

# Applicant Outreach Summary



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## Outreach Strategies



### CITY OF CALGARY & CUSTOM ON-SITE SIGNAGE

To supplement required City of Calgary notice signage, the project team deploys additional on-site signage that outlines key details of the proposed development vision and enabling land use change. The signage also invites interested parties to learn more about the project or share feedback directly with the project team via the dedicated project email address and phone line.



### NOTICE LETTERS

Paired with on-site signage, neighbour application notices were delivered to ±145 surrounding area residents to outline the proposed change and ultimate development vision for the subject site and direct interested parties to get in touch with the City of Calgary and project team. All inquiries, questions, and comments are received, compiled, and responded to by the project team in a timely manner.



### DEDICATED VOICEMAIL & EMAIL INBOX

A dedicated and regularly monitored project voicemail inbox and email address serve as a direct line to the project team, allowing the community members and the general public to learn more about the proposed development vision and enabling land use change, ask clarifying questions, and share their feedback directly with the project team.



### COMMUNITY MEETINGS & INFORMATION SHARING

Detailed development vision information was shared with the Cliff Bungalow Community Association and the Ward 8 Office in the spring of 2024 prior to formal application and once more when a land use change was identified as required through the Development Permit review process. The project team also met with the Cliff Bungalow Community Association in March 2023 to discuss the proposal, receive feedback, and answer questions.

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## Outreach Process

### OVERVIEW

Our outreach process was designed to provide multiple opportunities for community members to learn about the vision for the site early on and to share their thoughts, all with the intent of maintaining a respectful and transparent conversation. Through our outreach channels and strategies to date, feedback from one community member was received directly by the project team. Administration noted that they received feedback from 39 community members and a letter of support from the Cliff Bungalow Mission Community Association. Urban Capital and the project team would like to thank everyone who shared feedback.

In reviewing feedback collected to date (March 2024), the project team has identified three key themes related to building scale, traffic / parking, and the loss of mature on-site trees. Each of these themes are outlined in the following pages and are addressed with both What We Heard and the associated 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:

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



## Key Themes



### 1 PARKING, TRAFFIC & SAFETY

#### WHAT WE HEARD

Some community members expressed concern about the proposed density and number of parking spaces provided on-site, including impacts to available on-street parking spaces, traffic congestion, and road safety.

#### TEAM RESPONSE

The proposed parking supply has been carefully considered and tailored to both the market and the project site's inner-city context. The availability of frequent transit service on 4 ST SW and via the Erlton Stampede Red Line LRT Station within easy walking distance is a key consideration. The availability of everyday needs and amenities within easy walking distance is another. The proposed parking supply of 63 stalls is generally aligned with the Land Use Bylaw which requires 64 stalls to be provided for 136 units (a parking ratio of 0.47 stall / unit). This is just one stall shy of the proposed parking supply. While the project team endeavored to be fully aligned with the Land Use Bylaw, a minor variance of 1 stall is required due to the technical limitations and space requirements of the proposed 3-level underground parkade.

The careful calibration of parking supply also has immediate implications to housing affordability, as the cost of supplying parking ultimately gets passed through to residents. Those purchasing units without an assigned parking stall will realize significant savings in the cost of their home, helping provide more housing choice and affordability in our current housing crisis. We believe our city's housing market should have a supply that meets the unique needs of all Calgarians regardless of budget, size, car ownership, lifestyle, or location needs and preferences.

Based on the project team's experience across multiple projects of similar scale and location, the provision of fewer on-site parking stalls also typically results in fewer vehicles going to and from the site, helping alleviate concerns related to traffic, congestion and safety.

As part of the proposed development vision for River Club, the project will be improving the pedestrian realm around the site and at the key corner of 26 Avenue and 1 Street SW, including pedestrian crossing and curb bulb improvements to shorten crossing distances and increase pedestrian safety at this key crossing.



## 2 BUILDING SCALE, DENSITY & COMMUNITY CHARACTER

### WHAT WE HEARD

Some community members expressed concern about the proposed density and building scale, including impacts to views, privacy, access to light, and neighbourhood character.

### TEAM RESPONSE

While the Mission community has a varied and eclectic mix of densities and building scales, 25 and 26 AV SW have always been streets with some of the highest densities and building scales in the community. This is reinforced by the *Mission Area Redevelopment Plan (ARP)*, which identifies the areas along 25 & 26 AV SW as a 'High Density Residential' area, with supported building scales of up to 17 storeys. The proposed 15-storey scale of River Club is fully aligned with this intent and context.

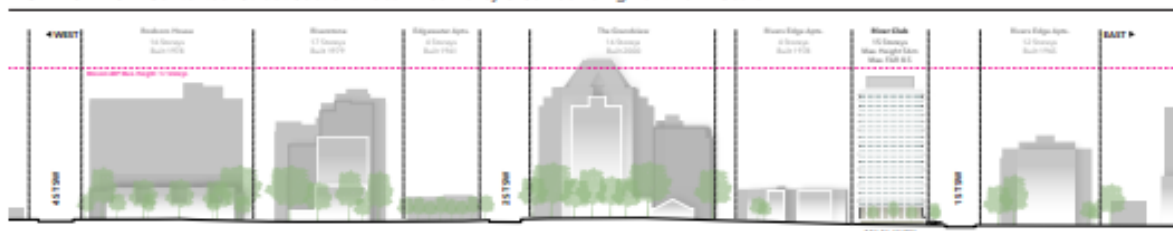
Given the age of the ARP, a site-specific Minor Policy Amendment is required to accommodate development where intensity is measured by floor area ratio (FAR) instead of a maximum unit density to provide greater flexibility in building design, unit size and number. The use of FAR is a more contemporary and progressive approach to regulating building intensity that focuses on the ultimate form of a building instead of the total number of units within. No other changes to the ARP policy are proposed.

Key built form relationships to directly adjacent properties are being addressed through the ongoing Development Permit process, including shifts of primary building mass toward the street to the south and east to provide an appropriate buffer to properties to the north and west and align with the Land Use Bylaw.

FIG. 1 Mission ARP Land Use & Building Scale Policy Map



FIG. 2 26 AV SW Contextual Street Section: Local Area Policy & Surrounding Built Form Scale





### 3 LOSS OF MATURE ON-SITE TREES

#### WHAT WE HEARD

Feedback shared with The City of Calgary through the application process indicated concerns about the loss of on-site mature trees.

#### TEAM RESPONSE

The project team always tries to retain mature existing trees on-site where possible and will ensure compliance with Tree Protection Bylaw (23M2002) through the Development Permit review process. In balancing multiple project needs and community feedback which identified the provision of appropriate parking as a key concern, the project team acknowledges that the construction activities associated with both underground parkade and tall building construction will result in the necessary removal of on-site trees given the scale of both their canopies and root systems which would be impacted by both excavation and above-ground construction activity. It should be noted that almost any development activity on-site that has an underground parkade element would have the same result.

Urban Capital and the project team are committed to high-quality architecture, building materiality, and landscaping to create an aesthetically-pleasing, lasting, and pedestrian-friendly design that complements the surrounding community and contributes to a vibrant public realm. To ensure the long term vitality and health of the urban tree canopy, a detailed landscape plan completed by a Landscape Architect has been submitted along with the supporting Development Permit application currently under review by Administration. A total of 10 trees and 352 shrubs are proposed to be provided as part of the proposed development.





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