

# Applicant Outreach Summary

O2

## Engagement Summary – LOC2024-0097

**Date: July 9, 2024**

O2 is committed to meaningful engagement with the community and interested parties through a variety of tactics. The following engagement strategies were implemented:

- Meeting with the Bridgeland Riverside Community Association
- Correspondence with the Crescent Heights Community Association
- On-site signage

### On-site signage

On-site signage (public notice) was posted on the subject site on April 30th, 2024, in compliance with the City's notice posting standards. The posting included contact information for the project team, enabling the public to provide direct feedback on the proposed redesignation to the applicant or file manager.

### Discussion with the Bridgeland Riverside Community Association

The applicant team met with the Bridgeland Riverside Community Association Planning Director on July 8<sup>th</sup>, 2024 to present the proposed application, request feedback and answer questions regarding the application. Following the meeting, a copy of the presentation was circulated to the Community Association to circulate to other members for information.

Key comments included:

- Greater understanding for the type of luxury product to be sold at the wine and liquor merchant is different than current business inventory available in the community.
- Acknowledgment of potential parking and traffic concerns from community members.
- Less concern over the use with a greater emphasis on encouraging high quality businesses to locate in the community.
- Understood there are active development applications that may increase consumer demand in the immediate area.
- General concern for the pedestrian experience and current challenges surrounding the immediate area.
- Concern for business competition from Bridgeland Liquor Store.
- Pleased to hear of the several mitigation measures that can be implemented to reduce crime or negative behavior on and around the site.

### Correspondence with the Crescent Heights Community Association

The applicant team was unable to meet with the Crescent Heights Community Association, however did exchange email correspondence whereby the Planning Director outlined key concerns from the community on July 8<sup>th</sup>, 2024. A formal response was provided back to the Community Association on the same day.

Key comments included:

- General concern for business competition by Bridgeland Liquor Store.
- More interested to see a café or other similar use over a wine/liquor merchant.
- Concerned about parking and site access.

### Responses to Outreach Feedback

The formal application responds to feedback received through discussions with the Community Association and Administration.

**Luxury Wine and Liquor Merchant:** A high-end wine and liquor merchant is interested in occupying the ground floor of the existing Minto ERA Building. The tenant is interested in selling luxury inventory not typically found in a catch-all liquor store. Currently in Crescent Heights, there is no luxury wine and liquor merchant, therefore a new liquor store in this

## O2

location would diversify available retail commercial offerings and cater to a different customer base not currently supported in the neighbourhood.

**Parking/Site Access:** Access to the site is supported by a variety of transportation modes, including public transit stops less than 100 metres from the site on 4 Street and 1 Avenue. Walking and cycling paths are available around the site, with on-street cycling on 1st Avenue, supporting convenient trips for individuals without access to an automobile. Specific commercial access for the unit will utilize a private driveway that accesses a private loading dock. Deliveries of product will be managed through the private driveway accessible off the lane. Garbage/recycling will be stored at the private loading area for the unit and collected via the private driveway, screening garbage from the street and away from patrons and everyday pedestrians. Twelve (12) underground parking stalls are provided on site for customers to park and shop at the building. In the event the underground stalls are full, there is on street parking on 1 Street NE and 4 Street NE. Overall the site has multiple opportunities to access future commercial businesses and park on site, alleviating potential parking congestion on 1 Street or 4 Street and well connected to multi-modal options increasing site accessibility.

**Alternative retail uses:** The MU-1 land use district supports a variety of retail/commercial uses that collectively contribute to a pedestrian-oriented walkable community. The proposed luxury wine and liquor merchant will fill a vacant commercial space in the building and add value to on site residents and the broader community. It is anticipated once one unit is filled, other tenants will follow, collectively providing a mix of retail/commercial amenities for the community.

**Liquor Store Demand:** A review of several inner-city neighbourhoods determined Crescent Heights is currently underserved based on the number of people per liquor store in the community. In Crescent Heights, approximately 1560 people are served by one liquor store, resulting in a total of 4 liquor stores in the neighbourhood. When compared to Bridgeland Riverside, it also had a high population per liquor store at 1587 people/ store. Other communities such as Hillhurst have a ratio of 1095 people per liquor store and Mission has a ratio of 1126 people per liquor store. Based on City of Calgary data, the estimated population growth of both Crescent Heights and Bridgeland Riverside is expected to outpace the city's growth by 2-to 1 by 2042, reducing the concentration of liquor stores based on the current inventory available.

**New Community Growth:** The Crescent Heights neighbourhood is characterized by a mix of low and medium density residential developments, with approximately 52% of residents living in multi-residential development, a 36% increase compared to broader Calgary. Currently there are several new development applications which propose multi-residential development (LOC2024-0166, DP2024-02583 and DP2024-04008) within 180 metres of the site that would add significant population to the area that would benefit from a future luxury wine and liquor tenant.

**Integration with Sensitive Uses:** Within Calgary, there are several examples of where liquor stores are located near sensitive uses within the separation distance. While the subject site is located near a cannabis store and women's drop in centre, the type of product sold on site coupled with different operational hours compared to the drop in centre reduces the likelihood of negative behavior of patrons. Mitigation techniques such as natural surveillance provided by on-site residents and both a residential and condominium board will contribute to more eyes on the street. A formal reporting structure is provided to businesses and tenants if they feel the building is experiencing increased loitering, vandalism or crime. There are discussions about additional measures such as enhanced lighting, on-site security or security cameras that collectively could enhance a sense of safety for patrons and residents. Overall, we believe there is an excellent opportunity for a different luxury wine and liquor merchant to locate in this building and activate a vacant ground floor retail space.

**Business Competition:** Given the high population servicing liquor stores in both Crescent Heights and Bridgeland Riverside, the applicant team is confident both Bridgeland Liquor Store and the new wine/liquor merchant can support existing and future growth in the immediate area near the site. As both neighbourhoods grow, increased demand for retail/commercial amenities will require additional services to support the growing population. In addition, the future wine/liquor merchant is expected to sell products not sold at the Bridgeland Liquor Store, diversifying the sale of alcoholic products in the immediate area and filling a market gap where no other store sells luxury products.