

**LAND USE AMENDMENT  
OAKRIDGE (WARD 11)  
24 STREET SW and OAKMOOR DRIVE SW  
BYLAW 25D2018**

**MAP 8C**

**EXECUTIVE SUMMARY**

This land use amendment proposes to redesignate 5.80 hectares ± (14.33 acres ±) from Commercial – Community 2 (C-C2f0.32h16) District to DC Direct Control District in order to facilitate the redevelopment of the site into a comprehensive mixed-use development.

The applicant has also submitted an associated development permit application (DP2016-5076), that proposes development on the north and west portions of the site with five buildings, which will include: a medical office building, a new Co-op grocery store and multi-residential development with 270 residential units and the tallest building being 44.0 metres (approximately 12 storeys). Administration is in the process of reviewing the development permit, which will be brought to the Calgary Planning Commission at a future date.

**PREVIOUS COUNCIL DIRECTION**

None.

<b>ADMINISTRATION RECOMMENDATION(S)</b>	2017 November 16
That Calgary Planning Commission recommends <b>APPROVAL</b> of the proposed Land Use Amendment.	
<b>RECOMMENDATION(S) OF THE CALGARY PLANNING COMMISSION</b>	
That Council hold a Public Hearing on Bylaw 25D2018; and	
1. <b>ADOPT</b> the proposed redesignation of 5.80 hectares ± (14.33 acres ±) located at 2580 Southland Drive SW and 2669 Oakmoor Drive SW (Plan 731603, Block 10, Lots 2 and 3) from Commercial – Community 2 (C-C2f0.32h16) District <b>to</b> DC Direct Control District to accommodate a mixed use development, in accordance with Administration’s recommendation; and	
2. Give three readings to the proposed Bylaw 25D2018.	

**REASON(S) FOR RECOMMENDATION:**

This application for a comprehensive mixed-use development on an existing commercial site in an established community presents a tremendous opportunity to realize the goals of the Municipal Development Plan (MDP). This application implements MDP policies for a building complete community, supporting intensification and greater housing and employment choice in concert with high quality urban environments and primary transit services.

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The application underwent an extensive four-phase public engagement program consisting of online surveys, workshops, open houses and other various complementary engagement methods. The final submission represents a collaborative process of design between the applicant, The City of Calgary and the community, and has undergone numerous changes since the initial submission.

The application proposes an increase in density on a strategic site that is located near a future Bus Rapid Transit (BRT) stop. The site is located at a focal point of four communities that have in aggregate experienced a significant population decline since their respective peak population periods. Directing growth to areas well served by transit, pathways and roads that have experienced population decline is a goal of the Municipal Development Plan. The proposed development will effectively:

- utilize existing municipal infrastructure;
- make more efficient use of transit investment; and
- provide a range of housing types to enable citizens from a wide economic and demographic spectrum to live within the community of Oakridge and surrounding communities.

The application achieves a balance between the need for higher density development in commercial activity centres near transit and sensitive integration into an existing community. The proposed heights and floor area ratios (FAR) mitigate negative impacts of heights and shadows on adjacent residential areas and parks by stepping down maximum heights toward Oakmoor Drive SW as well as adjacent residential and special purpose districts. The proposed land use area is large enough to provide flexible options in site design and allow for a break-up of massing, providing pedestrian permeability through the site and improving interfaces with public streets and pathways.

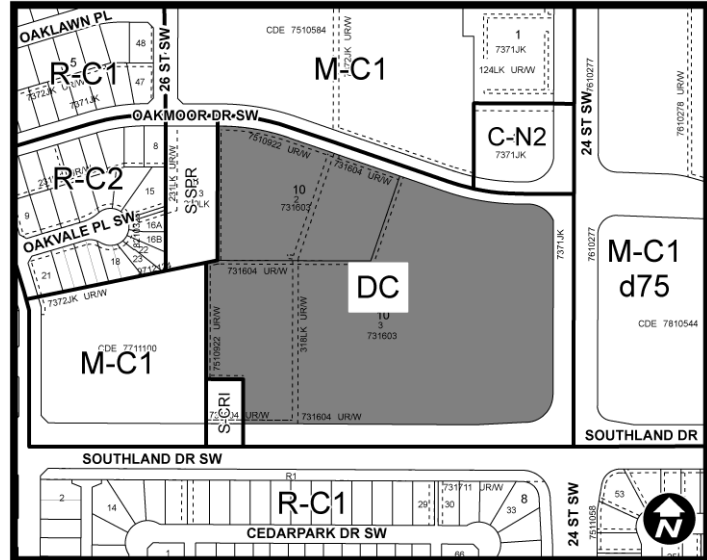
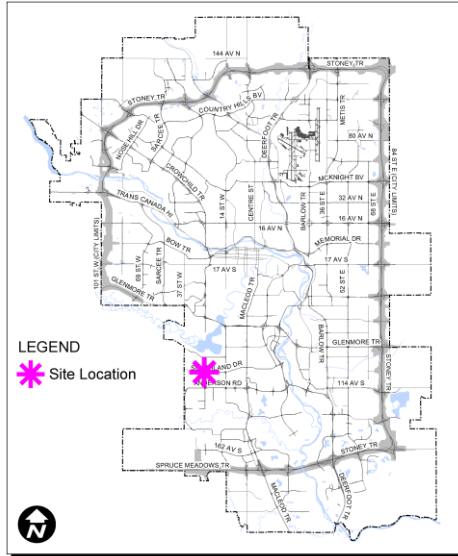
**ATTACHMENT**

1. Proposed Bylaw 25D2018
2. Public Submissions

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LOCATION MAPS



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**ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION**

Recommend that Council **ADOPT**, by bylaw, the proposed redesignation of 5.80 hectares  $\pm$  (14.33 acres  $\pm$ ) located at 2580 Southland Drive SW and 2669 Oakmoor Drive SW (Plan 731603, Block 10, Lots 2 and 3) from Commercial – Community 2 (C-C2f0.32h16) District to DC Direct Control District to accommodate a mixed use development, with guidelines (APPENDIX II).

**Moved by: L. Juan**

Absent: J. Gondek and E. Woolley

**Carried: 4 – 2**

Opposed: A. Palmiere and  
D. Leighton

Reasons for support of the Adoption recommendation from Mr. Wright:

- I reluctantly support the approval. While the land use is reasonable, I would prefer to have seen a more exciting concept plan. However, continued delays may cause more problems or even loss of redevelopment.

Reasons for opposition for the Adoption recommendation from Mr. Palmiere:

- I believe the land use represents a missed opportunity. The DC fails to capture a long term vision for the site, nor does it incentivize a full build out consistent with Council's vision for a NAC. Between suburban commercial landscape requirements, suburban setback requirements and auto centric uses, the DC simply does not consider, shape or direct a full NAC future. Instead it is clear this DC is a direct result of the concurrent development permit which is an incomplete build out of the site, which may or may not happen. As such, I believe this land use represents a failure to plan beyond a short-term future.

Reasons for opposition for the Adoption recommendation from Mr. Leighton:

- I supported Commissioner Palmiere's motion of Referral because this would have supported a much better long-term development outcome for both the Applicants and Calgarians.
- I reluctantly opposed the motion to approve the application because the zoning approach limits the long-term redevelopment of the site and could delay or obstruct a better urban design outcome to achieve the goals of the MDP.

Comments from Ms. Juan:

- This application gained my reluctant support. The sites are not overly innovative and they cater to the current leases that are on the site and not strong planning principles. I am optimistic that the Applicant can take come of the comments at Commission regarding the relevance of auto-oriented use in a mixed use node, shadow impacts and master planning. I am comforted to know CPC will see the development permits and I hope that the Applicant takes CPC's comments into

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consideration.

2017 November 16

**MOTION:**

The Calgary Planning Commission **REFERRED** the proposed redesignation 5.80 hectares ± (14.33 acres ±) located at 2580 Southland Drive SW and 2669 Oakmoor Drive SW (Plan 731603, Block 10, Lots 2 and 3) from Commercial – Community 2 (C-C2f0.32h16) District to DC Direct Control District **to** accommodate a mixed use development back to the Administration to address the following:

- develop a concept plan and DC that better facilitates a TOD build-out. Specifically, Administration should consider the use of ‘sites’ within the DC to create specific Floor Area Ratios, Uses, Heights and Setbacks that better capture the TOD value of the Southland and 24th Street SW frontages and intersection;

and return to Calgary Planning Commission no later than 2018 January 30.

**Moved by: A. Palmiere**

**LOST: 2 – 4**

Absent: J. Gondek and E. Woolley

Opposed: R. Wright, L. Juan,  
C. Friesen and  
R. Vanderputten

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**Applicant:**

QBI-CP OK Developments

**Landowner:**

Calgary Co-operative Association Limited

**PLANNING EVALUATION**

**SITE CONTEXT**

The subject 5.8 hectare site (14.33 acres) is bounded by Oakmoor Drive SW to the north, 24 Street SW to the east and Southland Drive SW to the south, and is located within the community of Oakridge. The subject site is currently home to the Oakridge Co-op Shopping Centre, a medical building, a Boston Pizza restaurant, an A & W Restaurant and drive-through, a Co-op liquor store, and a Co-op car wash/gas bar.

Adjacent development consists of:

- to the east across 24 Street SW is a two-storey sixty unit townhouse complex designated as Multi-Residential – Contextual Low Profile (M-C1d75) District;
- to the west there is a small park which includes trees, a utility building owned by The City, single detached dwellings, and a three-storey fifty-six unit townhouse complex designated as Multi-Residential – Contextual Low Profile (M-C1) District;
- to the south, across Southland Drive SW, are single-detached dwellings designated as Residential – Contextual One Dwelling (R-C1) District; and
- to the north there is a vacant site designated as Commercial – Neighbourhood 2 (C-N2) District and a townhouse complex containing fifty-eight buildings designated as Multi-Residential – Contextual Low Profile (M-C1) District.

The site is a focal commercial development for the communities of Oakridge, Palliser, Cedarbrae, Braeside and PumPhill as it is located at the intersection of those communities.

The table below shows that the population in Oakridge, Palliser, Cedarbrae, Braeside and Pump Hill have seen a significant decrease from their respective peak populations to the current 2017 with a total population loss of -4,477. The proposed land use amendment is an opportunity to facilitate population growth in these communities and align with the Municipal Development Plan (MDP) policy, which encourages a variety of housing types and more choices within complete communities.

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	<b>Oakridge</b>	<b>Braeside</b>	<b>Cedarbrae</b>	<b>Palliser</b>	<b>Pump Hill</b>
<b>Peak Population Year</b>	1986	1980	1990	2015	1999
<b>Peak Population</b>	7,230	7,652	6,965	3,516	1,949
<b>2017 Current Population</b>	5,667	5,960	6,075	3,484	1,649
<b>Difference in Population (Number)</b>	-1,563	-1,692	-890	-32	-300
<b>Difference in Population (Percent)</b>	-22%	-22%	-13%	-1%	-15%

**LAND USE DISTRICTS**

The proposed land use is a DC Direct Control District based on the Commercial – Community 2 (C-C2) District. The proposed DC District allows for a floor area ratio (FAR) of up to 3.0 and a height up to 44.0 metres (approximately 12 storeys).

The current land use district of Commercial – Community 2 (C-C2) District has a floor area ratio modifier of 0.32 and height modifier of 16.0 metres. The C-C2 District was maintained as the base district as it is appropriate for:

- large commercial development sites (>3.2 hectares);
- development that has a wide range of use sizes and types;
- buildings higher than nearby residential areas;
- opportunities for commercial uses to be combined with office and residential uses in the same development; and
- car wash and gas bar (discretionary uses).

The use of a DC district in this case is recommended in order to facilitate:

- dwelling units at grade;
- removal of certain auto-oriented uses from permitted or discretionary uses in the district;

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- incorporation of multi-residential amenity space requirements for dwelling units provided in the development;
- a maximum floor area ratio of 3.0; and
- a maximum height of 44.0 metres which is stepped down toward existing residential districts and the adjacent park.

Timeline

Internal timelines were adjusted for the subject land use application as Administration had concerns with initial submission for the associated development permit application (i.e. building design, site planning and interfaces). During the review process, a cross departmental review group was established in order to maintain a consistent review on all Co-op applications. Further, because of the scope and significance of the proposed applications, Administration determined that an adjusted timeline was necessary in order for there to be constructive and credible engagement with the public and further collaboration with the applicant.

**LEGISLATION & POLICY**

South Saskatchewan Regional Plan (SSRP)

The recommendation by Administration in this report has considered and is aligned with the policy direction of the South Saskatchewan Regional Plan (SSRP).

Municipal Development Plan (MDP)

The proposed redesignation enables development in alignment with the following MDP policies:

- 2.1.1 - a, b, c relating to housing choice and community diversity, overall housing affordability (supply), and housing choice in relation to the primary transit network;
- 2.1.4 - a and d relating to optimal use of existing infrastructure;
- 2.2.2 - a and b relating to transit-supportive density and use;
- 2.2.4 - relating to complete communities;
- 2.2.5 - b and c relating to housing choice and higher densities in proximity to primary transit.
- 2.3.1 - a relating to housing diversity and choice;
- 3.4.1 - b relating to concentrating the highest densities; and
- 3.4.2 - e relating to encouragement of a mix of apartments, mixed-use developments and ground oriented housing.



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The subject site is identified under the '*Established Area*' within the MDP, which contains the following guiding principles:

- “recognizes the predominantly low density, residential nature of Developed Areas and support retention of housing stock, or moderate intensification in a form and nature that respects the scale and character of the neighbourhood.”
- redevelopment within predominantly multi-family areas should:
  - be compatible with the established pattern of development and consider:
    - appropriate transitions between adjacent areas; and
    - a variety of multi-family housing types to meet the diverse needs of present and future populations.
  - support the revitalization of local communities by adding population and a mix of commercial and service uses;
  - be focused on the neighbourhood activity centres, though changes to other sites may provide opportunities for redevelopment over time; and
  - incorporate appropriate densities, a mix of land uses and a pedestrian-friendly environment to support an enhanced Base or Primary Transit Network.

The subject site also meets the MDP's definition for a 'Neighbourhood Activity Centre' (NAC). NACs exist in older communities and are “locations appropriate for local job and population intensification, in scale with neighbourhood context”. Further, the site meets the following NAC criteria:

- in close proximity to developed residential communities;
- comprised of an area approximately 2 to 4 hectares (5 to 10 acres);
- has existing local retail and services (Co-op grocery store, medical clinic);
- has integrated transit stops (served by multiple transit routes and future BRT stops); and
- it is a walkable destination for residents.

Area Redevelopment Plan (ARP)

There is no applicable statutory ARP document.

**TRANSPORTATION NETWORKS**

A Transportation Impact Assessment (TIA) was submitted in support of the proposed redevelopment. The TIA indicates that signalization is required at the intersection of 24 Street SW/Oakmoor Drive. Timing for the proposed signal is currently under review.

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There are numerous transit stops near the subject site, including a future BRT Station for Southland Drive/24 Street SW as a component of the future Southwest BRT, expected to commence operation in 2019. The station platforms will be located on east bound Southland Drive east of 24 Street SW (“inbound” to downtown) and at south bound 24 Street SW south of Southland Drive (“outbound” to Woodbine). This station location is consistent with the existing local transit system and will further supplement and enhance transit service to the area.

The applicant and the City are collaborating to ensure direct and convenient pedestrian connections towards these stations will be provided as a component of the redevelopment.

**UTILITIES & SERVICING**

Public water, sanitary and storm mains exist within the adjacent public right-of-way and within the subject lands.

Development servicing will be determined within the associated development permit application and Development Site Servicing Plan stage.

**ENVIRONMENTAL ISSUES**

There are no environmental concerns associated with the proposed development.

**ENVIRONMENTAL SUSTAINABILITY**

Development enabled by this application has the potential to allow more Calgarians to choose to live in a location well served by existing infrastructure and in close proximity to services, employment, and transit.

A combined heat and power plant is being proposed for this site and further analysis of this project will be undertaken as part of the development permit process.

**GROWTH MANAGEMENT**

The proposed amendment(s) does not trigger capital infrastructure investment and therefore there are no growth management concerns at this time.

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**PUBLIC ENGAGEMENT**

**Community Association Comments**

The Oakridge Community Association has no comments on the proposed land use redesignation.

**Citizen Comments**

Nine letters of objection were received by Administration in response to the land use submission. Letters expressed concerns with:

- the proposed height – shadow impacts;
- the proposed density;
- increase in traffic;
- increase in on-street parking;
- the absence of an area redevelopment plan;
- impacts on the existing community infrastructure;
- impacts on pedestrians;
- impact on property values;
- impacts on privacy; and
- the future development's integration within the existing community.

The above concerns have been considered and addressed as follows:

- allowable building heights step down toward existing residential districts;
- the proposed density is supported by the Transportation Impact Assessment;
- the increase in traffic is supported by the Transportation Impact Assessment;
- the parking provided on site is supported by the Transportation Impact Assessment;
- the extensive public engagement was undertaken in order to address the absence of an area redevelopment plan;
- servicing connections are available for the development and any upgrades, if required will be paid for by the development;
- significant amendments to the associated development permit application have improved pedestrian connections and safety;
- property values are not a planning consideration, however, the increased amenities (commercial uses, public open space) will have a positive impact on the use and enjoyment by area residents;
- site design considerations relating to privacy are addressed through the development permit; and

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- integration with the existing community in terms of pedestrian access, building interfaces and public amenities provided are addressed through the development permit.

### Public Meetings

It should be noted that the applicant conducted their own engagement prior to submission of their application to the City and continued communications with the community throughout the process. This engagement was separate from the City-led engagement.

### City Led Engagement

#### Engagement strategy

A comprehensive engagement strategy was developed by the Engage Resource Unit to facilitate multiple touch points and ensure inclusivity for all who want to provide input and learn about the Oakridge CO-OP Redevelopment project. The Engage Spectrum level for this project was 'Listen and Learn' which is defined as "We will listen to stakeholders and learn about their plans, views, issues, concerns, expectations and ideas."

For this project, a multi-phased engagement approach was used that included four phases of engagement and information sharing with multiple in-person and online opportunities between February and November 2017.

The goals of the phased approach and the overall engagement program were to:

- Inform the community about the application and the planning processes;
- Gather a high-level understanding of issues and concerns to better assess the application and determine future phases of engagement;
- Educate participants on the trade-offs and weighing of alternatives involved in developing a site like this, and to ensure their feedback was meaningful, as it represented a decision made in the context of constraints, alternatives and trade-offs;
- Ensure that public feedback was more than opinions on the proposed development, but about how the proposal could be improved which was used to help negotiate changes with the applicant; and
- Evaluate the application's changes against the community input and concerns that were provided throughout the program.

#### Engagement overview

Over the course of the phased engagement program for the Oakridge Co-op Redevelopment application, Administration engaged with 1,018 people (not including the final information session), at 6 in-person events and through 3 separate online opportunities. A total of 2,493 comments and ideas were collected.

Overall, there was a high level of interest in the proposed application, and a wide range of

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input was received from the community throughout the engagement program.

Further details on the City-led engagement can be found within APPENDIX III of this report.

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## APPENDIX I

### APPLICANT'S SUBMISSION

**CO-OP**

Calgary Co-operative Association Limited | #110, 151 - 88 Avenue S.E., Calgary, AB T2H 3A5 | ph: 403-219-6025

#### The City of Calgary

#### Re: Oakridge Co-op Redevelopment

The proposed Oakridge Crossing Calgary Co-op Redevelopment is a unique, mixed use project which will replace an aging retail grocery store and related infrastructure while bringing new amenities, including housing, retail and office space to this South West Calgary community. The potential for this development is exciting. Quarry Bay Investments Inc. and Calgary Co-op believe this development will have a positive economic, social and aesthetic impact on the surrounding Oakridge community and businesses, making it a key development in Calgary and a beneficial addition to the surrounding neighbourhoods.

Located at 2580 Southland Drive SW, this property is anchored by a successful Co-op grocery store, liquor store, gas bar and car wash, along with additional retail services and restaurants. The proposed plan builds on the existing success of these businesses, while adding additional multi-family housing, office and retail space. The development will bring added services and amenities to the area for residents as well as a diversity of housing options not available in the existing community. This will enable many area residents to downsize and remain in their preferred neighbourhood. It will also allow a new generation of residents to make Oakridge their home. This project, once completed, will bring a wide range of services and amenities creating a unique, local urban village.

The development proposes four new buildings. The tallest building heights are proposed to be approximately 13 storeys (44 metres) located at the center of the site in the effort to minimize the shadowing of adjacent properties. A total of 270 residential units are proposed with various types of commercial space including office, grocery store, retail, existing restaurants, liquor store, gas bar and other commercial uses. The Land-Use application would allow for the addition of residential units as well as an increase to the current permitted height. We are working with City Administration on the concurrent DP application, which will be brought forward to CPC at a later date.

The proposed plans the site have been developed to add density at a key commercial node while factoring in the needs and aesthetics of the surrounding community. Attention to building design, height and placement has been made to prevent shadowing on nearby residential areas while maintaining and improving pedestrian accessibility. Extensive engagement activities, in-person and online, were completed over a 2 year period and the design before you is a culmination of those efforts, reflecting the needs and wants of the community as a whole. The project will revitalize this portion of the neighbourhood and give the area more housing and amenity options.

To date, several community engagement and outreach activities have been completed, such as:

- Information table at the 2016 Oakridge Community Association Stampede BBQ (July 2016/2017)
- Co-op employee information sessions
- In-Store Kiosk at the Oakridge Co-op (September/October 2016)
- Exploratory meetings with the Oakridge Community Association
- Open House events (October 2016)
- Promoted social media campaigns on Facebook, LinkedIn and Twitter
- Information posted on the Oakridge Community Association website
- Signs/postcards in the Oakridge Co-op and Oakridge Community Association

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**CO-OP**

Calgary Co-operative Association Limited | #110, 151 - 86 Avenue S.E., Calgary, AB T2H 3A5 | ph: 403-219-6025

- Ad in the Oakridge Echo (January 2017)
- Project website
- Email/phone correspondence including email update sign up options
- Face-to-face meetings with community members
- City of Calgary engagement (postcards, ads social media, roadside signs)
- Email from community association to members (January 2017)
- Community Association notices – Oakridge Echo
- City-led open house February 2017
- City-led workshops May 2017
- Door to door conversations

We are confident that this application and project is the right fit for the community and will benefit all stakeholders.

Thank you for your consideration.

CALGARY CO-OPERATIVE ASSOCIATION LIMITED



Tony Argento, B.A., B.E.D.S., M.Arch.F.P.  
Director – Real Estate & Development

QUARRY BAY INVESTMENTS INC.



Michael E. Lobsinger  
President & CEO

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## APPENDIX II

### PROPOSED DIRECT CONTROL GUIDELINES

#### **Purpose**

- 1 This Direct Control District is intended to:
- (a) provide for a high *density* mixed-use *development*;
  - (b) incorporate *amenity space* requirements for *dwelling units*; and
  - (c) provide opportunities for commercial and multi-residential *uses*.

#### **Compliance with Bylaw 1P2007**

- 2 Unless otherwise specified, the rules and provisions of Parts 1, 2, 3 and 4 of Bylaw 1P2007 apply to this Direct Control District.

#### **Reference to Bylaw 1P2007**

- 3 Within this Direct Control District, a reference to a section of Bylaw 1P2007 is deemed to be a reference to the section as amended from time to time.

#### **Permitted Uses**

- 4 The *permitted uses* of the Commercial – Community 2 (C-C2) District of Bylaw 1P2007 are the *permitted uses* in this Direct Control District:
- (a) with the exclusion of:
    - (i) **Vehicle Rental – Minor**; and
    - (ii) **Vehicle Rental – Minor**.

#### **Discretionary Uses**

- 5 The *discretionary uses* of the Commercial – Community 2 (C-C2) District of Bylaw 1P2007 are the *discretionary uses* in this Direct Control District:
- (a) with the addition of:
    - (i) **Multi-Residential Development**;
    - (ii) **Vehicle Rental – Minor**;
    - (iii) **Vehicle Sales – Minor**; and
  - (b) with the exclusion of:
    - (i) **Auto Service – Major**;
    - (ii) **Auto Service – Minor**;



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- (iii) **Parking Lot – Grade;**
- (iv) **Parking Lot – Structure; and**
- (v) **Pawn Shop.**

**Bylaw 1P2007 District Rules**

**6** Unless otherwise specified, the rules of the Commercial – Community 2 (C-C2) District of Bylaw 1P2007 apply in this Direct Control District.

**Floor Area**

**7** The maximum *floor area ratio* is 3.0.

**Building Height**

**8** The maximum *building height* is:

- (a) 26.5 metres within 20.0 metres of a *property line* shared with Oakmoor Drive, a *residential district* or a *special purpose district*, or
- (b) 44.0 metres in all other cases.

**Location of Uses within Buildings**

**9 (1)** **Dwelling Units** may be located on the ground floor of a *building*.

**(2)** “Commercial Uses” and **Live Work Units**:

- (a) may be located on the same floor as **Dwelling Units**; and
- (b) must not share an internal hallway with **Dwelling Units**.

**(3)** Where this section refers to “Commercial Uses”, it refers to the listed *uses* in Sections 4 and 5 of this Direct Control District, other than **Dwelling Unit** and **Live Work Unit**.

**Amenity Space**

**10 (1)** *Amenity space* may be provided as *common amenity space*, *private amenity space* or a combination of both.

**(2)** The required minimum *amenity space* is 5.0 square metres per *unit*.

**(3)** When the *private amenity space* provided is 5.0 square metres or less per *unit*, that specific area will be included to satisfy the *amenity space* requirement.

**(4)** When the *private amenity space* exceeds 5.0 square metres per *unit*, only 5.0 square metres per *unit* must be included to satisfy the *amenity space* requirement.

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- (5) Where a **patio** is located within 4.0 metres of a **lane** or another **parcel**, it must be **screened**.
- (6) **Private amenity space** must:
- (a) be in the form of a **balcony, deck** or **patio**; and
  - (b) have no minimum dimensions of less than 2.0 metres.
- (7) **Common amenity space**:
- (a) may be provided as **common amenity space – indoors** and **common amenity space – outdoors**;
  - (b) must be accessible from all the **units**;
  - (c) must have a contiguous area of not less than 50.0 square metres, with no dimension less than 6.0 metres; and
  - (d) must not be located in a required **setback area**.
- (8) **Common amenity space – indoors** may only be provided to satisfy the **amenity space** requirement as part of a **development** with 100 or more **units**.
- (9) A maximum of 10.0 per cent of the required **amenity space** may be provided as **common amenity space – indoors**.
- (10) **Common amenity space – outdoors** must provide a **balcony, deck** or **patio** and at least one of the following as permanent features:
- (a) a barbeque; or
  - (b) seating.

**Relaxation Rule**

- 11 The **Development Authority** may relax any of the rules contained in section 10 where the relaxation test in Bylaw 1P2007 is met.

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### APPENDIX III

#### CITY-LED ENGAGEMENT

##### Phase one: issues scoping

An in-person session and online opportunity was provided to citizens in February 2017. The purpose of this phase was to: develop a high-level understanding of the issues and concerns with the application, and to inform our future phase of engagement.

- One in-person open house on Thursday, February 23 at Oakpark Church.
  - There were 377 people in attendance at the Open House.
  - 30 completed comment forms were received.
- One online survey from February 22 through the 28.
  - 77 completed survey responses were received.

645 comments and ideas were collected through phase one.

##### What We Heard

Some of the main themes that emerged through all of the comments gathered in phase one were:

- Citizens are concerned that this development may have insufficient parking and/ or spill-over effects of parking in the community;
- Citizens are concerned about the impact that additional density combined with other projects (i.e. Ring Road) may have on transportation infrastructure; and
- Citizens require more information on the future use of the development (i.e. rental properties, commercial tenants, condo sales, green roof access etc.).

##### Phase two: visioning workshops

Two in-person workshops and a pre-workshop online survey were provided to citizens in May 2017. The purpose of this phase was to delve deeper into the issues, opportunities and outcomes that community residents want to see with the proposed development. This was an opportunity for participants to provide feedback on the development that was not overly constrained by the current proposal. Further, it was an opportunity for Citizens to understand that it was not only that the City wanted to know their opinions on the proposed development, but also how the proposal could be improved. This was achieved through a charrette-style board game facilitated by IBI Group, which allowed participants to express their preferences, ideas and aspirations through a spatial planning exercise.

- Two workshops were held at the Cedarbrae Community Centre on May 13 and May 17.
  - There were 83 workshop participants at the two sessions; and
  - 12 community based concepts were developed at the two sessions.

785 comments and ideas were collected through phase two of engagement.

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What We Heard

Some of the main themes that emerged through all of the comments gathered in phase two were:

- Citizens are concerned about the proposed density and building heights and feel it is too much for the community and have suggested a range of 5 – 9 storeys;
- Citizens are concerned that this development may have insufficient parking and/ or spill-over effects of parking in the community;
- Citizens would like to see good connectivity through the site for all modes (pedestrians, vehicles and bicycles); and
- Citizens would like new development to be sensitive to the existing surrounding development.

The 12 community concepts were amalgamated to develop an overall workshop concept plan that was shared with the applicant. The heat maps and community concept can be found in the detailed phase two What We Heard Report.

Phase three: revised application evaluation

The purpose of phase three of engagement was to: share the results of our first two phases of engagement, what changes were requested of the developer through the first detailed team review, and what changes were made to the proposal as a result of community feedback. Citizens were asked to assess the changes made and determine if they were appropriate in addressing community concerns.

Recognizing that summer is always a busy time, there were many different activities and tactics throughout the month of August for Citizens to review the application details, ask questions of City staff, and evaluate the changes to the application

- One community sounding board at the Oakridge Co-op store from August 23 - 30.
  - 64 comments and ideas were received.
- One pop-up event at Braeside's Community Birthday Party on August 19.
  - We talked with 78 citizens.
- One in-person open house was held on Monday, August 14 at The Braeside Community Centre.
  - We had 165 participants attend the open house.
  - We received 13 completed feedback forms.
  - We received 105 sticky notes of comments and ideas.
- An online survey was made available from August 9 through August 30.
  - There were 1247 unique visitors to the website.
  - We received 172 completed responses.
- One comment drop-box at the Braeside Community Centre.
  - We received 2 completed forms.

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1063 total ideas and comments were collected through phase three of engagement.

What We Heard

Some of the main themes that emerged through all of the comments received in phase three were:

- Citizens agree with the proposed changes to the application to address pedestrian connectivity, gathering spaces and like the addition of the commercial main street;
- Citizens have mixed views on the development fit, some agree that the reduction in storeys were sufficient while others feel it was not enough and still too high; and
- Citizens have concerns over parking and traffic issues that could result from the proposed development.

Phase four: information sharing

An in-person information session to share the final application, a summary of what has changed, a summary of engagement and information on how to participate in the public hearing of council was held on November 9, at Oakpark Church.

This information session was not complete at the time of report writing and thus we do not have attendance numbers to share here at this time.

**Communications overview**

A comprehensive communications plan was developed to inform the community about the project and all of our engagement opportunities. On-going tactics employed throughout the life of the project have included:

- project specific website ([calgary.ca/oakridgecoop](http://calgary.ca/oakridgecoop)) that shares information and background about the Brentwood Co-op redevelopment application. The website also includes a summary of previous engagement activities and notice about upcoming activities taking place in the community;
- Sending emails to the community members subscribed to our email list, sharing on-going project information and engagement details; and
- Regular and on-going communications with the Community Associations.

For each phase of engagement the following communications tactics were employed to promote participation in our various engagement opportunities. Which included:

- Digital advertisements;
- Twitter and Facebook advertisement campaigns;
- Large traffic signs placed at high-traffic intersections in the community;
- Post card mail outs to surrounding area residents;
- Advertisements in the community association newsletters;
- Post cards handed out at the Oakridge Co-op store to shoppers;
- Posters distributed throughout the community in highly visible areas; and

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- Information was also shared to external email lists via the Councillor's Office, Community Associations and the developer.

**Full engagement reports**

The full what we heard reports and verbatim comments for each phase can be found here:

[Phase one: What We Heard Report](#)  
[Phase two: What We Heard Report](#)  
[Phase three: What We Heard Report](#)