

# Applicant Outreach Summary

2025 May 2

O2

## Applicant Outreach Summary

### **Project Overview:**

O2 is proposing to redesignate three parcels of land (+/- 0.30 ha) along 4 St NE in the community of Crescent Heights. The application requests to amend the height and density modifiers of the existing Mixed Use – Active Frontage (MU-2) district to facilitate a mixed use, multi-family development. The proposed designation is MU2 f9.0 h80, which would allow for a flexible multi-family development that offers new housing supply and commercial uses in proximity to exceptional amenities, transit, and regional transportation corridors. This redesignation will enable development up to approximately 26 storeys in height.

### **Outreach Strategy**

O2 implemented an outreach strategy to share details of the proposed land use amendment application, receive feedback from interested stakeholders, and consider revisions to the proposed application. The engagement was combined with an adjacent mixed use, multi-family development application (LOC2024-0221) that O2 is also the applicant for. The intention was to streamline and simplify the engagement process for the community given the proximity and similarities between the applications. The following engagement tactics were implemented:

- Project Website
- Postcard Circulation
- On-Site Public Notice Posting
- Public Information Meeting

### **Project Website**

To support project awareness a website (<https://www.engage4thstreet.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. We received two submissions from the website forum.

### **Postcard Circulation**

Approximately 400 postcards were distributed to neighboring residents surrounding the subject site. The postcards outlined the proposed land use redesignation, project website URL, public meeting information, and the project team's contact information. No comments were received following the postcard circulation.

### **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.

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## **Bridgeland-Riverside Community Association Meeting (Virtual)**

*July 26, 2024*

On Friday July 26, a virtual presentation was given to the Planning Director of the Bridgeland-Riverside Community Association. The presentation provided an overview of the proposed application and was concluded with a question and answer period.

## **Public Information Meeting**

*September 26, 2024 | 6:00PM - 7:00 PM*

Members of the public were invited to attend an in-person public information meeting held at the Calgary Italian Cultural Centre on September 26, 2024 to learn about the proposed application and provide feedback. Approximately 45 residents attended to review the open house boards, provide feedback, and ask questions. The City of Calgary file manager and Ward Councillor offices 7 and 9 were also invited to attend.

## **What We Heard**

The main comments outlined during our Public Outreach included:

- Support for additional density and housing availability in the area
- Concerns regarding permitted building height in relation to existing surrounding development
- Interest in preserving neighbourhood character
- Interest for preserving heritage assets, including the former Roma Grocery building
- Concern about traffic impacts and street safety
- Concern and curiosity about the type and amount of parking the future development will provide
- Support for multi-family development in the community
- Questions about the development timeline, number of units and unit composition/tenure, future commercial tenants, and site access/loading
- Interest in park/plaza space on the site
- Questions about building shadow impacts
- Support for the urban design with preference for a tower/podium configuration

## **Responses to Outreach Feedback**

The project team collected feedback from the public and key stakeholders using several different methods over a period of three months. Much of the feedback provided applies to the project's building design and other details which will be addressed in later stages of the approvals process. This included questions about commercial tenant viability, building tenure and unit composition, plaza/public space design, and site access/loading. The project team has made note of these questions and suggestions and will consider them in future phases of the project.

## ***Height & Density***

Residents voiced concern about the proposed height and density of the development. The rationale included the concept appearing contextually out of place, potentially obstructing

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downtown views, and exceeding the permitted 34 metre height limit of the current land use and Bridgeland-Riverside ARP policy 4.1.

We believe the proposed height and density are contextually appropriate and would enable a positive multi-family offering in the community. Multi-family development in this location is justified by the surrounding neighbourhood context as an amenity-rich, transit-oriented area that is undergoing a shift toward higher density development; policy support from the Bridgeland-Riverside ARP, MDP, and CTP which conclude that mixed use, compact development should be concentrated on main streets such as 4 St NE; and the positive design implications of increased height and density modifiers which promote a tower/podium configuration.

Crescent Heights and Bridgeland-Riverside are inner-city neighbourhoods with strong connectivity to downtown. These neighbourhoods are rich with amenities, including plentiful commercial and natural features that contribute to a complete community atmosphere. There is substantial transit and active transportation infrastructure that supports multi-family development and invites residents to use alternatives to commuting via automobile. Bus routes 4, 5, and 69 operate nearby with stops in proximity, providing convenient connections to downtown and north/northeast Calgary. Housing development in the area is also shifting from single-family homes to multi-family projects that offer more diverse living opportunities for a wider demographic. Minto's 'Era' and Eagle Crest's 'Flyover Block' are two nearby multi-family developments that represent the changing housing context near the subject site.

There are several policies that support dense, mixed use development on the subject site. Calgary's Municipal Development Plan (MDP) recognizes 4 St NE and Edmonton Trail NE as Urban Main Streets that are expected to offer high intensity residential and employment uses. Policies in Section 2.2.1 recommend that new growth on Urban Main Streets incorporates a mix of uses in concentrated forms that support sustainable, activated living environments. Section 3.4.2 also imagines Urban Main Streets as walkable, pedestrian-oriented environments that are supported by diverse residential and commercial uses. Additionally, the Calgary Transportation Plan (CTP) designates Edmonton Trail as part of the Primary Transit Network. Section 3.3 of the CTP notes development along the existing and future Primary Transit Network should reflect a compact, mixed use, pedestrian-oriented form. Given the subject site's proximity to Edmonton Trail NE, there is strong rationale to support injecting compact, mixed use development to the area.

The proposed land use is necessary to facilitate flexible and appropriate urban design on the development site. The existing land use allows for a maximum 34 metre building height, which translates to approximately 10 storeys assuming a single storey of commercial on the main floor. In this context, developing a 10-storey building would likely result in a 'slab block' typology seen in Minto's 'Era' building adjacent to the subject site. Often this type of building lacks significant articulation in form and therefore tends to appear more opposing from the pedestrian perspective. Slab block buildings also cast more consistently large shadows compared to other configurations. Under the current land use, development of the subject site is limiting at a maximum of 10 storeys and would therefore likely result undesirable urban design outcome. Our proposal to increase the height and density maximums of the site allows for flexible design that encourages alternative configurations to the slab block. We envision a mixed use tower/podium design with space on the south edge to accommodate a piazza that complements ground-floor commercial uses. The added flexibility in height and density would also allow for more articulation in the building façade,

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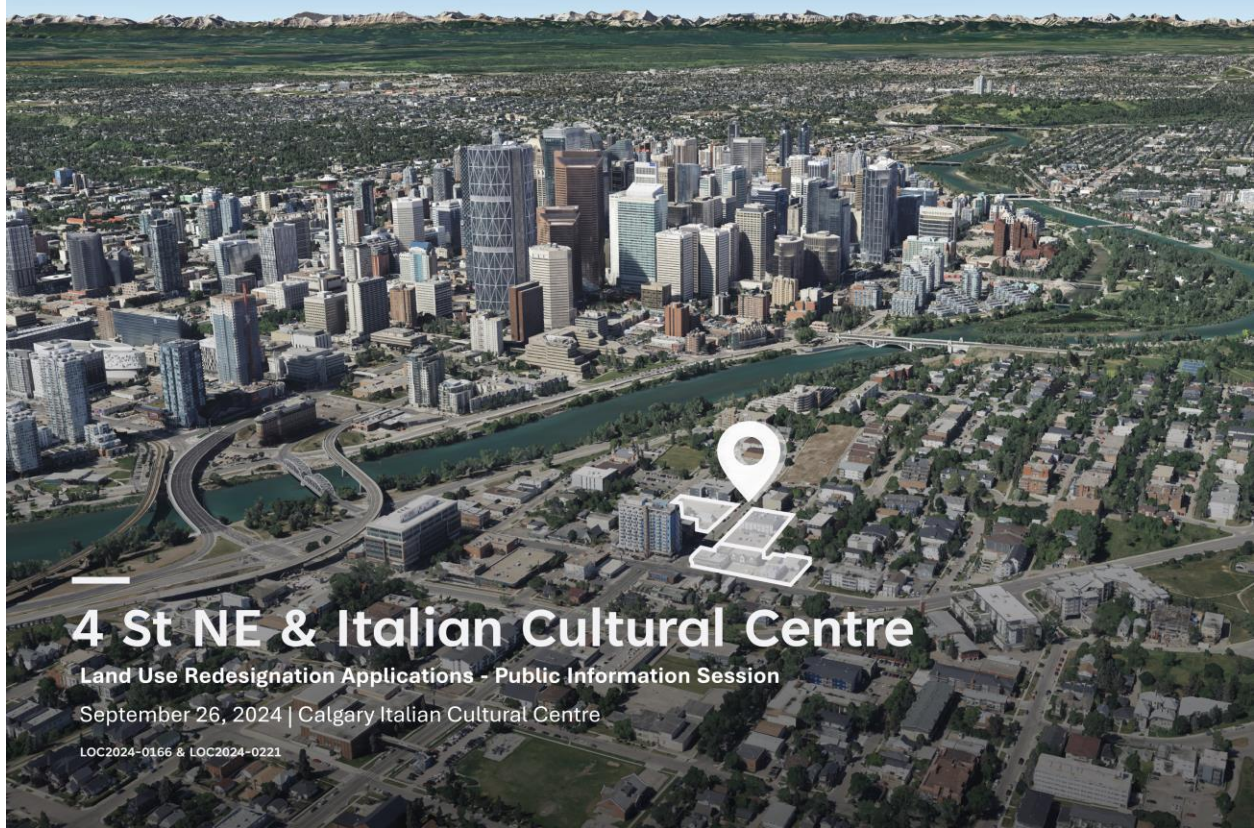
improving the pedestrian experience and helping 'break up' the building mass. Shadowing in this configuration is also improved with a taller, thinner tower shadow moving quicker across an area compared to a shorter, bulky structure.

### **Traffic & Parking**

The public engagement session yielded comments and questions about the parking and traffic implications of the proposed development. Watt Consulting Group completed a Transportation Impact Assessment that evaluated the future traffic impacts of the proposed development and two other multi-family applications (LOC2024-0221 and LOC2025-0322) in the area. The TIA found that there are no operational issues expected at full build-out on "opening day" in 2029. However, traffic volumes projected for 2039 indicate that the 4 Street NE / 2 Avenue NE (east leg) intersection will require upgrades to accommodate future demand. Details of the mobility upgrades will be determined at development permit. Additionally, since actual development densities will likely be lower than the maximum assessed, the timing of upgrades will depend on background traffic growth.

Additionally, parking provisions will be finalized at the Development Permit stage; however, it is the development intention to abide by the parking ratio requirements of the Land Use Bylaw for Mixed Use Districts. Parking will be provided underground and access will likely come off the back lane that connects 1 Ave NE and 2 Ave NE. The minimum parking ratio required is 0.75 resident stall per unit and 0.1 visitor stalls per unit (combined 0.85 stalls/unit). It is possible this application will qualify for a 25% parking reduction because of its proximity to Edmonton Trail NE – a street part of the Primary Transit Service.





# 4 St NE & Italian Cultural Centre

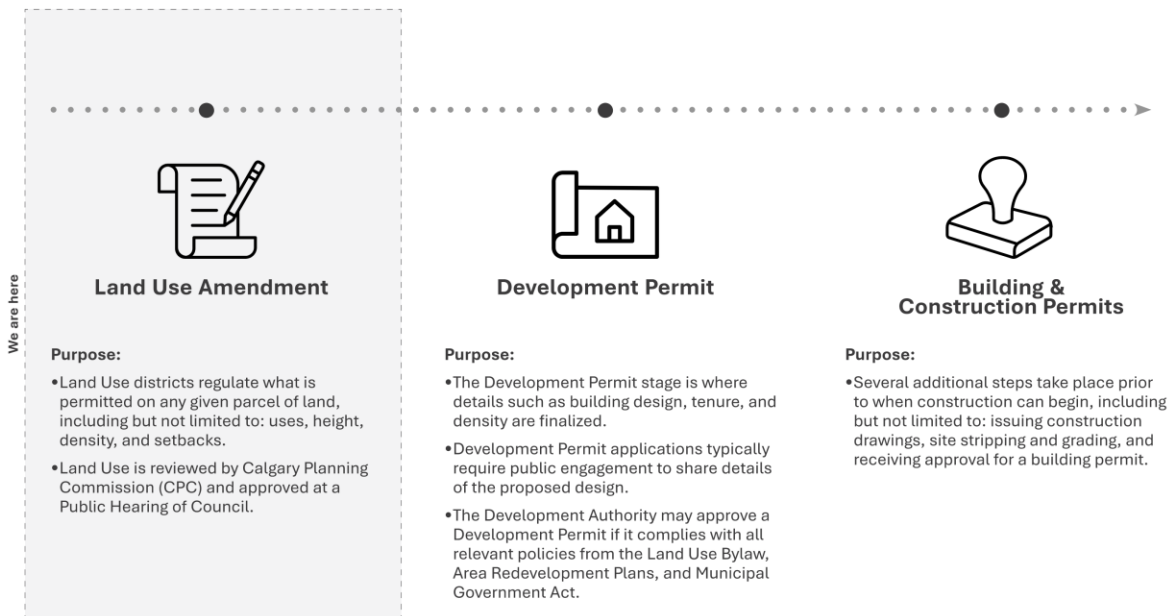
Land Use Redesignation Applications - Public Information Session

September 26, 2024 | Calgary Italian Cultural Centre

LOC2024-0166 & LOC2024-0221

## Development Process

Where are we and what are the next steps?



# Application Overview

O2 is the applicant for two land use amendment applications currently in circulation that contemplate a comprehensive mixed use, multi-family development.



O2 is working with three landowners to change the land use of 17 parcels along 4 St NE and 1 Ave NE in Crescent Heights. The two applications are intended to enable a collective vision for the area as a mixed use hub.

### Application 1: 4 St NE

3 Parcels | +/- 0.30 ha

**Proposed Land Use:** Mixed Use - Active Frontage (MU-2)

**Purpose:** To enable a mixed use, multi-family development up to 26 storeys.

### Application 2: Calgary Italian Cultural Centre

14 Parcels | +/- 0.60 ha

**Proposed Land Use:** Mixed Use - General (MU-1)

**Purpose:** To enable mixed use, multi-family development up to 26 storeys (north parcels) and 6 storeys (south parcels). The redevelopment intention is also to incorporate space for a new Calgary Italian Cultural Centre as part of the mix of uses.

# Site Context

The subject sites are located on the eastern edge of the Crescent Heights community, with frontage along 4 St NE and 1 Ave NE.



- The area surrounding the subject sites is rich with natural and built amenities that contribute to a complete community environment.
- Future residents will be able to quickly and easily access key commercial amenities for everyday needs within walking distance.
- Natural amenities are prevalent and offer diversely programmed spaces that appeal to a wide demographic.

Italian Cultural Centre Site	4 St NE Site
400m Walking Radius	Bus Route
Bikeway	Bus Stop

Recreational Amenities	Institutional Amenities
1 Rotary Park	1 Calgary Classical Academy
2 Scorciatoia Park	2 Riverside School
3 Hidden Slopes Park	
4 Bridgeland/Riverside Off-Leash Area	

# Application Lands

The 4 St NE application is a collection of 3 parcels located at the confluence of 4 St NE, 1 Ave NE and 2 Ave NE. The Italian Cultural Centre application includes 14 parcels that front 1 Ave NE and Marsh Rd NE.

Parcel Addresses	Legal Descriptions	Area (ha)
A. 217 4 St NE	1332N:4:1-3	0.09
B. 207 4 St NE	1332N:4:4-7	0.12
C. 201 4 St NE	1332N:4:8-10	0.09



Application 1 - 4 St NE Parcel Details

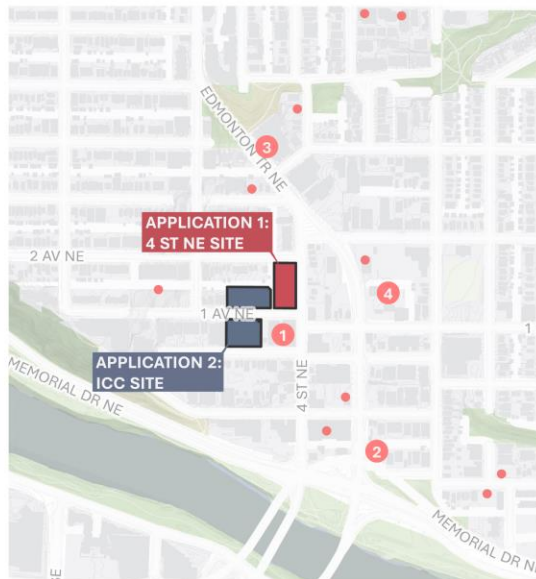
Parcel Addresses	Legal Descriptions	Area (ha)
A. 414 1 AV NE	Plan:1332N:Block:4;Lot:19-20	0.06
B. 416 1 AV NE	Plan:1332N:Block:4;Lot:17-18	0.06
C. 420 1 AV NE	Plan:1332N:Block:4;Lot:15-16	0.06
D. 424 1 AV NE	Plan:1332N:Block:4;Lot:13-14	0.06
E. 428 1 AV NE	Plan:1332N:Block:4;Lot:11-12	0.06
F. 435A 1 AV NE	Plan: 9210946;Block:Lot:26A	0.04
G. 434 MARSH RD NE	Plan: 5855;Lot:26	0.02
H. 436 MARSH RD NE	Plan: 5855;Lot:26	0.02
I. 438 MARSH RD NE	Plan: 7810635;Block:Lot:1	0.04
J. 440 MARSH RD NE	Plan: 9310135;Block:Lot:1	0.04
K. 442 MARSH RD NE	Plan:1814919;Block:Lot:1-2	0.07
L. 441 1 AV NE	Plan:1332N:Block:8	0.005
M. To Be Determined	N/A	0.0003
N. 448 MARSH RD NE	Plan: 5855;Lot:29	0.07

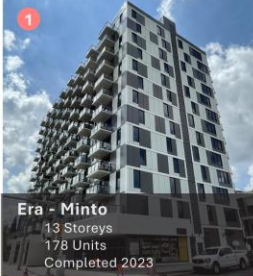


Application 2 - Italian Cultural Centre (ICC) Parcel Details

# Nearby Multi-Family Development

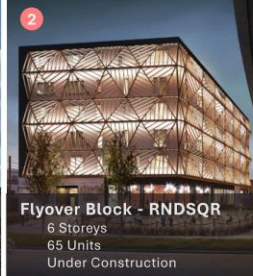
There are several recent completed or ongoing multifamily development projects nearby that represent the changing character of the area.





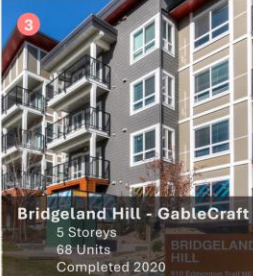
**1**

**Era - Minto**  
13 Storeys  
178 Units  
Completed 2023



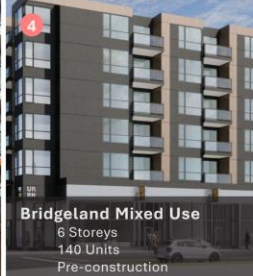
**2**

**Flyover Block - RND5QR**  
6 Storeys  
65 Units  
Under Construction



**3**

**Bridgeland Hill - GableCraft**  
5 Storeys  
68 Units  
Completed 2020



**4**

**Bridgeland Mixed Use**  
6 Storeys  
140 Units  
Pre-construction

# Development Vision

The development vision for the area is to introduce mixed use development that contributes to the public benefit by better activating and enhancing the public realm.



Conceptual Design Image

The image represents a scenario that could occur on the sites if the land use applications are approved. Final design schemes will take place at the **Development Permit** stage.

# Development Vision

The proposed concept strengthens the ongoing trend of increasing densification and mixed use development in the area.



Conceptual Site Plan

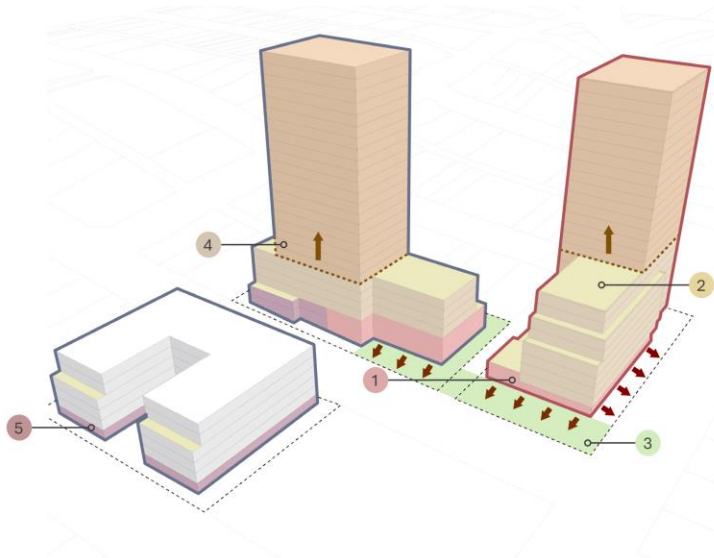
The image represents a scenario that could occur on the sites if the land use applications are approved. Final design schemes will take place at the **Development Permit** stage.

### The proposed land use change:

- Responds to the changing urban condition of the Edmonton Trail area of Crescent Heights by enabling a multi-family mixed-use development.
- Provides the sites with new built forms that are more conducive to a vibrant mixed use district corridor, active frontages and enhanced public realms, and publicly accessible open space.
- Diversifies available housing options near key amenities, services, and employment opportunities.
- Contributes to the increasingly healthy interface between two of Calgary's best inner-city communities.

# Development Vision

Several design considerations were made in response to the site conditions and opportunities presented with the subject sites.



- 1 **Ground-oriented commercial/institutional** uses along 4 St NE and 1 Ave NE create active frontages and attract pedestrian activity, contributing to more engaging streets.
- 2 **Strategic step-backs** terrace the buildings creating articulation and the improving pedestrian experience.
- 3 **South-facing piazza** invites residents and visitors to engage and enjoy the sun exposure and adjacent businesses.
- 4 **Mid-rise podium design** improves views and reduces shadow impact and building form, providing a more livable and contextually sensitive imposition to the community.
- 5 **Ground-oriented residential** uses diversify the housing offering and benefits the pedestrian interface with a greater building setback.

The image represents a scenario that **could** occur on the sites if the land use applications are approved. Final design schemes will take place at the **Development Permit** stage.

# Development Vision

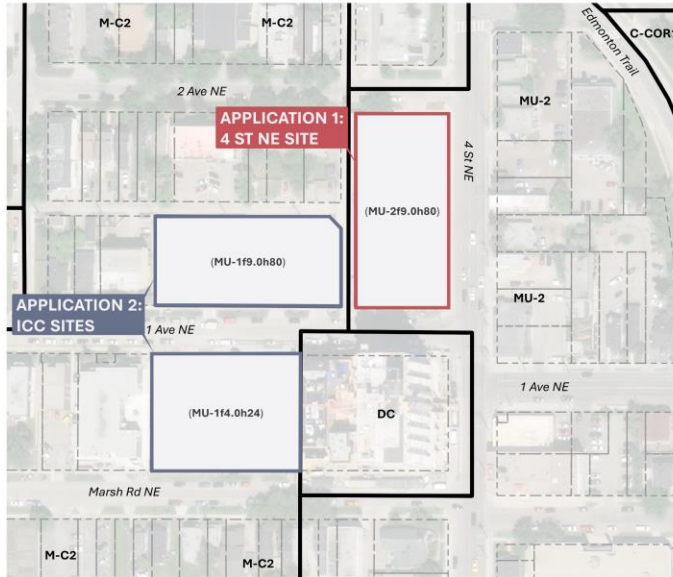


Conceptual Design Images

The images represent a scenario that **could** occur on the sites if the land use applications are approved. Final design schemes will take place at the **Development Permit** stage.

# Proposed Land Use Change

A land use redesignation application is required to facilitate the desired vision for a mixed use, multi-family development.



## Application 1 - 4 St NE

### Existing Land Use

Mixed Use - Active Frontage (MU-2f4.0h34)

### Proposed Land Use

Mixed Use - Active Frontage (MU-2f9.0h80)

The existing land use is suitable for the proposed development with exception to the modifiers which need to be increased to allow for greater FAR and height.

## Application 2 - Italian Cultural Centre

### Existing Land Use

Multi-Residential - Contextual Medium Profile (MC-2)

### Proposed Land Use

Mixed Use - General (MU-1f9.0h80)

Mixed Use - General (MU-1f4.0h24)

A new land use district is required to facilitate the desired mixed use development. MU-1 with a maximum FAR of 9.0 and 4.0, and maximum height of 80 and 24 metres enables a flexible and appropriate design.

# Floor Area Ratio (FAR) Explained

Floor Area Ratio (FAR) is a commonly used density metric that measures a buildings' gross floor area (GFA) in relation to the size of the parcel it is located on.

## How to Calculate FAR:

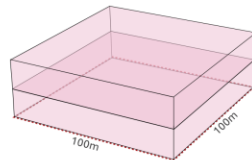
$$\text{FAR} = \text{Gross Floor Area} / \text{Parcel Area}$$

**Gross Floor Area (GFA)** is the sum of all building floor areas

**Parcel Area** refers to the total lot area being built on

### Example: 2.0 FAR

**Scenario:** 2 storey building that consumes the entire parcel area

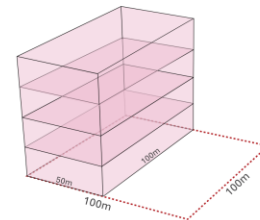


$$\frac{20,000 \text{ sqm Gross Floor Area}}{10,000 \text{ sqm Parcel Area}}$$

2.0 Floor Area Ratio

### Example: 2.0 FAR

**Scenario:** 4 storey building that consumes half of the parcel area

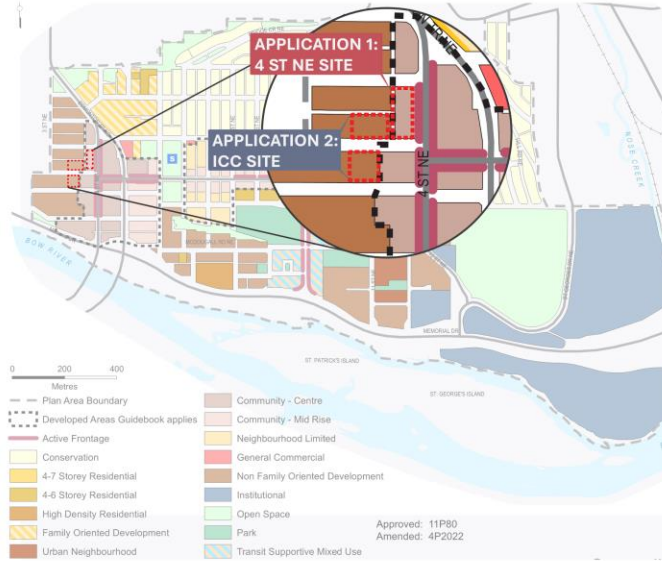


$$\frac{20,000 \text{ sqm Gross Floor Area}}{10,000 \text{ sqm Parcel Area}}$$

2.0 Floor Area Ratio

# Policy Alignment

The subject sites are designated as 'Community - Centre' and 'Non Family Oriented Development' in the Bridgeland-Riverside Area Redevelopment Plan.



Bridgeland-Riverside ARP Generalized Land Use Map

- The proposed land use redesignations align with the intent of the ARP and its guiding policy.
- The new land use is intended to facilitate a mixed use development that offers active frontages along 4 St NE and 1 Ave NE.
- The proposed development meets policy objectives including increasing residential densities in appropriate locations and providing a development pattern that is better able to be served by public transit.

# Application Summary

The proposed land use redesignations seek to amend the existing land use in favour of two mixed use districts with height and density modifiers to facilitate two 26 storey towers and one 6 storey mid-rise building. The redesignations are necessary to facilitate the development vision for this area.



**Diversifies available housing**

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 City of Calgary Planning Policies**

Aligning the site with policy intentions as a mixed use development, and through a land use amendment responding to the significant potential for the area.

# Outreach Strategy & Project Timeline

## Tactics



Project Website



Community Association Meeting



Community Information Session



Postcard Circulation



On-Site Signage

## Timeline



Summer 2024  
Land Use Application Submission



Summer 2024  
Community Association Meeting



Fall 2024  
**Community Engagement**



Fall 2024  
City Circulation & Application Review



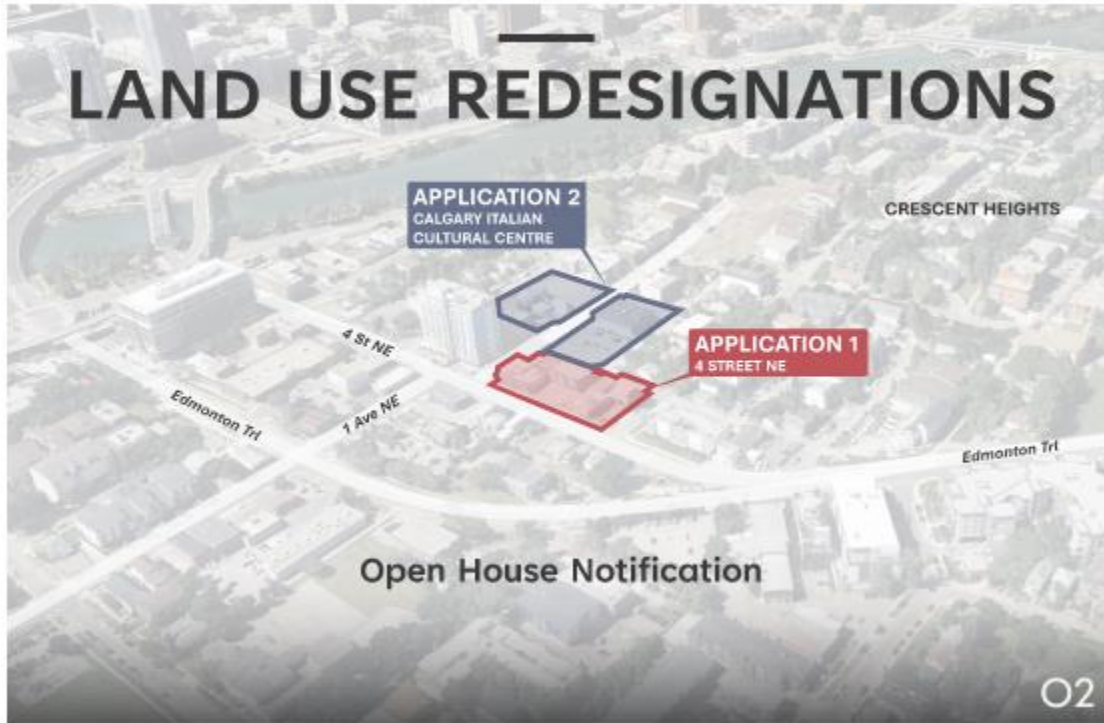
Fall 2024/Winter 2025  
Calgary Planning Commission



Winter 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 two Land Use Redesignation applications for 15 parcels located along 4 St NE and 1 Ave NE in Crescent Heights. The applications propose to change the land use to a Direct Control (DC) based on Mixed Use - Active Frontage (MU-2) and Mixed Use - General (MU-1). The intention is to enable a comprehensive multi-family, mixed use development.

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

**Location:** Calgary Italian Cultural Centre  
416 1 Ave NE, Calgary, AB T2E 0B4

**Date:** Thursday September 26, 2024

**Time:** 6:00PM - 8:00PM

**Registration:** Please email  
Development@O2design.com



Development@O2design.com



www.Engage4thStreet.com