

O2

Applicant Outreach Summary

Project Overview:

On behalf of Macro Realty & Management Ltd., O2 is proposing to redesignate four parcels of land adjacent to Glenmore Trail SW in the community of Kingsland. The site is divided into north and south portions by a laneway that extends into 7 St NW. The north side is proposed to be redesignated to MU-1 (Mixed Use – General) District with a maximum height of 95 metres and maximum Floor Area Ratio (FAR) of 15.0. The south side is also proposed to be redesignated to MU-1 with a maximum height of 95 metres and maximum FAR of 11.0. This redesignation will enable a mixed use development up to 26 storeys in height, in line with the direction of the Heritage Communities Local Area Plan (LAP). The application will offer new housing supply and commercial uses in a redeveloping area in proximity to exceptional retail amenities, transit, and regional transportation corridors.

Outreach Strategy

O2 implemented an outreach strategy to share details of the proposed land use and area redevelopment plan application, receive feedback from interested stakeholders, and implement revisions to the proposed application. The following engagement tactics were implemented:

- Project Website
- Postcard Circulation
- On-Site Public Notice Posting
- Virtual Public Outreach Meeting
- Community Association Meeting
- In-Person Open House

Project Website

To support project awareness a website (www.engageglenmore.com) was maintained and updated throughout the course of the application to inform the public about the proposal. The website outlined the existing site context, development vision, and specifics related to the land use redesignation application. As part of this website, a portal was provided for those reviewing the information to directly provide their feedback to the project team.

Postcard Circulation

The project team distributed postcards to neighbouring residents surrounding the subject site on two occasions prior to public engagement events. 110 postcards were distributed in July 2024 ahead of the July 24 virtual public information meeting. 130 postcards were distributed in March 2025 ahead of the March 18 in-person open house. The postcards outlined the proposed land use redesignation, project website URL, engagement event information, and the project team's contact information.

O2

On-Site Notice Posting

Consistent with the City's notice-posting requirements, two large-format public notice signs were installed on site July 4, 2024 and have remained in place since that date. The sign will be updated following CPC to reflect the Public Hearing date.

Virtual Public Outreach Meeting

July 24, 2024

On Wednesday July 24, 2024 a virtual presentation was given to one member of the community who signed up to attend the virtual public outreach meeting via the project website, post cards, on-site posting, or community association website. A presentation was given that overviewed the proposed application and outlined the redesignation process and additional opportunities for providing public input, such as through the project website. Following this a question-and-answer discussion was facilitated by the project team.

Virtual Kingsland Community Association Meeting

January 30, 2025

O2 met with the President and Planning Director of the Kingsland Community Association to discuss the application details and progress. The community association requested that an additional engagement event was hosted with a preference of it being in person.

In-Person Open House

March 18, 2025 | Kingsland Community Association

On the evening of Tuesday March 18, 2025 O2 hosted an in-person open house at the Kingsland Community Association. Approximately 16 community-members attended the session to learn about the application and ask questions. The project team erected several easels with project information and facilitated discussions with community-members for the duration of the open house.

What We Heard

The main comments outlined during our public outreach related to:

- A general understanding for the need to increase density to support more housing options.
- Concern about parking and traffic impacts. Curiosity about the TIA and its findings, specifically relating to the roads and intersections adjacent to the subject site.
- Curiosity about the potential to consolidate the parcels with the City-owned land to the west to create a more comprehensive development.
- Concern about Phil's restaurant being redeveloped. Desire for a grocery store in the area.
- Clarity on the land use application details and the use of the MU-1 zone to facilitate the desired development.
- Concern about the proposed density and loss of privacy. Curiosity about the unit tenure.
- Support for the proposal as a policy-aligned application.

An aerial photograph of a city street intersection. A location pin is placed on the intersection. The text "Glenmore Trail SW | Open House" is overlaid on the image.

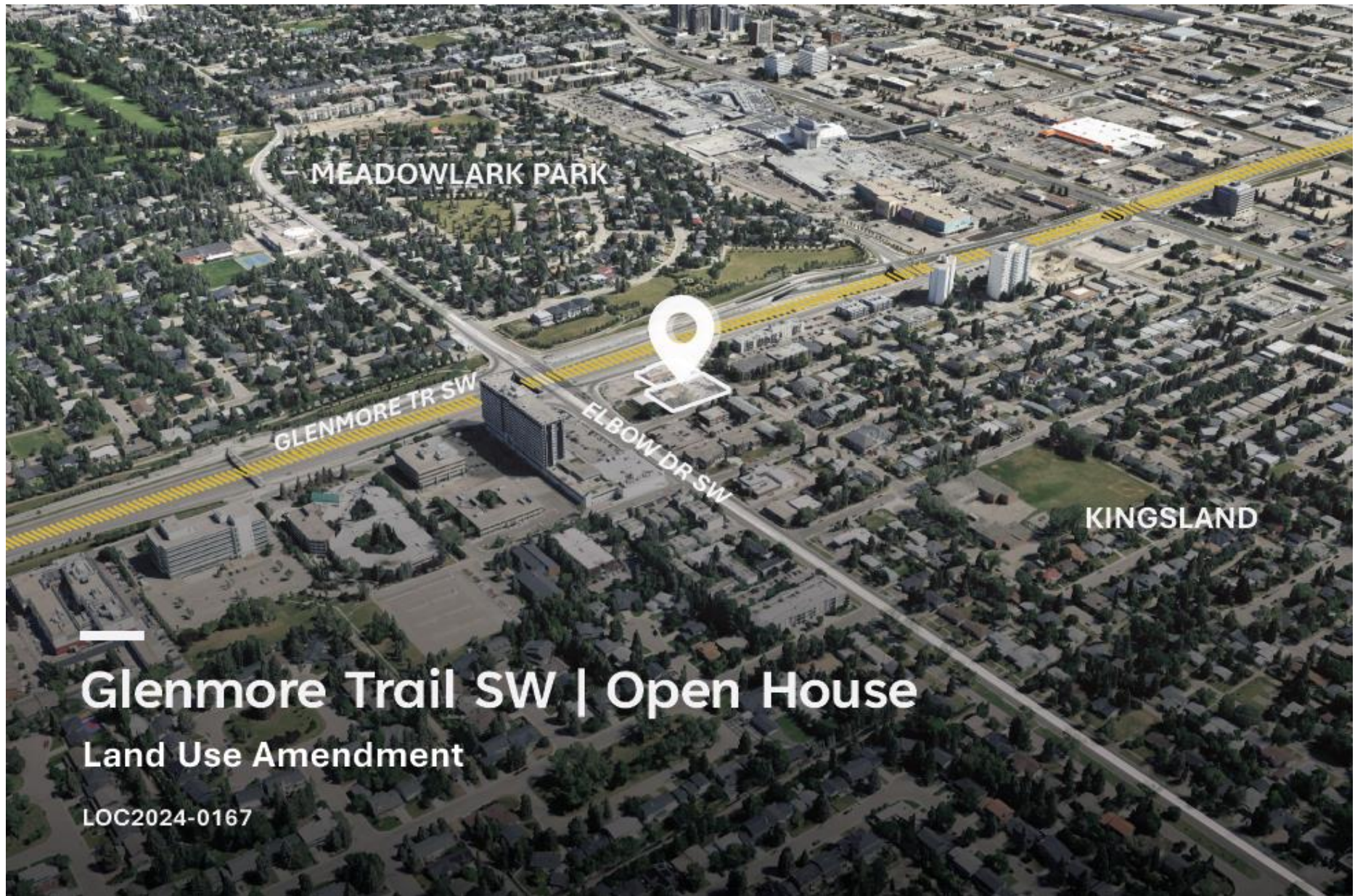
Glenmore Trail SW | Open House

Land Use Amendment

LOC2024-0167

Please proceed to the Upper Hall for the Open House





Application Overview

O2 is proposing to redesignate 4 parcels (+/- 0.38 ha) adjacent to Glenmore Trail SW in the community of Kingsland.



- The site is divided into north and south portions by a laneway that extends into 7 St NW.
- The land use amendment application proposes to redesignate the site to Mixed Use - General (MU-1) with height and density modifiers that enable a 26 storey mixed use development.
- The proposed land use amendment aligns with the Heritage Communities Local Area Plan (LAP), which designates the site as 'Neighbourhood Flex, High Building Scale' up to 26 storeys.

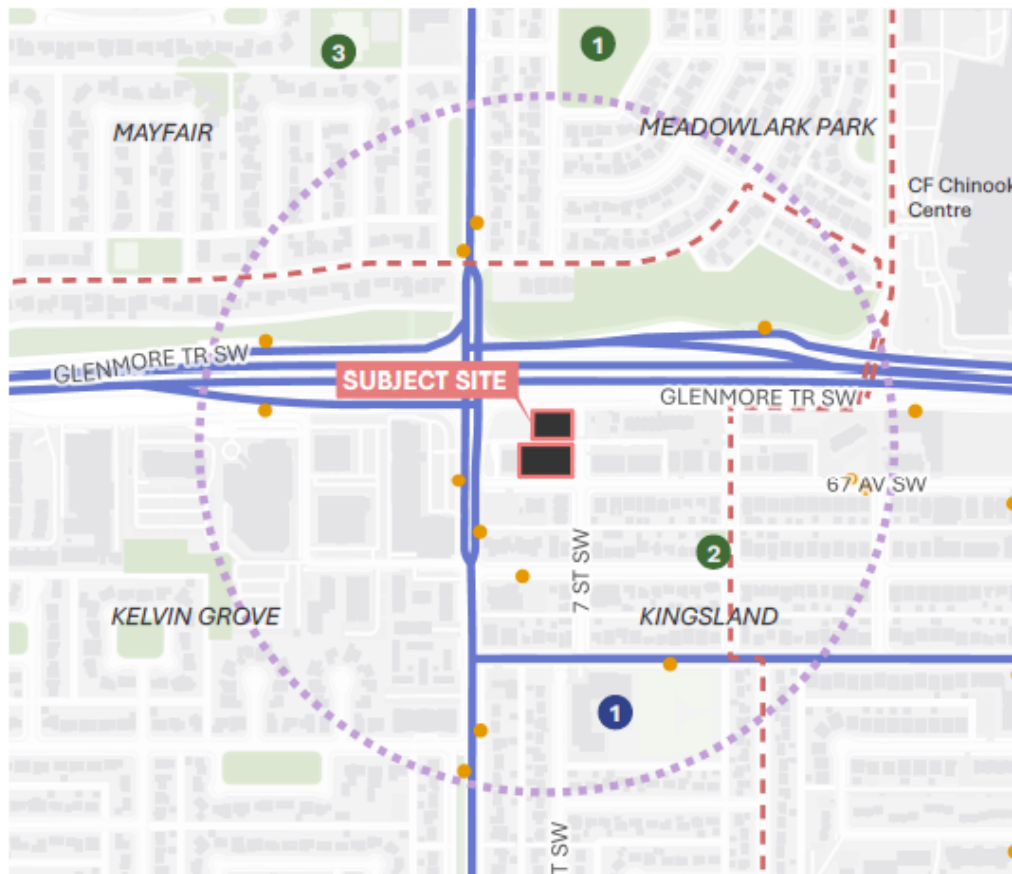
This application presents the vision and rationale for a new multi-family development in a prominent location of the city.

The parcel addresses are:

- A 907 Glenmore Trail SW
- B 914/916 67 Avenue SW
- C 910 67 Avenue SW
- D 902 67 Avenue SW

Site Context

The parcels are bounded by Glenmore Trail to the north, Elbow Trail to the west, 7 St SW to the east, and 67 Ave SW to the south.



- The site has excellent vehicular access on all sides and is also currently served by an internal laneway.
- CF Chinook Centre and other key amenities along Macleod Trail are east of the site within walking distance.
- The site is well-served by local and regional transit.

- 400m Walking Radius
- Bus Route
- Bikeway
- Bus Stop

Recreational Amenities

- 1 Meadowlark Park
- 2 Loomis Park
- 3 Calgary Girls Charter School Playground

Institutional Amenities

- 1 St. Augustine School

Context Photos



Aerial view looking southeast



View from 7 St SW looking southwest



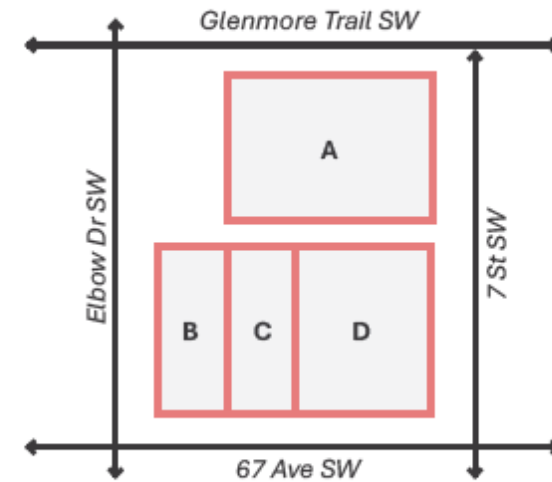
View from 67 Ave SW looking northeast



View from intersection of 67 Ave SW and 7 St SW looking northwest

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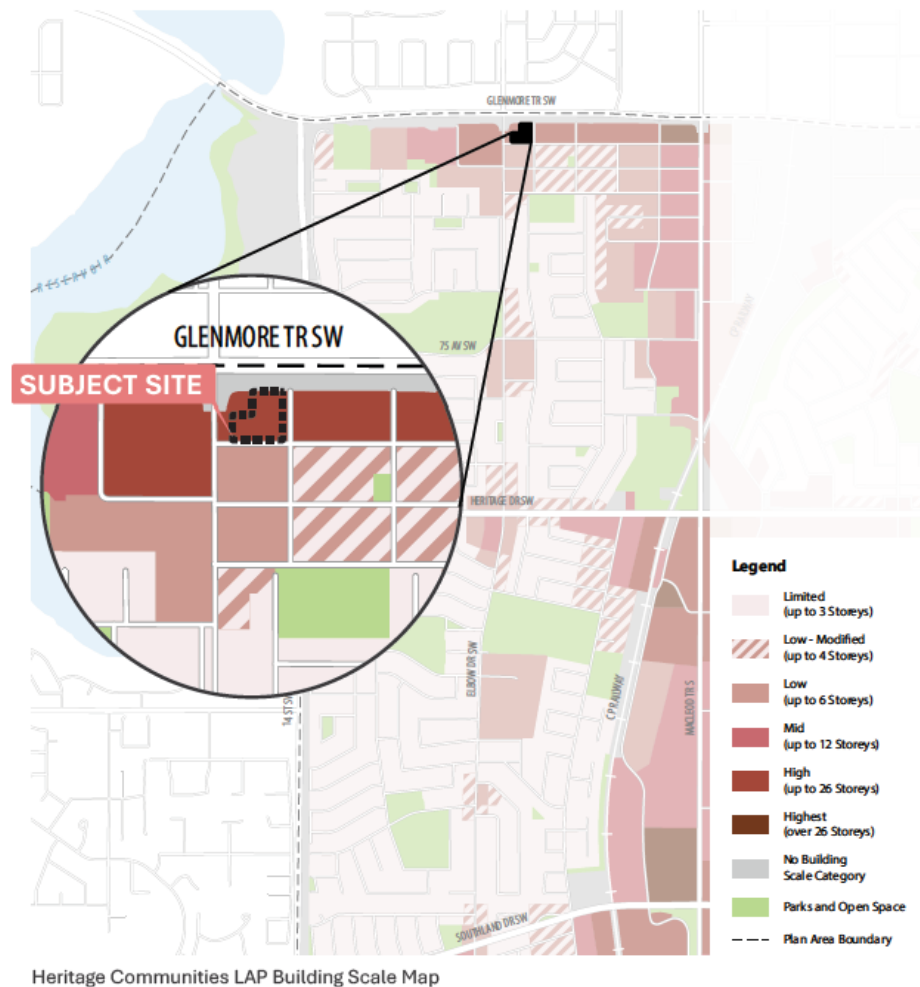
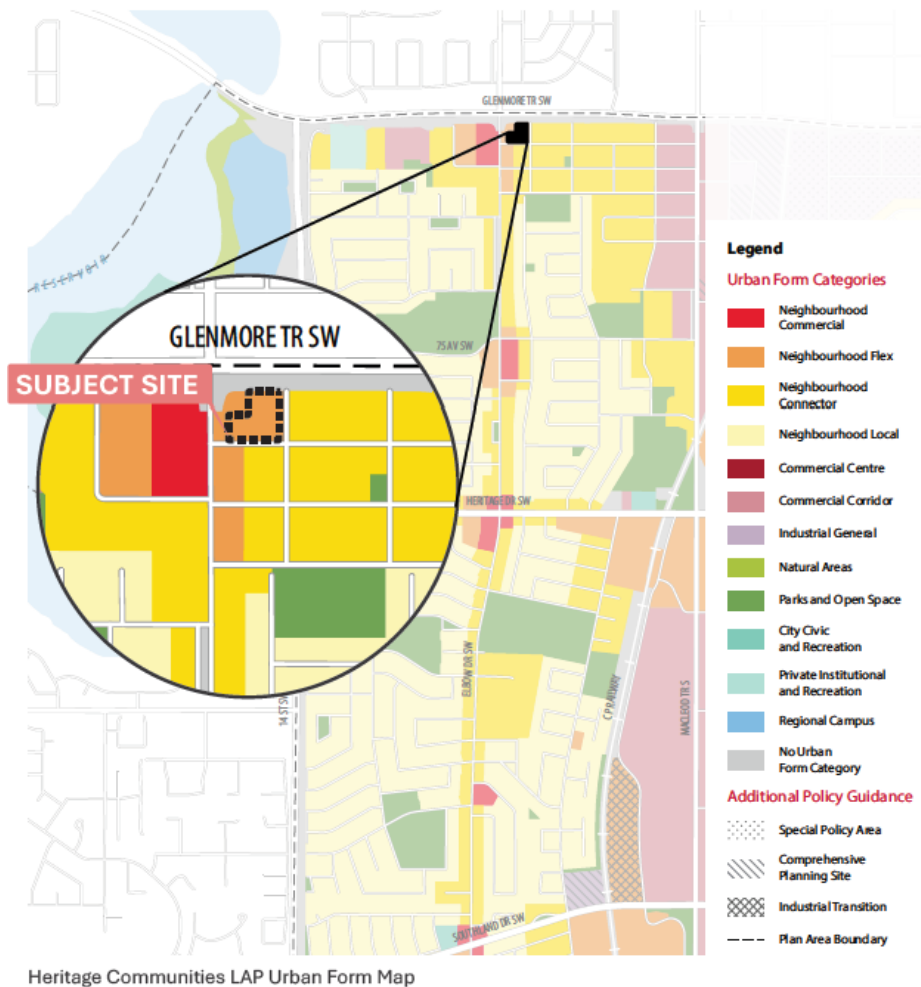
ISC:UNRESTRICTED



	Existing Land Use	Proposed Land Use	Area (ha)
A	C-COR3	MU-1f15.0h95	0.15
B	R-CG	MU-1f11.0h95	0.06
C	M-C1	MU-1f11.0h95	0.06
D	S-FUD	MU-1f11.0h95	0.11

Policy Alignment

The subject site is designated as 'Neighbourhood Flex' with a maximum building height of up to 26 storeys in the Heritage Communities LAP. The proposed land use aligns with the intent of the LAP including the use of a mixed use district that promotes at-grade activation.



Transportation Impact Assessment

A transportation impact assessment (TIA) was prepared to evaluate the project's impact on the surrounding mobility network.



- The TIA is currently being reviewed by the City's mobility department and is potentially subject to change
- The report assessed operating conditions at 7 intersections in the area
 - 4 of the 7 intersections were found to be operating well with or without new development added
 - 3 intersections (highlighted in yellow) have some movements that currently experience operational issues during the morning and/or afternoon peak hours
- The new site-generated traffic would have only a minor impact on these 3 intersections
- The TIA suggested reactivating the former advanced arrow phase for the eastbound left-turn movement at the Elbow Dr/68 Ave intersection as a means to improve traffic flow
- The TIA noted the site has strong connectivity with close access to amenities such as Glenmore Reservoir and Chinook Centre

Application Summary

The application seeks to amend the existing land use scheme to enable a mixed use development at a prominent interface within the City.



Appropriate scale of development

Diversifies residential offerings in proximity to existing transit and key amenities.



Supports transit-oriented development

Increasing available housing supply near transit, encouraging transit-oriented lifestyles.



Consistent with intent of the Heritage Communities LAP

Aligning the site with the 'Neighbourhood Flex' designation, and through a minor land use amendment responding to the rich potential of the area.



Appropriate land use district

Mixed Use - Active Frontage (MU-1) with maximum 15.0 and 11.0 FARs and 95 metre height enables the proposed development to appropriately respond to the community context with a high-density, mixed use building that offers active frontages and quality street interfaces.

Outreach Strategy & Project Timeline

Tactics



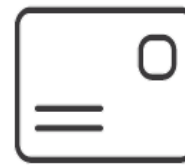
Project Website



Community
Association Meeting



Community
Information Session



Postcard
Circulation



On-Site Signage

Timeline



June 2024
Land Use
Application
Submission



July 2024
Community
Engagement 1



Fall 2024
City Circulation &
Application Review



January 2025
Community
Association Meeting



March 2025
Community
Engagement 2



Spring 2025
Calgary Planning
Commission



Spring/Summer 2025
City Council Public
Hearing & Approval



Share your thoughts!

1. **Grab** a sticky note from the table below.
2. **Write** your thoughts about the land use redesignation.
3. **Stick** your note to this board!



Share your thoughts!

O2 has submitted a Land Use Redesignation application for four parcels located along Glenmore Trail SW in the Kingsland neighbourhood. This application proposes to change the land use to a Direct Control (DC) based on Mixed Use - General (MU-1). The intention is to enable a multi-family, mixed use development on the site.

Join us to find out more about the proposed land use amendment application.

Location: Kingsland Community Association, Lower Hall
(505 78 Ave SW, Calgary, AB T2V 0T3)

Date: Tuesday, March 18 2025
Time: 6:00PM - 7:30PM

✉ Development@O2design.com

🌐 www.EngageGlenmore.com



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Join us to find out more about the proposed land use amendment application.

Platform: Microsoft Teams
(presentation followed by Q&A)

Date: Wednesday July 24, 2024
Time: 6:00PM - 7:00PM

Registration: Please email
Development@O2design.com

✉ Development@O2design.com

🌐 www.EngageGlenmore.com