

Applicant Outreach Summary

2024 December 13



17th & 4th Engagement Summary

LOC2024-0192

Engagement Summary

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Subject Site



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Project Background

O2 has submitted a Land Use Redesignation and Area Redevelopment Plan amendment application on behalf of Vesta Properties for four parcels ("the site") in Calgary's Beltline community. A forthcoming Development Permit application will soon be submitted by Zeidler Architecture to enable the development contemplated by this Land Use Redesignation.

Parcels included in this application:

- » 1520 4 ST SW
- » 332 17 AV SW
- » 338 17 AV SW
- » 340 17 AV SW

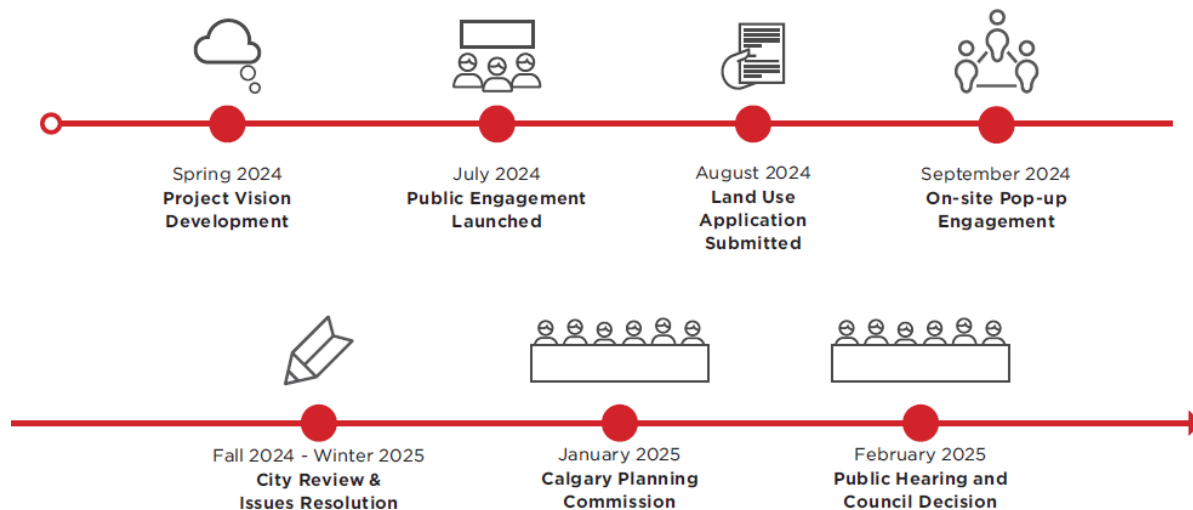
The application proposes to redesignate the site from the three existing districts (DC50D2018; DC159D2019; and C-COR1f3h46) to a new Direct Control (DC) district based on the Centre-City Mixed Use District (CC-X).

The proposed DC supports a comprehensively planned three tower, two building mixed-use development that will bring much needed housing to a highly desirable location while respecting the existing built form of the surrounding community.

Given the highly-valued location at the heart of our city's urban life, a unique approach to engagement was employed for this land use and ARP redesignation. This innovative approach included building a temporary pop-up park on the project site to activate the space throughout the application process, attending community markets to share information, and engaging in ongoing dialogues with the local community associations to ensure they were provided opportunities to not just share input on the project but also leverage the pop-up park and project site in the lead up to construction.

Public outreach for these applications began in July 2024 and will continue through the Development Permit application process. This Engagement Summary Report outlines the outreach methods and results from throughout the land use amendment application process specifically.

Project Timeline



On-Site Signage Goals:

- » Provide project information to the community
- » Create awareness and excitement about the proposed development

Project Website Goals:

- » Provide a project information resource always available and universally accessible
- » Share information about the project

Summary of Engagement

Due to the high profile location of this site and the potential to establish this site as a social and economic hub on 17th Avenue, the project team chose to take an innovative approach to engagement. In addition to more typical forms of engagement for land use amendment applications the project team also supplemented these initiatives with pop-ups at local markets, a pop-up park on the project site, on-site activations including DJs, yoga, and markets, and high-profile project information signage to catch the attention of passerby and raise awareness about the project.

On-Site Signage

Signage was posted on site that read “Something Big is Coming” in July prior to Stampede. This signage was posted to drive traffic to the project website to encourage people to stay informed of project information launching and to learn about the proposed land use amendment. In keeping with the City’s standard notice posting requirements, a Land Use Amendment sign was posted on site August 9th 2024. 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.

Four large signs sharing information on the land use redesignation application were also posted on site in the pop-up park space. These signs included different renderings and details of the proposed development at the corner of 17th and 4th. The project information signs also included the project website as well as a QR code for the website so that people passing by the site could easily access further project information, sign up to stay up to date with project happenings, and provide feedback to the project team.



Project Website

A project website was created to share information about the application online. The website went live in July prior to Stampede in conjunction with on-site signage to ensure that awareness of the project was being communicated to the largest audience possible. Initially, the website was launched as a landing page, instructing people that there was more information to come, that there was a Land Use Application pending submission, and that the public could register to receive project updates.

The website was updated in August to include detailed information on the land use amendment, including the overall project rationale, urban design strategy, renderings of the proposed development, and technical information related to the land use amendment application itself. The website was updated over the course of the project as the application progressed.

In addition to the project information outlined above, a comment portal was included where feedback could be shared directly with the project team and people could register to receive project updates.

Key Takeaways:

- » While feedback received was limited, website traffic statistics indicate substantial visitors, helping to raise awareness about the project.

Community Association Outreach

Because the site is located immediately adjacent to the dividing line between Mission, Cliff Bungalow, and the Beltline, the project team has been engaged with the Beltline Neighbourhoods Association (BNA) and the Cliff Bungalow - Mission Community Association (CBMCA) throughout the application process. While formal meetings were not held with each CA's development committees in the traditional sense, both groups were kept apprised of the application and provided opportunities to share their feedback, as well as actively participate in site programming throughout the duration of the application.

Dialogue with the CA's will continue following submission of the Development Permit application.

Fourth Street Night Market Pop-up

The project team participated in the 4th Street Night Market, booking a booth to share information about the proposed designation with the general public on August 17th, 2024. The project team shared information with boards that included specific details on the Land Use Amendment and the public was provided the opportunity to provide feedback and learn more. The project team spoke with around 100 people at the pop-up engagement, and feedback was overwhelmingly positive for the proposed land use redesignation and development.

Key Takeaways:

- » Excitement to see this vacant site along 17th Avenue be redeveloped.
- » Interest in purchasing units in the development.
- » Feeling that the scale and size of the development is appropriately located.



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**Pop-up
Engagement
Goals:**

- » Hear directly from community members.
- » Gain comments, concerns, and feedback from neighbours on the proposed land use amendment and overall project.
- » Meet people where they are to share project information.

On-Site Activation and Engagement Goals:

- » Hear directly from community members.
- » Gain comments, concerns, and feedback from neighbours on the proposed land use amendment and overall project.
- » Meet people where they are to share project information.

Pop-up Park & On-Site Activations

Despite the site's prominence, it is currently a vacant lot and creates a substantial gap in the urban fabric of the 17th Avenue and 4th Street main streets. To address this, Vesta committed to developing a pop-up park on-site for the duration of the applications that could be programmed with events and used by the local communities. These events and activations were intended to attract community members to the site and give a preview of the vibrant, community-focused space that would be possible with the proposed site design. The project team felt that this was important as a result of the high profile location of the site and the opportunity to take an unconventional approach to garner excitement, communicate project information and activate the site until the point that development commences.

Pop-up Park

The pop-up park itself was installed on the site and includes turf grass, picnic benches, landscaping, and trees. This park was installed to make the space usable by the community while the project undergoes the application process.

On-Site Activations

The temporary park was activated with DJs and live music, yoga-in-the-park, and pop-up markets, primarily in the late summer and early fall of 2024. A DJ series running every Friday night in September was accompanied by local food and market vendors, as well as project team members there to share information about the proposed land use amendment application. This engagement on site at the same time as the DJ Fridays increased the number of interactions with the public discussing the project compared to a standard public open house style engagement.

Pop-up free yoga was also offered on site to activate the temporary park. This class intentionally activated the space and drew people in. A member of the project team was also available on site to engage in conversation with interested members of the public.

Future activations could include recurring markets and programming through the summer of 2025, while early discussions to provide a winter activation such as a community rink remain underway.

Key Takeaways:

- » The public is excited for the proposed development and for the public realm to be built.
- » General sentiment that the project will activate the street at the corner of 17th and 4th as a social hub for the community.
- » Appreciation for activating and bringing life to the otherwise vacant corner.



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Key Themes & Project Team Response

Theme	Comment	Project Team Response
Shadowing	» Some respondents indicated concern that the project's three towers may cause shadowing impacts.	The proposed development respects the shadowing protection regulations in the Land Use Bylaw, including protections for Haultain Park and Central Memorial Park. Shadowing studies and shadow impact studies will be submitted as part of the more detailed Development Permit application for review by the City.
Mix of housing types	» Will there be provisions for affordable housing?	The proposed development achieves the City's internal criteria for an affordable housing project as it provides a substantial number of three-bedroom units, a mix of rental and market product, as well as a certain proportion of affordable units as defined by the City's affordable housing team.
	» Why are you proposing a mix of market rate rentals and condos for purchase?	
Transportation	» Where will the parking go?	The proposed development includes an underground parking structure that will provide enough parking for residents and commercial businesses.
	» Pedestrian access.	The site design provides pedestrian connections throughout the site from 17th avenue to 15th avenue as well as 4th street. There is a pedestrian plaza provided at the core of the site as well to enhance the public interface with the site.
Heritage	» How is the existing house on site being incorporated?	The project team is working with the City to determine a course of action and appropriate measures for commemorating the existing house.

Appendix A

On-site signage

On-site signage





17th and 4th

O2 and Vesta Properties have submitted a land use redesignation application for the development of a mixed-use residential community at the corner of 4th Street and 17th Avenue SW.

A Direct Control (DC) district based on the Centre City Mixed Use District (CC-X) will enable the development of:

- + A new plaza at the corner of 4th Street and 17th Avenue SW
- + A high-quality pedestrian-focused public realm including a courtyard, internal connections, and active streetscapes
- + A vibrant hub of restaurants and retail
- + Human-scaled podiums with residential towers above

To learn more, visit liveabove17.com



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PROPERTIES



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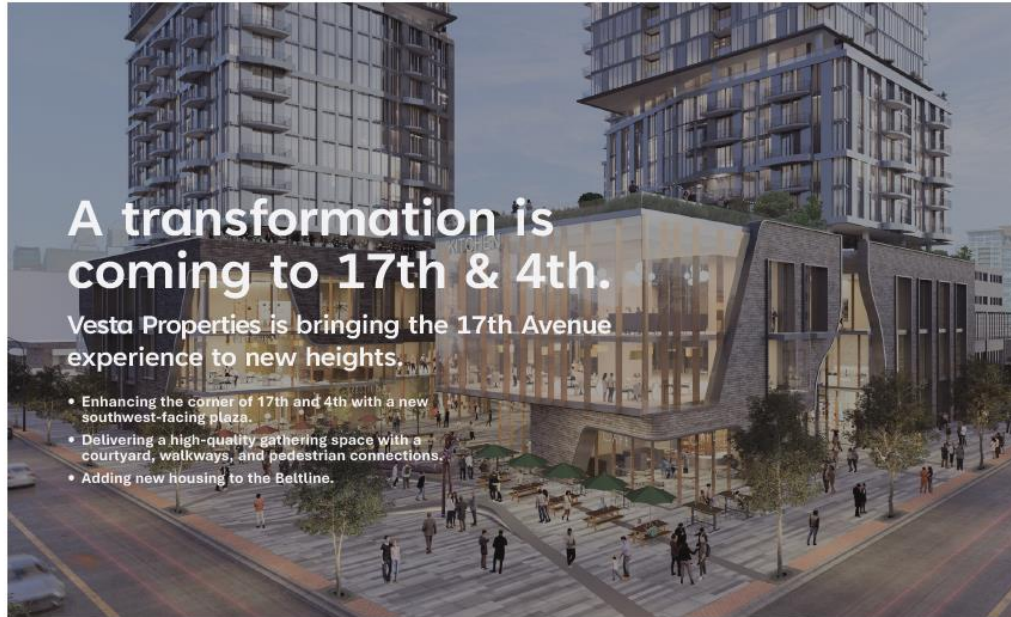


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PROPERTIES

Appendix B

Pop-Up Engagement Panels

Pop-up Engagement Panels



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The Urban Design strategy focuses on introducing:

- + A group of three carefully positioned towers that create a well-scaled composition.
- + Podium sizes that match the scale of other mid-rise buildings nearby.
- + Several inter-connected pedestrian-only spaces fronted by shops and restaurants.
- + A mix of housing options.
- + A new plaza on the corner of 17th and 4th that will create a new space to rest, gather, and interact for residents and visitors of the Beltline and Mission.

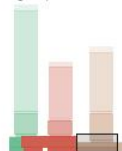
Design Strategy

The massing strategy reflects the surrounding context's existing scale and massing at the street level. By staying consistent with the surrounding context, the project naturally fits in with the surrounding area.

Height also steps down from 15th Ave to 17th Ave. This emphasizes how the site is a transition zone between downtown and Mission.

From a distance, the project will feel like an extension of the higher densities to the north.

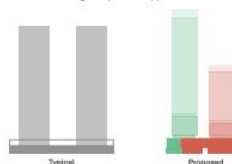
Massing Composition From 17 Ave



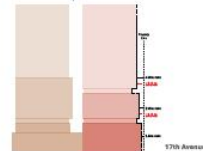
Massing Composition From 4 St



Massing Composition Approach



Stepbacks from 17th Ave



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Pop-Up Engagement Panels



The Vision

The proposed development will reinforce the 17th Avenue street wall while further expanding activity and energy east towards 1st Street and beyond.

A new retail and restaurant experience will contribute to 17th and 4th's growing vibrancy, pulling people to and through the site at all times of the day.

The creation of a prominent new plaza at the corner of 17th and 4th will further elevate this important intersection's role as a gathering place for Calgarians.

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What's Proposed?

Vesta Properties and O2 have submitted a land use redesignation application for the north-east corner of 17th Avenue and 4th Street SW.

The proposed redesignation allows a new mixed use development that will transform this prominent corner at the intersection of two of Calgary's most important main streets. The proposal provides new public spaces, pedestrian connections, shops and services at street level, and housing on the upper floors.



What Comes Next?

- July 2024 - Land Use Redesignation Application Submitted
- August 2024 - Pop-up Park Live
- August 2024 - Public Engagement Launched
- Fall 2024 - City Comments Received
- Fall 2024 - Revised Application Submitted
- Fall 2024 - Engagement on Revised Application
- December 2024 - Development Permit Application Submitted
- Winter 2025 - Calgary Planning Commission
- Winter 2025 - Public Hearing & Council Decision
- Fall 2025 - Development Permit Approval
- Early 2026 - Construction Begins



Learn more and register to stay up-to-date on the project!

Existing Land Use

The site currently has three land use designations. Two are Direct Control Districts (DC 50D2018 and DC 159D2019) while the third is the standard C-COR1 designation used along 17th Avenue and established through a previous City initiative.

Proposed Land Use

This application proposes a land use re-designation to a new Direct Control (DC) based on the Centre-City Multi-Residential High Rise (CC-MH). A base FAR that blends the existing allowed density will be established along with a maximum FAR of 12 through bonusing.



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