

Applicant-led Outreach Summary

Community Outreach on Planning & Development Applicant-led Outreach Summary

Project Name:

**3704 - 3716 8th Ave SW Land-use Redesignation
#LOC2020-0070**

Outreach Strategy

Please see below for a summary of our efforts with the community.

1. We provided an "outreach" package to the properties in the immediate vicinity to the home. This was provided on June 18th. This included 42 homes. This included our description of the land-use change request, and our rationale for the proposed change.

We also provided 3 different zoom meetings times to discuss the application & express any concerns directly with us.

2. Second letter provided to properties to inform initial meetings were cancelled & being rescheduled after receiving a detailed letter from the community. Our goal in re-scheduling was to provide clear answers to the concerns from the community. This was delivered on June 22nd.
3. Outreach package was once again provided to properties in the immediate vicinity with 3 new zoom meeting dates & times provided. This was provided on July 14th to an extended list of properties. This included 67 homes.

Meetings were held:

- Meeting 1 – 2020 July 20 – seven residents attended;
- Meeting 2 – 2020 July 21 – six residents; and
- Meeting 3 – 2020 July 22 – seven residents attended.

The attendees were made up mostly of the homes adjacent to the property site. A few owners attended the zoom meeting more than once.

4. Door Knocking efforts performed to all properties who have been invited to zoom meetings. A map is included for the outreach & door knocking efforts.
5. A discussion with Lois Sime - from the Spruce Cliff Community Association. She is the community member who compiled the summary communication to Jarred Friedman - the City Planner on the land use application.

She was on the June 21st Zoom Meeting. I further reached out to see if her and any community association members would like to schedule a direct meeting. She declined anything further beyond her comments in the letter submitted.

Applicant-led Outreach Summary

6. We have concluded an initial phone conversation with Councillor Evan Wooley in regards to the land use application. This call took place on June 19th. Councillor provided his support for the zoning, however he wanted us to complete our community outreach.
7. We are conducting a second summary conversation with Councillor Evan Wooley on August 5th at 9am. A member of his office, Zev, was at one of our Zoom Meetings and heard some of the concerns being raised by the residents.

The Councillor was provided the list of outreach & the general feedback/ concerns & support we received.

Councillor was pleased the outreach was personally performed by us the applicant and indicated support for the land use. Feedback & concerns received were not out of the ordinary for this type of application.

The Stakeholders:

Community Residents directly affected by the site. Map included. Total home count of 67.

Councillor Evan Wooley - Ward 8

Spruce Cliff Community Association

City of Calgary - Real Estate Department

City of Calgary - Westbrook Communities Local Area Plan

City of Calgary - Planning Department (including parks, transportation, utilities)

What did you hear?

Please see below for a summary of the main issues raised by the outreach efforts:

- concern the site redevelopment would lead to increase traffic into & out of the community of spruce cliff;
- concern the development would create additional parking usage down the streets adjacent of the property;
- concern the commercial component could bring more crime and/or homeless into the community;
- belief a commercial component to the land use change is not needed due to the number of commercial property zoning already in the community or on the Westbrook Mall site;
- concern for pedestrian safety at corner of 37th & bow trail, and 8th Ave & 36th Street due to increase in traffic to site;
- concern that 7 storey height was too tall for the community (adjacent property owners concerned about people looking into their backyards from above);

Applicant-led Outreach Summary

- concern from adjacent property owners that this zoning could negatively affect their respective land value;
- general concerns for why a change of this magnitude is required when it's currently zoned for low density residential; and
- concerns that there was already enough multi-family property in the community of Spruce Cliff.

It is our belief that many of these concerns are similar & matching concerns raised by any inner city change of use application by its community members and adjacent property owners. We don't feel our request is unique and there are many examples throughout the city who have already achieved what we desire on this site.

In addition to the concerns we received a great deal of support for a land use change to our site & a future development. From the outreach performed we believe the community residents would see it value add to their section of the community.

How did stakeholder input influence decisions?

Many of the concerns raised by the outreach efforts will be taken into account when we submit for a future development permit. As we look to design and ultimately develop this parcel of property with our suggested MU1 zoning we will certainly undertake strong efforts to provide solutions for many of the concerns.

At this point we are focused on securing a flexible and appropriate land use for the purposes of a functional & integrated design into the community. Bow Trail is a major commuter road and thus direct property site exposure to it warrants a significant change from its original zoning when the community was built.

The two key points from our outreach that have influenced our final decision to adjust the application were:

1. Building Height.
2. Density within the building (FAR).

In response to the concerns we are prepared to adjust the application in the following ways:

1. Building Height from 7 storeys to 6 storeys.
2. Building FAR at 4 to 3.

We believe this is a fair and appropriate adjustment done to reduce the total density on this property and lessen the traffic & parking effects on the neighbouring site, while still aligning with our vision for a forward thinking use for the site.

We also see this adjustment lining up with the current "Westbrook Communities Local Area Plan" for their Scale Lego Block Design #1. Up to 6 Storey development with commercial active grade frontage. This has been widely seen as appropriate along the mainstreets such as bow trail / 17th ave / 37th st, for which our development site resides.

Applicant-led Outreach Summary

How did you close the loop with Stakeholders?

A “close the loop” letter is being circulated to the 67 residents, as well as an email to the “e-mail” addresses provided by the city who have sent a letter direct to your planning office.

The letter will provide a summary of the outreach we performed, my contact information and the changes we have agreed to move forward with on our application.

This letter will be delivered to all 67 addresses on the week of August 10th 2020.

The community association, neighbouring properties and the circulated group of homeowners have my personal contact information should they look to speak further in regards to our application.

Applicant-led Outreach Summary

Neighbouring Property Outreach Map:



Summary:

As the applicants for this land-use redesignation we found the community outreach very beneficial. After reviewing the concerns, and speaking with residents we feel we've made the necessary improvements to the application to foster a great cohesive future development that will provide benefits to the community at large.

Thank you for continuing to work on this application with us.

Sincerely,

Darren Langille, Site Owner / Applicant.