>Public understanding of planning policy, and development context</li></ul>	<ul style="list-style-type: none"><li>Further planning information and context will be provided at the 2<sup>nd</sup> Open House Session including full design plans for viewing and discussion</li></ul>
<ul style="list-style-type: none"><li>Age demographic of residents may impact digital delivery of information</li></ul>	<ul style="list-style-type: none"><li>Direct postcard deliveries to surrounding residences ensured residents received notification of the application. Email contacts were made available</li></ul>
<ul style="list-style-type: none"><li>Virtual public house may be an obstacle for some wishing to attend</li></ul>	<ul style="list-style-type: none"><li>In-person open house was conducted with information panels and staff from developer and architect to answer questions and gather feedback</li></ul>
<ul style="list-style-type: none"><li>In-person public house may be an obstacle due to health concerns (COVID?)</li></ul>	<ul style="list-style-type: none"><li>online information provided on DMAP website. Feedback of application provided to planner with additional option of writing the architect through designated engagement email.</li></ul>

# Capitol Hill Outreach Implementation Plan

LOC2023-0405

## Outreach Tactics & Techniques

### Attendance

Session 1: 12 attendees met with the staff of Casola Koppe Architects and the Developer including adjacent neighbours, and members from the neighbourhood. Email invitations were sent to representatives from the Community Association, the Ward 7 office, and the City of Calgary Planning department, although none were officially present at this event.

### Observations

Open house session was presented with professional candor with engagement panels and significant land-use documentation provided. The staff for both the architect and developer were friendly, patient, and forthcoming in their engagement with attendees.

A couple representatives of the adjacent parcel to East attempted to challenge our proposed land-use redesignation and interrupted much of the conversations held with other attendees. Their criticisms were noted and responded to accordingly, however, the interruptions attempted to change the general dialogue.

### Comment / Feedback Collection

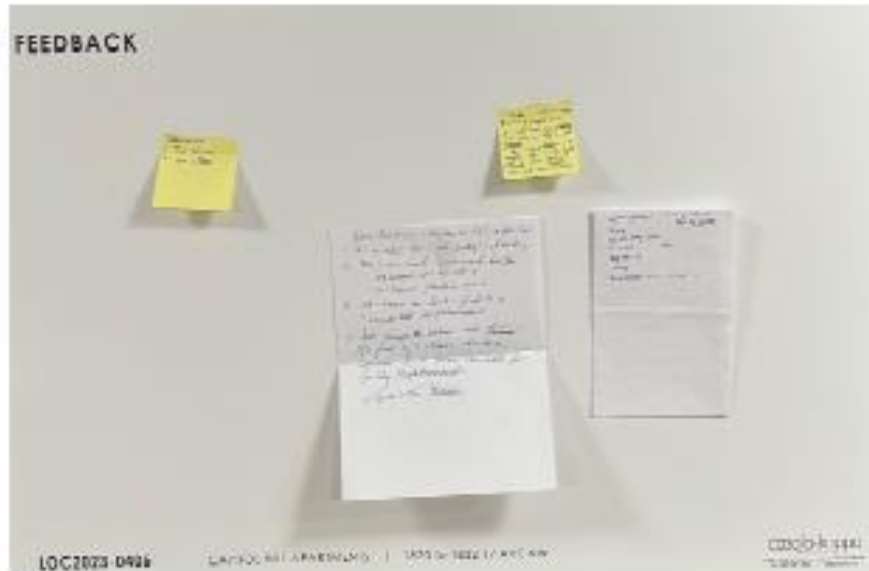
Both verbal and written comments were received, and staff have endeavoured to record the verbalized concerns from discussions with attendees. Written responses were collected on a feedback board at one edge of the venue and attendees were encouraged to provide feedback at the time, or after the event by direct email to the file manager and/or Casola Koppe Architects email: [engagement@ckarch.ca](mailto:engagement@ckarch.ca)

## Capitol Hill Outreach Implementation Plan

LOC2023-0405

### Written Comments

#### Session 1:



#### Written Comments

- "I think it will be way too many people in a small area – no parking. Will be mostly single people. Too many people in a small area. Little light. I think it's a bad idea."
- "1. Too high 2. Too Many"
- "1. It is way too tall – sunlight blocking. 2. Too many units – increased traffic. 3. It changes the look and feel of a residential neighbourhood. 4. Our property values will decrease. We feel a 3 storey structure would be a more suitable fit for this neighbourhood. "
- "Light / gardening / tree growth in nearby houses is affected. Privacy. 120 too many units. The traffic will worsen. Way too high. Busy. Environment concern / Health concern."

## Capitol Hill Outreach Implementation Plan

LOC2023-0405

### Notes on Verbal Discussions

#### Session 1:

Verbal Discussions
<ul style="list-style-type: none"><li>• <b>Municipal Development Plan &amp; North Hill Communities Local Area Plan alignment</b><ul style="list-style-type: none"><li>○ Information referenced from City Policy Resources</li></ul></li></ul>
<ul style="list-style-type: none"><li>• <b>More advertising needed. City Representatives should be in attendance</b><ul style="list-style-type: none"><li>○ Postcards hand-delivered and email invite sent to Ward 7 Office, Capitol Hill Community Association, and City of Calgary Planner</li></ul></li></ul>
<ul style="list-style-type: none"><li>• <b>More transparency of development needed.</b><ul style="list-style-type: none"><li>○ Specifically how many units and parking provided?</li><li>○ Where are the Waste &amp; Recycling Facilities provided?</li><li>○ Application is for landuse redesignation. Further detail of the development will be provided at the Development Permit stage.</li></ul></li></ul>

#### Outreach Timeline

Refer to timelines noted above. It was reiterated that another open house will be provided at a later date for the Development Permit process.



## Capitol Hill Outreach Implementation Plan

LOC2023-0405

### Reporting & Evaluation

#### Outreach Reports

#### “What We Heard”

Major themes included massing, privacy, shadowing, and traffic.

What We Heard	What We Did
<ul style="list-style-type: none"> <li>• <b>Shadows &amp; Privacy</b> <ul style="list-style-type: none"> <li>○ No concern if building were three storey height.</li> <li>○ Gardening and Sunlight (limited hours of sunlight already for some properties).</li> <li>○ Overlooking adjacent private yards &amp; dwellings.</li> <li>○ Can you offset or angle the windows?</li> <li>○ Not good for mental or physical health.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Considerations / Responses provided:           <ul style="list-style-type: none"> <li>○ Elevations show the intention of the land-use required setbacks and step-backs</li> <li>○ Shadow studies provided at open house session.</li> <li>○ Reached out to understand adjacent development permit application for parcels to the East for reference regarding site context.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• <b>Unit Types &amp; Parking</b> <ul style="list-style-type: none"> <li>○ Is the development intended to be Rentals or Condominiums?</li> <li>○ Too much traffic for 17<sup>th</sup> AVE NW – would be ok on 16<sup>th</sup> AVE NW.</li> <li>○ Vehicular Access from the lane – Anticipated maintenance of the lane.</li> <li>○ Concern for safety of children walking to school.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Information discussed:           <ul style="list-style-type: none"> <li>○ City of Calgary Planning preference is typically to have parking access from the lane.</li> <li>○ Unit and Parking counts will be compliant with Land-use Bylaw.</li> <li>○ Traffic restrictions along 16<sup>th</sup> AVE NW restrict access to 17<sup>th</sup> AVE NW.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• <b>Prohibited Uses</b> <ul style="list-style-type: none"> <li>○ This is a Residential Street and the development should not have Commercial Uses</li> <li>○ Ongoing trespassing concerns of people walking through adjacent private property to access the Home Depot.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Information discussed:           <ul style="list-style-type: none"> <li>○ Original M-U1 land-use redesignation application was revised to M-H1</li> <li>○ There is no intention for commercial uses on this development.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• <b>Noise &amp; Ventilation</b> <ul style="list-style-type: none"> <li>○ Property across the street concerned with existing noise from Home Depot &amp; 16<sup>th</sup> AVE NW in rear yard and now with</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Information discussed:           <ul style="list-style-type: none"> <li>○ Noise bylaws are regulated by the City of Calgary to mitigate hours of excessive noise.</li> </ul> </li> </ul>

## Capitol Hill Outreach Implementation Plan

LOC2023-0405

<p>the potential of college students partying across the street, they feel they will not be able to open their windows for ventilation due to the added noise.</p> <ul style="list-style-type: none"> <li>○ Construction Noise, Vibrations, and Dust.</li> </ul>	<ul style="list-style-type: none"> <li>○ Noise and dust are expected in developing areas. Once these projects reach completion, the end product will bring benefits which outweigh the short-term inconveniences.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Other Comments</b> <ul style="list-style-type: none"> <li>○ Transformer at development is too close to the proposed transformer for the neighbouring property to the East (1804B 17 AV NW)</li> <li>○ The only thing green about this development is the money the city will make from the application fees.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Information discussed:</b> <ul style="list-style-type: none"> <li>○ Reached out to understand adjacent development permit application for parcels to the East for reference regarding site context.</li> </ul> </li> </ul>

### Next Steps

Session 1: The architect and developer are actively considering and responding to the feedback provided at the first Open House session, in addition to other forms of community input. A further in-person engagement session will be conducted.

### Closing the Loop to Stakeholders

The Applicant will provide the finalized Outreach Report to the Community Association.

The Applicant remains open to ongoing engagement throughout the development permit and will forward any correspondence or additional feedback to the file manager for the DP.

## Capitol Hill Outreach Implementation Plan

LOC2023-0405

### Outreach Implementation Work Plan

Raising Awareness - Communication & Marketing				
Item	Description/Notes	Date	Responsible (Lead)	Supporting
<b>Technique/Tactic #1</b>				
Notice Posting	City of Calgary Land-use Redesignation Post Notice signage at site with M-U1 Zoning (revised later)	2024-01-11	City Planner	
<i>add more rows as required</i>				
<b>Technique/Tactic #2</b>				
Postcard Advertisements	Hand delivered to adjacent parcels	2024-03-01	EComfy Living	
<i>add more rows as required</i>				
<b>Technique/Tactic #3</b>				
Social Media Posting	Instagram post by Architect	2024-02-27	Casola Koppe	
<i>add more rows as required</i>				
<b>Telling the Story – Outreach Materials</b>				
Item	Description/Notes	Date	Responsible (Lead)	Supporting
<b>Content Development</b>				
Meeting with Ward 7 Office & CHCA Representatives	Discuss the land-use redesignation and receive feedback	2024-01-18	Casola Koppe	EComfy Living

## Capitol Hill Outreach Implementation Plan

LOC2023-0405

<i>add more rows as required</i>				
<b>Technique/Tactic #1</b>				
Open House	Presentation boards for information and feedback	2024-03-06	Casola Koppe	EComfy Living
<i>add more rows as required</i>				
<b>Technique/Tactic #2</b>				
<i>add more rows as required</i>				
<b>Online Outreach</b>				
Item	Description/Notes	Date	Responsible (Lead)	Supporting
<b>Technique/Tactic #1</b>				
Social Media Posting	Instagram post by Architect	2024-02-27	Casola Koppe	
<i>add more rows as required</i>				
<b>Technique/Tactic #2</b>				
<i>add more rows as required</i>				
<b>In-person Outreach - Event/Activity Logistics &amp; Facilitation</b>				
Item	Description/Notes	Date	Responsible (Lead)	Supporting
<b>Event #1</b>				
Open House	Presentation boards for information and feedback	2024-03-06	Casola Koppe	EComfy Living
<i>add more rows as required</i>				

## Capitol Hill Outreach Implementation Plan

LOC2023-0405

Event #2				
<i>add more rows as required</i>				
Event #3				
<i>add more rows as required</i>				

Closing the Loop - Reporting & Evaluation				
Item	Description/Notes	Date	Responsible (Lead)	Supporting
Report Backs				
Outreach Implementation Plan	What We Heard and What We Did	2024-03-06	Casola Koppe	EComfy Living
<i>add more rows as required</i>				
Evaluation Tasks				
<i>add more rows as required</i>				