

CALGARY
DROP-IN
CENTRE



1439 17 AV SE

Applicant-led Outreach Summary

April 2024 | LOC2022-0198



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DROP-IN
CENTRE

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Contents

Application Summary	04
Comprehensive Planning Site Context	06
Outreach Roles & Responsibilities	08
Outreach Approach	10
Outreach Strategies	11
What We Heard & Team Response	12
Outreach Materials & In-Person Event	16

Application Summary

What Is and What Isn't Proposed?

On behalf of the landowner of 1439 17 AV SE for the past decade, The Calgary Drop-In & Rehab Centre Society (The Calgary Drop-In Centre), CivicWorks submitted a Land Use Redesignation application (LOC2022-0198) to support future mixed-use development on this site that is currently designated for industrial uses.

This Land Use Redesignation application is just one component of broader planning efforts for the Brewery-Rail Lands Comprehensive Planning Site and, at this time, The Calgary Drop-In Centre has no plans to redevelop the site.

It is important to note that this site is not intended for use as a shelter as this use is not allowed by neither the existing nor the proposed Land Use District.

If approved, this Land Use Redesignation application would transition the existing Industrial — Edge (I-E) District to the Mixed Use – General (MU-1) District with varying Building Height and Floor Area Ratio (FAR) modifiers. In specific, the Mixed Use – General (MU-1f4.0h22) District and Mixed Use – General (MU-1f5.0h45) District are proposed. These land uses would allow for mixed-use buildings with maximum heights of approximately 6 storeys (22m) and up to a maximum FAR of 4.0 for the northern majority of the subject site (±0.25ha), while allowing for a maximum of 12 storeys (45 metres) and up to a maximum FAR of 5.0 for the southern minority of the site (±0.07ha) — kindly refer to the visualizations below and on pages 5, 6 and 7 for more information.



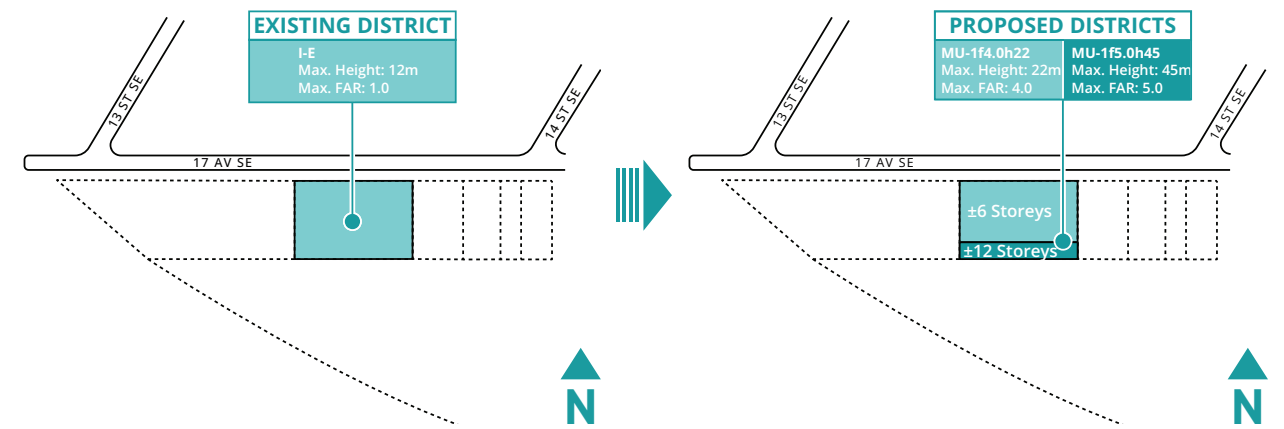
Land Use Districts
 MU-1f4.0h22 (±0.25 ha)
 MU-1f5.0h45 (±0.07 ha)



Max. Building Heights
 ±22-45m
 (±6-12 Storeys)



Floor Area Ratios
 4.0-5.0



Industrial – Edge (I-E) District

- Industrial District located along the edge of industrial areas that share a property line with a residential district.
- Does not allow for a shelter.

Mixed Use – General (MU-1) District

- Accommodates a mix of residential and commercial uses.
- Does not allow for a shelter.

Note: Visual representations are generalized in nature and not to be measured. The above tables highlight generalized key aspects of the existing and proposed Land Use Districts for comparative purposes only. For full details regarding the rules of each Land Use District please refer directly to The City of Calgary Land Use Bylaw 1P2007 at: <https://lub.calgary.ca>

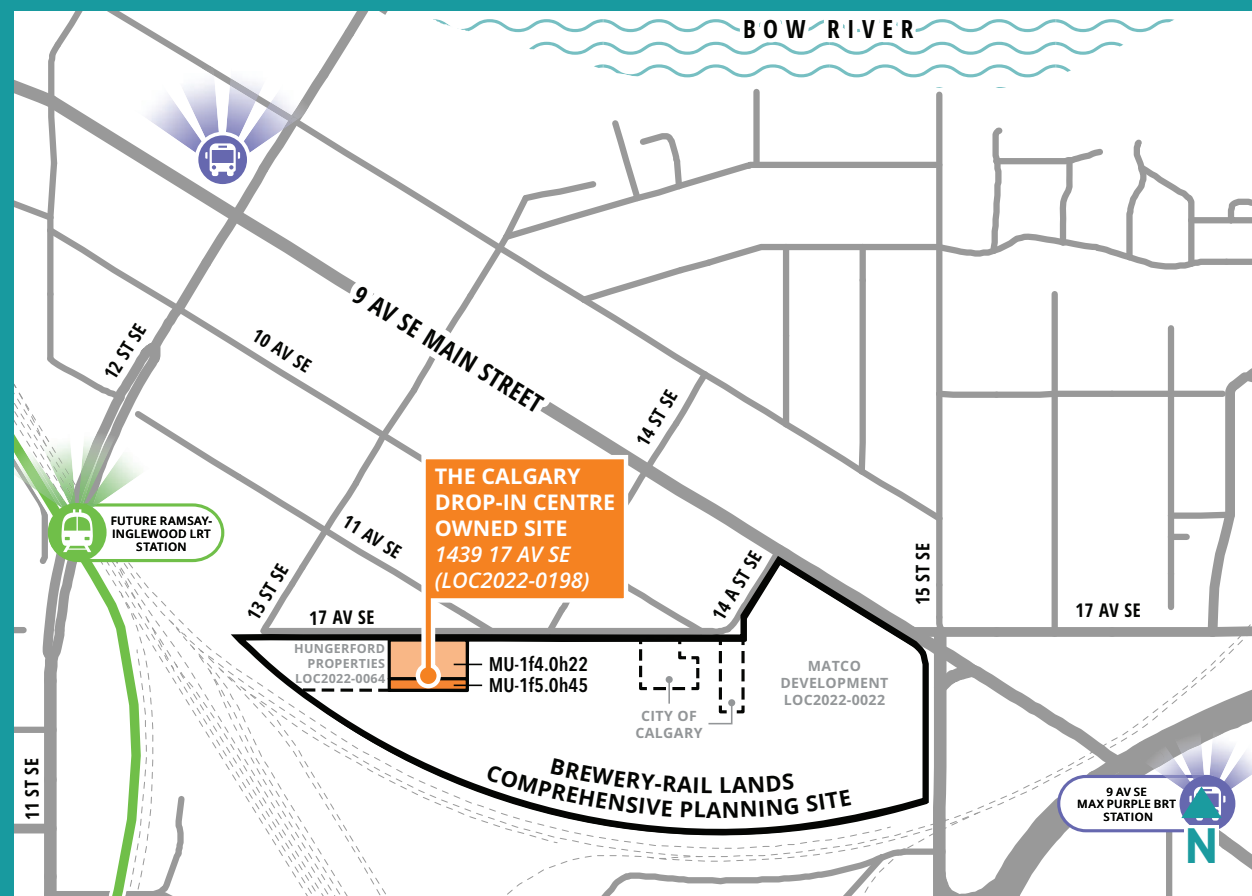
Comprehensive Planning Site Context

The adjacent lands to the west, east, and south of the site are known as the Brewery-Rail Lands and are part of a Comprehensive Planning Site that 1439 17 AV SE falls within.

Currently under review, the Brewery-Rail Lands application (LOC2022-0022) for MATCO Development seeks to transition lands from the Industrial – Edge (I-E) District, Industrial – General (I-G) District, and a Direct Control (DC) District based on the I-G District to various Direct Control (DC) Districts based on the Mixed Use – General (MU-1) District.

The site to the immediate west (1401 17 AV SE) additionally has an application submitted that is under review (LOC2022-0064) for Hungerford Properties, which is also part of the broader Comprehensive Planning Site and proposes a transition from the I-E District to the MU-1 District.

The proposal for the subject site at 1439 17 AV SE forms the final application to complete the fulsome privately-owned portion of the Comprehensive Planning Site, and the proposed land uses have been informed through comprehensive planning activities to ensure alignment with the Brewery-Rail Lands overarching development vision.



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Outreach Roles & Responsibilities

What Is Our Role? What Is Your Role?

Clarifying community and public outreach roles and responsibilities connected to planning and development projects helps determine who does what, and builds a baseline understanding of the threshold of responsibility across all roles in building a great city. As the proponent of an Applicant-initiated development proposal, the 1439 17 AV SE team has the associated responsibilities of the Lead.

Lead

Applicant

The Lead is the primary decision-maker for the project leading up to a formal decision of approval/refusal by the designated City decision-making body.

The responsibilities of the Lead role include:

- Notifying citizens and community groups of the project and any opportunities to learn more or provide input.
- Determining the negotiables and non-negotiables for the project and what is/isn't open for public influence.
- Communicating the constraints and clarifying the scope of the conversation.
- Providing clear, concise, transparent and accurate information.
- Fostering and maintaining a respectful conversation.
- Reporting back if/when collecting input and providing City decision-makers with a summary of the community outreach approach that was taken.
- Keeping citizens and community groups in the loop and closing the loop when decisions are made.

As the Applicant, our role in the outreach process is the Lead.

The Lead is the initiator/proponent of a development application and is the primary decision-maker for a proposal leading up to a formal decision of approval/refusal by the designated City of Calgary decision-making body.

Support

City of Calgary Administration

The Support role assists in the outreach process by providing the Applicant, community / member-based organizations, and the wider public audience with information, tools and resources to improve understanding and aid in the overall success of the outreach process.

The responsibilities of the Support role include:

- Sharing information about City goals and policies.
- Explaining The City's review and decision-making processes.
- Clarifying community outreach roles and responsibilities.
- Creating tools and resources for Participants, Connectors and Leads to help them be successful in their outreach roles.

Connector & Participant

Community / Member-based Organizations

The Connector shares information and insights about a specific community or area with its members to help increase understanding of the local context and to help inform community outreach plans.

- The responsibilities of the Connector & Participant role include:
- Where possible, sharing local information and insights to help build understanding and inform outreach plans.
- Where possible, helping raise awareness of opportunities for people to get involved in local planning projects.

Decision-Maker

The Development Authority & City Council

The Decision-Maker is responsible for making the final decision to approve/refuse a planning or development application.

The responsibilities of the Decision-Maker role include:

- Reviewing and considering proposed planning or development applications.
- Reviewing and considering the outreach strategy/rationale/approach and any feedback that may have been collected.
- Approving/refusing planning or development applications.
- Establishing the conditions on which the development can proceed, if approved.

Participants

Local Community Members & General Public

The Participants contribute to the outreach process, listening and providing feedback.

The responsibilities of the Participant role include:

- Seeking out information to become informed.
- Listening and participating respectfully.
- Respecting the scope of conversation, project constraints, and timelines.
- Providing appropriate feedback and remaining open to different ideas.

Community Outreach on Planning and Development

Visit www.calgary.ca/PDA/pd/Pages/Community-Outreach/Applicant-Outreach-Toolkit.aspx for a resource available to anyone who is interested or involved in the community outreach process connected to the planning and development of Calgary and our communities.

Outreach Approach

Balancing Multiple Interests

An outreach process is more than a compilation of community participant input by the project team. Our role as the outreach lead requires active listening to determine the root issues underlying individual statements, and reconciling often competing interests and points of view to arrive at evidence-based planning and design solutions. The array of interests that influence any development project include, but are not limited to:

Calgary's Growth & Development

Planning for the next generations of Calgarians

Local Area Policy

The existing policy framework that guides development

Community Feedback

What various citizens and community members think and say about an issue

Economic Viability

The needs of the developer to create a viable project

Our Outreach Approach

The Calgary Drop-In Centre and the project team are committed to working with neighbours to build strong and complete communities through thoughtful planning and best-practice public outreach strategies.

Our outreach process has been designed to provide multiple opportunities across a variety of platforms for community participants to learn about the vision for 1439 17 AV SE and to share their thoughts — all with the intent of maintaining a respectful and transparent dialogue.

The project team looks forward to continued conversations with local community members and groups, and would like to thank all those who have participated thus far.

Outreach Strategies

Neighbour Brochures & Adverts

Over 500 brochures were delivered to neighbours introducing the application with project team contact information, and over 2,300 postcards were delivered advertising the In-Person Information Session. An advert was also included in the December 2022 Inglewood Community Association Newsletter, delivered community-wide.

Custom Site Signage

Temporary signage was installed on site notifying the surrounding community of outreach events and ways to get in touch with the project team. A second temporary sign was also installed to advertise the In-Person information session.

In-Person Open House

In-Person Open House held with the Inglewood Community Association (ICA) at their Community Hall, open to all interested community participants on January 24, 2023 with ±40 people in attendance in addition to leadership from the ICA and The Calgary Drop-In Centre.

In-Person Information Session

Project team information session and live Q&A open to all interested participants was held on January 31, 2023 at the YW Hub. This session was very well attended and was hosted in collaboration with MATCO Development and Hungerford Properties to collectively discuss the entire Comprehensive Planning Site.

Project Website

Dedicated project website (www.CalgaryDropInCentreInglewood.com) providing up-to-date and convenient project information and an online feedback form. The project website has had ±800 unique visitors as of April 2024.

Notification Emails

Direct emails to the Ward 9 Councillor's Office, Inglewood Community Association, Inglewood Business Improvement Area, and Ramsay Community Association, providing information on the proposed change and ways to get in touch with the project team.

Digital Meeting

Digital outreach meeting held with the Ward 9 Councillor's Office to discuss this specific application and the broader Comprehensive Planning Site.

Project Voicemail & Email Inbox

Project phone line, voicemail inbox (587.747.0317), and email (engage@civicworks.ca) serve as direct lines to the project team to answer questions or provide information.

2 Height & Shadows

What We Heard

Some neighbours shared excitement about the proposed built form, while others noted concerns around the maximum building heights proposed and potential shadow impacts.

Team Response

The proposed mid-rise building height and density aims to support future mixed-use development within easy-walking distance of a municipally-identified Main Street (9 AV SE) and primary transit. Located just ±350m from the future Ramsay/Inglewood Green Line LRT Station and nearby to a MAX Purple BRT stop, this site is strategically located to advance the goals of the Municipal Development Plan (MDP) and key directions of the Calgary Transportation Plan (CTP) that link land use decisions to transit, including building complete communities, supporting compact urban forms, and providing greater housing choice along primary transit services.

Currently existing as a two-storey industrial building, the project team acknowledges that the proposed land use and maximum allowable building height will inevitably introduce change for the surrounding area. A conceptual shadow study was accordingly undertaken for the broader Brewery-Rail Lands application, using industry-standard modeling, to model potential shadow impacts to adjacent or nearby properties based on a conceptual form.

The proposed Land Use Redesignation application includes a maximum building height of 22m (±6 storeys) along 17 AV SE and further to the south up to 45m (±12 storeys). The conceptual shadow study shows that potential shadows created by the proposed change are generally not expected to adversely impact the nearby low-density residential community. Potential shadowing impacts are anticipated to primarily fall on the properties to the immediate north, with

Brewery Triangle Park being impacted mostly in the early evening, as well as generally on the winter solstice when the shadows are cast longest.

To mitigate potential shadowing impacts, the 45m (±12 storeys) maximum building height has been intentionally proposed only on the southern minority of the site and to front southwards onto a future roadway, 18 AV SE, proposed via adjacent Outline Plan application LOC2022-0022 by MATCO Development. The majority of the site, and the entirety of the site that fronts onto 17 AV SE, is proposed with a maximum building height of 22m (±6 storeys) to ensure a more contextual transition towards the existing community to the north.

Additional shadow studies will be conducted at the Development Permit application stage in an effort to reduce any negative shadowing impacts on neighbouring properties. Several design strategies can also be incorporated into the architecture at the Development Permit stage to further mitigate any shadowing impacts.

3 Parking & Traffic

What We Heard

Some community members at the In-Person Outreach Event asked about anticipated vehicular parking capacity and any potential impacts to the local road network post-redevelopment of the broader Brewery-Rail Lands Comprehensive Planning Site.

Team Response

Details related to vehicular parking will be confirmed at the Development Permit application stage. However, in support of the proposed Land Use Redesignation application for the Brewery-Rail Lands Comprehensive Planning Site, Bunt &

Associates completed a Transportation Impact Assessment (TIA) as well as a site specific Transportation Memorandum for this subject site, 1439 17 AV SE. The TIA reviewed the mobility context, site access and circulation, intersection capacity, signal warrants, and forecasted trip generation for the surrounding area, including the Brewery-Rail Lands Comprehensive Planning Site. The Transportation Memorandum was prepared to confirm that the densities anticipated in the TIA are consistent with this application and have not changed. The studies have been submitted for review by The City of Calgary as part of the application review process.

The subject site is well-located and has excellent access to various modes of transportation. Transit-oriented development is a cornerstone of the entirety of the Brewery-Rail Lands, with the future Ramsay/Inglewood Green Line LRT Station and MAX Purple BRT Stations within easy-walking distance of the site.

To support the anticipated increase of vehicular traffic associated with this application (LOC2022-0198), as well as the other Comprehensive Planning Site applications (LOC2022-0022 and LOC2022-0064), the cul-de-sac at the west end of 17 AV SE will require upgrading, new traffic signals will be required along 9 AV SE, and the traffic gate located at 13 ST SE will require removal with the redevelopment of the sites at 1390 17 AV SE and 1401 17 AV SE to enable a new direct connection to the area as it densifies. Timings of improvements (e.g., 13 ST SE traffic gate removal and new traffic signals along 9 AV SE) will be confirmed with future Development Permit applications.

4 Comprehensive Planning

What We Heard

The Ward 9 Councillor's Office and some community members had questions around how the three active (3) Brewery-Rail Lands Comprehensive Planning Site applications would be considered together. The Ward 9 Councillor's Office also requested that upgrades to Brewery Triangle Park be considered, and that map annotations be utilized to denote potential future roadway and active mobility network connections in the policy amendment to the Inglewood Area Redevelopment Plan.

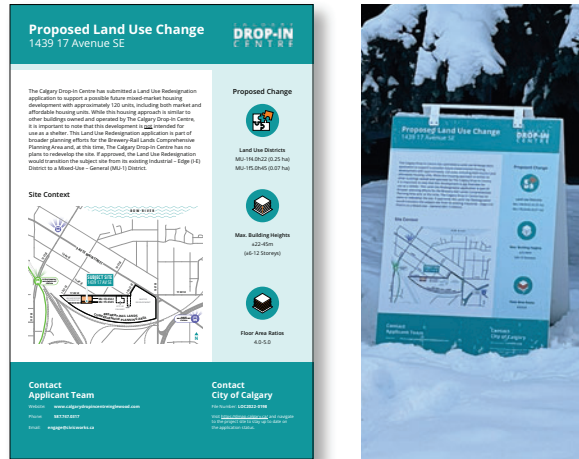
Team Response

The City of Calgary is actively reviewing the three (3) Brewery-Rail Lands Comprehensive Planning Site applications in tandem to ensure a comprehensive review and forward-looking outcome. City Administration is evaluating the benefits of the broader Comprehensive Planning Site team improving Brewery Triangle Park directly, versus providing other benefits to the local area on their project sites.

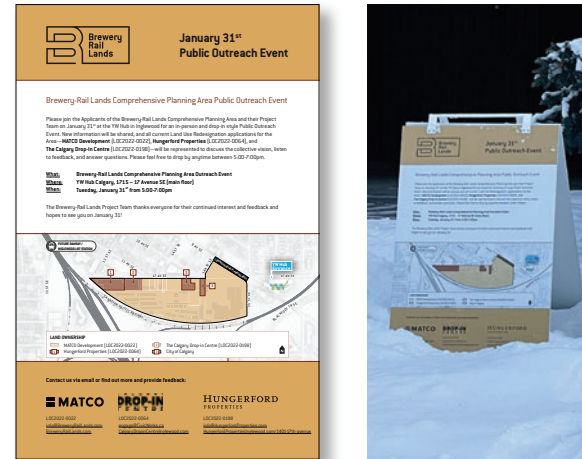
The project team is working with City Administration on a draft policy amendment to the Inglewood Area Redevelopment Plan, which is proposed to include several new maps with visual annotations indicating the location of new multi-use pathways and roadways. The draft policy amendment is still being considered by City Administration and remains subject to change.

Outreach Materials & In-Person Event

Application On-Site Signage



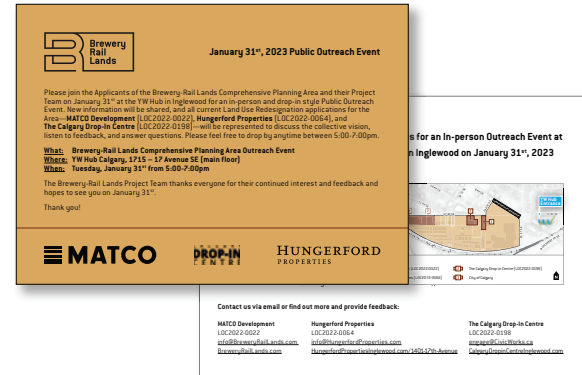
Outreach Event On-Site Signage



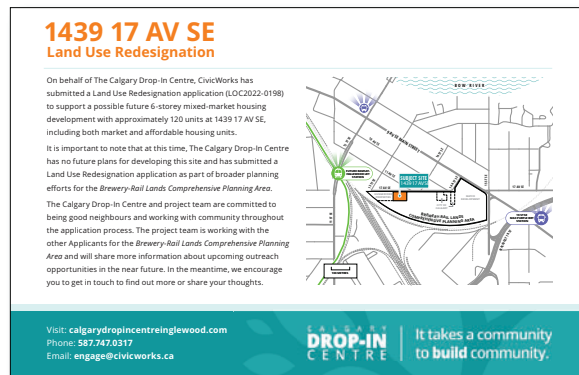
Neighbour Brochure



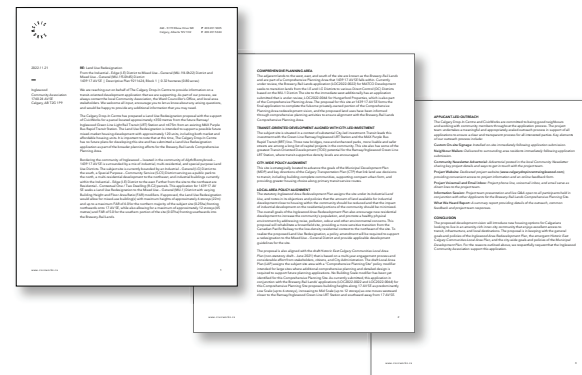
Outreach Event Postcards



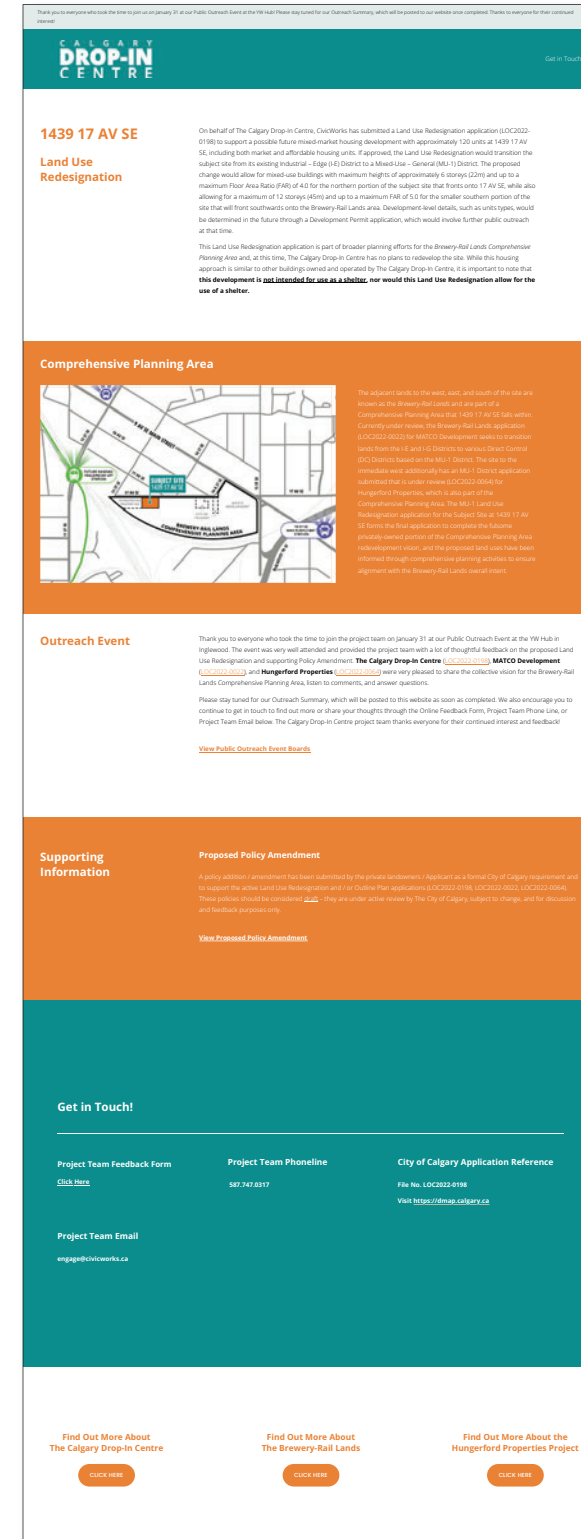
Community Newsletter Advert



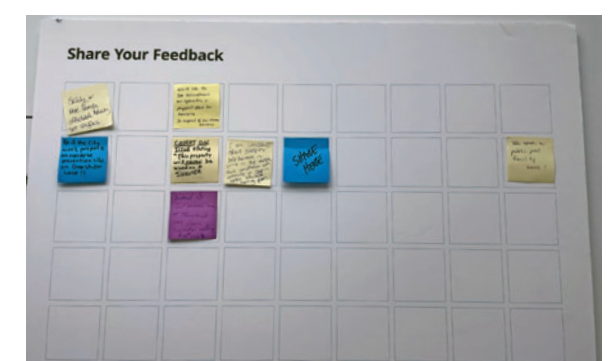
Notices to ICA and Ward 9



Website & Feedback Form



In-Person Outreach Event





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It takes a community
to **build** community.