



# 2501 Richmond

PROJECT OUTREACH SUMMARY

OCTOBER 2024



**minto**  
Communities



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## Project Outreach Summary

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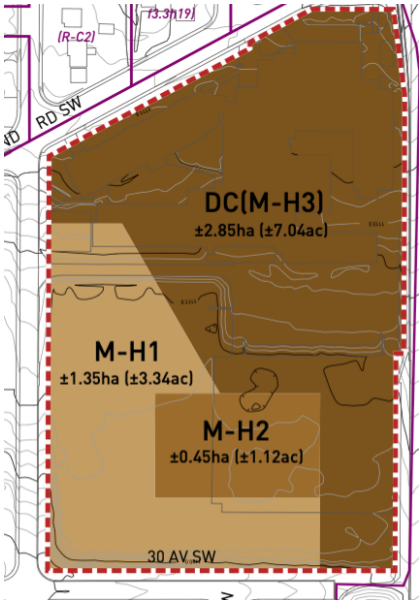
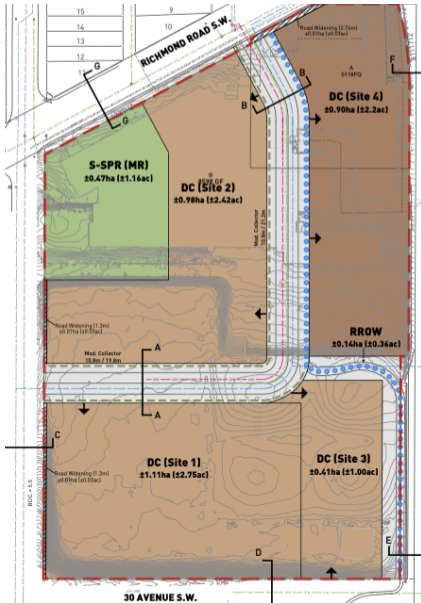
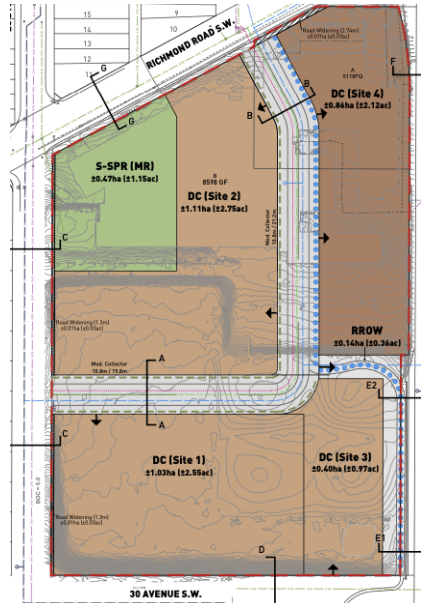
Minto Communities is reimagining 2501 Richmond, the former Viscount Bennett School site. In November 2023, a Land Use Redesignation application was submitted to the City of Calgary to support its future redevelopment as an inner-city, transit-oriented community.

Since then, the project team has engaged with hundreds of community members, hosted multiple in-person and virtual consultation sessions, met with Community Association representatives, and provided regular project updates. We are pleased to present an overview of the outreach efforts and how stakeholder feedback has informed the process.



# Concept Evolution

The plan has progressed through the application process, guided by feedback from the community, technical analysis and City review.

November 2023 Concept	July 2024 Concept	October 2024 Concept
		
<p>Land Use Districts:</p> <ul style="list-style-type: none"> <li>• M-H1</li> <li>• M-H2</li> <li>• DC (M-H3)</li> </ul>	<p>Land Use Districts:</p> <ul style="list-style-type: none"> <li>• DC (M-H1)</li> <li>• DC (M-H2)</li> <li>• S-SPR</li> </ul>	<p>Land Use Districts:</p> <ul style="list-style-type: none"> <li>• DC (M-H1)</li> <li>• DC (M-H2)</li> <li>• S-SPR</li> </ul>
<p>Anticipated Units: 2,500</p>	<p>Maximum Units: 1,531 Anticipated Units: 1,244 Minimum Units: 512</p>	<p>Maximum Units: 1,504 Anticipated Units: 1,228 Minimum Units: 445</p>
<p>Height: Maximum 30 Storeys along Crowchild Trail</p>	<p>Height: Maximum 16 Storeys along Crowchild Trail and specific rules in the DC to create a contextually appropriate height transition.</p>	<p>Height: Maximum 16 Storeys along Crowchild Trail and specific rules in the DC to create a contextually appropriate height transition.</p>
<p>FAR: 4.0-11.0</p>	<p>FAR: 4.0-5.0</p>	<p>FAR: 4.0-5.0</p>
<p><b>Setbacks against 25 St and 30 Ave:</b></p> <p>0m ground-oriented 6m standard</p>	<p><b>Setbacks against 25 St and 30 Ave:</b></p> <p>*0m ground-oriented *6m standard *Along 25 St SW, setbacks from current property line are 1.3m and 7.3m respectively due to an additional 1.3m RoW dedication being used to preserve several mature trees.</p>	<p><b>Setbacks against 25 St and 30 Ave:</b></p> <p>*3m ground-oriented *6m standard *Along 25 St, setbacks from current property line are 4.3m and 7.3m respectively due to an additional 1.3m RoW dedication being used to preserve several mature trees.</p>
<p><b>Open Space:</b> 1.8 acres of publicly accessible private open space.</p>	<p><b>Open Space:</b> 1.15 acres of Municipal Reserve in a single consolidated parcel.</p>	<p><b>Open Space:</b> 1.15 acres of Municipal Reserve in a single consolidated parcel.  Parcel lines throughout site were refined to further reduce grade changes within the proposed MR and maximize usable space.</p>



## Key Changes

**Clarity of outcomes** - To provide greater certainty for the community and City, two legal mechanisms will be implemented: a Direct Control (DC) Land Use District across the entire site to more precisely define built form elements such as height, setbacks, step backs, and density, and an Outline Plan, which allows the City to condition phased development and meets the Master Planning requirement under the Westbrook Local Area Plan.

**Building heights and density:** Overall density has been reduced from the initial proposal. The maximum height will be 16 Storeys along Crowchild Trail and specific rules in the DC to create a contextually appropriate height transition along edges interfacing with existing homes. Shadow studies were shared with the community to show how the proposed massing interacts with surroundings.

**Open Space:** Rather than the originally proposed privately owned but publicly accessible open spaces, the concept now provides a Municipal Reserve land dedication of 1.15 acres in the Northwest corner, with frontage along both 25 St SW and Richmond Rd SW. The park space will serve as a community entry feature, hub, and a transition to the existing community. It will be built by Minto but owned and operated by the City of Calgary. This park location was considered the best option for pedestrian and transit connectivity, community green space distribution, and the opportunity to create a community node.

**Site transitions:** The site design includes separation distances of 20 to over 30 meters from existing homes, with building heights of 3 to 5 storeys depending on the frontage. Along 25 Street SW, the road will be widened by 1.3 meters to preserve several existing boulevard trees and accommodate a new sidewalk. Taller buildings are positioned near Crowchild Trail SW to minimize impact on nearby residences, floorplate size limits reduce massing of taller buildings.

**Potential for commercial amenities:** The addition of commercial amenities was maintained, but consolidated along the north border at Richmond Road SW, featuring additional angled parking and co-locating with a Municipal Reserve to support the commercial hub. The plans also include significant streetscape improvements along Richmond Road SW.



**Refinement in October 2024:** In response to further community and City comments received, several important adjustments were made to support integration with the surrounding context:

- Setbacks along 25 St and 30 Ave SW were further increased (from zero metres to 3.0 metres for ground-oriented units), to match or exceed setback rules for parcels across these streets to provide even more of a transition from the existing residential homes.
- The 1.3m RoW buffer along 25 St has been extended northward even where existing boulevard trees do not exist, adding to open space adjacent to MR and providing additional buffer.
- The minimum density for Site 1 and Site 2 (fronting 25 St and 30 Ave SW) was reduced to allow for the potential of fully subdivided ground-oriented typologies.
- Parcel lines throughout the site were refined to further reduce grade changes within the proposed MR and maximize usable space.
- Road cross-sections were redesigned to improve proposed 5A multiuse pathway links along Crowchild Trail and relocating to the south side of Richmond Rd SW, enabling direct access to the proposed MR.
- Minimum separation distance between towers on Site 4 was increased by 20% to allow for increased privacy between future residential units.
- Construction staging uses were consolidated to Site 4 (fronting Crowchild), eliminating them from other Sites.



## Public Outreach Process

The outreach program aimed to inform and engage those potentially affected by the project through a meaningful and accountable process. Project updates were consistently shared on the website and via email with over 300 subscribers. Feedback was gathered at key points during the iterative process, helping to shape the evolution of the concept and application:

<b>March to October 2023: Introductions</b>	<p>Following the site purchase, Minto introduced themselves, shared site updates, met with the CA and launched 2501Richmond.com.</p>
<b>November 2023 to February 2024: Preliminary Concept</b>	<p>The first submission was shared with the community at virtual and in-person information sessions. Feedback was collected during an extended comment period.</p>
<b>March to May 2024: Refining Concept</b>	<p>With community feedback and the City’s review, the team refined the application, holding sessions to gather input on open space, amenities, benefits, and building transitions</p>
<b>May to July 2024: Reporting Back &amp; Second Concept</b>	<p>A ‘What We Heard’ report was shared, the revised concept was submitted to the City, and a virtual information session was held to present the updated plans.</p>
<b>July to October 2024: Collecting Feedback &amp; Refining Concept</b>	<p>An extended comment period was held to gather public feedback and the City conducted its technical review. The feedback was considered and incorporated in the updated application, submitted to the City in October.</p>
<b>November 2024 and beyond: Closing the Loop</b>	<p>A virtual information session will be held to share the latest concept, and project updates will continue to be provided via email and the website.</p>



## Community Feedback – Key Themes

**Engagement process:** Community members and the Community Association expressed dissatisfaction with the engagement process, citing insufficient opportunities to influence the project’s design. While participants were eager to share their perspectives, many felt the process fell short of their expectations.

**Density and Land Use:** Most participants believe the proposal is out of character for their neighborhood, concerned that added density will bring noise, light impacts, crime, and traffic that disrupt their quality of life. Participants want to ensure that future development respects existing community character.

**Transportation:** Most participants expressed concerns about the road network’s ability to support new development, questioning the effectiveness of proposed upgrades and doubting their adequacy. They also worried about safety, parking within the new development, and impacts on street parking.

**Open Space:** Participants desired the preservation of green spaces and the inclusion of accessible open spaces that are well-programmed. Some expressed concern about the location of the green space, preferring the southwest corner of the site. Opinions varied on what should be included, but there was a consensus that redeveloped space be high-quality and well programmed.

**Infrastructure:** Community members want to ensure the existing infrastructure has capacity to accommodate the proposed development and higher density.

**Site Edges:** Community members are concerned with the transition from the site’s edges to existing homes, particularly along 25 Street SW, preferring green edges with plantings, treed boulevards, ground-oriented units with front doors facing the street, and a focus on managing visible building height to maintain an open and pleasant street experience.

**Community Impacts:** The community’s top priorities for redevelopment benefits are open space and road improvements. Some appreciated the pedestrian-friendly features, green space opportunities, diverse housing options, and potential local commercial additions.





## Next Steps

Minto Communities has been actively balancing a wide range of community opinions and technical considerations to prepare the revised submission. Stakeholder feedback has been considered when developing the most recent concept and we will continue to share project updates. Next steps include:

- A virtual information session will be hosted in November 2024 to provide an overview of the October 2024 revised application.
- The project team will continue to respond to the questions received. Stakeholder are encouraged to email [engage@minto.com](mailto:engage@minto.com).
- **2501Richmond.com** will continue to be updated with the latest project information. This includes updates about the demolition and abatement process, beginning in October 2024.

**Thank you for your participation in the process.**

**[2501richmond.com](https://2501richmond.com) | [engage@minto.com](mailto:engage@minto.com)**



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