

# Applicant Outreach Summary

2024 August 2

## Outreach Approach

### What is our role?

Clarifying community 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, we have the associated responsibilities of the outreach lead.

### Applicant (Lead)

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

- Notifies citizens and community groups of the project and any opportunities to learn more or provide input.
- Determines the negotiables and non-negotiables for the project and what is / isn't open for public input.
- Communicates the constraints and clarifies the scope of the conversation.
- Provides clear, concise, transparent and accurate information.
- Holds a respectful conversation.
- Reports back if / when collecting input and provides City decision makers with a summary of the community outreach approach that was taken.
- Keeps citizens and community groups in the loop and closes the loop when decisions are made.

## What is your role?

### City Administration (Support)

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

- Shares information about City goals and policies.
- Explains The City's review and decision-making processes.
- Clarifies community outreach roles and responsibilities.
- Creates tools and resources for participants, connectors and leads to help them be successful in their outreach roles.

### Community / Member-based Organizations (Connector & Participant)

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

- Where possible, shares local information and insights to help build understanding and inform outreach plans.
- Where possible, helps raise awareness of opportunities for people to get involved in local planning projects.

### The Community (Participant)

The participant participates in the outreach process.

- Seeks out information and is informed.
- Listens and participates respectfully.
- Respects the scope of conversation and project constraints.
- Provides appropriate feedback and remains open to different ideas.

### City Council and the Development Authority (Decision Maker)

The decision maker is responsible for making the final decision to approve/refuse the planning or development application.

- Reviews and considers proposed planning or development application.
- Reviews and considers the outreach strategy / rationale / approach and any feedback that may have been collected.
- Approves or refuses the planning or development application.

# Outreach Approach

## Outreach Process & Reporting

Unitii and the project team are committed to working with neighbours to build strong and complete communities through thoughtful planning, great design and robust outreach.

Our outreach process was designed to provide multiple opportunities across a variety of digital and distanced platforms for participants to learn about the vision for Davis Block and to share their thoughts — all with the intent of maintaining a respectful and transparent dialogue.

The project team sorted all participants' feedback collected via the Applicant-led outreach according to key themes. Each identified key theme was broken into "What We Heard" and "Team Response" and was discussed in the following What We Heard Report.

The project team looks forward to continued conversations with local community members and community groups and thanks all those who have participated.



## **Balancing Multiple Interests**

An outreach process is more than a compilation of participants 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 which influence any development project include, but are not limited to:

- **Calgary's Growth & Development**  
Planning for the next generations of Calgarians
- **Local Area Policy**  
Existing policy framework that guides development
- **Participant Feedback**  
What various participants think and say
- **Economic Viability**  
Needs of the developer to create a viable project

## **City of Calgary Review and Guidance**

City of Calgary Administration is responsible for the formal review of the Land Use Redesignation and Development Permit applications. City Administration will also provide guidance on implementing a best-practice voluntary participants outreach process.

City Administration will actively monitor and observe key Applicant-led outreach activities and will provide Administration contact information through Applicant outreach materials. Input collected via Applicant-led 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

## Outreach Voicemail & Email Address

An outreach voicemail and email inbox were established providing direct lines of communication for community participants to contact the project team. The outreach phone number and email address are posted on the website, mailers, and on-site signage.



## On-Site Signage

The project team installed on-site signage following submission of the Land Use Redesignation in February 2024. This on-site sign summarizes the Land Use Application and Development Vision and provides contact information for the project team (phone number, email address, and webpage) and City of Calgary ([developmentmap.calgary.ca](http://developmentmap.calgary.ca)).



Note: Preliminary rendering.

## Informational Brochures & Advertorial

Trifold informational brochures were hand-delivered to all surrounding residents and businesses within  $\pm 200\text{m}$  of the subject site. A Great News advertorial was also published in the March 2024 edition of the local newsletter, *The Mission Statement*. The brochures and advertorial summarize the Land Use Redesignation application and Development Vision, as well as provided contact information for the project team (phone number, email address, and website) and City of Calgary ([dmap.calgary.ca](http://dmap.calgary.ca)).



Note: Preliminary rendering.





### **Project Website**

A dedicated project website ([davisblock.ca](http://davisblock.ca)) was launched in February 2024. The website provides an opportunity for interested participants to learn about the vision for Davis Block and enables convenient 24-hour access to the most up-to-date project information. The website includes a feedback form and provides contact information for the project team (phone number and email address) and The City of Calgary ([dmap.calgary.ca](http://dmap.calgary.ca)).



### **Digital Information Session**

An online Digital Information Session was held on June 10, 2024, providing local businesses, residents, and other interested parties the opportunity to learn more about the project, ask questions, and provide their input on the proposed development. Feedback from the Digital Information Session is summarized along with the other means of engagement communication in our What We Heard Report.



### **Community Information Sharing & Meetings**

Continuous information sharing with the Cliff Bungalow-Mission Community Association and the Ward 8 Councillor's Office throughout the application process ensures open lines of communication, along with supplemental meetings when required to discuss the development proposal. Feedback and comments gathered from these meetings has been summarized and responded to as Feedback Themes in the project team's What We Heard Report.

# What We Heard Report

LOC2024-0041 & DP2024-03179

## Our Commitment

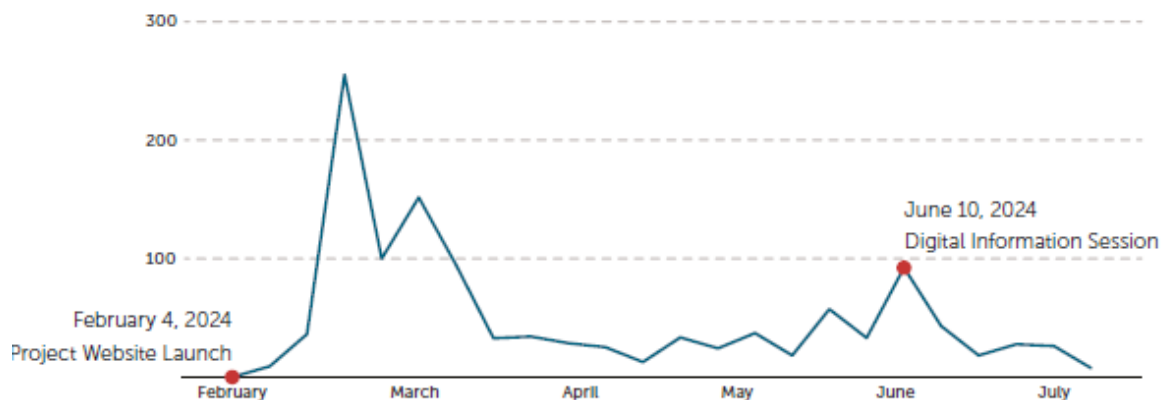
Since no single design solution can satisfy all citizens and community groups completely, the project team cannot integrate everything suggest by our neighbours and the community at-large. Our promise however is that we are transparent about how we reach our conclusions, making the following commitment to all who participate in our process:

1. We will provide you with detailed information about the project.
2. We will ask for your thoughts on key areas of the project.
3. We will share what we heard through the course of our process and our team's response to it.

## Background

On June 10, 2024, the project team hosted a Digital Information Session to bring together the project team, interested parties, local area residents, the City of Calgary, the Ward 8 Office, and the Cliff Bungalow-Mission Community Association (CBMCA) to discuss the Davis Block Land Use Redesignation application (LOC2024-0041) process and Development Permit application (DP2024-03179). This session provided an opportunity for the project team to present detailed project information, outreach strategies, and common feedback themes heard to date, and a chance for interested parties to ask questions and provide feedback to the project team. The Digital Information Session was widely advertised by the Applicant Team through the project website with registration and event information; updates to the custom on-site signage to advertise the event and provide registration information; postcards delivered to all residences and businesses within  $\pm 200m$  of the project site and information sharing with the City of Calgary, the Ward 8 Office and the CBMCA.

## Project Website Page Views



Note: Project website analytics were collected on July 17, 2024. Page views and unique visitors recorded after this date are not included in this report or graph.

During the 6-month outreach period thus far, the Project Website received 845 unique visitors, 1,200 page views, and 37 registrations for the Digital Information Session. A total of 23 participants attended the 1.5-hour Digital Information Session on June 10, 2024.

In addition to the Digital Information Session, the project team also met in person, on-site with the direct neighbours at 529 20 AV SW, as well as digitally with the residents of Mission Crossing, located across the laneway. Further meetings were held with the Ward 8 Office and the CBMCA. The City of Calgary's West Elbow Communities Local Area Planning and Heritage Guidelines teams were also engaged to ensure appropriate alignment in advance of their emerging policy work, which is not anticipated to come into effect until the summer of 2025.

## What We Heard

Project feedback was derived from all emails, phone calls, meetings, and The City of Calgary for the Davis Block proposal. Seven overarching feedback themes emerged. Each topic begins with an outline of what the project team heard and then provides the project team's responses.

## Feedback Themes

1. Historic Character
2. Affordability
3. Parking & Traffic
4. Mature Tree Canopy
5. Architectural Design
6. Privacy & Shadowing
7. Emerging City Policy



# What We Heard Report

## Historic Character

### What We Heard

Through general outreach, a number of community participants and the CBMCA brought forward questions about the possibility of preserving the existing historical structures on the site and/or how the proposed development could better reflect the heritage nature of the Cliff Bungalow community.

### Response

Despite none of the existing structures on the site being legally protected/designated or identified on The City of Calgary's *Inventory of Evaluated Historic Resources*, Unitii has made notable efforts to respect Cliff Bungalow's heritage nature by incorporating historic elements into the design.

Unitii is offering the existing buildings for relocation, allowing interested parties to relocate these structures at their own cost and liability. The structures themselves would be provided at no cost. This initiative provides a unique opportunity for individuals or organizations to preserve and re-purpose the buildings, thus maintaining their historical and architectural value in a new location. For the portions of the buildings that remain, Unitii will organize a coordinated salvage program. Through this program, community members and heritage enthusiasts will be welcome to acquire heritage materials from the existing buildings. This includes distinctive architectural elements, fixtures, and other materials that embody the unique character and history of the site. By facilitating both the potential relocation of entire structures and the salvage of heritage materials, Unitii aims to promote sustainability and honor the community's appreciation for these buildings.

A heritage commemoration / interpretive plaque is also proposed to be installed to honor the community's rich history and cultural heritage. The content of the plaque is anticipated to provide information about the existing heritage structures on site. The installation will be strategically placed in a prominent, easily accessible location to encourage public interaction and reflection. By integrating a commemorative plaque, the design will celebrate the community's legacy, while also educating current and future Calgarians. Unitii and the Davis Block team will work with Heritage Calgary and The City of Calgary's Heritage Planning Department to ensure an appropriate outcome for this historic feature / commemoration proposal. Unitii has additionally been in contact with the Davis family, the historic and long-time owner of these properties. The project name "Davis Block" seeks to recognize the historical legacy of the Davis family as the previous stewards of the subject property and buildings by honouring their namesake.

While the Development Permit application (DP2024-03179) remains under review by City Administration and subject to change, significant changes have already been incorporated into the design to better align the proposal with the unique and historical community of Cliff Bungalow. The project team has revised the proposed building's materiality based on requests from the CBMCA and local residents, with the addition of a significant amount of brick along the building's key interfaces like 5 ST SW and most-experienced façades along 20 AV SW. The use of brick masonry reflects the materiality of surrounding homes and apartment buildings. Contextual projections of the building on the lowest three storeys are also being integrated into the design to create more of a "townhome" feel from street-level. Other design changes will continue to be incorporated through the active application DP2024-03179.

## Affordability

### What We Heard

The project team received feedback regarding current residents and the replacement of relatively affordable housing in the neighbourhood of Cliff Bungalow, as well as questions about unit pricing and other affordability considerations.

### Response

The Davis Block development is proposed as a purpose-built rental building and is anticipated to have an affordability component. The project team is currently exploring the specifics of an affordability component for this proposal and the number of affordable units is accordingly not yet set, but is presently expected to be approximately 10% of all units offered. While the proposed development is not intended to fall under the publicly-provided and funded "Affordable Housing" spectrum, Unitii is pursuing CMHC financing options as part of the National Housing Strategy. At this early stage of the project, rental rates have not yet been determined, but through the terms of this financing, the development's total rental rates are required to be at least 10% below market rental rates for at least 10 years. Pending Council's decision on the Land Use Redesignation application, this development is anticipated to qualify based on the success of past applications. By implementing untethered parking, deeper affordability can also be achieved for some future residents.

Davis Block is currently proposed with ±71 units, representing a notable increase in housing supply relative to what is available today (18 units). Research shows that increasing housing supply improves housing affordability over the long-term, as adding more units means fewer people are competing against each other to find a home

that fits their needs and budgets. Nearby rental costs can also be reduced as a result of increased supply, as older units need to be priced more competitively to attract tenants. In the case of Davis Block, the units proposed are expected to be a mix of two-bedroom, one-bedroom and studio units and will be offered to a wide market that could include young professionals, retirees, students, couples, downsizers, or families, among other groups who value vibrant and walkable neighborhoods. As the owner-developer, Unitii will retain ownership and act as property manager for all units. This approach ensures that Unitii has a vested interest in maintaining positive relationships with their neighbours. Furthermore, Unitii will be in direct contact with existing residents to assist them through the relocation and moving process.

## Parking & Traffic

### What We Heard

The project team received comments about existing traffic congestion and on-street parking, asking how the proposed parking and associated development would impact these conditions and how they can be mitigated.

### Response

The project team consulted with Bunt & Associates Transportation Planners & Engineers (Bunt & Associates), which prepared an independent Transportation Impact Statement (TIS) that assessed local area trip generation, intersection operation, signal warrants, road network capacity, parking supply, and active transportation infrastructure. This report has been made publicly available on the project website ([www.davisblock.ca](http://www.davisblock.ca)) for download and review, and was submitted to The City of Calgary Mobility Engineering department for review and record. The TIS determined that this proposal is not anticipated to be a significant generator of total daily traffic volume and that all adjacent roadways and the laneway will continue to carry traffic volumes below their guidelines after the addition of this development.

The expected traffic generation for Davis Block is approximately 15 trips per hour, which is well below The City of Calgary threshold of 100 trips per hour for a Traffic Impact Assessment (TIA) to be required by a Professional Transportation Engineer. The proposed development is also exceeding Bylaw-required on-site vehicle parking supply so a Parking Study was not triggered. For this strategic and well-connected inner-city location, The City of Calgary would require 34 on-site vehicle parking stalls. Unitii is proposing 60 parking stalls, all to be located in an underground parkade accessed off the rear laneway.

While the project team voluntarily had Bunt & Associates complete a TIS to help make informed decisions about parking provision, traffic generation, and safety, The City of Calgary also specifically required a safety analysis of the 5 ST SW intersections with 20 AV SW and the rear laneway – this analysis was incorporated into the TIS. The intersection of 5 ST SW and Royal AV SW is notably off-set from both the intersections with 20 AV SW and the rear laneway – this offset condition was included in Bunt & Associates' modelling. It was determined that the net impact of development traffic associated with Davis Block would represent a 1.3% uplift of turning movement volumes at 5 Street & Royal AV SW/laneway. This uplift in traffic would not be expected to appreciably impact collision potential.

Davis Block is also proposed with 80 bicycle parking stalls to take advantage of the site's immediate adjacency to a shared, on-street bikeway along 5 ST SW providing connectivity to the Elbow River pathway system and Centre City Cycle Track network. Active infrastructure and the provision of bicycle storage helps reduce the demand for motor vehicle-ownership and usage.

The City of Calgary additionally will require Unitii to rehabilitate the rear lane at the time of development at their own expense, further assisting driving conditions along this key interface of concern. Other mobility aspects are currently under review as well in order to ensure a safe, amply parked, and responsible redevelopment.

## Mature Tree Canopy

### What We Heard

A common theme in the feedback regarding the proposed site design was concern over the potential loss of mature tree canopy due to redevelopment, specifically the boulevard trees located along 20 AV SW.

### Response

The project team is dedicated to preserving as many existing mature trees as possible, especially in public boulevards and near property lines. Due to balancing required Bylaw setbacks, building/garage siting rules, and providing ample parking on-site, it can be challenging to save all mature trees. When a tree's survival is uncertain, an arborist will be consulted to assess the viability of retaining it based on its root system's condition and any expected pruning. For trees that are deemed unable to be feasibly retained with redevelopment, Unirii is committed to replacing them with the most mature trees possible ( $\pm 100$ mm in caliper) to ensure immediate visual impact and environmental benefits. Advanced transplanting techniques and post-transplant care will be employed to support the successful establishment of these mature trees. The project team will continue to engage with The City of Calgary's Urban Forestry department to determine the boulevard trees landscape plan.

The proposed M-H1 District includes specific landscaping rules, such as minimum requirements for the number of trees, shrubs, and their sizes. For Davis Block, a Landscape Plan has been submitted with the Development Permit application (DP2024-03179), which currently includes 18 new trees and 102 new shrubs. A strategic planting program is planned to ensure ample landscaping along both the 5 ST SW and 20 AV SW frontages.

## Architectural Design

### What We Heard

Some community participants asked if the proposed development's architecture is taking into account the historical nature of the community, as well as if any materiality or other design changes would be considered.

### Response

While not a matter related to the Land Use Redesignation application (LOC2024-0041), the project team is making a number of design changes through the staggered-concurrent Development Permit application (DP2024-03179) related to the architectural design. This staggered-concurrent application process allows for The City to review a comprehensive and thoughtful 'bricks-and-mortar' development proposal alongside the proposed Land Use Redesignation. This approach also helps community members better understand the development concept and directly informs decision-making by The City of Calgary Council.

Project team architect, S2 Architecture, has been working diligently to revise the design in response to feedback around ensuring a contextual fit with neighbours and the community. A significant amount of brick has been added along the building's key interfaces like 5 ST SW and most-experienced facades along 20 AV SW to reflect the materiality of surrounding homes and apartment buildings. Several other design changes around ensuring the first three storeys' doors, windows and entrances better respect the community's nature have also been made, creating a rhythm of doors with the feel of townhomes along 20 AV SW rather than a singular building. The project team will continue to work with The City of Calgary on the Development Permit application to ensure a great design outcome.



## Privacy & Shadowing

### What We Heard

The project team heard some questions from nearby residents about the building and how this change in scale would impact neighbouring properties from a privacy and sun-shadow perspective. In specific, some residents across the laneway had concerns about overlooking from the proposed Davis Block rooftop amenity space onto their existing rooftop amenity spaces, while others had questions about their access to sunlight post-redevelopment.

### Response

The project team acknowledges that any redevelopment beyond what currently exists on site will inevitably result in changes to sight lines and will have sun-shadow and overlooking impacts to neighbouring properties. The project team is working hard to ensure these are mitigated as much as possible in a number of ways.

The project team has designed the proposed 5-storey building to respond to differing built form edge conditions, generally gathering mass toward 20 AV SW and 5 ST SW, locating mass away from lower density neighbours across the lane and to the east. Davis Block incorporates a street-oriented design that aligns with M-H1 District setback requirements and which includes specific Bylaws around contextual setbacks away from lower density properties. In specific, the building's eastern edge shared with an existing single-detached residence has a 6m setback above the third storey (10m height). While not required, Davis Block is also proposed with a 6m setback for the entire building along the laneway. This massing expression helps create a more active street frontage through integration of at-grade, street-oriented units, while reducing massing nearby the townhomes across the laneway and

allowing for sunlight penetration both southward and eastward from the site.

The proposed rooftop amenity space has been pushed northward further away from the rear laneway to reduce potential overlooking toward the townhome rooftop amenity spaces located to the south. Strategically frosted windows / glazing along the eastern edge are also being explored through the Development Permit application (DP2024-03179) to better mitigate potential privacy or overlooking impacts along this edge.

To help community members understand the potential shadow impacts associated with the proposed development vision, a sun-shadow study analysis was undertaken using industry-standard modeling, to ensure minimal impacts to adjacent neighbours. The analysis shows that, despite the building height increase, the shadows created by the proposed development are not anticipated to adversely impact the community. Please refer to pages 58-60 in this document to review the shadow studies that examine the potential impacts of the associated Development Permit application.

The originally submitted maximum building height modifier of 22.0m via the Land Use Redesignation application (LOC2024-0041) is proposed to be reduced to only what is required to enable the staggered-concurrent Development Permit application. Davis Block is  $\pm 19.3$ m in height as currently reflected in the Development Permit application (measuring to the top of elevator and stair access on the rooftop, in addition to rooftop furniture including pergolas), and the Land Use Redesignation application's maximum height will be reduced to 21.0m provide more certainty to community members, ensuring that no larger building could be constructed than currently proposed by the project team.



## Emerging City Policy

### What We Heard

The Ward 8 Office and some other community participants asked if this application is taking into consideration the emerging work that The City of Calgary is undertaking for the West Elbow Communities Local Area Plan.

### Response

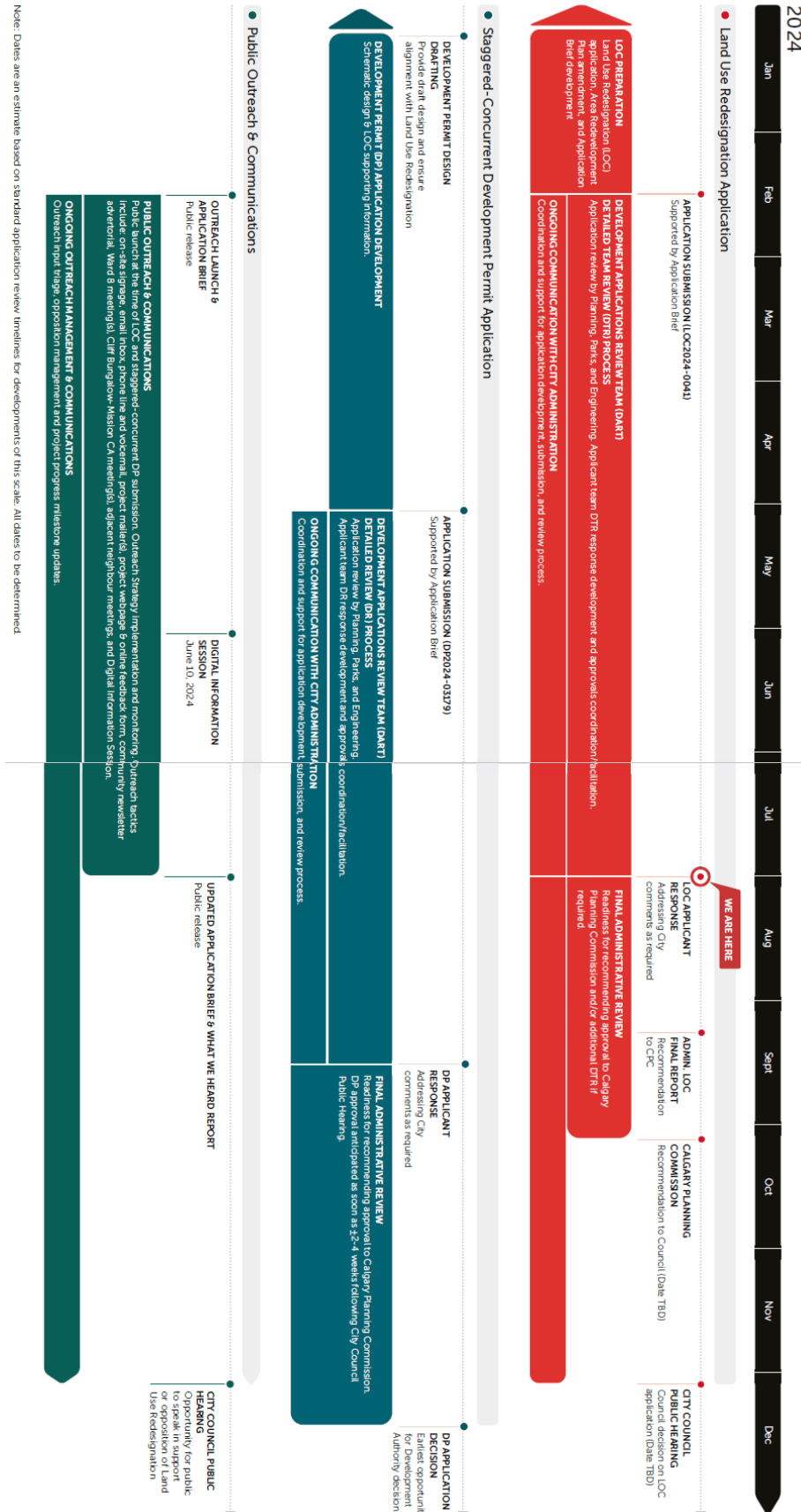
The Davis Block proposal recognizes the ongoing City-led work to establish the West Elbow Communities Local Area Plan (LAP), which is being actively created and currently anticipated to go forward to Committee and Council for decision in 2025. Once prepared and approved, the West Elbow Communities Local Area Plan will replace the Cliff Bungalow Area Redevelopment Plan (ARP).

The draft West Elbow Communities LAP (May 2024) *Existing and Potential Areas for Growth Map* currently denotes the Davis Block site as a "Potential Growth Area" supportive of 4-6 storey buildings. While not yet drafted or in effect, the West Elbow Communities LAP is also anticipated to include a Heritage Guideline Area(s). In recognition of this emerging work, the Davis Block project team met with the West Elbow Communities LAP and Heritage Guideline Area team to work with them on an appropriate outcome in advance of any new draft policies. As a result of City suggestions, several design moves are being voluntarily incorporated into the Development Permit application (DP2024-03179).

The first three storeys are being revised to have front entrances better aligned with the historic nature of the Cliff Bungalow community, including projections that help to emulate the feel of townhomes rather than a single building. Window and door designs facing 20 AV SW have

additionally been modified to more accurately reflect the community character, providing more vertical orientation and historic aesthetic. Significant materiality changes have also been made to ensure that the Davis Block proposal fits contextually within the Cliff Bungalow community.

# Generalized Outreach & Approvals Timeline



Note: Dates are an estimate based on standard application review timelines for developments of this scale. All dates to be determined.