



# WHAT WE HEARD

*What We Heard Report: Phases 1 & 2  
April 2018*



SEVENTEEN  
live work play

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# 1.0

## INTRODUCTION

This What We Heard report summarizes the input received to-date on Arlington Street Investment's (ASI) 17 project, a newly proposed mixed use development to be built in Calgary's city centre.

The public engagement program includes four phases:

- **PHASE 1: PRE-SUBMISSION AND PRIMARY STAKEHOLDER OUTREACH**

The focus of Phase 1 is to introduce the project and proposed stakeholder engagement approach to community associations and key stakeholders, create alignment between The City, the applicant and key stakeholders on expectations for the proposed stakeholder engagement approach, and to finalize the stakeholder engagement plan based on key stakeholder feedback.

- **PHASE 2: PRE-SUBMISSION PUBLIC ENGAGEMENT**

The objective of Phase 2 is to introduce 17 to the broader public by way of a website, open house and temporary store front information centres, respond to questions and record feedback. Input received will be analyzed, summarized and shared publicly. ASI will submit its Land Use Amendment application at the end of Phase 2.

- **PHASE 3: POST-APPLICATION PUBLIC ENGAGEMENT**

The purpose of Phase 3 is to provide project updates related to the application process to the public by way of an open house (led by the City) and ongoing communication tactics such as e-blasts and website updates. The objective of the City-led open house is to share information about the submitted Land Use amendment Area Redevelopment Plan and any submitted Development Permit applications.

- **PHASE 4: POST-APPLICATION ONLINE PUBLIC ENGAGEMENT**

The objective of Phase 4 is to report back to the public on what was heard throughout the project, how input was or wasn't included in decision-making and other relevant information updates.

## PHASE 1

PRE-SUBMISSION

Primary Stakeholder Outreach

MAY - SEPTEMBER 2017

## PHASE 2

PRE-SUBMISSION

Public Engagement

AUGUST - DECEMBER 2017

WE ARE HERE

## PHASE 3

POST-SUBMISSION

Public Engagement

## PHASE 4

POST-SUBMISSION

Online Engagement

MAY 2018 - ONGOING

Project Decision

TO BE DETERMINED

### PHASE 1

### PHASE 2

HAVE BEEN COMPLETED. THIS REPORT INCLUDES A SUMMARY OF INPUT RECEIVED DURING THESE PHASES TO DATE.

OPEN HOUSE #1 & TEMPORARY STORE-FRONT

SUBMISSION OF AREA REDEVELOPMENT PLAN AND LAND USE REDESIGNATION APPLICATION

POTENTIAL OPEN HOUSE #2

SUBMISSION OF POSSIBLE DEVELOPMENT PERMIT

# 2.0

## PROJECT OVERVIEW

### AND

## LOCATION

Arlington Street Investment's 17 is an exciting new landmark development to be located on the northwest corner of the 17th Avenue SW and 14th Street SW intersection in Calgary.

Planned as a mixed use development, 17 will give Calgarians the chance to live, work and play in one of Calgary's most desirable inner-city neighbourhoods. Once built, 17 will consist of residential suites, street front retail and potential for an urban market.

17 is envisioned as a gateway project that will provide a high-quality transition from urban residential communities into the city centre. It will transform and enhance the existing character of this vibrant node by providing a welcoming place to call home and easy-to-access amenities.

While 17 is still in the early stages of planning, the following elements are being considered as part of the design:

- Two residential towers consisting of apartments and townhome suites.
- A potential urban market on the main level.
- An underground parkade for shoppers and residents.
- The project may be built in phases, with timing to be determined.

# WHERE IS



16 AVENUE SW

Subject Site

14TH STREET SW

17TH AVENUE SW

17 AVENUE SW

16 STREET SW

15 STREET SW

15 STREET SW

14A STREET SW

13 STREET SW

# 3.0

## OUR ENGAGEMENT OBJECTIVES AND APPROACH

Arlington Street Investments (ASI) is working with the City of Calgary on a coordinated engagement approach for 17. This approach will best align The City and ASI's engagement strategies and create clarity regarding where the collective group is in the larger engagement process, and how public feedback will be used. Each party will lead engagement activities for different phases of project development and while there is some overlap, each party will be focused on their own objectives and approach.

Our engagement approach is focused on informing and consulting with stakeholders. This means we will:

- Ensure that all relevant stakeholders are identified and included in the process.
- Share relevant information about the project in an objective and timely manner.
- Generate awareness about the development and provide multiple opportunities for stakeholders to learn and provide input on key areas relating to the development plans.
- Keep stakeholders informed, listen to and acknowledge concerns, and provide feedback on how public input influenced decisions or provide rationale on why input was not used.
- Ensure the engagement process is monitored and measured, and results are shared with all stakeholders.

The central goal of the engagement strategy is to work with and listen to those who have the potential to be impacted by the 17 project through a meaningful and accountable process, by:

- Developing and sustaining an effective communication process with stakeholders through the distribution of consistent and timely information.
- Providing opportunities for stakeholders to offer meaningful input regarding the 17 Project.
- Listening to perspectives, obtaining feedback and addressing questions, concerns and aspirations related to the 17 Project.
- Analyzing input received and communicating back to stakeholders how such input was or was not included in project planning.

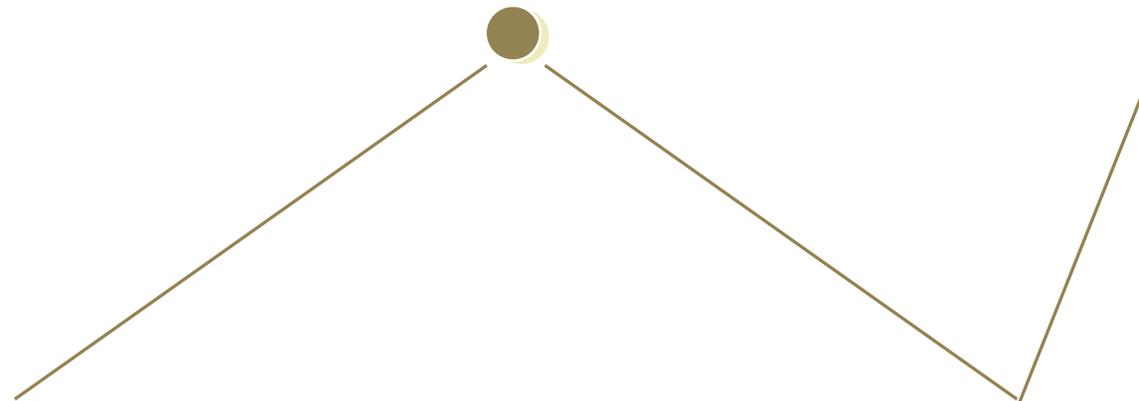
# 4.0

## THE ENGAGEMENT PROCESS

The main intent of the engagement strategy for 17 is to provide fair opportunity for stakeholders to learn about the project, participate in meaningful dialogue with the project team and to be able to provide their input. The project team achieved this through the following methods:

### SMALL FORMAT MEETINGS (THROUGHOUT THE DURATION OF THE PROJECT)

- Members of the project team met with representatives from the following community associations: Sunalta, Scarboro, Beltline and Bankview. The purpose of the meetings was to introduce the project and the vision for 17 Avenue SW, explore existing issues in the community of Sunalta and ideas to resolve such issues through the proposed project, and respond to questions from representatives and to inform them of the proposed engagement strategy.



## DOOR KNOCKING CAMPAIGN (PHASE 1)

- A project team representative hand-delivered a project information flyer to about 60 residents and/or business owners that reside directly adjacent to the proposed project location, and delivered posters at high density locations. The flyer outlined high-level details about the project, described Arlington Street Investment's vision for the project and advertised an upcoming open house and temporary store front information centres.
- The project team representative was able to address questions and concerns as part of the door knocking campaign and invite stakeholders to attend the open house and/or the temporary store-front information sessions.

## TEMPORARY STORE FRONT INFORMATION CENTRES (PHASE 2)

- A semi-permanent office (located in the existing building) will be set up intermittently, with one to three staff members on-site at a given time. This will allow stakeholders to come and go on their own time to learn about the project and provide input.

## PROJECT WEBSITE (THROUGHOUT THE DURATION OF THE PROJECT)

- A website is used as a primary information source for 17 and includes open house details, engagement activities and dates, project updates, summary reports of input received on the project and also gives stakeholders the ability to provide input and comments online.

## OPEN HOUSES (PHASES 2 AND 3)

- Open Houses will be held during key phases of the Project and will provide an opportunity to share plans, receive feedback, and discuss concerns and potential solutions with our stakeholders.
- During Phases 1 - 3, stakeholders were given opportunities to provide comment on the following aspects of the 17 project:
  - » Public engagement and communication strategy and process, including stakeholders that should be included in engagement activities.
  - » Potential issues, questions and opportunities to be considered in the plan.
  - » Potential issues, questions and opportunities related to intensification at the project location.
  - » The project as it relates to the Municipal Development Plan and Policy Framework including the Sunalta Area Redevelopment Plan, Main Street Initiative, 17th Avenue Urban Design Strategy and Land Use Bylaws.

# 5.0

## SMALL FORMAT MEETINGS

Representatives from the project team met with key members of adjacent community associations prior to Phase 2 public engagement.

### OBJECTIVE

To formally introduce the project, the project team, address questions and concerns related to the project and provide an overview of the proposed communication and engagement strategy.

The project team met with representatives from the following community associations prior to Phase 2 public engagement:

- Sunalta Community Association
- Bankview Community Association
- Scarboro Community Association
- Beltline Neighbourhood Association

# DIALOGUE

Outlined below are the primary topics we heard:

- *General support* most stakeholders were supportive of a landmark building in the proposed location due to the potential positive economic and socio-economic effects it may have.
- *Shadowing* many asked about the potential for shadowing and requested more information on the topic. Shadow studies were conducted and the results were shared at the first open house.
- *Traffic* some expressed that they feel this area is already congested, and inquired how the project would effect and / or improve this issue
- *Building height* many stakeholders inquired about the height of the proposed development and mentioned that they believe the public will have an interest in this.

# 6.0

## DOOR KNOCKING SUMMARY

### OBJECTIVE

To introduce the project to those located directly adjacent to the proposed project location we provided a project flyer that invited them to the open house and/or temporary store-front information centres and addressed any initial questions and/or concerns.

### NUMBER OF STAKEHOLDERS

59

### DIALOGUE

*Outlined below are the primary topics that we heard face-to-face.*

- *General interest* many were intrigued by the project and were generally interested in learning more about the look and feel of the building and what kinds of amenities are planned.
- *Enhancement* a number of stakeholders expressed interest in enhancing the area in general and felt that this project had the potential to modernize the 14 Street SW and 17 Avenue SW node and draw new residents and patrons to the area.
- *Traffic* some mentioned that they felt the proposed development has the potential to increase traffic in an area that already has congestion issues.



# 7.0

# OPEN HOUSE

## #1 AT A GLANCE

## OBJECTIVE

To introduce the project and team representatives to the public, explain the vision for the project and 17 Avenue SW as a whole, and collect and respond to initial questions, existing issues and ideas to address issues through the project and feedback from attendees.

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ATTENDEES **16**

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COMMENT FORMS COMPLETED **4**

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NEWSLETTER SUBSCRIBERS **6**

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SEVENTEEN **17**  
live work play

**WELCOME**  
TO OUR FIRST OPEN HOUSE OF 17

**ABOUT ARLINGTON STREET INVESTMENTS**

*Arlington Street Investments (ASI) is a Calgary-based boutique urban developer, commercial landlord and multiple award winning investment company.*

ASI develops legacy properties that are built to stand the test of time and create vibrant corridors and communities. Our developments are thoughtfully designed to revitalize and enhance the neighbourhoods in which they are built and set a new standard for architecture and design. At ASI, it is our mission to strengthen and elevate the neighbourhoods we work in, which creates a catalyst for positive change.

ASI owns some of the highest profile development sites in the heart of Calgary's business, on and around Calgary's 17th Avenue High Street and the downtown core. We specialize in the development of urban, mixed-use "live/work/play" properties and projects.

# 8.0

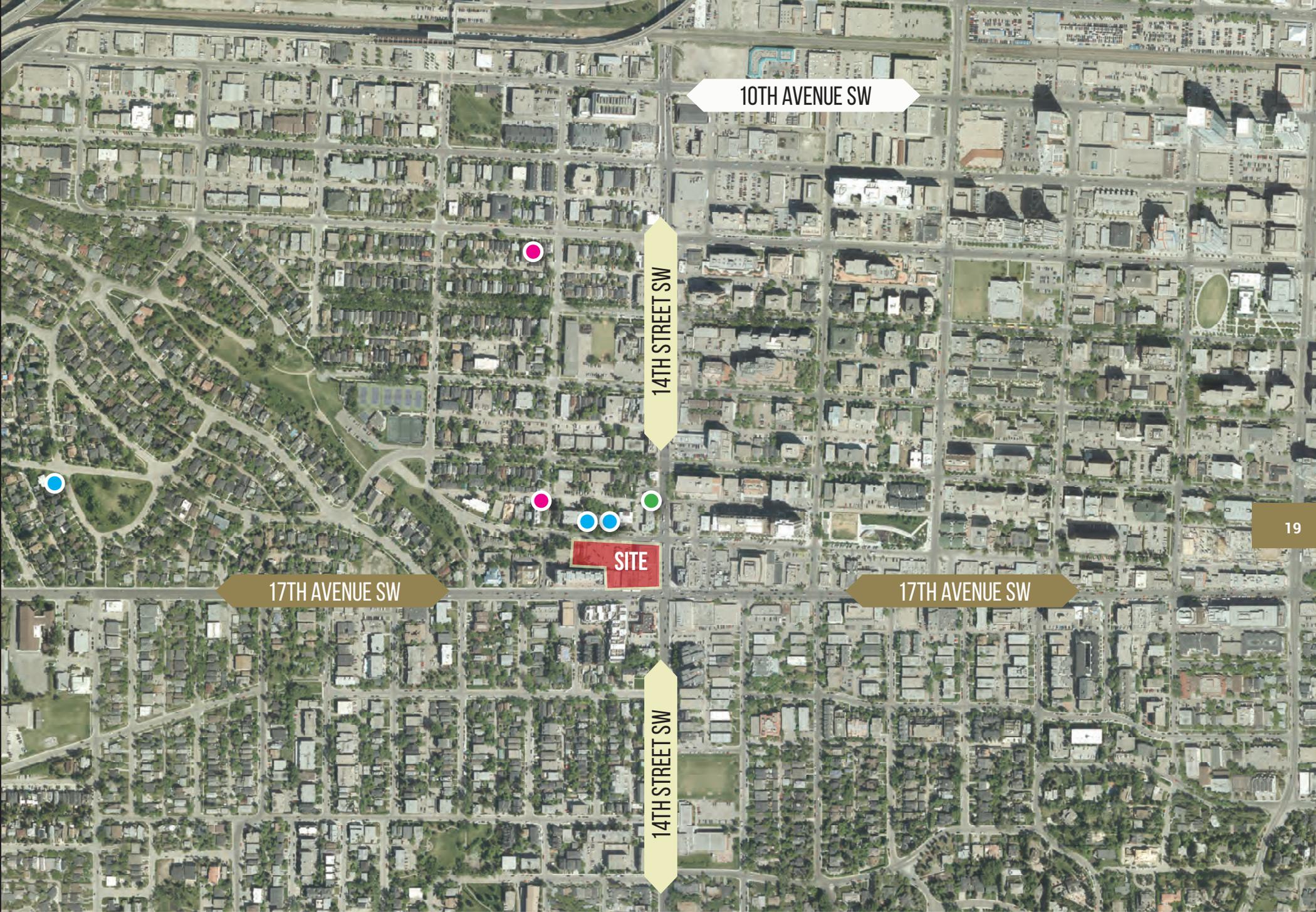
WHERE ARE THE

OPEN  
HOUSE

ATTENDEES FROM?

THIS MAP WAS DISPLAYED AT THE FIRST  
OPEN HOUSE AND GUESTS WERE INVITED  
TO APPLY COLOURED STICKERS TO SHOW  
WHERE THEY LIVE IN PROXIMITY TO THE  
PROPOSED PROJECT AREA.





# 9.0

# OPEN HOUSE

## #1 FEEDBACK SUMMARY

## FEEDBACK

Open house attendees were invited to provide feedback on 17 in three ways

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**1.** FACE-TO-FACE DIALOGUE

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**2.** COMMENT FORMS

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**3.** INTERACTIVE DISPLAY BOARDS

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## DIALOGUE

***Outlined below are the primary topics we heard at the open house.***

- Traffic – some attendees expressed the potential for increased traffic along 14 Street, 17 Avenue and 16 Avenue SW during the construction phase and when residents move in. Particular emphasis was placed on an existing congestion issue along 16 Avenue SW during peak travel hours. Most attendees supported the idea of placing a traffic light at the intersection of 15 Street SW and 17 Avenue SW.
- General interest - most stakeholders felt that this project has the opportunity to enhance the area and are generally supportive of 17 if it is designed well.
- Construction – questions regarding potential impacts for traffic flow, access and parking caused by construction were voiced by some attendees.
- Access – some stakeholders felt that it is already difficult to access the community of Sunalta if you are driving northbound on 14 Street SW and wondered if further congestion could be caused by 17. Specifically, some sited 16 Avenue SW as a highly-congested street that does not allow for easy movement through the community.
- Parking – some stakeholders said that potential increases in motorists visiting the new development may further strain limited street parking, especially on 16 Avenue SW.
- 17 Avenue SE/SW Construction – City of Calgary representatives responded to a number of questions from attendees about the timing and constraints related to the 17th Avenue construction project and if it could impact the construction schedule for 17.

## COMMENT FORMS

***Outlined below is the feedback provided.***

- In general, most respondents explained that they are in favour of the project and preferred a two tower option.
- Some respondents emphasized that pedestrian safety should be a priority for the project. Increased set-backs and pedestrian signals at street crossings were largely favoured by attendees.
- Other feedback included the potential for:
  - » Increases in traffic,
  - » Constrained access to the community of Sunalta and the development itself, and
  - » Increases in public parking in the area.

## DISPLAY BOARD COMMENTS

***One of the display boards shown at the open house asked visitors to vote on what amenities they would most like to see at 17, aside from a potential grocery store. The results are shown below.***

- Coffee Shop: 3
- Retail: 2
- Restaurant: 2
- Pharmacy: 2

# 10.0

## TEMPORARY STORE-FRONT

AT A GLANCE

NOVEMBER 6



DIALOGUE

8



INTERACTIVE DISPLAY BOARDS

0



NEWSLETTER SUBSCRIBERS

2

# NOVEMBER 8



DIALOGUE

7



INTERACTIVE DISPLAY BOARDS

1



NEWSLETTER SUBSCRIBERS

0



# 11.0

## TEMPORARY STORE-FRONT

### FEEDBACK SUMMARY

## FEEDBACK

Those that dropped-in at the temporary store-front information centres were invited to provide feedback on the 17 Project in three ways: through face-to-face dialogue, on comment forms and through interactive display boards. Provided below is a summary of all input received:

## DIALOGUE

Outlined below are the primary topics we heard at the temporary store-front information centres.

- *General interest* many were intrigued by the project and were generally interested in learning more about the look and feel of the building and what kind of amenities are planned for it.
- *Enhancement* a number of stakeholders expressed interest in enhancing the area in general and felt that 17 had the potential to modernize the 14 Street SW and 17 Avenue SW node and draw new residents and patrons to the area.
- *Traffic* some stakeholders had questions regarding increased traffic in the area that could be caused by more density and/or by construction. In particular, some felt that the prominent intersection of 14 Street SW and 17 Avenue SW has an existing congestion issue.

# DISPLAY BOARD COMMENTS

One of the display boards shown at the temporary store front information centres asked visitors to vote on what amenities they would most like to see at 17, aside from a potential grocery store. Note that the results shown below also include results from the open house.

	COFFEE SHOP	4
	RETAIL	2
	RESTAURANT	2
	PHARMACY	2

# 12.0

CITY OF CALGARY

PHASE 1 AND 2

## ENGAGEMENT SUMMARY

For Phases 1 and 2 of the coordinated engagement strategy, The City of Calgary's (The City) main role has been to attend key events held by the applicant, and provide information about The City's review of the application and how the engagement conducted by the applicant relates to The City's review and recommendations.

The City also created a project webpage during these phases to give stakeholders an opportunity to learn more about the project, and provide links to both the applicant's webpage as well as the project Engage Portal for when The City is hosting online engagement opportunities.

Engagement activities hosted by the applicant during these phase, of which The City attended, include:

- Small group meetings with CAs and other key stakeholders;
- Public open houses; and
- Other events as required.

City of Calgary representatives also received phone calls from adjacent neighbours and other stakeholders that live in close proximity to the proposed site during the first phases of engagement. Such discussions were largely focused on:

- How much density is allowed under current land use
- How much more density is being proposed
- What impact will this have on sunlight and what kind of shadows may be created
- How many more cars will there be, and how additional cars may impact access into and out of Sunalta and Scarboro for area residents
- What the streetscapes will look like
- Design of residential units and if they will face 16 Avenue SW
- What kind of transition in scale will there be between a proposal that increases existing density and if there are any considerations to what this transition will look like and feel like
- Impact of increased traffic at an intersection that is already seen as congested, including impacts to safety and access
- If the City is looking at any further improvements to address issues at the 14 Street and 17 Avenue SW intersection
- Loss of historic character along the street - century old homes that have been well-kept and invested in over time and how this may impact property values
- Increased lack of on-street parking availability
- Emphasis that an increase in density needs to benefit the community



# 13.0

## FEEDBACK SUMMARY

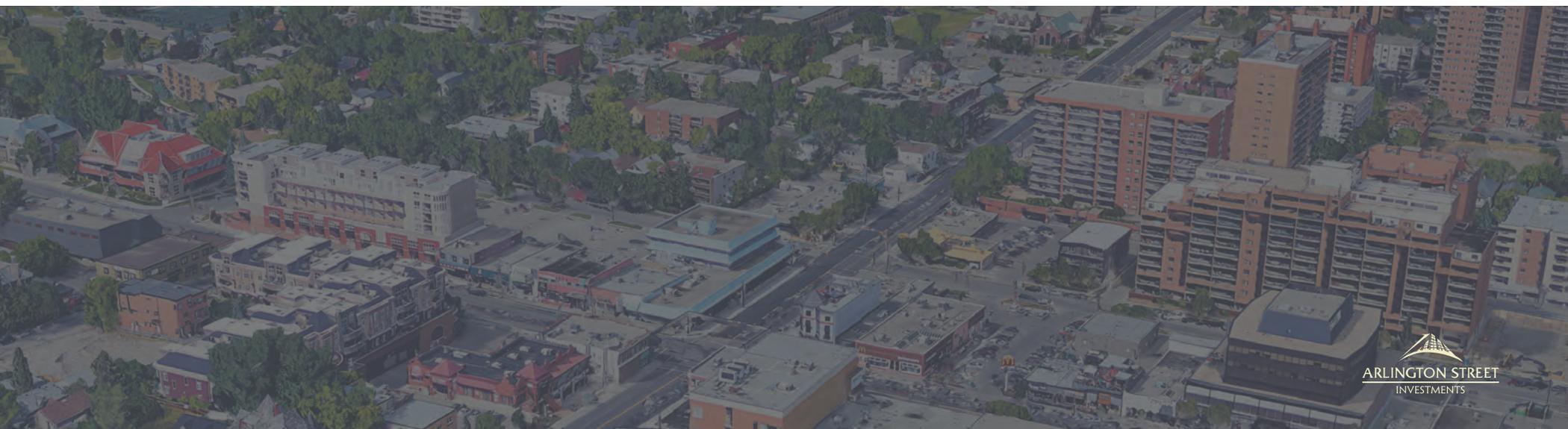
Stakeholders were invited to provide feedback on the 17 project through face-to-face dialogue with the project team at:

- A community open house,
- Two public, temporary store-front information centres,
- A door knocking campaign, and
- At small format stakeholder meetings.

In total, we heard from 31 stakeholders at our public events, about 10 stakeholders through small format meetings, and had discussions with around five people through the door knocking campaign.

The following is a high-level summary of what we heard from all stakeholders.

- Traffic – With the expected increase in density in the area, some stakeholders felt that this would further strain an already congested intersection (at 14th Street SW and 17th Avenue SW) as well as residential streets within the community of Sunalta.
- Parking – Due to the projected increase in density and the attraction of new commercial/retail, some stakeholders inquired if any strain would be put on existing on-street parking, potential loss of free parking on streets within the surrounding neighbourhood, and questioned if the proposed development would ensure a parkade would accommodate both its tenants and shoppers.
- Access – Some stakeholders mentioned that an increase in motorists in the area (tenants and shoppers) could make it more difficult to access the community of Sunalta from 14th Street SW, and stated that this is already an issue.
- Enhancement – Many stakeholders expressed curiosity about the vision for the project and were optimistic that a well-designed, thoughtful development could both enhance the area and bring in a desired density to support local businesses.
- Design – In general, most stakeholders were curious about the look and feel of the proposed development including the potential aesthetic, tower height and shadows.



# 14.0

## NEXT STEPS

The project team is finalizing its Area Redevelopment Plan amendments and Land Use Redesignation Applications and intends to submit them to the City of Calgary for review once they are complete. All stakeholder input will be carefully reviewed prior to the submission of the applications and will be considered in decision-making processes moving forward and where possible.

Please visit the project website at [WWW.ARLINGTONSTREET17.COM](http://WWW.ARLINGTONSTREET17.COM) to learn how you can participate in the process.

What's

NEXT?

# 15.0

## APPENDIX 1

# OPEN HOUSE

## # 1 COMMENT FORMS

*Copied below are the verbatim comments received at the open house.*

### FEEDBACK FORM #1

- Project Vision: like the vision and revitalization.
- Traffic: As a business owner across the 16 ave @ 1515 14 Street, 16 Avenue continued access for customers to shop and parking lot.
- Site Access: To reduce or deny access would fold my small business who employs 4 people full time and deny customers quality seafood products of business in location viable since 1976.

### FEEDBACK FORM #2

- Project Vision: One single taller/narrow podium is better for shadow lines.
- Density: No issue with density – but traffic is a problem.
- Traffic: Too much traffic. Current volume is untenable – adding more is disastrous.
- Site Access: Too much in and out of 16th Avenue.
- Public Amenities: Where is the green space? No urban lung planned.
- Public realm and pedestrian safety: Poor. 16th Avenue needs setback from street similar to 14th street and 17th avenue.
- What more can Arlington Street Investments do to provide you with a better understanding of the proposed project?
  - » Do not build another Marda Loop. Listen to the homeowners and respect the existing remaining single family homes.
- Additional comments: Would support project in principle but too much has been ignored to improve the surrounding community.

### FEEDBACK FORM #3

- Traffic: Major concern as adjacent landowner regarding access of 16th Ave SW... suggest closing roads @ 15th St & 16 Ave intersection with electronic emergency vehicle access only. Further street parking on north side of 1500 block 16 Ave SW needs to revert to resident zone permit only.

### FEEDBACK FORM #4

- Project vision: In theory, in favour.
- Density: In favour of two towers. Tower height 15 or less storeys.
- Traffic: In favour of new lights to control traffic 15 Street and 17 Avenue SW – advanced left a must.
- Public Realm and pedestrian safety: Must have setbacks on all sides.
- Additional comments: The proposed development borders a very busy intersection. Density vs. traffic for residents must be kept in check. Extreme difficulty for existing residents of Sunalta to get into neighbourhood. Must ensure proper density vs. traffic.



# SEVENTEEN

live work play



ARLINGTON STREET  
INVESTMENTS