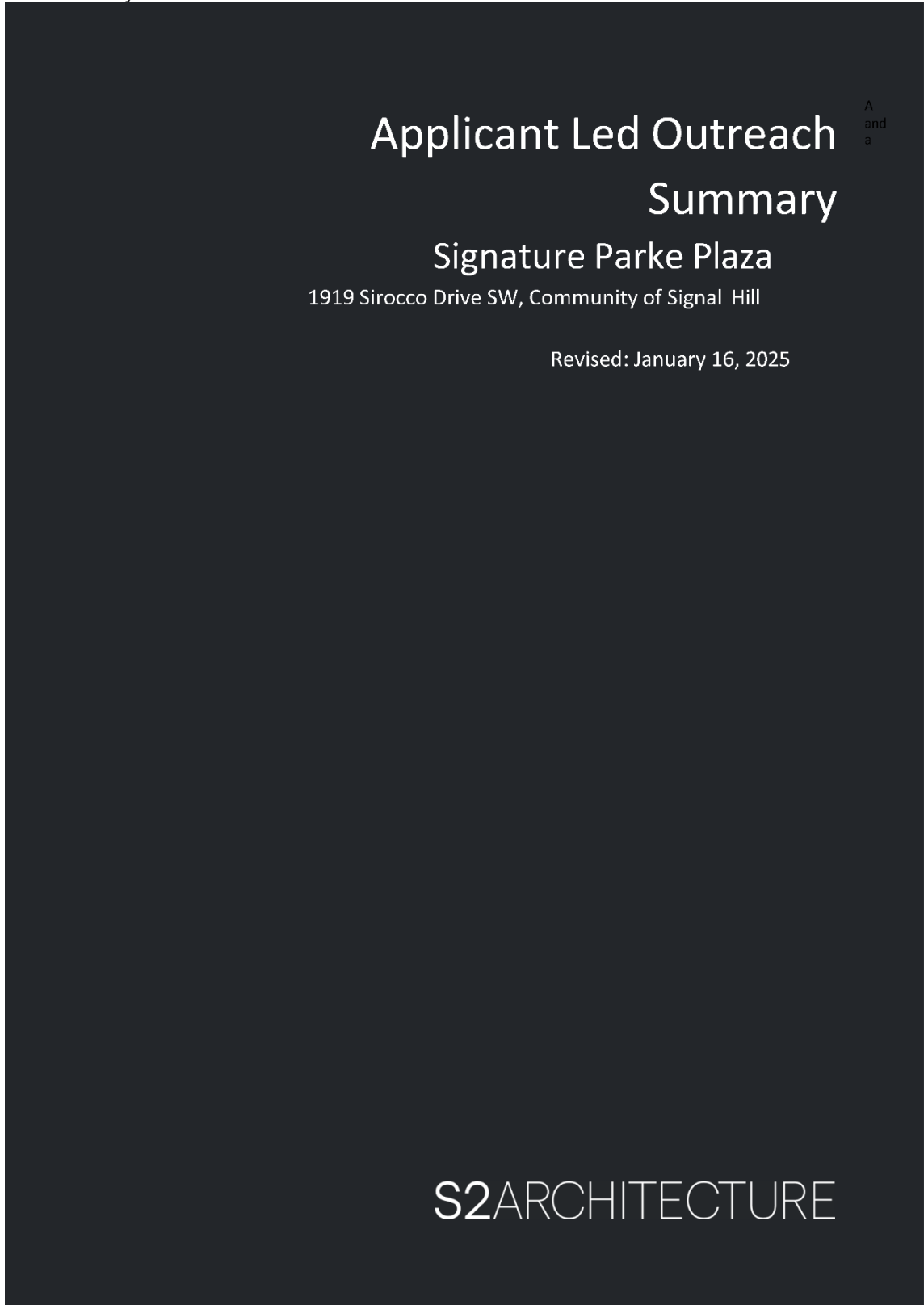


# Applicant Outreach Summary

2025 January 16



## Applicant Led Outreach Summary

### Signature Parke Plaza

1919 Sirocco Drive SW, Community of Signal Hill

Revised: January 16, 2025

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## **Outreach Strategy**

### **On-Site Signage**

Large-format signage was strategically installed on-site early in the application process, following the submission of the initial Land Use Rezoning application to the city for an MU-2 rezoning. These signs served a key role in engaging the surrounding community, providing clear and accessible project information regarding the proposal. The signs included details such as the nature of the development and its scope.

Additionally, contact information for the project team was displayed, allowing residents to easily reach out with questions or feedback.

The application was revised and updated to include MU-1 rezoning for Lot 1 of the parcel, the signage on-site was updated accordingly. The revised signage reflected the changes made to the application, ensuring that the community remained informed about the updated proposal and the new zoning details. This approach helped maintain transparency and continued communication with the surrounding community throughout the application process.

### **Community Association and Ward Office Meetings**

On April 10, 2024, the project team met with the Signal Hill Community Association Board to present the modified development proposal, highlighting changes made based on community feedback. Copies of the updated proposal were provided for further review and comment. The team also engaged with Councillor Richard Pootmans to explain the revisions and gather his input, ensuring he was fully informed about the changes and their potential impact on the community. This ongoing engagement with both the community association and the area councillor reflects the project team's commitment to transparency, collaboration, and addressing stakeholder concerns throughout the development process.

### **Public Open Houses**

A Public Open House was held on October 17, 2018, to engage the community and present the proposed development of the original application. The event featured boards displaying the project's plans, massing, and perspectives from various community locations, particularly focusing on views toward downtown. Feedback gathered during the Open House highlighted concerns about the height, density, and impact on views.

In response, Signal Hill Plaza Inc. revised the application, focusing only on the north portion of the site and significantly reducing the scale and density of the development to address community concerns. A second Open House was organized to present the updated design on September 17, 2024, providing residents with an opportunity to review the changes, ask questions, and offer further feedback. This ongoing engagement demonstrated the project team's commitment to incorporating community input and maintaining transparent communication throughout the process.

### Application History and What We Heard

The original Land Use application for this project was submitted on August 15, 2018, and formally accepted on August 29, 2018. At that time, the proposal sought to rezone the entire site from C-C1 to a Direct Control District based on MU-2, aimed at facilitating a mixed-use development with a focus on residential units, particularly for senior's assisted living, alongside complementary retail and commercial spaces. The development was to be a collaboration between Signal Hill Plaza Inc., the landowner, and Age Care, the senior care provider, who was initially involved in the senior living component.

The application was circulated to the City of Calgary Planning Department, presented to the Signal Hill Community Association Board, reviewed by the Urban Design Review Panel (UDRP), and discussed with Councillor Richard Pootmans. Additionally, a Public Open House was held on October 17, 2018, at a restaurant on the site. At the Open House, boards were displayed showing proposed plans, massing, and perspectives of the development from various community locations to illustrate its potential impact on residents, particularly regarding views towards downtown.

During the Open House, significant feedback from the community raised concerns, particularly regarding the proposed building heights, view impacts, the loss of community commercial uses, and the overall density of the project. In response to these concerns, the development partnership reassessed the project. Subsequently, Age Care decided to withdraw from the project and focus on another development further west.

Considering the community feedback, Signal Hill Plaza Inc. reevaluated the application and made substantial changes. The modified proposal now focuses solely on the north portion of the site, significantly reducing the scale and density of the development to better align with community concerns. This updated application was formally submitted to the City of Calgary Planning Department.

The revised proposal includes the removal of the two northern retail/restaurant buildings, to be replaced by a new six-storey retail/residential building. Based on feedback, it was understood that a six-storey building would be more acceptable to the community. The ground floor of the new building will feature retail spaces, consistent with the existing retail layout, while the upper floors will provide residential rental apartments, with plans to seek CMHC funding to address the city's housing crisis. The rest of the site will remain largely unchanged, preserving the existing retail building along Sirocco Drive SW and a single-storey south building, both of which are occupied by long-term tenants, thus ensuring the continued availability of commercial spaces used regularly by the community.

A preliminary site plan, concept building plan, and massing was submitted to the City of Calgary Planning Department. We met with the Signal Hill Community Association Board on April 10, 2024, to present the modified proposal and provided copies for further review and comment. Additionally, we reached out to the area Councillor Richard Pootmans and met with him to explain the proposed changes.

A second Public Open House was held on September 17, 2024. At that meeting the response from the public was positive, the Signal Hill Community Association president was present at the open house and had indicated that they were in support but would like us to answer a question relative to the resident and visitor parking for the residential component. They wanted to know where the resident and visitor parking was for the new building. We indicated to them that the parking for this was in an underground parkade below the new building and that all surface parking was for the retail users only. They were comfortable with this response but have not yet provided a formal letter indicating such. The office of the Ward Councillor was also present at the Open House and indicated positive feedback and verbally confirmed that they were in support of the new project.

The north portion of the site, which is being rezoned to MU-1, is also in the process of being subdivided within the City of Calgary. The community is aware of this application and has expressed support for the subdivision, contingent upon addressing concerns about potential parking conflicts, which were addressed in a response to the community. In response, we have clarified that all resident parking and visitor parking will be located below grade, under the new building, while all surface parking will be

designated for commercial/retail users only.

We believe that we have adhered to the necessary procedures for the Land Use Amendment. The original application was presented, and we carefully listened to the feedback from both the Community-At-Large and the Signal Hill Community Association Board. In response, we have proposed a scaled-down development that addresses their concerns. With the changes made to reduce the height and density of the project, we are confident that the current application will have minimal negative impact on the community.

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### Affected Parties

In 2018, the initial **Land Use Application** was submitted to begin the planning and development process. This application included key communications and consultations with a variety of stakeholders to ensure a comprehensive review and feedback process:

1. **UDRP (Urban Design Review Panel):** The application underwent a review by the UDRP, where urban design considerations were evaluated. This panel's input provided valuable recommendations on how the development could be improved to better fit the urban environment and community expectations.
2. **City of Calgary Planning Department:** The City of Calgary Planning Department was engaged early in the process, receiving the application and offering their response based on their planning policies, regulations, and city-wide goals. Their feedback on the initial proposal was essential in shaping the direction of the project, especially in terms of compliance with city guidelines and urban design standards.
3. **Signal Hill Community Association Board:** The Signal Hill Community Association Board was informed about the development and provided initial feedback. Their insights focused on how the project could impact the local community and potential concerns related to neighborhood character, traffic, and local amenities.
4. **Community-at-Large - Open House:** An initial **Open House** was held on October 17, 2018 for the broader community to allow residents to learn more about the project, ask questions, and voice concerns. Approximately **125 residents** attended this session, contributing valuable input that helped to shape the next steps in the development process. A subsequent second **Open House** was held on September 17, 2024 to show the modified proposal. The overall response was favourable.
5. **Ward Councillor – Richard Pootmans,** the local ward councillor, was involved in the consultation process. As an elected representative, he facilitated communication between the developers and the community, ensuring that residents' concerns were heard and addressed.

### Influence from Municipal Development Plan (MDP)

The MDP emphasizes two key growth principles:

1. **Balanced and Sustainable Growth:** At least **50% of new housing will be developed in redeveloping areas**, ensuring that communities are walkable, compact, and environmentally sustainable with minimal ecological disruption.
2. **Efficient Development:** **Growth will focus on areas with existing infrastructure, particularly around primary transit networks**, to support complete communities and maximize the use of public infrastructure investments.

The MDP outlines key housing and transit principles:

#### 1. Housing Principles:

**Increased and Diverse Supply:** A variety of housing options, particularly **high-density housing around the primary transit network**, to meet socio-economic, cultural, and accessibility needs.

#### 2. Building Around Transit Principles:

**Transit-Oriented Growth:** Focusing development of housing and jobs around rapid transit stations to efficiently use land.

**Enhanced Transit and Accessibility:** Investing in affordable, accessible transit services and

increasing affordable housing, support systems, and amenities near transit hubs.

The proposed project is within 600 metres of the existing Sirocco LRT Station ensuring easy walkability, accessibility, and convenience for the residents.

#### How did input influence decisions

Comments received from both the Signal Hill Community Association Board and the Community-At-Large were carefully reviewed and considered in shaping the revised development proposal. Feedback from these stakeholders played a significant role in refining the application to better align with community interests and concerns.

As a result of the feedback, the original proposal was adjusted to include a scaled-down development. This modification aimed to address concerns raised by the community while still allowing for thoughtful development. One key change was the decision to preserve half of the existing shopping center, maintaining a portion of the current infrastructure to minimize disruption and keep some familiar community features intact.

Following these modifications, the amended application was presented to the Signal Hill Community Association Board and the broader community during an Open House held on September 17, 2024. The Open House provided an opportunity for the community to review the updated proposal, ask questions, and engage in discussions about the changes. This process was designed to ensure transparency and to gather any further input before moving forward with the application. By presenting the modified proposal, we aimed to demonstrate responsiveness to community feedback and foster ongoing collaboration with stakeholders. The response to this Open House was favorable.

#### How did we close the loop

The outreach outcomes and final project decisions have been communicated to key stakeholders regarding the modified application:

1. **The City of Calgary Planning Department:** The planning department has been fully briefed on the outreach process and the final decisions made regarding the project. This ensures that the city's planning officials are informed and up to date on the project's progress and the engagement with the community.
2. **The Signal Hill Community Association Board:** The community association board has been provided with comprehensive information about the project and its modifications. We have not yet received a final response letter from the Signal Hill Community Association Board, although they have provided a verbal acceptance. We have reached out multiple times but have not had success in receiving a formal written reply.
3. **The Area Ward Councillor:** The ward councillor has been informed of the project's outreach outcomes and the final decisions regarding the modified application. The office of the ward councillor has given verbal approval of the submission following the second Open House.

Additionally, an Open House was conducted on September 17, 2024 to give the broader community an opportunity to learn about the amended zoning, including its purpose and implications. During the Open House, attendees were encouraged to ask questions and provide feedback. Following this event, we formally requested a follow-up letter from the Signal Hill Community Association to gather their official position or comments on the presentation, ensuring that community input is properly documented.

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