



17 Project Application

Stakeholder Report Back: What we Heard

July 2018

Project overview

17 Project is a mixed-use development proposed for the northwest corner of 17 Ave. S.W. and 14 St. S.W., in the community of Sunalta. The applicant, Arlington Street Investments, submitted a formal land use application in the spring of 2018. The application seeks to redesignate the parcel to allow for a high density mixed-use development, which would accommodate retail on the lower levels, an urban market and approximately 400 residential units above.

While there is general policy support for intensification at this location, the project will require a land use redesignation and policy amendment to the Sunalta Area Redevelopment Plan to allow for the increase in density and height.

Engagement overview

The City-led engagement strategy was developed to facilitate multiple touch points and ensure inclusivity for all who wanted to provide input and learn about the project. Both in-person and online opportunities were offered for those who were interested in participating.

The Engage Spectrum level for this project was 'Listen & Learn' which is defined as "which is defined as "We will listen to stakeholders and learn about their plans, views, issues, concerns, expectations and ideas." Feedback collected through the City-led engagement program will be used to help inform Administrations detailed review of the application.

With other planning applications active in the area our strategy included hosting a joint Information Session for citizens to come and learn about multiple applications in the area at the same time.

Engagement results

- Information Session held on June 26, 2018 at the Sunalta Community Association
 - 59 people attended the Information Session
- Online survey at Calgary.ca/sunalta from June 25 – July 9, 2018
- We received 34 comments and ideas in total.

What we asked

Stakeholders were asked the following questions both in person and online:

- **Question 1:** If the proposed development were to include a variety of retail uses in the building base (e.g. boutique retail, urban supermarket) what types of private and publicly accessible on site uses would be beneficial to the community of Sunalta?



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- **Question 2:** If the proposed development were to include a variety of education, culture and learning uses in the building base, what types of private and publicly accessible on site uses would be beneficial to the community of Sunalta?
- **Question 3:** What other comments would you like to share with The City about the proposed application?

What we heard

Stakeholders were interested in a variety of commercial uses for the building base of the proposed development. Examples included:

- Coffee shops,
- Grocery stores and butchers, and
- Retail stores.

Many stakeholders expressed interest in having independent businesses as opposed to chains in the building.

Stakeholder suggestions for education and cultural uses included:

- Gallery space,
- Performance space,
- Language services,
- A recreation centre, and
- A library/bookstore.

Key stakeholder concerns with the application included:

- **Traffic:** Stakeholders were concerned that the intersection of 17 Avenue and 14 Street SW is already at capacity, and that cut through traffic is an issue in the surrounding area, especially along 16 Avenue between 14 Street and 15 Street SW. Stakeholders believed the proposed development would exacerbate these issues.
- **Height:** Stakeholders felt the proposed development was too high for its location. In addition, stakeholders were concerned that the proposed development could lead to the slow degradation of the Area Redevelopment Plan and the protections in place for the historical aspects of Sunalta.

Communications overview

A communications plan was developed to inform the community about the project and the engagement opportunities. The tactics used to inform the public included:



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- Project specific website (calgary.ca/sunalta) that shares information about the project and engagement opportunities.
- A project email newsletter, where interested parties can subscribe for project updates.

The following communications tactics were employed to promote participation in our various engagement opportunities:

- Facebook advertisement to area residents
- Postcard mail outs to 4,885 surrounding area residents and landowners
- Road signs located at high-traffic intersections sharing event details

Next steps

Comments collected through this engagement process will be used by The City to inform the detailed review of the application and make recommendations to the applicant.

All engagement results will also be used to inform our reporting to Calgary Planning Commission and the Public Hearing of Council.

To stay up to date on future project details, please ensure you sign-up to receive email updates at calgary.ca/sunalta.



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Verbatim Comments

Information Session Responses

If the proposed development were to include a variety of retail uses in the building base (e.g. boutique retail, urban supermarket) what types of private and publicly accessible on site uses would be beneficial to the community of Sunalta?
Gym
Organic Grocery
Yoga, boxing, pilates studio
Sidewalk café
Gift store
Retain all the trees possible please
Private small restaurant
Private small coffee - no chains
Flower shop
Clothing boutique mens/ladies
Local/small butcher/grocery
Let's make Sunalta like Gastown in Vancouver. No chains allowed = more diversity
Cafes
Bike shop
Small gift shop
"Home" healthy cooked meals stews/soups for the LRT -> home
Independent coffee spot not a chain
Bakery - fresh from oven
Flower shop
Family park area to the N. of the LRT - retain the green healthy
Town homes along with vehicle access on 16th Ave frontage

If the proposed development were to include a variety of education, culture and learning uses in the building base, what types of private and publicly accessible on site uses would be beneficial to the community of Sunalta?
Art gallery
Performance hall
Rec centre/DayCare
ESL/Not for profit immigration services
Library
Book store



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Online Responses

If the proposed development were to include a variety of retail uses in the building base (e.g. boutique retail, urban supermarket) what types of private and publicly accessible on site uses would be beneficial to the community of Sunalta?
Hardware store.
Retail is readily accessible currently on 17th ave, 10th ave and Marda Loop. Grocery within walking distance of communities may be beneficial but may have limited benefit
Bookstores, coffee shops, urban supermarket, ice cream store, boutique retail
No comment

If the proposed development were to include a variety of education, culture and learning uses in the building base, what types of private and publicly accessible on-site uses would be beneficial to the community of Sunalta?
Performance space or public art space.
Indigenous cultural awareness, language learning-including Indigenous languages
See below

What other comments would you like to share with The City about the proposed application?
Consideration should be made to compensating businesses that are currently operating here. Some paid over \$100k for their business, most of which was based on the location, i.e. it would mean a six-figure loss for these businesses, which could result in their commercial and possibly personal bankruptcy. This does not seem fair. Maybe the city can offer a re-location to another area, direct compensation, or work out a deal with the developer.
I have lived in Sunalta for over 20 years and can not imagine a project this big would benefit anyone in Sunalta except the developer. The traffic flow in the intersection would have been changed years ago if it was possible to do. adding this many cars, pedestrians, residents, would be a nightmare for our community. The height of this building would completely dominate and shadow the surrounding homes and skyline of the corner of our community. This is a step towards ruining our community.
Street parking is already at a huge premium in this area.
The intersection of 17th ave and 14 st is currently congested on a daily basis. Adding 400 units and the corresponding vehicles plus traffic for retail will cause major delays without first improving traffic flow. Revising the building height bylaw based on commercial interests does not serve to benefit the community as a whole including all current residents who have invested in the neighborhood based on current bylaws. Increased density is important & should be concentrated around transit(LRT)
"I am against the proposed development because it violates the Sunalta ARP that was developed by myself and my neighbors almost 40 years ago to preserve this area. We knew that if we did not protect our little community, it would be overrun by developers and it would disappear. The historic flavor of Sunalta, the unique design of the buildings, the vitality and the people who value these qualities are because of the ARP. WE MUST NOT tamper with it, Sincerely, [Personal information removed] Resident of Sunalta
There is not one building along 17th .ave from the stampede to the end of 17th. ave S.W. that has a building the size they are proposing. This is not the place for such a monstrous development on the historical corner of Calgary and our beautiful historical community.



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What other comments would you like to share with The City about the proposed application?

The Calgary Heritage Initiative would like to see a public engagement process to explore concepts and collect input into how the Condon family and the existing building could be commemorated and interpreted. The Condon Building is an excellent example of a mid-century mixed use retail and office building, valued for its distinctive modern, blue pagoda-style flared roof design. It typifies Calgary's second real estate boom, following the Leduc oil discovery. It is a highly recognizable landmark at a "Gateway" point from the south west residential areas to the down town. The contrasting architecture of the Calgary Tower, built one year after the Condon and on the north side of the CPR tracks, frames what was to become the City's oil company head office centre. Suggestions to be explored could include naming (the developer's web site currently refers to the new building as "The Sentinel" and the traditional name is "Jimmie's Corner"), a permanent interpretive display describing the history of the site, the Condon family, its significance to Sunalta and the City, its unique architecture (a scale model could be displayed), a synopsis of the "Oil Boom" era of development, and other examples of Calgary's lost and preserved Modernism architecture.