

Applicant Outreach Summary

2024 October 23



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24 | OCTOBER

WestMount South Land Use Amendment

What We Heard Report



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1.0

PROJECT INTRODUCTION

QuadReal Property Group submitted a Land Use Redesignation for its WestMount South lands to the City of Calgary in the summer of 2024. Through the project, QuadReal seeks to increase density and provide flexibility to meet market needs.

The undeveloped WestMount South is in the community of Lincoln Park in proximity to Mount Royal University and nearby a commercial district. The site is currently designated as a Direct Control (DC) District based on the Mixed-Use – General (MU-1) District, which was previously approved in 2019. The current DC allows for mixed-use development with a maximum of 891 units.

The land use redesignation proposes to allow greater flexibility and maintain the same mixed-use base district but allows for greater density to be achieved through a Floor-Area-Ratio (FAR) modifier.

What is FAR? Floor Area Ratio is calculated by dividing the gross floor area by the total site area.

The vision for WestMount South is to create a pedestrian and transit-oriented development, focused on residential opportunities. To build community, the development will connect to its surrounding areas through commercial services and green spaces welcoming community interaction.





A mix of medium density residential buildings.



A vibrant mix of uses will act as WestMount South's core.



Gathering space for existing and future residents and community members.



A human-scale pedestrian environment.

FIGURE 01: LOCATION



2.0

ENGAGEMENT OVERVIEW

The engagement approach was anchored on community outreach and project team led information sessions.

The sessions were intended to inform the public of the proposed amendment, answer questions and gather perspectives. Communication outreach was uniquely targeted to audiences, recognizing their diverse connections to the neighbourhood.

The following tactics were completed:



Community Outreach and Supporting Assets

Email outreach was conducted to share an invitation to an upcoming information session. Ready-made social media posts were created and included with outreach emails to provide associations with social content to share on their channels. Community associations were offered one-on-one meetings to discuss the proposed amendments with the project team. The project team connected with Ward 8 and Ward 11 councilors to notify them of the proposed amendment.



Informational Flyer

A project flyer was created as a supporting document to provide to community associations and businesses when conducting outreach. The flyer provided more context related to the proposed changes.



Promotional Postcard

A postcard inviting recipients to a virtual information session was delivered to 500 residents and businesses in the Lincoln Park area. This included residents in Garrison Green, the neighbouring condominium of Trafalgar House and Laurel House at the Park, Carewest facilities and ATCO park.

Information Sessions



Virtual Information Session

On September 11, 2024, the project team hosted a virtual information session to share details about the proposed land use redesignation, and to welcome questions and feedback from the community. The virtual information session was well attended, and the audience was highly engaged. A two-way conversation between the project team and the attendees took place for nearly 45 minutes of the scheduled hour.

76

**Registered
for the Event**

55

**People
Attended**

48

**Comments
Received**

Overall, attendees were generally curious about the project. Questions related to retail, density and parking were among the most discussed.



Older Adult Community Engagement

Two older adult communities are located directly adjacent to the south of the project site. The project team reached out to administrative contacts at CareWest Garrison Green and United Active Living to propose an in-person engagement opportunity. The project team recognized that many of these residents may not have access to engage virtually and sought to provide an equitable option. An in-person session was coordinated with United Active Living to be host at their facilities on October 11, 2024. However, due to unforeseen events, the in-person session was cancelled two days prior to the event. As an alternative, the project team created an informational booklet to be distributed to residents. United Active Living worked with the project team to help distribute the booklets and collect feedback.

138

**Residents
Received the
Information Book**

2

**Feedback
Emails Received**

1

**Feedback
Form**

3.0

WHAT WE HEARD SUMMARY

3.1 Feedback by the Numbers



WHAT WE HEARD SUMMARY

Collection method:

Comments shared during the virtual session and via email submission

The proposed land use amendment was met with mixed feedback from surrounding community members. Questions received were predominantly focused on the change in density, management of parking and the development of retail in the area.

During the virtual information session, some attendees expressed their enthusiasm to see the land become developed. A few attendees shared their support for mixed-use zones and expressed that the WestMount South development presents an opportunity to bring life to the area. It was mentioned that the university district is an area where this development could draw inspiration. One attendee shared that the development should consider diversity when attracting new residents and this should not develop into a monoculture with the existing contrast of students and seniors in the area.

Supporters who emailed the project team directly and/or submitted comments to the City expressed their interest in improved retail amenities. The feedback collected indicated that the proposed is an opportunity for new pedestrian-friendly spaces, with additional trees and green spaces.

Some of the feedback collected included 'thank-you' comments for conducting outreach and engaging with the community.

Conversely, feedback received in opposition questioned the proposed increase in density. Some members of Garrison Green expressed concern that their quiet community would be impacted by increased traffic and an increase in residents. Parking was a concern for some residents who live or work at United Active Living – it was shared that the street parking on Peacekeepers Way SW was already limited, and the development would further stress the parking in proximity to the facility.

Some of those who engaged during the virtual session or via email sought to further understand the Transportation Impact Assessment (TIA) and its findings.

A few shared concerns that the proposed would not include retail space once developed, as this has been an ongoing discussion and desire in the area.

It was shared that the community was in support of the previous land use designation (2019) and thought that there are benefits that could result from the existing MU-1 district. It was felt that new modifications or proposed changes to density were not necessary.

Collection method:

Written feedback received from United Active Living

The feedback received from residents and staff of United Active Living also showed support and concern for the proposed amendment. The older adult community expressed that the proposed vision to enhance vibrancy in the community aligns with their goals to foster a lively and engaging environment for its residents. It was communicated that retail amenities are desperately needed for their residents and the wider community, specifically a grocery store, café, senior-friendly fitness center and spaces that would encourage social interaction and well-being.

It was expressed that the older adult community values the inclusion of affordable and diverse housing options, particularly in a transit-accessible location, which would benefit seniors, students and workers in the area. The mix of housing would contribute to a more inclusive, walkable, and dynamic neighborhood.

Similar to the concerns expressed by the larger community, those who reside, work or visit the older adult communities shared their worry in relation to the availability of parking and how it would be further impacted by an increase in density. One resident shared that the current street parking is limited to two hours and the facilities have tried to remove the limitations but have been unsuccessful.

Concerns about traffic congestion and pedestrian safety were also a shared concern with the potential for higher traffic volumes. It was suggested that traffic-calming measures be considered.

The community shared their recommendation to incorporate age-friendly designs to ensure accessibility for older adults, including well-planned pathways and accessible entrances for scooters, walkers, etc. Additionally, it was felt that thoughtful planning should promote walkability and livability, which would prioritize green spaces alongside housing density to maintain the neighbourhood's unique character.





FIGURE 02: SITE CONTEXT







— — Subject Lands

3.2 Feedback Summary

The table below is an amalgamation of the questions and feedback received from the information session and by direct submission. Six topics were identified as the most prevalent themes which included density, building form and height, retail, parking, traffic and transportation, and construction timing. The responses are reflective of those shared with participants during the engagement session, or via email inquiry.

Theme	Question/Comment	Response
 <p>Density</p>	<p>Most of the questions or comments received related to density referenced the previously approved DC and its maximum density that equated to roughly 890 units. Those who shared questions or comments were interested to understand why density was to be increased.</p>	<p>The proposed MU-1 seeks to remove the previous maximum density of 165 units per hectare (~890 units). This will allow for greater flexibility to provide market-aligned unit sizes. QuadReal will maintain a 32-meter building height and similar form from the previously approved land use.</p>
 <p>Building Form and Height</p>	<p>Some information session attendees wanted to know what the buildings may look like and their height. It was noted that there are many students and seniors in the area, and that the previous plan showed townhomes in addition to condominiums.</p>	<p>The building form will be low to midrise with a maximum height of 32 meters. They will cater to various types of residents. QuadReal aims to have the flexibility to serve to diverse groups in the area, such as university students and seniors, who require different unit sizes compared to those in the rental or ownership markets. This flexibility will allow QuadReal to respond effectively to the varying demands of these users.</p>

Theme	Question/Comment	Response
 <p>Retail</p>	<p>Attendees and community members that shared their insights were interested in retail development. It was shared that this is an opportunity to add vibrancy and unique tenants. Some questioned if the proposed submission includes a minimum for retail development.</p>	<p>The previous Direct District was approved with no minimum commercial area. The proposed amendment has no changes to the minimum or maximum commercial zoning. QuadReal is listening to the suggestions of local community members. WestMount South envisions a vibrant space with a lot of walkability. This vision includes small format retail, like coffee shops or dining options. Commercial uses and footprint, including retail, will be determined by market demand.</p>
 <p>Parking</p>	<p>Many attendees shared general questions or comments related to parking, including how many parking stalls would be allotted per unit, how this could impact the current street parking and where will visitors park.</p>	<p>An assigned number of parking stalls will be determined at the design stage by both bylaws and market requirements. An appropriate amount of parking will be provided and could include underground and street level. QuadReal is also at the forefront of green initiatives and sustainability, and when economically viable, have included EV charging stations in its developments.</p>
 <p>Timing</p>	<p>Attendees wanted to know when construction can be expected to begin.</p>	<p>QuadReal will continue to evaluate the viability of the business case and, when viable, commission the detailed plan drawings, this is typically an eight - 12 month process. Drawings, permits and board approval are all factors in the timing. It is projected to be a two to three process before construction commences. Construction will be approached in phases.</p>

Theme	Question/Comment	Response
 <p>Traffic and Transportation</p>	<p>A couple of questions were raised regarding how the traffic study was conducted and how the suggested upgrades were determined.</p> <p>A curious attendee also asked if public transport would be enhanced in the area because of the future development.</p>	<p>A new Transportation Impact Assessment (TIA) was completed by Bunt & Associates Engineering. It was determined that based on the current proposed concept plan, at full buildout improvements would be required to the westbound left turn lane at Peacekeepers Gate and Mount Royal Gate SW. The study also determined that all other intersections were found to be within acceptable limits.</p> <p>The traffic study is assessed with varying layers of traffic volumes. This helps to determine baseline conditions. The study included pre-COVID data which showed higher volumes than recent data. The pre-COVID data was used as the baseline to account for peak morning and afternoon periods. Future development at Mount Royal University, Currie Barracks and the potential future development on the WestMount corporate north campus was included as a volume layer.</p> <p>The City of Calgary will determine whether the frequency of busses in the area will be needed as density increases. The TIA revealed that there is no need to change the transit routes at this time.</p>

4.0

NEXT STEPS



REVIEW

The City's detailed review comments and feedback from the community this Fall. Our submission included this What We Heard report.



REVISE

Analyze and consider comments for submission revision.



RESUBMIT

The application will be recirculated within the City departments for comment.



COMMUNICATE

Keep the community informed on revisions and process updates.

If you would like to subscribe to the mailing list for updates, please email lthomson@bastudios.ca

Appendix

Verbatim Comments Virtual Information Session

#	Question/Comment	Theme
1	There was a mention of a hotel in 2019. is that still in consideration?	Development
2	How many parking spots have been allotted to units?	Parking
3	How many residential units?	Density
4	What is the expected timeline for construction?	Timing
5	Are you proactively engaging nearby residents to inform them of progress on proposed and use change? If so, how might this look?	Engagement
6	What types of retail are you envisioning?	Retail
7	Is a grocery store being considered as part of the commercial development? what about restaurants etc?	Retail
8	I'm not clear on the total number of units being proposed. I believe the previous number was around 890 units. For reference the current building in Garrison Green is 250 units. This seems to be a massive number of people and small roads with only bus transit access.	Density
9	Are these going to be wooden or concrete buildings?	Building Form
10	Have you studied the impact of this development on the existing community of garrison green?	Impact
11	There are a lot of seniors in the vicinity as well as students, of course. How might the housing types cater (or not cater) to these markets? When will you know the type of housing planned?	Building Form
12	Did you say that buildings will be 6 stories high?	Height
13	How might the retail mix be determined for this development? Is there opportunity for input?	Retail

#	Question/Comment	Theme
14	We already have 2 Long Term Care facilities in the area. Recommend condo or townhouse units.	Comment
15	Sounds like the vision and proposal envision retail and vibrant pedestrian spaces - but then there is no minimum requirement for retail, meaning the developers can come along and say, "sorry we changed our minds" (with whatever reason)....is that correct? i.e. At any point you can eliminate residential.	Retail
16	Who owns the property?	Development
17	Was the traffic study done during term time for MRU, and recently not in Covid time? i.e. around 8-9am and importantly around 3.30-4.30. The traffic along Richard Rd, leaving Mt Royal Gate, 50th is a parking lot lately around these times. How/who will assess this - Will a new traffic study be done with the current traffic issues and considering the large increase in people?	Traffic
18	As an early owner in GG, REALLY appreciate this engagemnet!	Comment
19	From the before and after maps shown, it looks like originally some townhomes were proposed and now it all looks like condos - is that correct?	Development
20	As an early owner in GG, REALLY appreciate this engagemnet!	Comment
21	2000 units should create sufficient demand for a grocery store in addition to demand from Garrison Green and Currie Barracks.	Retail/Comment
22	Sounds great!! Get going!	Comment
23	Could you please send a copy of the slide deck presented this evening. Also interested in obtaining a copy of the TIA and drainage servicing study related to this application, when available for release. Thank you for the presentation.	Engagement

#	Question/Comment	Theme
24	You may not know this answer, but is the City looking to renovate/ upgrade the Fire Station adjacent to the proposed project?	Services
25	Will there be enhanced public transport as a result of this development?	Transit
26	Perhaps I misunderstood but if your future outreach is limited to the current attendees to this session it seems way too small. Please ensure you reach out to ALL of the residences living here, not just a few dozen - thank you.	Comment
27	You have a great opportunity to create a smaller scale version of University District in this area.	Comment
28	RE: impact on garrison green - it appears 1.6 million sq feet of space, 2000 units = 800 sq ft/unit average. There will be investors, renters, Air B&B's etc, and about 9 times the number of residences that currently exist in GG. The quiet roads in GG and our quiet parks will likely be impacted - have you studied this potential impact, if not, will you?	Impact/Density
29	What is your next steps? When will this move to definitive development?	Timing
30	What parking is being built in for the retail?	Parking
31	Why are you requesting to increase density and increase height further when a permit was already approved by the city a few years ago?	Density
32	Which schools will be impacted by the added population?	Services
33	The street parking in that neighborhood is already used by workers and guests of the senior home. Are you expecting them to park in the neighborhood during construction and after?	Parking

#	Question/Comment	Theme
34	Do you know if ATCO will cease operations for mobile unit build? That would affect traffic issues somewhat.	Misc.
35	When do you expect the first instance of building construction?	Timing
36	What was the unit count from 2019 compared to this plan? At first review this looks like too much density.	Density
37	How much parking for residents and visitors will be provided?	Parking
38	I know you gave some time frame for the project, could you go over that again.	Timing
39	Are you building parks for families?	Green Space
40	Retail/mixed use space allocation looks to be a little light to really impact the streetscape and take advantage of the walkable urban to make it like University District.	Retail/Comment
41	Will you have EV charging parking spaces?	Misc.
42	Who will be responsible to maintain the parks in this area?	Green Space
43	Does QuadReal have options or ownership of the other parcels of land adjacent to the present proposed development? There is a large parcel immediately EAST, right up to Forand; there is the parcel immediately NORTH of the present ATCO buildings; and of course, there is the very large ATCO Structures site. Does anyone know what is happening with these chunks of land?	Misc.
44	Will there be 1 parking spot per suite?	Parking
45	Has QuadReal considered approaching anchor commercial tenants (e.g. SunTerra) as part of the development rather than just hoping for retail tenants?	Retail

#	Question/Comment	Theme
46	This was already a huge project w some negative impacts on Garrison Green. I echo the above post, it is unfortunate the original plan is being doubled in size, and new impact on Garrison Green will not be considered (quiet traffic, easy to get in and out of the neighbourhood, quiet clean parks, kids safely play). And just because a traffic study is done, does not mean it's done effectively! I can only see a negative impact on GG (retail is a plus but a "vision" - good chance it does not happen).	Comment
47	Follow up: Sorry for all the questions (some were from friends that could not attend). Thanks for your answers, I realize there is nothing we can do about it anyways.	Comment
48	Thank you!	Comment

Verbatim Comments – Feedback Form

Date	Comment
Oct. 17, 2024	<ol style="list-style-type: none"> 1. Accessibility: Those of use who live at Carewest or Unite Active Living look forward to being able to use scooters and walkers and power chairs easily. 2. A grocery store (medium or large) is badly needed in this area. 3. I hope some AFFORDABLE HOUSING is included in the plans.



WestMount South
Land Use Amendment

**What We Heard
Engagement
Summary**