



# 1401 17 AV SE

## Applicant-led Outreach Summary

APRIL 2024 | LOC2022-0064

**HUNGERFORD**  
PROPERTIES

# HUNGERFORD PROPERTIES

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Issued April 2024  
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Prepared For Hungerford Properties  
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# HUNGERFORD PROPERTIES

We are astute investors, proud builders, and passionate creators of award-winning and legacy inspired projects across Western Canada.

## Hungerford Values

At Hungerford Properties, our values express what are most important to us day in and day out. Ambition, Diligence, Creativity, Relationships, and Community are at the heart of our culture and what makes us resilient in the communities we build.

## Building Legacy

Hungerford Properties has been active in Calgary's real estate market for the past nine years, specializing in industrial, commercial and retail projects.

Our goal is to create homes and neighbourhoods that bring joy to their residents and make communities proud. We are customer-committed and devoted to making the purchase of every single home satisfying and rewarding. We put together best-in-class teams of consultants, trades, and suppliers to deliver the finest products, and we strive to make every development exceed purchaser expectations.

## Archetype Vancouver, BC



## Project Team



### CIVICWORKS

CivicWorks is a client focused, design forward, and outcome driven urban planning and design consultancy. We operate at the intersection of policy, design and implementation to see plans realized and better the communities, cities and regions in which we work. Our work embodies our core values and is a testament to our reputation as industry leaders and experts in our field.



### BUNT & ASSOCIATES

Bunt & Associates is a team represented by the finest transportation planners, engineers, technologists, and support staff in the industry. With experience spanning across Canada, we offer a balanced and sophisticated insight to both urban and rural transportation challenges. We place high value on outstanding service, building long-term client relationships, and fostering a family-friendly and supportive culture within all of our offices in Calgary, Edmonton, Vancouver, and Victoria.

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## Outreach

# Outreach Roles & Responsibilities

## What Is Our Role? What Is Your Role?

Clarifying community and public outreach roles and responsibilities connected to planning and development projects helps determine who does what, and builds a baseline understanding of the threshold of responsibility across all roles in building a great city. As the proponent of an Applicant-initiated development proposal, the Applicant project team has the associated responsibilities of the Lead.

### As the Applicant, our role in the outreach process is the Lead.

The Lead is the initiator/proponent of a development application and is the primary decision-maker for a proposal leading up to a formal decision of approval/refusal by the designated City of Calgary decision-making body.

## Lead Applicant

The Lead is the primary decision-maker for the project leading up to a formal decision of approval/refusal by the designated City decision-making body.

The responsibilities of the Lead role include:

- Notifying citizens and community groups of the project and any opportunities to learn more or provide input.
- Determining the negotiables and non-negotiables for the project and what is/isn't open for public influence.
- Communicating the constraints and clarifying the scope of the conversation.
- Providing clear, concise, transparent and accurate information.
- Fostering and maintaining a respectful conversation.
- Reporting back if/when collecting input and providing City decision-makers with a summary of the community outreach approach that was taken.
- Keeping citizens and community groups in the loop and closing the loop when decisions are made.

## Support City of Calgary Administration

The Support role assists in the outreach process by providing the Applicant, community / member-based organizations, and the wider public audience with information, tools and resources to improve understanding and aid in the overall success of the outreach process.

The responsibilities of the Support role include:

- Sharing information about City goals and policies.
- Explaining The City's review and decision-making processes.
- Clarifying community outreach roles and responsibilities.
- Creating tools and resources for Participants, Connectors and Leads to help them be successful in their outreach roles.

## Connector & Participant Community / Member-based Organizations

The Connector shares information and insights about a specific community or area with its members to help increase understanding of the local context and to help inform community outreach plans.

- The responsibilities of the Connector & Participant role include:
- Where possible, sharing local information and insights to help build understanding and inform outreach plans.
- Where possible, helping raise awareness of opportunities for people to get involved in local planning projects.

## Participants Local Community Members & General Public

The Participants contribute to the outreach process, listening and providing feedback.

The responsibilities of the Participant role include:

- Seeking out information to become informed.
- Listening and participating respectfully.
- Respecting the scope of conversation, project constraints, and timelines.
- Providing appropriate feedback and remaining open to different ideas.

## Decision-Maker The Development Authority & City Council

The Decision-Maker is responsible for making the final decision to approve/refuse a planning or development application.

The responsibilities of the Decision-Maker role include:

- Reviewing and considering proposed planning or development applications.
- Reviewing and considering the outreach strategy/rationale/approach and any feedback that may have been collected.
- Approving/refusing planning or development applications.
- Establishing the conditions on which the development can proceed, if approved.

### Community Outreach on Planning and Development

Visit [www.calgary.ca/PDA/pd/Pages/Community-Outreach/Applicant-Outreach-Toolkit.aspx](http://www.calgary.ca/PDA/pd/Pages/Community-Outreach/Applicant-Outreach-Toolkit.aspx) for a resource available to anyone who is interested or involved in the community outreach process connected to the planning and development of Calgary and our communities.

# Outreach Approach

## Balancing Multiple Interests

An outreach process is more than a compilation of community participant input by the project team. Our role as the outreach lead requires active listening to determine the root issues underlying individual statements, and reconciling often competing interests and points of view to arrive at evidence-based planning and design solutions. The array of interests that influence any development project include, but are not limited to:

-  **Calgary's Growth & Development**  
Planning for the next generations of Calgarians
-  **Local Area Policy**  
The existing policy framework that guides development
-  **Community Feedback**  
What various citizens and community members think and say about an issue
-  **Economic Viability**  
The needs of the developer to create a viable project

## Our Outreach Approach

Hungerford Properties and the project team are committed to working with their neighbours to build strong and complete communities through thoughtful planning, great design and best-practice public outreach strategies.







Our outreach process has been designed to provide multiple opportunities across a variety of platforms for community participants to learn about the vision for 1401 17 AV SE and to share their thoughts — all with the intent of maintaining a respectful and transparent dialogue.

The project team looks forward to continued conversations with local community members and groups, and would like to thank all those who participated.

## City of Calgary Review and Guidance

The City of Calgary (The City) Administration is responsible for the formal review and consideration of the Land Use Redesignation and Development Permit. City Administration will also provide guidance on implementing a best-practice voluntary Applicant-led outreach process. City Administration will actively monitor and observe key Applicant-led outreach activities and we will provide Administration contact information in Applicant outreach materials. Input collected via project team outreach will be reviewed by City Administration and summarized in reports to Calgary Planning Commission and City Council prior to final recommendations and decisions being made.

# Outreach Strategies

-  **Project Website**  
Dedicated project website ([HungerfordPropertiesInglewood.com](http://HungerfordPropertiesInglewood.com)) providing up-to-date project information and online feedback form.
-  **Neighbour Postcards & Ads**  
Postcard mailers & ads delivered to nearby homes and businesses, providing notification of process milestones and outreach opportunities.
-  **Project Voicemail & Email Inbox**  
Project phone line, voicemail inbox (587.747.0317), and email ([info@HungerfordProperties.com](mailto:info@HungerfordProperties.com)) serve as direct lines to the project team.
-  **Custom Site Signage**  
Temporary signage installed on site notifying the surrounding community of outreach events and ways to get in touch with the project team.
-  **Digital Meetings**  
Digital outreach meetings and live Q&A held with the Inglewood Community Association and Ward 9 Councillor's Office.
-  **In-Person Information Session**  
Project team information session and live Q&A open to all interested participants was held on January 31, 2023 at the YW Hub.



## What We Heard & Team Response

### Overview

Through our outreach channels and strategies to date, feedback was received directly by the project team from the Inglewood Community Association, Ward 9 Councillor's Office, three community members, and a number of people at the In-Person Outreach Event. The project team also considered the feedback themes heard and summarized by The City of Calgary (The City). We would like to thank these groups and community members for sharing their feedback.

In reviewing the feedback collected to date and summarized by The City, the project team has identified five key themes. These key themes outlined in the following pages are each broken into What We Heard and Team Response.

### Our Commitment

Since no single design solution can satisfy all community members completely, the project team cannot integrate everything suggested by our neighbours and the community at-large.

Our promise, however, is that we are transparent about how we reach our conclusions, making the following commitments to all who participate in our outreach process:

- We will provide you with quality information about the project.
- We will ask for your thoughts on key areas of the project.
- We will share what we have heard and our team's response to it.



## 1 Vehicular Parking & Traffic

### What We Heard

Some community members at the In-Person Outreach Event asked about anticipated vehicular parking capacity and any potential impacts to the local road network post-redevelopment.

### Team Response

The project team's schematic design anticipates vehicle parking to be located in an underground parkade accessed off of 17 AV SE as the most convenient point of access. Details related to vehicular parking will be confirmed at the Development Permit application stage.

The subject site is well-located and has excellent access to various modes of transportation. Transit-oriented development is a cornerstone of the entirety of the Brewery-Rail Lands, with the future Ramsay/Inglewood Green Line LRT Station and MAX Purple BRT Stations within easy-walking distance of the site. Establishing desirable, direct and accessible linkages with the greater transportation network is a high priority within the mobility landscape of this site and the broader Brewery-Rail Lands. A number of upgraded connections will increase access both to and from the site for multiple modes of transportation.

In support of the proposed Land Use Redesignation for 1401 17 AV SE, Bunt & Associates completed a Transportation Impact Assessment (TIA) and site specific Transportation Memorandum. The TIA reviewed the mobility context, site access and circulation, intersection capacity, signal warrants, and forecasted trip generation for the surrounding area, including the Brewery-Rail Lands Comprehensive Planning Site. The Transportation Memorandum was prepared to confirm that the densities anticipated in the TIA are consistent with this application and have not changed. The studies have been submitted for review by The City of Calgary as part of the application review process.

To support the anticipated increase of vehicular traffic associated with this proposal, a new traffic signal will be required at the 9 AV SE intersection with 13 ST SE. The 13 ST SE signal is a condition of approval for Hungerford Properties' proposed redevelopment at 1390 17 AV SE, while the Brewery-Rail Lands' development will trigger the installation of new signals at 14 ST and 14A ST SE. A traffic gate located at 13 ST SE has also been identified by The City as requiring removal with the redevelopment of the sites at 1390 17 AV SE and 1401 17 AV SE to enable a new direct connection to the sites.

# What We Heard & Team Response

## 2 Building Height & Shadows

### What We Heard

Some neighbours shared excitement about the proposed built form, while others noted concerns around the maximum building height, with specific concerns shared around potential shadow impacts to Brewery Triangle Park located to the north.

### Team Response

The proposed mid-rise building height and density aims to support future multi-residential in easy-walking distance of a municipally-identified Main Street and primary transit. Located just ±200m from the future Ramsay/Inglewood Green Line LRT Station and nearby to a MAX Purple BRT stop, this site is strategically located to advance the goals of the Municipal Development Plan (MDP) and key directions of the Calgary Transportation Plan (CTP) that link land use decisions to transit, including building complete communities, supporting compact urban forms, and providing greater housing choice along primary transit services.

Currently existing as a single-storey industrial warehouse, the project team acknowledges that the proposed land use and maximum allowable building height will inevitably introduce change for the surrounding area. A conceptual shadow study was accordingly undertaken for the schematic design, using industry-standard modeling, to model any potential impacts to adjacent or nearby properties. This conceptual shadow study for the schematic design has been provided in the back of this document for review.

The conceptual shadow study shows that potential shadows created by the proposed change are generally not expected to adversely impact the nearby low-density residential community. Potential shadowing impacts are anticipated to primarily fall on the properties to the immediate north, with Brewery Triangle Park being impacted mostly in the early evening, as well as more generally on the winter solstice when shadows are cast longest.

Several design strategies can be incorporated into the architecture at the Development Permit stage to mitigate shadowing impacts. By maintaining flexibility through a mid-rise maximum building height, floor area is able to be concentrated into more slender building forms that let direct sunlight penetrate through building separation between multiple built forms, rather than lower building massing that results in larger, bulkier floorplates. Additional shadow studies will be conducted at the Development Permit application stage in an effort to reduce any negative shadowing impacts on neighbouring properties.

## 3 Comprehensive Planning

### What We Heard

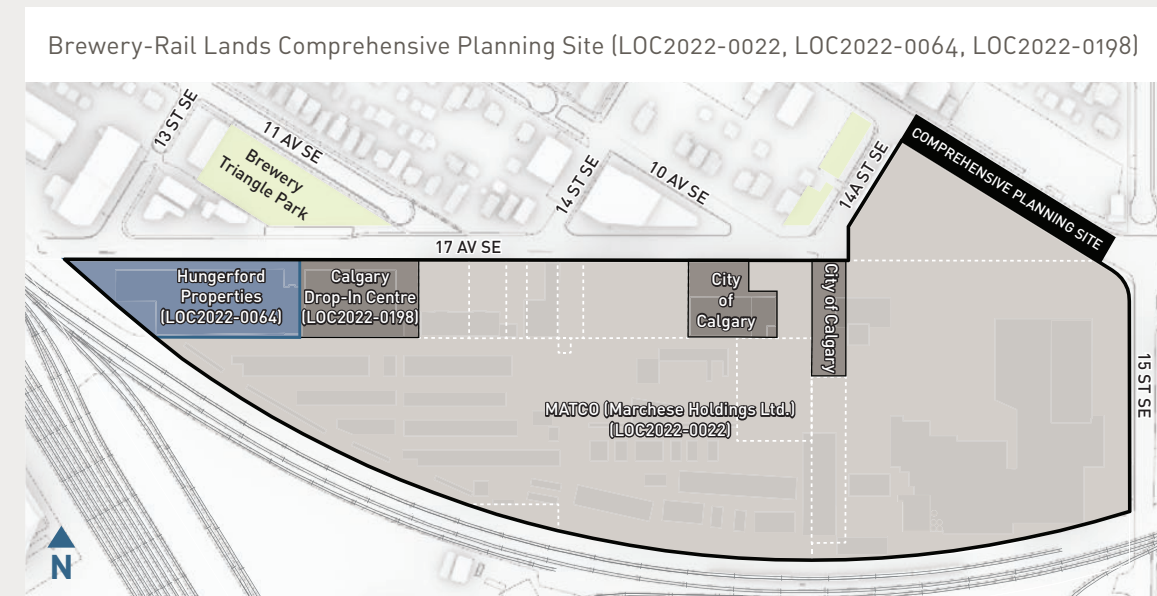
The Ward 9 Councillor's Office and some community members had questions around how the three active (3) Brewery-Rail Lands Comprehensive Planning Site applications would be considered comprehensively. The Ward 9 Councillor's Office also requested that upgrades to Brewery Triangle Park be considered, and that map annotations be utilized to denote potential future roadway and active mobility network connections in the policy amendment to the Inglewood Area Redevelopment Plan.

### Team Response

The City of Calgary is actively reviewing the three (3) Brewery-Rail Lands

Comprehensive Planning Site applications in tandem to ensure a comprehensive review and forward-looking outcome. City Administration is evaluating the benefits of the broader Comprehensive Planning Site team improving Brewery Triangle Park directly, versus providing other benefits to the local area on their project sites.

The project team is working with City Administration on a draft policy amendment to the Inglewood Area Redevelopment Plan, which is proposed to include several new maps with visual annotations indicating the location of new multi-use pathways and roadways. The draft policy amendment is still being considered by City Administration and remains subject to change.





# What We Heard & Team Response

## 4 Concurrent Applications

### What We Heard

The Inglewood Community Association requested that the Land Use Redesignation application be tied to a concurrent Development Permit application.

### Team Response

At this time, LOC2022-0064 is proposed to integrate with the broader vision for the Brewery-Rail Lands Comprehensive Planning Site (including applications LOC2022-0022 and LOC2022-0198) that is seeking to establish high urban design precedents for the area and create new connections.

LOC2022-0064 has been aligned with the Outline Plan for LOC2022-0022, and additional design considerations will be addressed at the Development Permit application stage after Land Use Redesignation. A Mid Scale is proposed for 1401 17 AV SE given the site's locational proximity to Primary Transit—future Ramsay/Inglewood Green Line LRT Station and MAX Purple BRT Route—and the enhanced opportunity to achieve The City's Transit Oriented Development objectives, in terms of intensity and scale.

## 5 New Connections & Parks

### What We Heard

A number of community members expressed their enthusiasm for the proposed public access easement to enable a new multi-use pathway connection towards the future Ramsay/Inglewood LRT Station. Other community members asked for new park spaces.

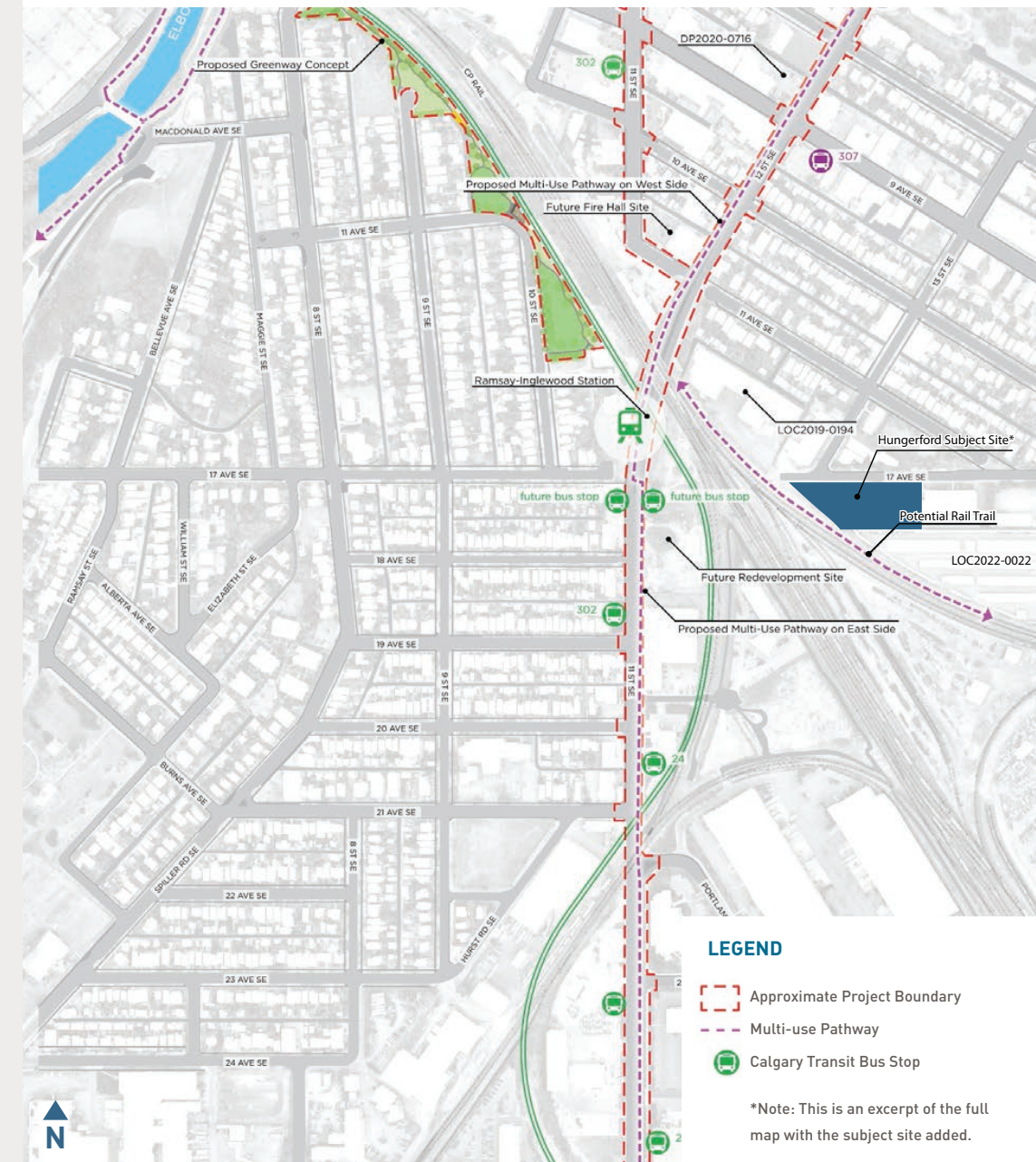
### Team Response

As a single parcel redevelopment, new park space is not required but has been effectively proposed via a public access easement, which will essentially function as a linear park with a multi-use pathway offering new connections to the future Ramsay/Inglewood LRT Station. Since project launch, and in response to community feedback and discussions with City Administration, this public access easement has been refined by widening the proposed easement from 8m to 12m wide along the entirety of the subject site's border with the Canadian Pacific Kansas City (CPKC) Railway.

The proposed multi-use pathway is anticipated to link with other future multi-use pathways proposed via 1390 17 AV SE (Bylaw 117D2021) and the Brewery-Rail Lands application (LOC2022-0022). A fulsome connection from the Elbow River will be conceptually achievable through Hungerford Properties Land Use Redesignation, in conjunction with a proposed City-led Greenway directly north of the Ramsay/Inglewood Green Line LRT station (please refer to map to the right).

Additional maps and figures related to the proposed conceptual multi-modal pathway connection have been provided in the Supporting Materials part of this document.

Ramsay / Inglewood Station Area Improvements Map (Source: City of Calgary)



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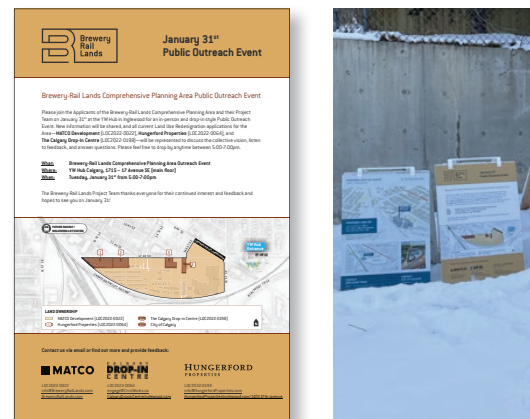
## Supporting Materials

# Outreach Materials & In-Person Event

## Application On-Site Signage



## Outreach Event On-Site Signage



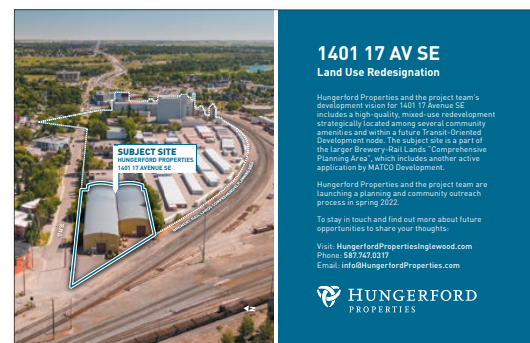
## Neighbour Letters



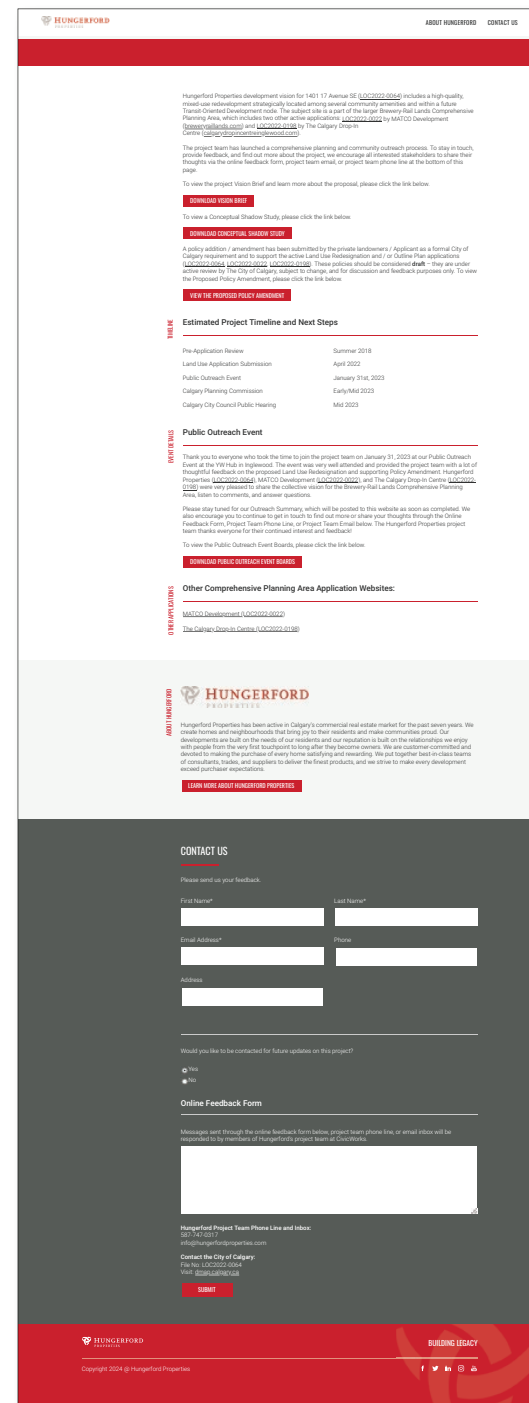
## Outreach Event Postcards



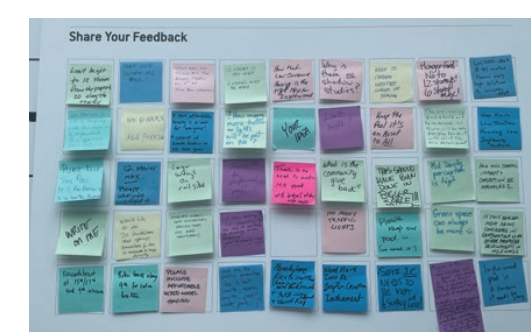
## Community Newsletter Advertorial



## Project Website & Feedback Form

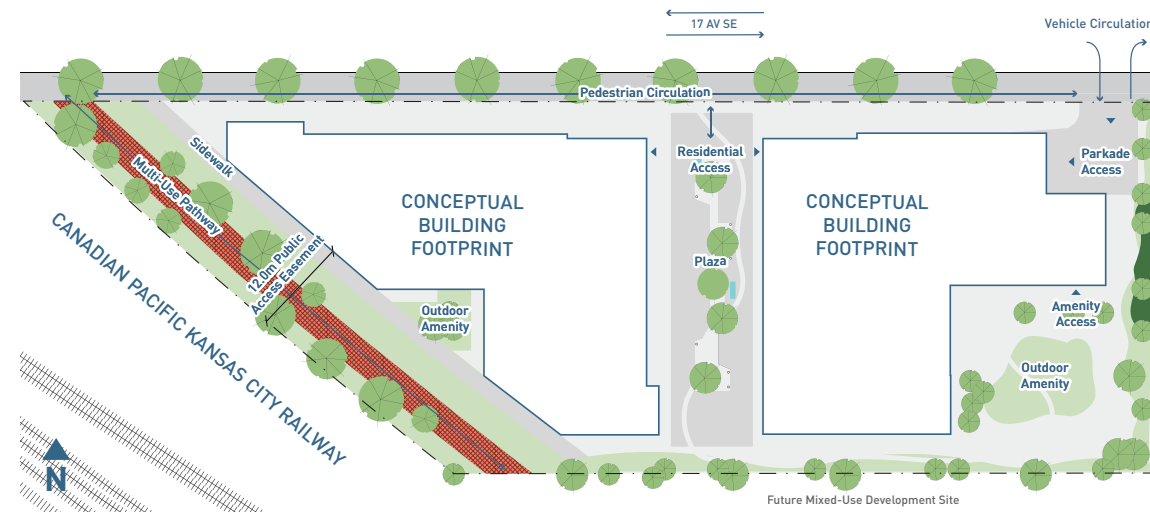


## In-Person Outreach Event

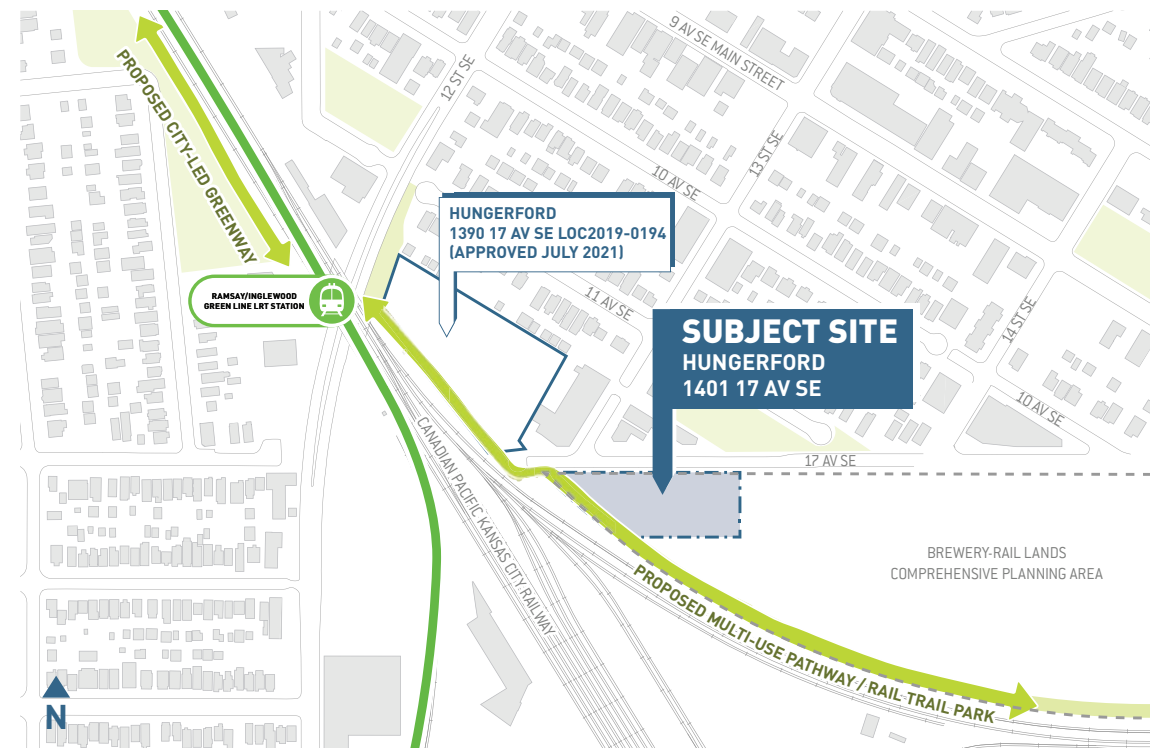


# Conceptual Multi-Use Pathway Connection

Conceptual Site Plan with 12.0m-wide Public Access Easement

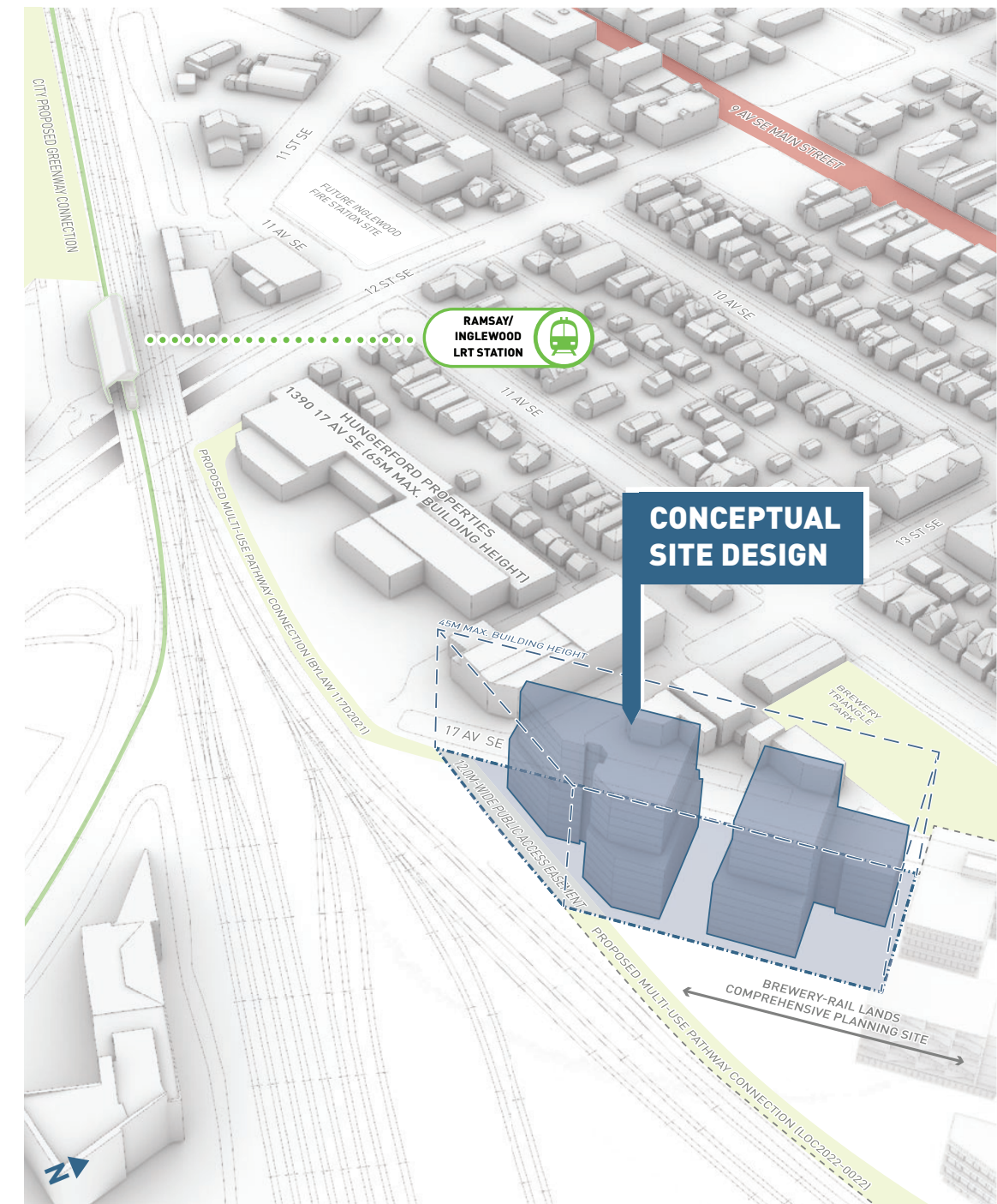


Conceptual Multi-Modal Connections Map



Note: Visual representations are conceptual in nature, details to be determined at the time of Development Permit application.

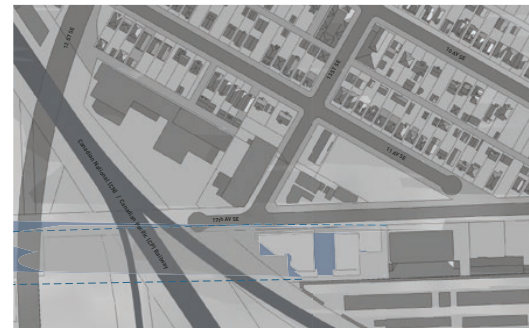
Conceptual Site Design & Broader Multi-Use Pathway Network



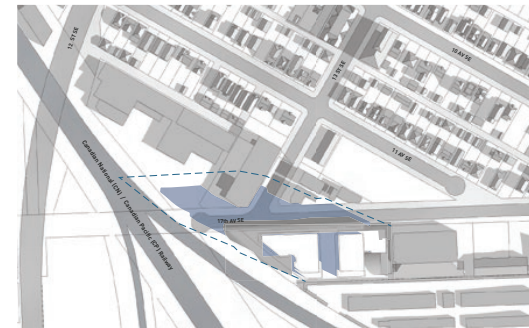
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# Conceptual Shadow Study

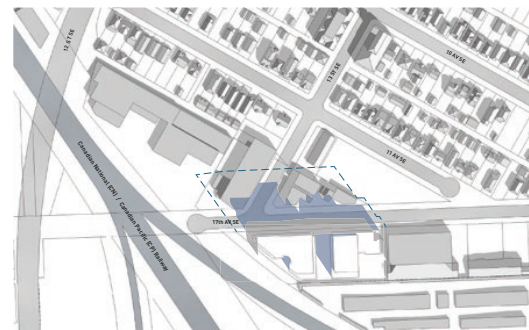
## Spring / Autumn Equinox (March 21 & September 21)



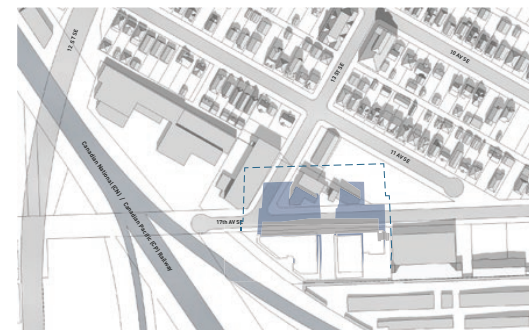
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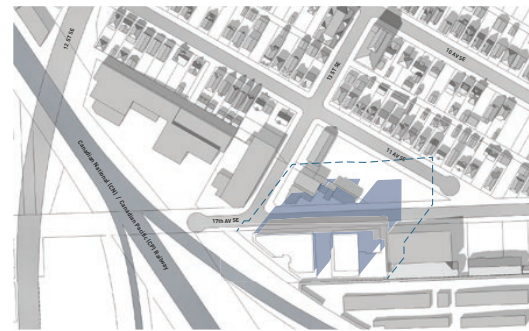
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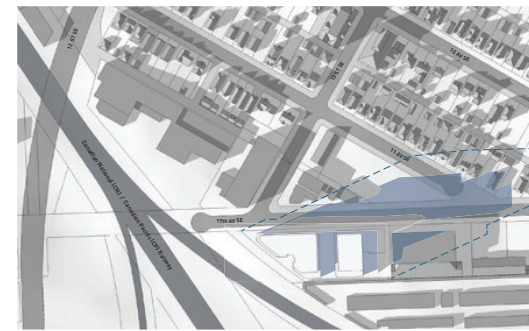
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2:00pm



4:00pm



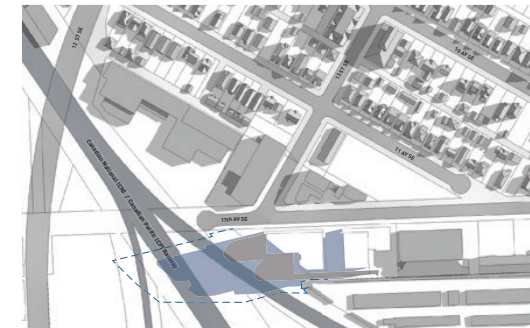
6:00pm

- Zone of Max. Building Envelope Potential Shadow Impact (45m height with no FAR limitation)
- Conceptual Massing Shadow
- Existing Built Form Shadow

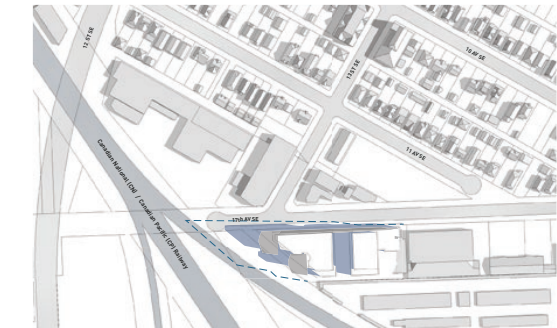


Note: Sun shadow studies and diagrams are created using industry-standard modeling practices to help illustrate how the sun moves across a study area, and estimate the potential shadows that could be cast by a proposed development upon the existing surrounding context. The results of sun shadow studies are conceptual in nature and represent an interpretation of the proposed architectural design, surrounding built form and natural features. Study areas without significant topography (<5% grade change across the site) assume a flat at-grade model surface. Simulated dates and times (8am, 10am, 12pm, 2pm, 4pm and 6pm on equinox and solstices) are based on established City of Calgary requirements. Visual representations are conceptual in nature – details related to building design and shadowing impacts will be confirmed at the time of Development Permit application.

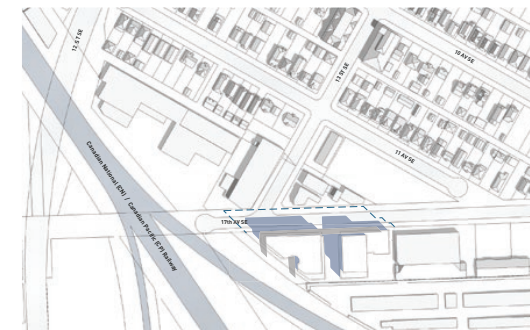
## Summer Solstice (June 21)



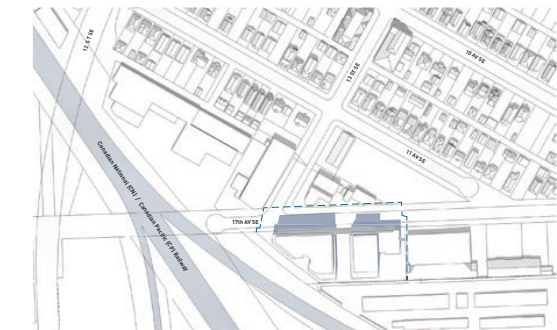
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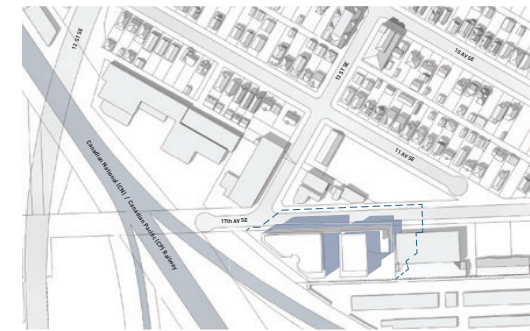
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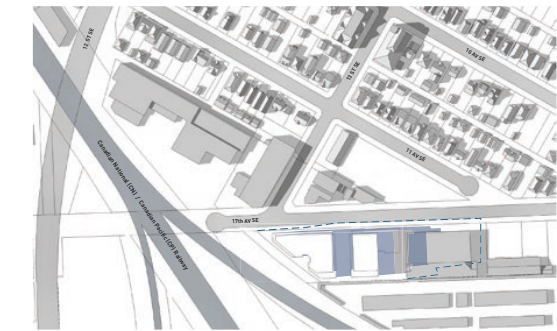
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6:00pm

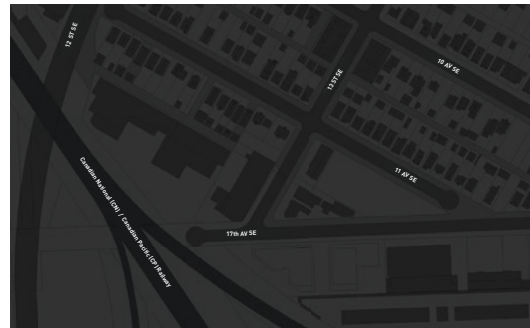
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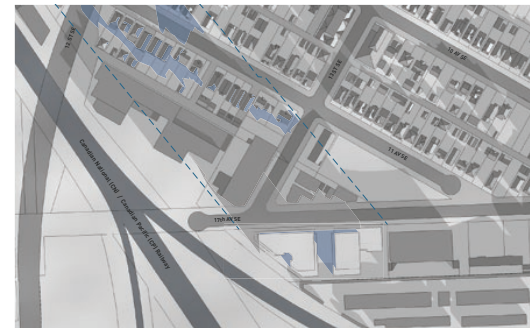
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# Conceptual Shadow Study

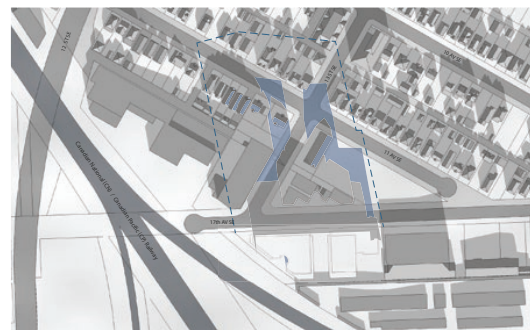
## Winter Solstice (December 21)



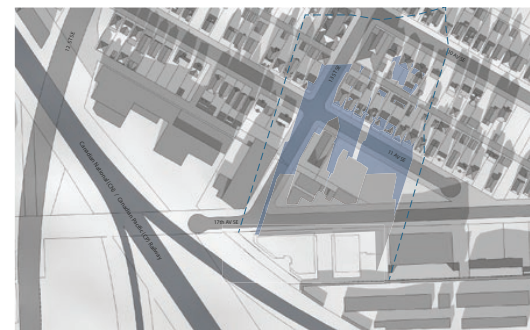
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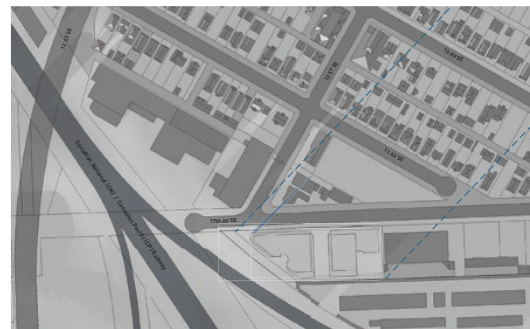
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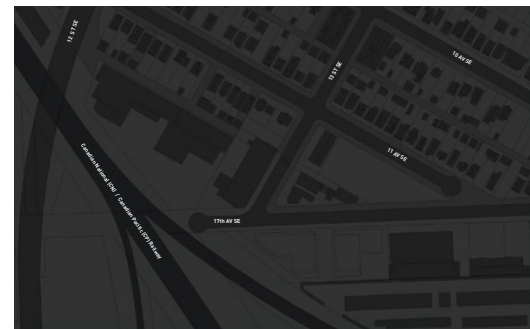
12:00pm






2:00pm



4:00pm



6:00pm

-  Zone of Max. Building Envelope Potential Shadow Impact (45m height with no FAR limitation)
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