

Applicant Outreach Summary

2025 June 15



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission

Project name: 722 55 AV SW

Did you conduct community outreach on your application? YES or NO

If no, please provide your rationale for why you did not conduct outreach.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

- A dedicated webpage for the land use application was launched on QuantumPlace's online engagement platform: <https://qpengage.ca/project/windsor-park/>. A "Hello there" sign was installed at the project site and will remain in place throughout the duration of the application process.
- To inform the community, postcards containing project details and a link to the webpage were distributed to the First Evangelical Free Church and to residences along 54 and 55 Avenue (between Elbow Drive and 5 Street SW), as well as along 56 Avenue (between Elbow Drive and 6 Street SW). Additionally, the City-required Land Use Change (LOC) sign, branded accordingly, was posted on-site.
- A virtual open house was held on April 23, 2025, and was attended by 15 participants. During the session there was a lot of discussion between attendees and the team, attendees provided feedback and asked questions about the application that the team responded to appropriately.
- On May 12, 2025, the team met with the Development Committee of the Windsor Park Community Association (WPCA). The meeting involved in-depth discussion about the land use application with committee members raising several questions that were addressed by the team.
- On June 3, 2025, the team held another meeting with the Development Committee of the Windsor Park Community Association (WPCA). This meeting involved in-depth discussion about the land use and development permit applications.
- On June 4, 2025, the team met with three of the adjacent neighbours located north of the site to discuss the development permit application and gather feedback.
- The team had a meeting with Ward 11 Office on February 25, 2025, and will continue to ensure they remain updated about the application process.

calgary.ca/planningoutreach



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Affected Parties

Who did you connect with in your outreach program? List all groups you connected with.
(Please do not include individual names)

Three adjacent neighbours north of the subject property (June 4, 2025)
Development Committee of Willow Park Community Association (June 3, 2025)
Development Committee of Willow Park Community Association (May 12, 2025)
Willow Park residents (Open House held on April 23, 2025)
Adjacent neighbour east of the subject property (March 19, 2025)
Willow Park residents (Open House held on April 23, 2025)
Development Committee of Willow Park Community Association (May 12, 2025)
Ward 11 Office (February 26, 2025)

What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

A "What We Heard Report" outlining a summary of the main issues has been created and submitted as part of our Detailed Review response.

How did input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

A "What We Heard Report" outlining a summary of the main issues has been created and submitted as part of our Detailed Review response.

How did you close the loop?

Provide a summary of how you shared outreach outcomes and final project decisions with those who participated in your outreach. (Please include any reports or supplementary materials as attachments)

A What We Heard Report has been completed and is included as an attachment as part of the Detailed Review response submission. The report will also be posted publicly on the qengage.ca website and sent to the community association.

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Appendix 1
What We Heard Report
720-728 55th Avenue SW

July 2025



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Why Public Engagement

Why Is Public Engagement Important?

Public and community engagement provides the opportunity for focused conversations, allowing a structured step-by-step method of leading people through phases of reflection. Public engagement allows residents to be heard, provide feedback and inspiration for projects, and stay informed about what's happening in their community. Through a multi-pronged approach, the engagement strategy offers a variety of ways for residents and stakeholders to get involved.

What Can Participants Take Away?

Public engagement is centred around the idea that those who have the potential to be impacted by an issue or decision should be given the opportunity to be informed and provide feedback. Through engagement, residents and stakeholders can be knowledgeable about a project and follow along with every step of the project journey. If there are concerns surrounding any aspect of the project, engagement allows for participants to have a dialogue with the Project Team and for the project team to be able to understand and respond to adjacent neighbour concerns.

Engagement Summary

QuantumPlace undertook a comprehensive public engagement program for this project. Prior to embarking on engagement, the QuantumPlace Planning team informed the Windsor Park Community Association (WPCA) about the application.

A dedicated project website was launched at the beginning of the project, and it will continue to be updated as the development progresses through the municipal planning process.

Summary of methods used:

- The QuantumPlace team met with Councillor Kourtney Penner on February 25th, 2025;
- Project website launched at the beginning of the project <https://qpengage.ca/project/windsor-park/>;
- "Hello there" sign was placed at the subject site and will be present for the entirety of the application;
- The QuantumPlace team met with the neighbour to the east (March 19, 2025);
- A virtual open house was held on April 23, 2025, from 7:00-8:00pm;
- Informative postcards were delivered to the First Evangelical Free Church and residences along 54 and 55 Avenue (between Elbow Drive and 5 St SW) and along 56 Avenue (between Elbow Drive and 6 St SW);
- The QuantumPlace team met with the Development Committee of WPCA on May 12, 2025;
- The QuantumPlace team met with the Development Committee of WPCA on June 3, 2025; and
- The QuantumPlace team met with three of the adjacent neighbours located north of the site to discuss the development permit application and gather feedback on June 4, 2025.

HI THERE!

WE ARE PROPOSING A LAND USE
REDESIGNATION AT 720-728 55TH AVENUE SW,
AND WE WOULD LOVE YOUR FEEDBACK

LAND USE REDESIGNATION

We are proposing to change the land use district from Multi-Residential Contextual Medium Profile (M-C2) to Multi-Residential-High Density Low Rise (M-H). This change in land use district will enable one additional storey and one additional FAR.

APPLICATION CONTEXT

- The site is currently designated M-C2, which can accommodate up to a 5-storey apartment building.
- The site is located in a strategic location close to Elbow Drive, which is a major roadway and within walking distance of local shops, services, and amenities.
- Future Vision: a 6-storey residential building
 - Max Height: 20 metres
 - Max Floor Area Ratio (FAR): 3.5
- A concurrent development permit will be submitted at the time of the land use application/development review response.

GIVE US YOUR FEEDBACK

IF YOU WOULD LIKE TO PROVIDE FEEDBACK, COMMENTS OR ASK QUESTIONS, PLEASE CONTACT THE PROJECT TEAM AT:
info@quantumplace.ca



To learn more about this project and find out about our upcoming public engagement, visit qpepage.ca



QuantumPlace
CONSULTING

Hi There signs placed on the site.

LET'S TALK ABOUT THE PROPOSED LAND USE REDESIGNATION FOR
720-728 55 AVENUE SW

QuantumPlace
CONSULTING

WE WANT TO HEAR FROM YOU!


QuantumPlace has applied to change the land use district (zoning) on the property.

This application proposes to change the land use district from Multi-Residential Contextual Medium Profile (M-C2) to Multi-Residential-High Density Low Rise (M-H). This change in land use district will enable one additional storey and one additional FAR.

The project team is seeking your feedback on this project through our project website qpepage.ca to share your thoughts on the proposal.

You can submit a comment through the online form at the bottom of this project's page by visiting qpepage.ca. You can also send an email to info@quantumplace.ca.

PROJECT LOCATION




LET'S TALK ABOUT THE PROPOSED LAND USE REDESIGNATION FOR
720-728 55 AVENUE SW


PROJECT OVERVIEW

- The site is located in a strategic location close to Elbow Drive, which is a major roadway and within walking distance of primary transit, local shops, services, and amenities.
- The site is currently designated M-C2, which can accommodate up to a 5-storey apartment building.
- Future Vision: a 6-storey residential building
 - Max Height: 20 metres
 - Max Floor Area Ratio (FAR): 3.5
- A concurrent development permit will be submitted at the time of the land use application/development review response.

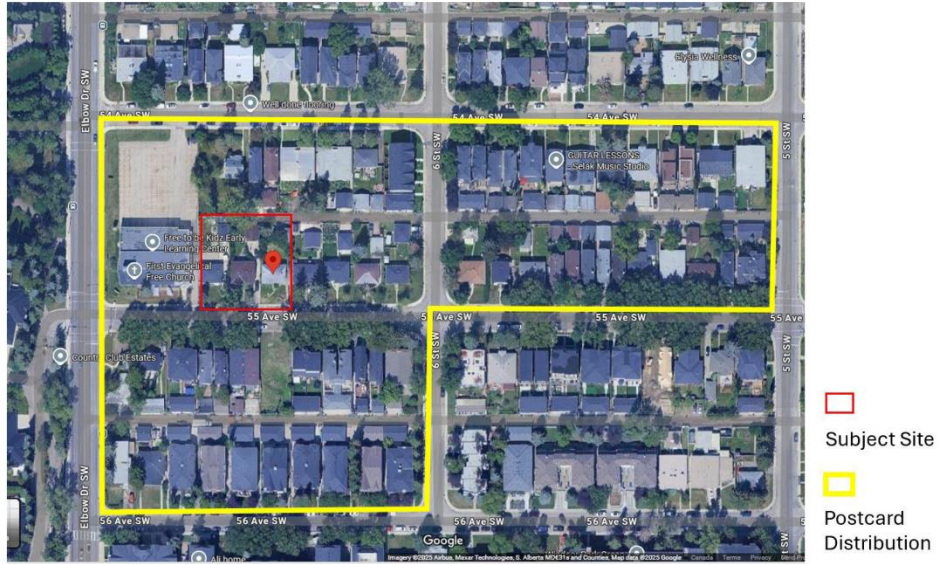
GET IN TOUCH

To learn more about this project and find out about our upcoming public engagement, visit qpepage.ca





Example of the materials used to advertise the public engagement event.



Postcard Distribution to Church and residences.

Open House

Fifteen people attended the open house, which lasted approximately one hour. The session featured a presentation by the QuantumPlace team, followed by a Question & Answer segment. Attendees had the option to submit questions in writing or ask them verbally, which allowed for a back-and-forth discussion with the project team. This interactive format encouraged meaningful discussion and helped the team gain a deeper understanding of the community's perspectives.

Ongoing Communication with Windsor Park Community Association

The QuantumPlace team reached out to WPCA during the pre-application process to discuss the project. The team met with the Development Committee on May 12 and June 3, 2025.

The team will continue to engage with the WPCA as the land use redesignation and development permit applications progress. When Calgary Planning Commission and Public Hearing dates are determined, these will be shared with the WPCA and posted on our website.

In addition, this report will be shared with the WPCA.

Public Feedback

Below is a summary of the themes of questions and inquiries received from phone calls, emails, and during the open house, meetings with the community association and meeting with adjacent residents (please see Appendix A for more details).

The general themes of the questions and discussion were (please see Appendix A for more details):

- Alignment of development with the planning documents like the Municipal Development Plan and Chinook Local Area Plan;
- The types of units being provided, rental or for sale?;
- The plans for parking on site, the impact on street parking, and access to the parking lot;
- Questions and discussion on the impact of traffic on 55 Av, Elbow Drive and the rest of the community;
- The plans for noise mitigation from heating and cooling systems;
- Plans to update utilities like internet and telecommunication lines;
- Discussion on updated shadow analysis and the impacts on adjacent properties;
- Discussion on the provision of amenities for active modes of transportation;
- The height of the building and its impact on adjacent properties and the community;
- Plans for setbacks and step-backs;
- The plans for waste and recycling;
- Will the remaining Elm trees in front of 725 55 Avenue be preserved?;
- Plans for concurrent development permit application; and
- The justification and concerns for conducting a virtual open house.

Closing

The QuantumPlace team will continue to work with interested citizens and the WPCA on the land use application.

When the team responds to City feedback on the development permit application and has updated the WPCA, the QuantumPlace team will update this What We Heard Report.

Appendix A: Response to What We Heard Throughout the Engagement Process

Key Theme	Applicant Response
<p>Clarity on alignment with the Municipal Development Plan (MDP), specifically policy 2.2.5; and policy 2.2.1.6 of the Chinook Local Area Plan (LAP);</p>	<ul style="list-style-type: none"> - Policy 2.2.5 of the MDP aims to ‘reinforce the stability of Calgary’s neighbourhoods and ensure housing quality and vitality of its residential areas’. This proposal aligns with policy 2.2.5.b by promoting redevelopment through the addition of residential units, offering a variety of housing options with 1, 2, and 3-bedroom units in the Windsor Park community. The potential new residents will enhance the neighborhood's vibrancy by supporting local shops and services, and meeting the demographic needs of the community (e.g., more affordable, easier to maintain units for seniors, students, young adults, etc.). - In addition, this site is located in close proximity to Elbow Drive, which is a busy street and key transportation corridor. The site is also located approximately 150 metres from the Number 3 bus stop which is a frequent route that provides regular bus service throughout the day. This aligns with policy 2.2.5.c which encourages higher densities in areas of the community that are more extensively served by existing infrastructure, public facilities and transit. - The Chinook LAP designates this site as ‘Neighbourhood Local’ urban form with a ‘Low’ building scale modifier. This enables developments of up to six storeys at this location. This proposal aligns with Policy 2.2.1.6 of the Chinook LAP by contributing to a diverse range of housing types that will meet the needs of different residents in the community which is supported by the LAP.
<p>What were the reasons for the previous approval of the MC-2 land use application?;</p>	<p>City Council approved the Multi-Residential Contextual Medium Profile (M-C2) in 2018 for the following reasons.</p> <ul style="list-style-type: none"> - The subject site is within 400 metres of a transit stop: Site is approximately 150 metres from the Bus Route 3. - The subject site is within 600 metres of an existing or planned primary transit stop: Elbow Drive SW is intended to be a part of the Primary Transit Network. - The site is adjacent to existing or planned non-residential development or multi-unit development; the site is adjacent to a church on its western boundary. - The site has direct lane access through a dead-end lane at the rear.
<p>Application of the Windsor Park transition area;</p>	<ul style="list-style-type: none"> - On April 8, 2025, City Council adopted the Chinook Local Area Plan, and also rescinded the Revised Windsor Park Transition Area Policy Statement. Therefore the policies from the Chinook

	LAP is the only statutory local area plan that is applicable to the site.
Due to redevelopment, Windsor Park is not meeting the parks and open space target set by the City;	<ul style="list-style-type: none"> - The City has identified that Windsor Park needs additional parks and open spaces through the local area planning process. - One of the objectives (3.2.2) of the new Chinook Local Area Plan is to explore new opportunities for new parks and open spaces in the communities of Windsor Park, Manchester and areas in close proximity to future residential development located east of Macleod Trail S.
Why not provide duplexes and townhomes instead of apartments?;	<ul style="list-style-type: none"> - The landowner has conducted thorough market research and identified a demand for apartment units at this location.
Will a variety of units be provided? Are the units for rent or for sale?;	<ul style="list-style-type: none"> - At this time, the land owner is looking to provide a mixture of one, two, and three-bedrooms units, although this may be subject to change. - At this stage, it is too early to confirm whether the units will be for rent or individually owned.
How many units in the old, approved plan compared to the new development proposal?;	<ul style="list-style-type: none"> - The current plan includes 46 units, while the proposed development has 64 units, this is an increase of 18 units.
Are there any plans to mitigate against Airbnb's?	<ul style="list-style-type: none"> - On April 1, 2025, the City of Calgary implemented new regulations for short term rentals including Airbnb's. The land owner will comply with any regulations and bylaws required by the City. - To read more about the new regulation, go to Short-term rentals. - You can also report any issues with Airbnb's in your community by contacting the City through 311.
Parking and access to the parkade;	<ul style="list-style-type: none"> - Parking will be provided on site for residents and visitors in alignment with the requirements in the Land Use Bylaw. Currently, we intend to exceed the parking requirements of the Land Use Bylaw. - Approximately 70 underground and 5 at-grade parking stalls will be provided. This will reduce the demand for on-street parking. - Access to the parkade will be from the eastern portion of the site on 55 Avenue. This will prevent potential conflict with the driveway of the church which is west of the subject site.
Was a traffic study completed?; Was pedestrian safety and accessibility around crosswalks considered in the traffic study?;	<ul style="list-style-type: none"> - A Transportation Impact Assessment (TIA) was completed as part of the approved 2024 Development Permit. - While the TIA did not focus on pedestrian safety or accessibility, safety is important to the landowner, the landowner will take the appropriate measures to ensure that the site is safe for pedestrians.

What are the impacts on local traffic?;	<ul style="list-style-type: none"> - The TIA study found that the majority of trips generated would be utilizing Elbow Drive and 5 Street SW as connectors to major roadways and would have minimal impact to the broader community. The City may request an updated study based on any new information submitted at the development permit stage.
Is there a plan to change the duration of the lights on Elbow Drive and 55 Avenue to prevent significant traffic backup on 55 Avenue?;	<ul style="list-style-type: none"> - This has not been considered, the team will share this concern with administration.
Mitigation against noise from heating and cooling systems;	<ul style="list-style-type: none"> - Daily operations of an apartment building are under the same noise Bylaw that applies to every residential area of Calgary (5M2004). The rules that apply to any home would also apply to the proposed development once it is completed and fully operational.
Would telecommunications like fibre optic internet be provided?;	<ul style="list-style-type: none"> - The building will be equipped with standard residential utilities, including internet and cable television, in line with typical provisions in Calgary. The specific service providers and utility types will be confirmed during a later phase of the project.
Discussion on updated shadow analysis and the impacts on adjacent properties;	<ul style="list-style-type: none"> - Shadow analyses are typically conducted using standard key dates and times. - An updated shadow analysis has been conducted. - The shadow analysis shows that there is a small amount of additional shadowing in the summer months when people are using their backyards (in comparison to the current approved development permit). This mainly affects garages, the church and laneway. - The shadows are more pronounced in September due to the changing angle of the sun due to the time of the year. - We are still at the land use stage so the shadows are the general representations of the building massing. - The building design will be refined and finalized during the development permit stage, so the shadows on the adjacent buildings are subject to change. - The Architect is considering several options to reduce the impact of shadows on adjacent buildings. - The QuantumPlace team will present these options to the Community Association and adjacent residents once they have been completed.
Discussion on the stormwater infrastructure requirements that triggered this new land use application; and Shouldn't there be a contingency budget, so the	<ul style="list-style-type: none"> - The development permit triggered the upgrade of a stormwater line along Elbow Drive that no longer had capacity to facilitate its purpose. While it was initially believed that this upgrade would not be required, it was ultimately deemed essential by City Administration. In addition to the cost of the infrastructure upgrades, the cost of construction has significantly increased in Canada. This in turn increases the cost of the development. The

<p>developer pays the cost of the upgrades rather than pass the costs to the community?;</p>	<p>request for additional height would enable the development and the stormwater upgrade to be financially viable. These costs will still be paid by the developer.</p> <ul style="list-style-type: none"> - The enhanced stormwater system will significantly increase capacity, providing long-term benefits to the Windsor Park community.
<p>The height of the building and its impact on adjacent properties and the community;</p>	<ul style="list-style-type: none"> - As the development permit application moves through the municipal process (i.e., development permit), the impact of shadows on the adjacent buildings will be analyzed further.
<p>What are the plans for setbacks and step backs since the building is taller?;</p>	<ul style="list-style-type: none"> - The land owner commits to maintaining the setbacks and step backs along the eastern property line under the current development permit that was agreed to and negotiated with the neighbour. - Step backs are addressed through the development permit process, and additional step backs may be considered during the review of a development permit application.
<p>Plans for waste and recycling;</p>	<ul style="list-style-type: none"> - Waste and recycling will be completely contained within the site.
<p>Will the remaining elm trees in front of 724 55 Avenue be preserved?;</p>	<ul style="list-style-type: none"> - As outlined in the soil management plan prepared during the 2024 development permit process, the soil conditions surrounding the two maple trees located in front of 724 55 Avenue have begun to show signs of declining health. Therefore, depending on the severity of the trees' declining health, preservation may not be feasible.
<p>As there are no other high density apartment buildings located mid-block in Windsor Park. What were the factors considered for this proposal?;</p>	<ul style="list-style-type: none"> - The recently approved Chinook Communities Local Area Plan has identified this site as a "Neighbourhood Local" site with a low building scale that allows up to six storeys. Neighbourhood Local areas are characterized by a range of housing types and multi-residential building forms. The proposed development is a "Low Scale" which would accommodate developments that are six storeys or less, this includes forms such as apartment buildings. In addition, the City of Calgary enables redevelopment beyond corner lots and on midblock parcels. - This development would be a similar scale to The Windsor (Elbow and 50th SW), mid-rise buildings located on 57th Ave and Elbow Drive and the Elbow 5-Eight project along 58 Avenue which are all located in Windsor Park and designated "Neighbourhood Local".
<p>Are there considerations for an in-person open house?;</p>	<ul style="list-style-type: none"> - At this time, there are no plans to host an in-person open house. - The QuantumPlace team met with WPCA in person on May 12, and June 3, 2025. - The team hosted a virtual open house as the team has consistently observed strong attendance and meaningful engagement through this format. - Virtual sessions offer greater flexibility and convenience, making it easier for a broader audience to participate. They also provide

	<p>effective tools for collecting feedback and allow individuals to engage from the comfort of their own homes, removing many of the barriers associated with in-person attendance.</p> <ul style="list-style-type: none"> - Virtual sessions allow for a complete presentation and the ability for everyone to hear the questions and the responses while an open house allows for interpretation of boards and the ability for multiple parties to be answering questions, that may increase the chances for inconsistency in the answers provided and a consistent message to the public.
<p>Additional advertising and signage about the project in the community.</p>	<ul style="list-style-type: none"> - While there are no plans for additional advertising or signage at this time, the QuantumPlace team advertised the project using the following methods: - “Hello there” sign was placed at the subject site and will be present for the entirety of the application; - Informative postcards were delivered to the First Evangelical Free Church and residences along 54 and 55 Avenue (between Elbow Drive and 5 St SW) and along 56 Avenue (between Elbow Drive and 6 St SW).

Appendix B: Virtual Information Session Presentation




QuantumPlace[®]
CONSULTING

Windsor Park
720 -728 55th Avenue SW
April 23, 2025

toun.osuntogun@quantumplace.ca

quantumplace.ca

587-316-6039



Agenda & Meeting Norms

AGENDA

- Presentation 15 minutes
- Q&A for 45 minutes
- Submit questions using the “Q&A” button
- Please type your comments using the chat feature
- If you are experiencing technical issues, please message Jessica in the chat OR send an email to jessica@quantumplace.ca

MEETING NORMS

- Every perspective is important; everyone that would like to participate will be given the opportunity to do so.
- Questions will be answered in the order we receive them.
- If we do not have the information to answer the question, or if there are unanswered questions at the end of the session, we will respond within the What We Heard report which will be available on the project website.



Windsor Park

Application Context

SITE: 720 -728 55th Avenue SW

- Windsor Park community on 55 Avenue.
- Within walking distance of local shops, services, and amenities.
- Currently designated as Multi-Residential Contextual Medium Profile (M-C2) which can accommodate up to a five-storey apartment building.



 Bus Stops



Project Development History

2018

Land Use changed to Multi-Residential Contextual Medium Profile (M-C2)



2023

Development Permit DP2022-07624 approval. However, development does not progress due to the significant costs associated with storm water upgrades not anticipated at the beginning of the project



2025

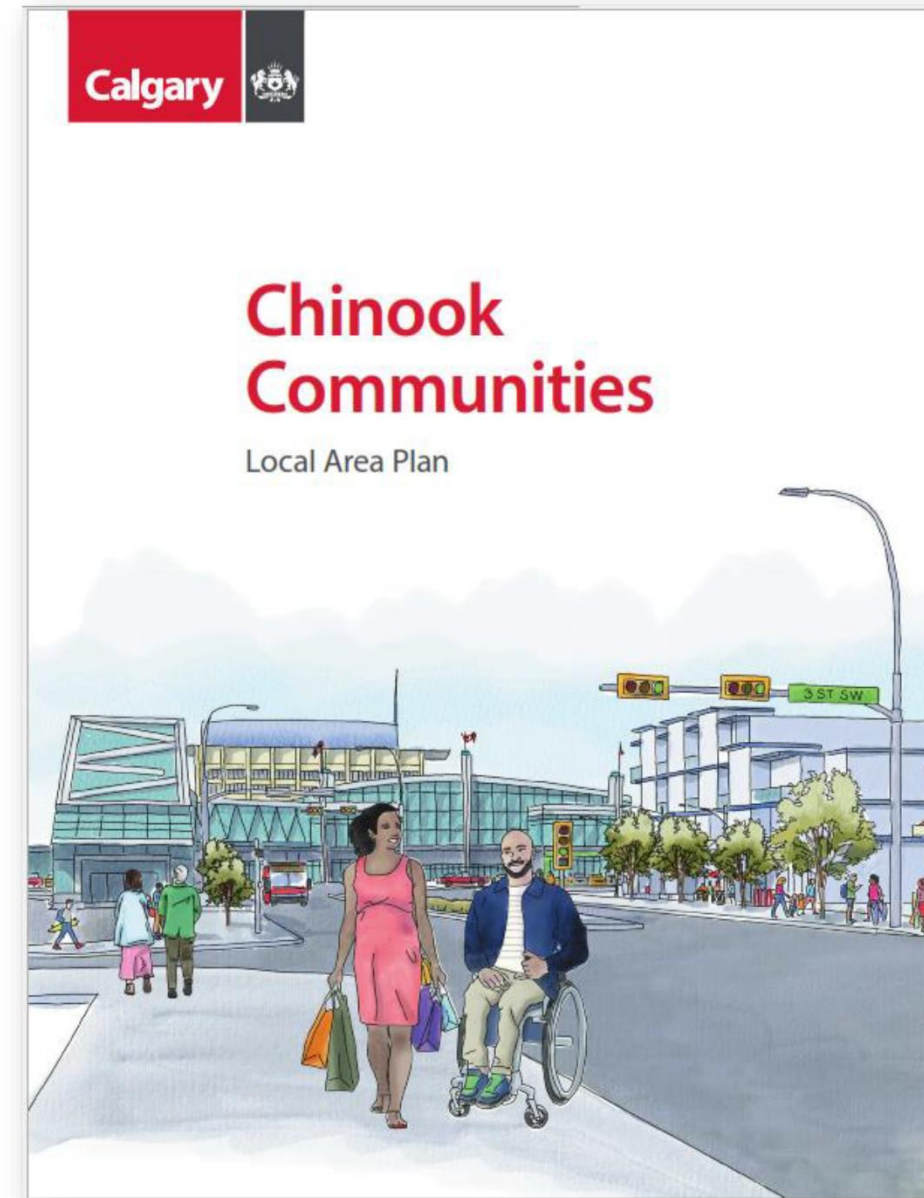
Need to apply for a new land use to facilitate the development



Policy Alignment

Chinook Local Area Plan (LAP)

- The proposal is in alignment with the intent and policies in the recently approved Chinook LAP.
- The site has been identified as 'Neighbourhood Local' urban form with a 'Low' building scale modifier.
- This enables developments of up to six storeys at this location.



Land Use Redesignation

FROM	TO
<ul style="list-style-type: none">• Multi-Residential Contextual Medium Profile (M-C2)	<ul style="list-style-type: none">• Multi-Residential-High Density Low Rise (M-H1)
<ul style="list-style-type: none">• Maximum Height: 16 metres• Maximum Floor Area Ratio: 2.5	<ul style="list-style-type: none">• Maximum Height: 20 metres• Maximum Floor Area Ratio: 3.5

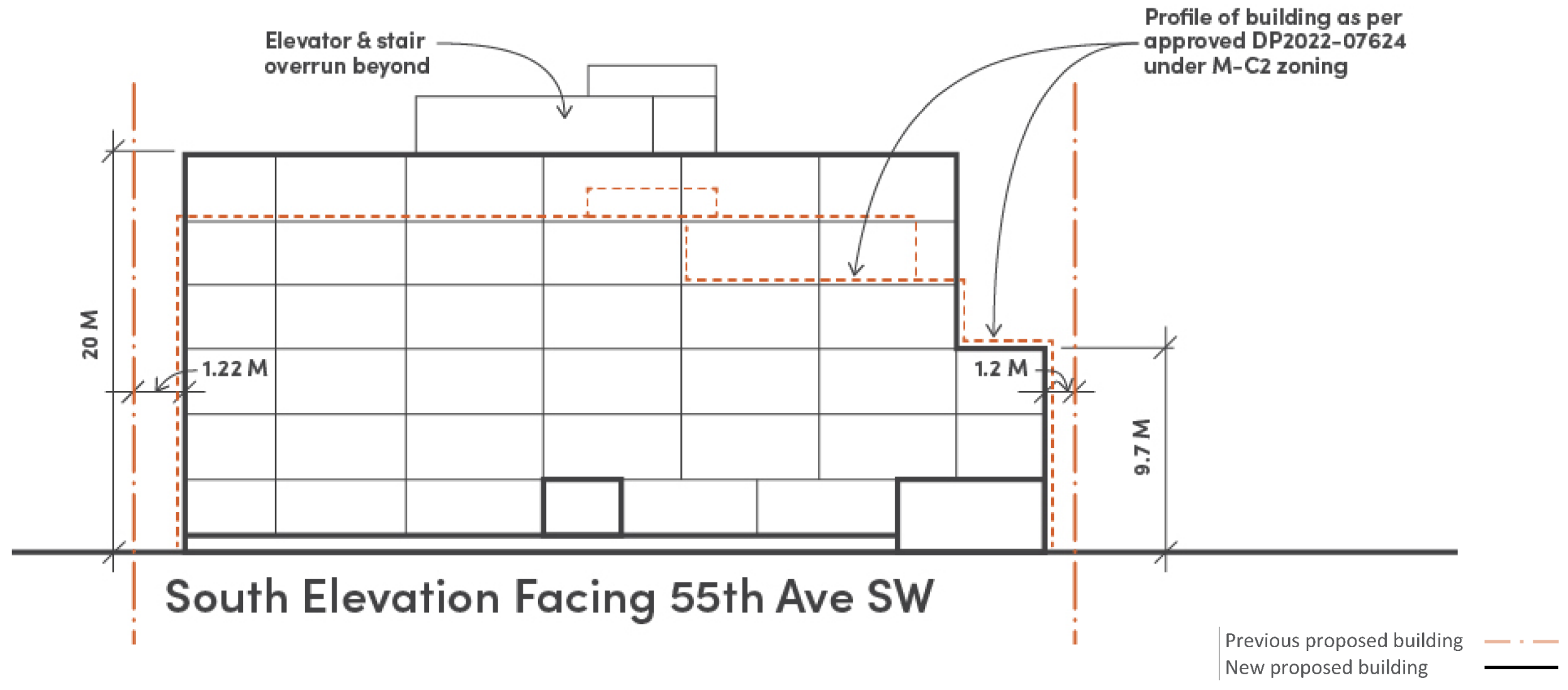
Proposed Redesignation:

- Will enable the development to go from a five-storey to a six-storey midrise building.
- Additional height increase, still classified as midrise development.
- Height and FAR change due to unanticipated stormwater infrastructure requirements at Development Permit stage.
- At the time of Detailed Review, a concurrent Development Permit application will be submitted.



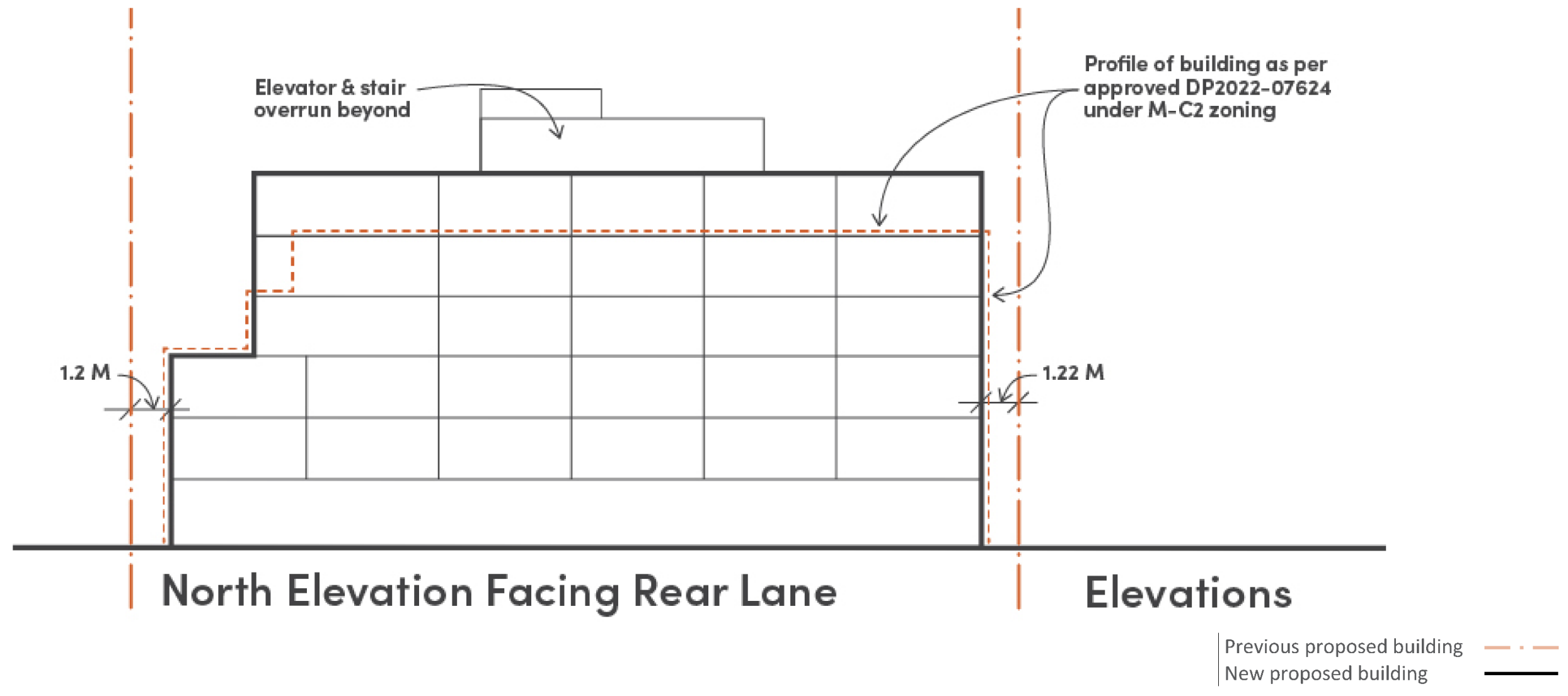


Building Envelope





Building Envelope



Shadow Study



June 21- 10:00 AM



June 21- 2:00 PM



June 21- 4:00 PM



Shadow Study



Sept 21- 10:00 AM



Sept 21- 2:00 PM



Sept 21- 4:00 PM



Community Engagement

Public Engagement

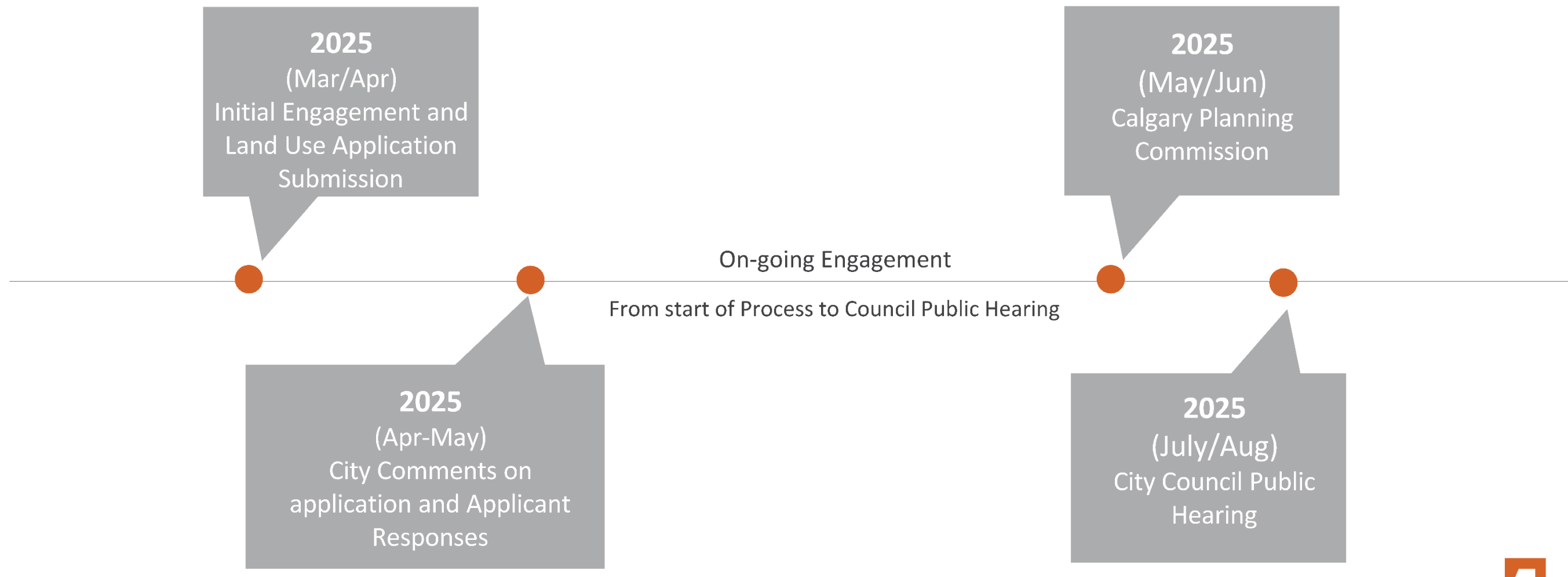
- QPD Engagement Webpage for land use application
- “Hi There!” application information signage
- Postcards
- Met with the neighbor to the east on March 19
- Virtual Open House
- Meeting with Development Committee April 29
- What We Heard Report will be posted on project website



Examples of engagement assets



Estimated Timeline and Next Steps



Questions?

Toun Osuntogun RPP, MCIP
Community Planner

Phone: 1.587.316.6039
toun.osuntogun@quantumplace.ca

Thank You.

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