

# Applicant Outreach Summary

2025 April 23





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March 07, 2025

To the Community of West Springs and Cougar Ridge,

We would like to extend our appreciation for your time, engagement, and considered feedback throughout this process. Your dedication to the future of our shared community is commendable, and we truly value the insights you have shared. After 10 years of successfully building West District, Truman made an amendment application that seeks increased allowable building height and density, at the heart of the plan area, that we believe aligns with proven market demand and meets Calgary's present housing needs. We expect another 10 years of build-out, on a phased basis, to complete our legacy master planned neighbourhood.

During our discussions with the community we heard concerns with the application's proposed increase in building height. We have taken this feedback seriously and have responded by making significant modifications to the application. Specifically, we have reduced the maximum height of the proposed buildings to ensure a better fit within the surrounding neighbourhood. These changes reflect our commitment to a balanced approach that facilitates thoughtful growth while respecting the character and scale of West Springs-Cougar Ridge.

Our overarching goal remains to build a neighbourhood that enhances the greater community fabric. We are committed to a collaborative process and will continue to listen, refine, and engage with all stakeholders to ensure we create something we can all take pride in.

Thank you again for your engagement. We look forward to ongoing conversations.

Sincerely,

A handwritten signature in black ink, appearing to read 'George Trutina'.

George Trutina  
President, Truman

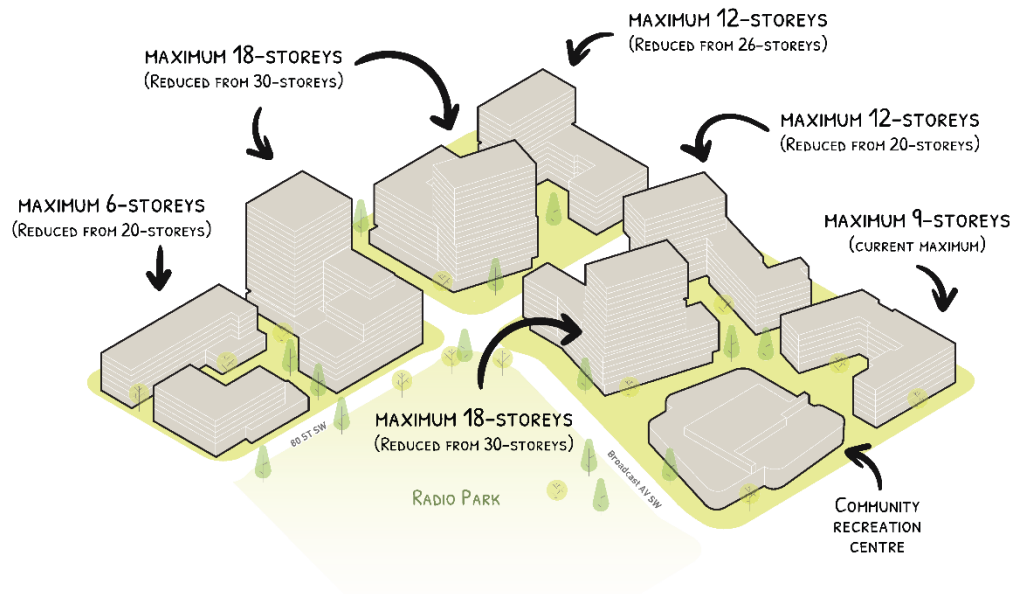
TRUMANHOMES.COM

## Outreach Summary

Truman and the West District project team would like to thank all who have participated in our applicant-led outreach process, including community members, community groups, education board members, and the local Ward offices. Your valuable feedback has influenced the refinement of the proposed development vision to reflect community concerns. Most notably, the proposed maximum allowable building heights within the application has been reduced from a maximum of 30 to 18 storeys within a portion of the site (3 building sites total). The remaining sites will allow a maximum height of between 6-12 storeys, depending on the location. The site currently allows for buildings up to 9-storeys in height.

**By reducing building heights and removing between 8-14 storeys across the entire comprehensive development, the maximum allowable floor area and massing has been reduced as well.** This will result in a significantly lower allowable density to be phased and built over the next 10 years. This also results in a lesser shadow impact and a more sensitive building scale transition to the surrounding developed context. The West District project team will continue to offer opportunities for engagement with community members through hand-delivered mailers, custom on-site signage, the dedicated project website, and correspondence and meetings with local community groups and Ward offices.

### REVISED DEVELOPMENT VISION



## Applicant-Led Outreach Process

Truman is committed to being a good neighbour and working with the community throughout this Land Use Redesignation and Development Permit application process. In support of the applications for this project, the West District project team undertook a proactive outreach program to ensure a transparent process for interested parties and groups. This included in-person meetings, community notification materials, and a digital information session to clearly communicate recent revisions to their development application.

Various outreach activities were undertaken between December 2024 – April 2025 and are further detailed below. Interested

participants include the West Grove Home Owners Association, West Park Residents Association, Wentworth Community Association, Westgrove Estates Home Owners Association, Wentworth Residents Association, West Springs Cougar Ridge Community Association, Calgary Catholic School Board, Calgary Board of Education, Calgary French & International School and the Ward 6 and Ward 1 Offices. The West District Project Team met with interested participants through multiple digital and in-person meetings, which has focused on informative and fact-based engagement and communications. Two Digital Information Sessions were held on February 5 and April 2, 2025 to ensure community members could learn more about the proposal, discuss and ask questions.

## Our Ongoing Outreach Approach

### On-Site Signage

Three on-site Applicant signs were installed when outreach was initiated in January, 2025 to supplement the City's three large format signs. Applicant signage included details about the development proposal, and an invitation to the digital information session. New signage was installed on-site in March, 2025 with updates, detailed project information, and another invitation to the second digital information session..

### Hand Delivered Mailers

±1,500 detailed trifold mailers were hand-delivered to surrounding area neighbours when outreach was initiated to share project information, provide project team contact information, and invite community members to join the Digital Information Sessions.

### Project Outreach Webpage

The project website ([hellowestdistrict.com/development/](https://hellowestdistrict.com/development/)) is regularly updated, acts as an information-sharing platform, and is a direct line to the project team. Community members can learn more about the proposed development vision through the information published on the project website, including the Outreach Summary.

### Phone Line & Email Inbox

An outreach phone line and email inbox provided direct contact lines for the public to communicate with the project team. The outreach phone number and email address were listed on mailers, on-site signage, and the project outreach webpage.

### Public Digital Information Session

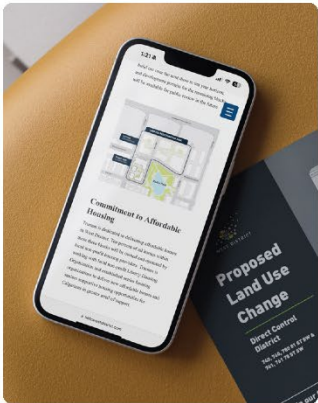
The project team hosted two online information sessions on February 5 and April 2, 2025 to share the development vision, listen to community feedback, answer questions, and provide project updates. The online information session was advertised via hand-delivered mailers, custom on-site signage, and the dedicated project website.

### Community Association & Ward Office Meetings

The project team met in person with representatives of the West Grove Home Owners Association, West Park Residents Association, Wentworth Community Association, Westgrove Estates Home Owners Association, Wentworth Residents Association, West Springs Cougar Ridge Community Association, Calgary Catholic School Board, Calgary Board of Education, and the Calgary French & International School on January 21 and March 20, 2025. The project team met with the Ward 6 Office on September 3, 2024, and the Ward 1 Office and representatives of the Ward 6 Office on January 22, 2025, to discuss the proposed change and answer questions. Further engagement opportunities and information sharing will be extended to community members, the WSCRCA and the Ward 1 and 6 offices to provide updates to the Application.



Examples of Outreach Strategies



Dedicated Project Website  
[www.hellowestdistrict.com/development](http://www.hellowestdistrict.com/development)



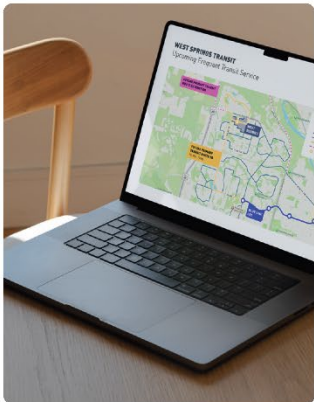
Hand-Delivered Mailers  
1,500 Total Mailers



Custom On-Site Signage  
5 Total Sandwich Boards



Ward 1 & Ward 6 Meetings  
September 3, 2024 & January 22, 2025



2 Online Information Sessions  
February 5 & April 2, 2025



In-Person Community Groups Meeting  
6 Community Groups, 3 School Organizations  
January 21 & March 20, 2025

## Outreach Process & Timeline

### Our Commitment

Since no single solution can satisfy all community members completely, the project team cannot integrate everything suggested 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 commitments to all who participate in our outreach process:

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

### Balancing Interests

Our role as Applicant / 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. Through this outreach process, we consider:

- **Calgary's Growth & Development Goals**  
City-wide goals and priorities that shape the future of Calgary's communities.
- **Local Area Policy**  
Existing and emerging plans and policies that guide local area development.
- **Development Vision & Design Principles**  
West District's existing vision to provide greater housing choices for Calgarians seeking to live in amenity-rich neighbourhoods.
- **Economic Viability**  
The need to design and deliver a financially-viable project.
- **Community Feedback**  
What various community members and groups think and say about a proposed project or specific issue.



## Outreach Background 2014-2017

The current West District Master Plan and Guidelines are the result of a comprehensive multi-phase community consultation process conducted over a three-year period, from 2014-2017. Consultation began in earnest with the launch of a developer-led engagement program in 2014, with community input and feedback providing vital touch-points in the evolution of the plan. Following the approval of the representative first phase, 'Gateway' — a nearly ten acre development within the Master Plan area, this process was further reinforced in 2017 by an additional multi-phased engagement program led by City of Calgary Administration as part of the developer funded West Springs ASP Amendment.

In total, the team heard from over 1,800 participants over the course of a seven-month engagement period spanning multiple project phases. In each phase, the land use and design concepts were iterated based on participant feedback, while project information was refined to provide additional clarity and structure to the ongoing conversation. A purpose built facility called EngageHub provided a vital consistency to the engagement process, enabling the project team to cultivate an accurate and grounded image of West District among stakeholders, culminating in adjustments to the process on the basis of user experience and the emergence of five 'key themes' that fed into the Master Plan Design.



### Housing & Buildings

Providing a wider range of housing options in the area and using more sustainable building practices.



### Commercial & Retail

Promoting new forms of retail for the area, especially small shops and the concept of a walkable "high street".



### Transportation & Parking

Thoughtfully managing vehicle traffic generation, limiting parking spillover, and promoting balanced mobility options.



### Open Space

Preserving existing Aspen tree stands, while also including plenty of programmable open spaces for all ages.



### Density

Respecting the existing development context by incorporating sensitive transitions to lower density edges.



## What We Heard

Our outreach process was designed to provide multiple opportunities for community members to learn about the vision for the site early on and to share their thoughts — all with the intent of maintaining a respectful and transparent conversation. Through our outreach channels and strategies, we heard feedback from the local Community Groups, the Ward 1 and Ward 6 Councillor's Offices, and community members, including those who attended the Applicant-led Digital Information Session.

Truman and the project team would like to thank these community members for sharing their feedback. In reviewing the feedback collected to date (April, 2025) and summarized by Administration and the local Community Groups, the project team has identified 6 key feedback themes. The key themes outlined in the following pages are broken into What We Heard and Team Response.

### Community Capacity

The project team heard a number of questions and concerns from community members and groups regarding the impact of increased density on community infrastructure and capacities. Specifically regarding school capacities and sanitary servicing.

### Traffic and Parking

The project team heard concerns about existing traffic congestion in West Springs, and questions about how this development would impact future traffic congestion and on-street parking capacities.

### Building Height

The most common concern community members raised to the project team through the outreach process was regarding the proposed maximum building height. Specifically, we heard concerns about shadowing, associated density, and the visual impact of the proposed buildings.

### ASP Amendment

Community members and groups raised questions about why a policy amendment to the West Springs Area Structure Plan was required, and the rationale for an amendment.

### Outreach Process

Community members and groups had concerns about the applicant-led outreach process and engagement approach, as well as questions about the roles and responsibilities in the outreach process.

### Future Amenities

Several community members and groups raising concerns about existing community amenities being at or nearing capacity, the project team heard questions about future publicly-accessible amenities in West District.





## What We Changed

In response to community feedback, Truman and the project team has made considered changes to the development vision by reducing the proposed maximum building heights and allowable floor area, and ultimately reducing the density of the proposed development.

### Building Height

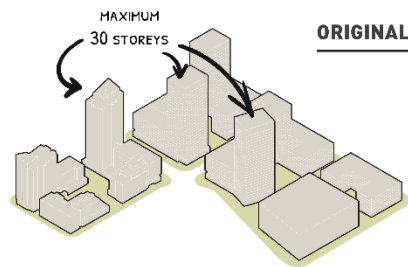
The original application (Nov 2024) proposed a maximum building height of up to 30 storeys, and the updated application has reduced this by one-third to 18 storeys. The mid-scale buildings have been reduced by a half from up to 26-storeys to 6-12 storeys. The current land use districts approved for these blocks in 2018 allow building heights up to 9 storeys.

### Floor Area

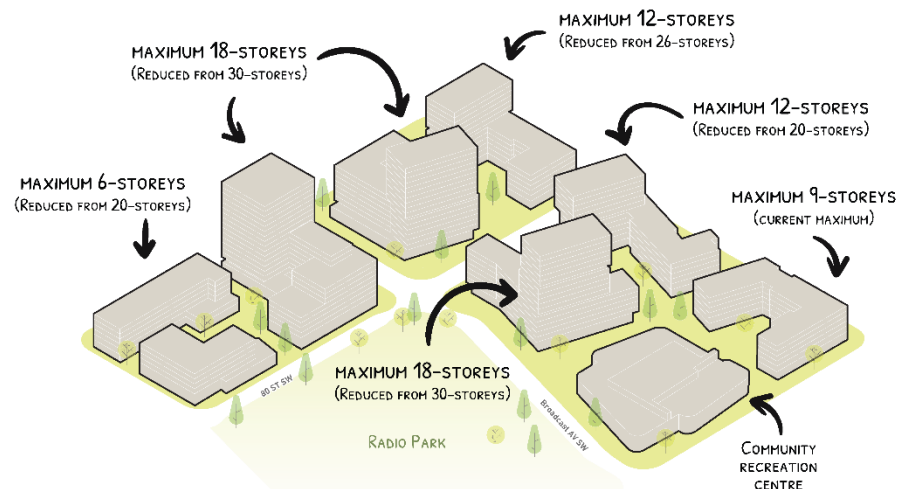
Along with building height, the maximum allowable buildable floor area measured as a Floor Area Ratio (FAR), of the original application (Nov 2024) has been considerably reduced as well. The maximum proposed FAR has now been reduced to between 4.0 and 6.0, from the originally proposed FAR between 4.0-8.0.

### Density

With the significant reduction of both building height and buildable floor area, the proposed development will have lower allowable density to be phased and built over the next 10 years, about 2/3 of the originally proposed density.



**ORIGINAL DEVELOPMENT VISION NOV 2024**



**REVISED DEVELOPMENT VISION MAR 2025**

## Building Height

### What We Heard

The most common concern community members raised to the project team through the outreach process was regarding the proposed maximum building height. Specifically, concerns about shadowing and the visual impact of the proposed buildings.

### Our Response

From inception, West District has been envisioned as a compact, high-intensity, transit-supportive, mixed-use activity centre. West District is currently building out to complete this vision, which includes a number of taller buildings, ranging from 9 to 12 storeys that are currently under construction. The West District Outline Plan and Land Use (approved 2018) support building heights between up to 9 storeys within these blocks.

To better align the development vision with the current scale of West District, the project team and Truman have updated the original application to reduce the maximum building height across the entire comprehensive development site. The original application (Nov 2024) proposed a maximum of up to 30 storeys, and the updated application now proposes a maximum of up to 18 storeys for three building sites within the centre of the plan area. The remaining buildings will be tiered from 12-storeys to 6-storeys along the edges to provide a more considered transition to adjacent 4-9 storeys developments. The height reduction of up to 14-storeys will reduce both shadow impacts and the visual impact of the proposed development for surrounding community members.

## ASP Amendment

### What We Heard

Community members and groups raised questions about why a policy amendment to the West Springs Area Structure Plan was required, and the rationale for an amendment.

### Our Response

The West Springs Area Structure Plan (ASP) envisions West District as a modern, high-intensity, mixed-use community and currently intends that the North Neighbourhood, otherwise known as West District, should exceed 200 people and jobs per developable hectare when developed, the highest minimum intensity threshold for Major Activity Centres set in the Municipal Development Plan (MDP). The ASP acknowledges that the majority of West Springs was originally built well below the current intensity thresholds set out in the MDP, and West District is intended as an Activity Centre to support long-term population and employment. As West District has developed over the last 10 years and market conditions within Calgary have changed, Truman believes these three blocks represent an opportunity to provide more housing options, including affordable non-market housing in an area of West District that has excellent access to amenities - including new transit infrastructure, new commercial-retail businesses, the newly constructed Radio Park, and an emerging community recreation facility.

To realize the development vision, the project team is proposing several amendments to the West Springs ASP that will enable a Transit Centre, the provision of 10% of the proposed units as affordable non-market units, and increases in allowable building height and buildable floor area. In response to community concerns, the project team and Truman are revising the proposed amendments to incorporate a reduced allowable building height and buildable floor area.



## Community Capacity

### What We Heard

The project team heard a number of questions and concerns from community members and groups regarding the impact to community infrastructure and capacities. Specifically regarding school capacities and sanitary servicing.

### Our Response

The project team acknowledges that all development and increased density will have a corresponding impact on surrounding community infrastructure and services. To better understand and mitigate this impact, the project team proactively works with a number of specialists to forecast these impacts. Currently, West Springs and the surrounding area is considerably below the density thresholds for Developing Greenfields as set out in the Municipal Development Plan and even with the proposed additional density, the area will remain well below these density targets.

### School Capacity

While an increase in the number of homes can have potential impacts on school capacity, it is beyond the purview of individual land use and development applications to effect change related to school capacity issues. Applicable School Boards are circulated on development applications, who monitor population growth and change to make recommendations to the Government of Alberta about opening or closing schools. The Government of Alberta (Alberta Education) is responsible for reviewing, planning, forecasting and funding school capacity. In recent years, Alberta has seen record inter-provincial migration and international immigration, which has had a great impact on school capacity. These organizations will continue to work together to plan school capacity in Calgary based on its growth patterns. Recent announcements by the Alberta government also indicate significant future investment of more than \$8B for new and existing schools to meet demand.

To better understand the potential impact of the proposed development on surrounding school capacities, the project team has looked to trends and statistics on household composition by dwelling typology. As the proposed development will be a new build, multi-residential, and mixed-use, it will have a significantly lower number of school-aged children than a lower-density townhome or single-detached home style development which tend to see the highest number of school-aged children households. While West District will be home to a number of families whose children will attend surrounding schools, it's important to note that this new multi-residential development typology typically sees a much smaller number of families with children than the traditional development typologies of West Springs and surrounding communities, and the proposed phased development will build-out over a longer term anticipated as a least 10 years. Future development phases may include uses that would not include households with school-aged children, like senior supportive housing and a hotel.

### Sanitary Network Capacity

The project team proactively worked with professional civil engineers, Urban Systems, to update the 2017 Sanitary Servicing Study that was accepted with the original 2017 West District Outline Plan. The updated 2025 Study reflected the new proposed development, other recent development proposals in the surrounding area, and the latest sanitary servicing data from The City of Calgary. The study found that the surrounding servicing infrastructure has the capacity to handle the proposed additional density, and will continue to operate acceptably. The servicing infrastructure in West Springs and the surrounding communities was designed and built to handle a much larger capacity than it is currently experiencing, and the infrastructure has the capacity to handle the proposed additional density. The updated 2025 Sanitary Servicing Study has been accepted by The City of Calgary.



## Traffic and Parking

### What We Heard

The project team heard concerns about existing traffic congestion in West Springs, and questions about how this development would impact future traffic congestion and on-street parking capacities.

### Our Response

To better understand the traffic and parking impacts of the proposed development, the project team proactively worked with professional transportation engineers, Bunt & Associates, to update to the 2017 Transportation Impact Assessment (TIA) for West District. The TIA considered existing and future roadway traffic capacities and intersection functionality, future alignment of primary transit routes, and outlined required street network upgrades. This study has been reviewed for completeness and accepted by The City of Calgary.

The Transportation Study found that the road network within West District, and the surrounding road network in West Springs, will continue to operate acceptably and within thresholds set by The City of Calgary with new several new traffic upgrades. These traffic upgrades have been intended since the original approval of the West District Outline Plan in 2017, but with West District beginning to enter it's final phases, these traffic upgrades will be realized with this development application. These traffic upgrades include optimized signal timing at the intersections along 85 ST SW, and a new signal and second east-bound lane at 81 ST SW and Old Banff Coach RD SW in the near future.

Two significant off-site intersections, Old Banff Coach RD SW and Sarcee TR SW, and Old Banff Coach RD SW and Bow TR SW, will experience marginal impacts to traffic with the proposed development. Both of these intersections are intended for future upgrades. Each intersection upgrade has unique planning and funding considerations that are managed by The City of Calgary. The City is reserving land around the Old Banff Coach RD SW and Bow TR SW intersection for future upgrades, and a Functional Plan is currently being prepared for the intersection of Old Banff Coach RD SW and Sarcee TR SW.

From inception, West District has intended to host a new Transit Centre and Primary Transit Service to the 69 ST LRT Station. With this development proposal, a Transit Centre comparable to a MAX BRT-style stop, will be constructed along Broadcast Avenue with various furnishings and signage. Calgary Transit intends to upgrade the existing local bus route 98 to Primary Transit frequencies, also known as "express bus" frequency, with an extension through West District that will connect to the Transit Centre, subject to the anticipated future density. These transit services will support an active transit-friendly lifestyle not just for future residents, but surrounding community members in West Springs.

To date, Truman has taken special consideration to exceed the bylaw-required parking supply in West District, providing on average 1.3 parking stalls per residential unit, and plans to continue this trend in future developments. Currently, West District has 470 visitor and staff commercial stalls, and intends to provide additional visitor and staff commercial stalls through this development proposal.





## Outreach Process

### What We Heard

Community members and groups had concerns about the applicant-led outreach process, as well as questions about the roles and responsibilities in the outreach process.

### Our Response

The concurrent Land Use and Development Permit applications were submitted in late 2024, and due to the holiday break, the project team chose to push the applicant-led outreach launch to early 2025 to ensure that as many community members as possible were aware of the proposal. This was paired by The City of Calgary allowing an Applicant requested three week extension to their standard public feedback deadline. The Applicant-led outreach process included over 1,500 hand-delivered mailers, custom on-site signage in multiple locations throughout West District, a dedicated project website where latest materials are available for download and contact information for the project team, two online information sessions that were widely advertised, and multiple meetings with community groups and local Ward offices.

## Future Amenities

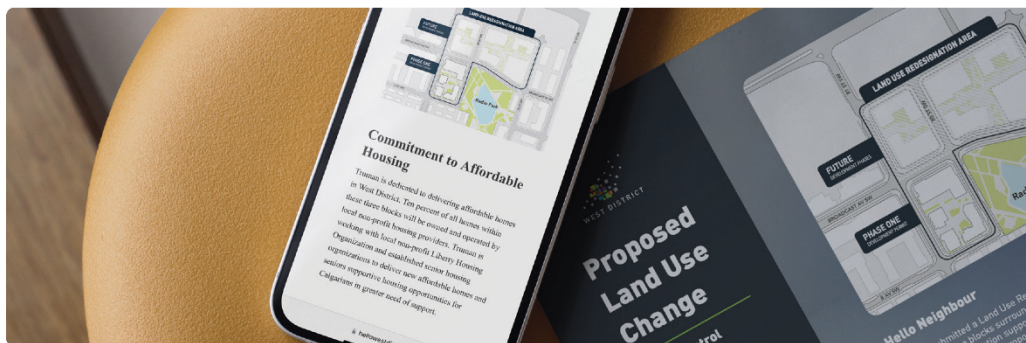
### What We Heard

Several community members and groups raising concerns about existing community amenities being at or nearing capacity, the project team heard questions about future publicly-accessible amenities in West District.

### Our Response

Truman is excited to announce the \$20 Million Radio Park will open in 2025. The over 8 acre park will feature a number of public amenities including a winter ice rink, mist garden, water wall, plazas, playground, lounging greens, amphitheatre, basketball court, orchard, dog park. Radio Park will be paired with an on-site 2-storey commercial building, Radio Block, that will feature small pedestrian-oriented commercial for park attendees, and an award-winning built form with a sloped green roof. Radio Park will be a publicly-accessible open space for the residents of West District, West Springs-Cougar Ridge and the greater west side communities.

Through this development proposal, Truman is actively pursuing a partnership to deliver a new community recreation facility. The community recreation facility is envisioned to host recreation facilities, community gathering space, and other community-oriented amenities. Located directly across from Radio Park, the facility is intended to work in conjunction with the park, both located along the Broadcast AV pedestrian main street at the heart of the master plan.





## WEST DISTRICT

### Get in Touch

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**Phone** 587.747.0317

**Website** [hellowestdistrict.com/development](https://hellowestdistrict.com/development)

**City of Calgary Application Portal**

[developmentmap.calgary.ca](https://developmentmap.calgary.ca)

**Reference** #LOC2024-0283 & DP2024-08451

