

# Applicant Outreach Summary

2024 April 8



## Community Outreach on Planning & Development Applicant-led Outreach Summary

**Please complete this form and include with your application submission.**

**Project name:** LOC2023-0163 8330 Macleod Trail SE

Did you conduct community outreach on your application?  YES or  NO

If no, please provide your rationale for why you did not conduct outreach.

### Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

Continued communication with Area Councillor Kourtney Penner (Ward 11) has been maintained since the submission of the application. Similar communication has been maintained with the Community Associations of Acadia and Fairview and other key stakeholders in the area to brief them on the intent of the land use amendment application and keep them informed of the application submission and review process.

Our team has also been in communication with the Heritage Communities LAP team to discuss alignment to the recently adopted HCLAP regarding building scale modifiers proposed for the site.

The Applicant hosted an information open house at the Acadia Recreation Complex on Nov. 2, 2023, between 6pm-8pm. 2,820 postcards were mailed out to area residents informing of the event two weeks before the open house and street signs were posted with event information in highly visible locations next to the three accesses to the subject site one week prior to the event. Information about the event was also shared with the Acadia and Fairview Community Associations to widen invitation to the event.

An estimated 65 people attended the open house, including existing retail operators currently on site. During the open house session, information about the project background, purpose, and conceptual design was provided through 12 large printed boards. Feedback collected from attendees referred to general comments about the application and perceived opportunities and constraints regarding the proposed development. We will continue engagement to keep all stakeholders in the area informed of our approach.

**Stakeholders**

Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

Our team has maintained ongoing communication with the following:  
 Area Councillor Kourtney Penner (Ward 11)  
 Community Associations of Acadia and Fairview  
 Existing tenants on site.  
 Other key stakeholders in the area through the file circulation process.

The Heritage Communities LAP team.

**What did you hear?**

Provide a summary of main issues and ideas that were raised by participants in your outreach.

Input collected through the engagement process has been informative for the project team. Comments received can be generally related to the following themes:

Density, Noise/Security, and Neighborhood Fit

- Proposed density increase leading to potential noise and security concerns.
- Lack of fit with neighborhood character and preference for specific development types and locations.

Parking, Traffic Congestion, and Safety

- Concerns about parking congestion on nearby streets due to the proposed density increase.
- Three-driveway access leading to concerns about traffic congestion and pedestrian safety.

Pedestrian Access

- Creation of an accessible walkway along the east end of the site to provide safe pedestrian connection.

Construction Impacts and Excavation

- Potential construction impacts, including air quality, noise, and potential damage to nearby house foundations.
- Amount of excavation required for underground parking for proposed density increase.

Privacy and Shadow Impact

- Concerns about privacy and shadowing impacts due to proposed building height.

Vegetation, Open Space, and Parks

- Concerns about the potential loss of existing vegetation, open space, and parks within the area due to the development.

Tenant Concerns

- Retention of existing commercial and retail tenants and potential increase in rental cost due to future redevelopment.

Supporting comments referred to the need for alternative housing typologies in the area with a focus on affordability, retention of existing commercial and retail tenants within the future redevelopment, and including the creation of an accessible walkway along east end of the site (near Bonaventure Dr SE) to provide safe pedestrian connection.

Communication and engagement with stakeholders has continued through the application review process.

**How did stakeholder input influence decisions?**

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

Communication with key stakeholders, community associations and area residents continues as the application review process proceeds and the applicant's team is taking feedback received to inform possible refinements to the proposed development concept. Some of the comments notes could be addressed in later stages of the project, once the land use stage is completed.

**How did you close the loop with stakeholders?**

Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

Our team understands the conversation with stakeholders as an ongoing dialogue and we anticipate the engagement process to continue as the application proceeds to approval.

[calgary.ca/planningoutreach](https://calgary.ca/planningoutreach)



# Heritage Plaza Land Use Amendment Application

LOC2023-0163

What We Heard

Engagement Report Back

March 2024





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The following What We Heard (WWH) report reflects the input received from our engagement process. The report gives an overview of comments and information collected to be considered in conjunction with technical expertise, research, budget, environmental impacts, safety, and operational considerations, to refine the Heritage Plaza Land Use Amendment Application LOC2023-0163.

## Project Overview

### Subject Site

The subject site is located at the southeast corner of Macleod Trail SE and Heritage Drive SE at 8330 Macleod Trail SE in the community of Acadia. The property is 1.806 hectares (4.46 acres) and has access available via Macleod Trail SE, Heritage Drive SE and Bonaventure Drive SE.

Heritage Plaza is envisioned a mixed-use Transit-Oriented Development (TOD) anchored by the Heritage Station of the Red Line LRT. The project features four 26-storey residential towers rising above commercial podiums that will retain existing commercial and retail tenants on-site within new and enhanced commercial areas in a phased development approach. The subject site where the new community will emerge anticipates approximately 6,293.26sm (67,740.09sf) of commercial/retail area in one-storey podiums and 1,024 residential units distributed in the four-point towers.

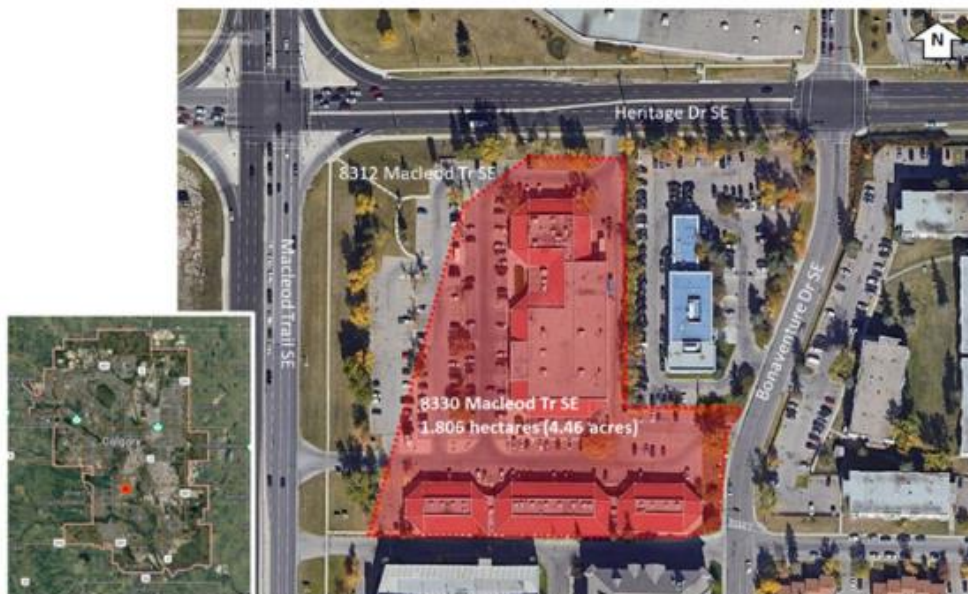


Exhibit 1: Aerial View of Subject Site



## Engagement Process

The engagement approach is framed around the following three elements.

### 1. Inform & Educate

- Provide information about the project purpose and background.
- Build interested parties' awareness of Council direction, including alignment with relevant Council policies such as the Municipal development Plan (MDP) and the Heritage Communities Local Area Plan (HCLAP).
- Share how the development will contribute amenities and development to enhance and revitalize the community.
- Outline the process and next steps in the application review process.

### 2. Listen & Acknowledge

- Listen to and acknowledge interested parties concerns and aspirations.
- Document input from interested parties and area residents.

### 3. Provide Feedback

- Provide feedback on how interested parties' input may influence Land Use and future building concept.

#### How We Use Your Input

Feedback gathered from public and interested party engagement is reviewed with City of Calgary policy and standards, site conditions, and technical studies analysis, then used to inform and refine the Land Use Application submission.

## Engagement Overview

This section provides a summary of "How we engaged".

### Individual Meetings

Individual meetings were held with key parties, which included the following:

- Meeting with Ward Councillor Courtney Penner (September 2023)
- Representatives of Heritage Plaza Limited (applicant) have met individually with retail operators that are currently on site.

### Emails and Calls

- Emails with the Acadia and Fairview Community Associations providing information about the application and sharing updated on how area residents can learn about it and provide their input – (September 2023)



## Open House

Location: Acadia Recreation Complex

Date: November 2, 2023 | 6:00PM - 8PM

The purpose of the first open house was to inform interested parties about the project, to collect feedback on the plan vision and design options, and to explore opportunities and constraints as perceived by area residents.

Reach-out methods included:

- Notifications through the Community Associations
- Mailouts of 2820 Post Cards to routes within a 1km radius of the site with information about the event mailed two weeks prior to the event.
- Bold street signs posted around the three site accesses one week prior to the event from Macleod Trail, Heritage Drive and Bonaventure Drive with information about the open house event.
- Website - <https://arcadis-engage.com/heritage-plaza/>

The open house materials were available online from October 20, 2023. This report includes a summary of the input received from both the open house and online feedback.

The postcard features the ARCADIS logo and the title 'LAND USE AMENDMENT' at the top. Below this, the text reads 'HERITAGE PLAZA PROPOSED DEVELOPMENT' and describes the project as a transit-oriented, mixed-use development with enhanced commercial/retail areas and residential units in four point towers. A site plan map shows the development layout with yellow highlights on the towers. At the bottom, contact information for the 'INFORMATION OPEN HOUSE' is provided, including location, date, and email. The ARCADIS logo and contact details are also present in the bottom right corner.

Postcard – Front





**ARCADIS LAND USE AMENDMENT**

You are invited to learn about and provide your input for the proposed land use change for **HERITAGE PLAZA**

**File Number:** LOC2023-0163  
**Phone:** 403-268-5311

**COMPANY THE APPLICANT REPRESENTS:**  
Heritage Plaza Ltd.  
**Site Address:** 8330 Macleod Trail SE  
**Parcel Size:** +/- 180 hectares (+/- 4.45 acres)

**APPLICANTS CONTACT INFORMATION**  
Arcadis Calgary Office: 3<sup>rd</sup> Floor, 227 11 Ave SW, Calgary, AB T2R  
Toll P: 403-270-5600  
E: heritageplaza@arcadis-engagement.com

Postcard – Back



Bold street signs posted prior to the open house along the three accesses to the site.



*Bold street signs posted prior to the open house along the three accesses to the site.*

## Online Engagement - Website

The purpose of the online engagement was to provide educational materials prior to the in-person open house and to provide alternative means to engage with area residents.

Online engagement methods included the following:

- Information Website (<https://arcadis-engage.com/heritage-plaza/index.php>)
- Online communication to the consultants through feedback page (<https://arcadis-engage.com/heritage-plaza/feedback.php>). As of the closing date of this report, there were no comments on the website feedback section.

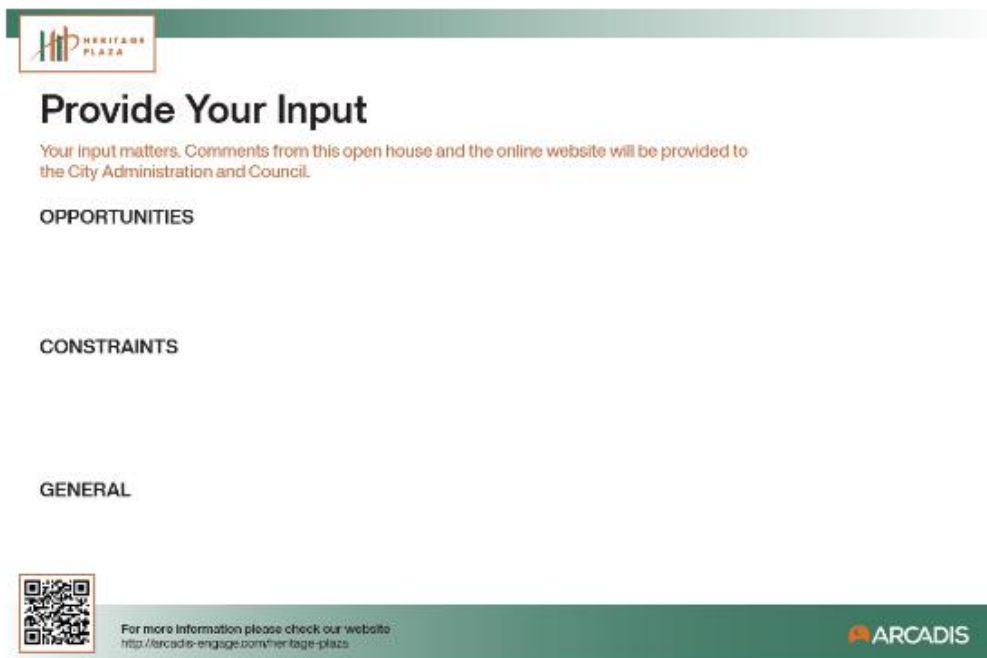
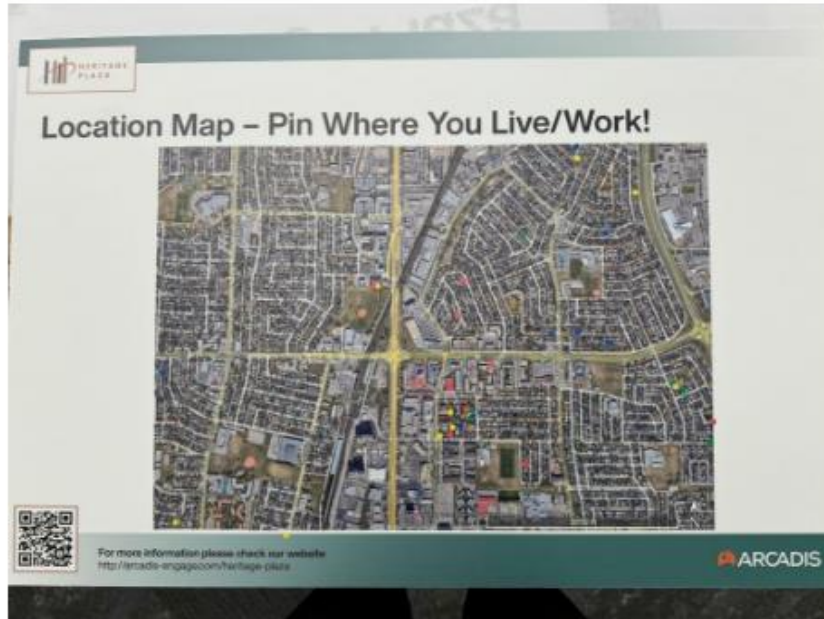
## What We Shared

During the open house session, we provided information about the project background, purpose, and present conceptual design concepts.

## Open House

There were a total number of 12 boards printed out and shared with residents at the open house.

Participants were asked to place a sticker dot on the location of where they live or work so that we could get a representation of where people are coming from.



Open House participants were invited to provide their input through sticky notes in the Graffiti Board A summary of key comments and themes collected through this exercise is provided in the following section of this report.





## What We Heard Summary

This section provides a summary of both the open house and online feedback received for the Heritage Plaza engagement process.

It is important to note that the information received was not part of a voting process but viewed as a collective of feedback comments to reflect inputs expressed for the Land Use Amendment and concept project presented. The Verbatim comments can be found in the appendix.

### Open House

An estimated 65 people attended the open house. Sign-up sheets are included in the appendix for reference.



*Open House Photos, Nov. 2, 2023*



*Open House Photos, Nov. 2, 2023*  
[www.arcadis.com](http://www.arcadis.com)





## Summary Comments

The general feedback collected at the Open House refers to the following:

### Density, Noise/Security, and Neighborhood Fit

- Proposed density increase leading to potential noise and security concerns.
- Lack of fit with neighborhood character and preference for specific development types and locations.

### Parking, Traffic Congestion, and Safety

- Concerns about parking congestion on nearby streets due to the proposed density increase.
- Three-driveway access leading to concerns about traffic congestion and pedestrian safety.

### Pedestrian Access

- Creation of an accessible walkway along the east end of the site to provide safe pedestrian connection.

### Construction Impacts and Excavation

- Potential construction impacts, including air quality, noise, and potential damage to nearby house foundations.
- Amount of excavation required for underground parking for proposed density increase.

### Privacy and Shadow Impact

- Concerns about privacy and shadowing impacts due to proposed building height.

### Vegetation, Open Space, and Parks

- Concerns about the potential loss of existing vegetation, open space, and parks within the area due to the development.

### Tenant Concerns

- Retention of existing commercial and retail tenants and potential increase in rental cost due to future redevelopment.

## Graffiti Board

The following is a summary of the comments collected through the Graffiti Board:

### Opportunities

- Affordable Senior Housing
- Adequate Parking for the units
- Better access to the development
- Pedestrian Connectivity to westside Macleod Trail

### Constraints

- Parking

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- Traffic
- Infrastructure water/sewage/roads - upgrades
- Density – High Buildings
- Excavation concerns
- Shadowing concerns

#### **General**

- Affect property values.
- Traffic
- Scale and height of proposed project out of the feel of Acadia.
- Condo/Rental?
- Parking
- Infrastructure water/sewage/roads – upgrades
- Retention of existing tenants

## **Closing**

Communication with key stakeholders, community associations and area residents continue as the application review process proceeds and the applicant's team is taking feedback received to inform possible refinements to the proposed development concept. Some of the comments noted could be addressed in later stages of the project, once the land use stage is completed.



# Appendix



## Verbatim Comments

### Opportunities

- Affordable senior housing
- Adequate parking for 2 cars per unit and visitors not spilling out to the streets. Enough exits + entrance to not increase traffic height limited to 10 storeys.
- Please check into the traffic currently into + out of London Drugs Plaza especially. After work & weekend turning on to Bonaventure Drive.
- How will buildings connect to westside of Macleod for pedestrians? There has been a fatality @ the lights

### Constraints

- Traffic Parking
- Infrastructure water/sewage/roads
- Traffic esp. Bonaventura Drive
- Sewer Upgrades? Widen roads around this "monster" project
- This opens a whole "kettle of fish". Inadequate roads, (flint) too narrow
- # of stories not in keeping with community neighborhood. Many seniors + kids in area
- This is terrible wrong! This area is already crowded too much, you are creating a complete mess!!!
- How does this benefit seniors in Acadia & Fairview
- Traffic will be a nightmare! In all directions
- Traffic + Parking. Why not on the west side?(od the Macleod, in the vacant lot)
- Does this mean you will be building an overpass across Macleod?
- The scale and height of the proposed project in totally out of tune with the feel of Acadia. Why not tone it down to 7 storeys at most.
- I heard that the land-south is sinking!
- Parking will be on issue. The development is very inappropriate for the community 26 floors will destroy the feeling of the community. Consider less # of floors max 10 floors.
- Way to big – shadow is an issue- project boards omits summer months.
- This shadow images also omit top of building shadow.
- 26 storeys is Ridiculous!

### General

- Affect on property value
- Rental? Owner? Or mixed use?
- Public engagement session is way understaffed. No one could get any good answers. Basic questions
- Why is there no picture for July
- What are the conditions for the tenants who will be retained
- Your existing businesses will be retained but speaking to owners they font know how that will be feasible. How to ensure the retention?





- Anchor business?
- How it will benefit Seniors in Acadia & Fairview
- The Plan looks good, especially with London Drugs (hopeful staying)
- Are you a developers friend?
- Will probably lease my home in Acadia after 55+ years Ridiculous!
- For current businesses can they own or just rental?
- Development like this makes more sense across MacLeod the old waterslide site.
- 26 storeys TOO HIGH! It will block the Skyview w/c people truly enjoy!
- Will there be improvements to the intersection of Heritage & Macleod? It is very congested especially because flint is so close & train Xing
- Common thoughts & concerns: the city want a lot more tax and income. This provides that. The developer wants to make a lot of \$. This provides that. What does the community get?  
Traffic nightmare, density build up that changes the community, excessive shade 26 storeys really? put it downtown, lost of a great existing businesses, higher taxation as properties get hit by the development changes, NOISE, construction, less peacefulness, more frustration, running out of paper to express all the problems!