

# Applicant Outreach Summary

NEW CENTURY DESIGN



Planning, Development & Assessment  
The City of Calgary  
800 Macleod Trail. S.E.

Jan 26, 2020

Re: 2847 38th Street SW    LOC2020-0201  
Attn: Johnson Kwan

This is the Community Outreach Applicant-led Outreach Summary intended to provide a description of the outreach completed on this application.

## **Did you conduct community outreach on your application?**

Yes. Community Outreach will be ongoing up until the public hearing before Council.

## **Outreach Strategy**

*Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)*

November 30, 2020 – Initial contact was made with the Glenbrook Community Association. This was prior to securing the property at 2847 38th St SW and an initial introduction.

December 15, 2020 – Land was secured and the application was made for redesignation from R-C2 to R-CG.

December 15, 2020 – Follow up email was sent to the Glenbrook Community Association notifying them of the application. A goal was made to meeting with the CA and further discussing the application in the new year.

January 12, 2021 – Contact was made with Councillor Jeff Davison's office. They have been made aware of this application and we are currently waiting to hear back with direction on a meeting time or any additional requests for public outreach.

January 19, 2021 – A postcard mailer drop was made to the closest 50 homes in an approx. 1 block radius of the subject property. This mailer included some basic information about the application, a feeder directing traffic to the New Century Design R-CG webpage with additional information about R-CG and the land-use process, as well as direction to submit questions and comments directly to NCD's office. We knocked on the doors of the directly adjacent neighbours and spoke with one resident directly, informing them of the development and mentioning that if they have any questions or concerns to please reach out to us directly (refer to postcard attached below).

January 20, 2021 – The first email came in from an affected resident in the area. To date (Jan 26) this remains the only communication from a resident resulting from the postcard drop.

Prior to CPC – NCD anticipates receiving more questions and concerns from residents following the postcard drop. We will be answering each email with additional information about

the project, reasoning as to why we are developing this property, and discussion about the raised concerns and how we can address them through the design process.

Following CPC – Plans include reaching out again to the community association after CPC has rendered a decision. This may include further engagement with community members through and with the community association.

### **Stakeholders**

*Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)*

So far, we have connected with the file manager at the City of Calgary handling this application, the Glenbrook Community Association, Councillor Davison's office, and several neighbours in close proximity. 50 mailers were handed out, and since then we've had one face-to-face (socially distanced) conversation with the directly adjacent neighbour and one additional email conversation with another resident. This number will more than likely increase as time goes on.

### **What did you hear?**

*Provide a summary of main issues and ideas that were raised by participants in your outreach.*

The primary concerns raised so far have been parking based. Due to the City Main Streets upgrading going on currently on 37th St SW, parking has been reduced on that street which has added an increase to the parked cars within the community on 38th and 39th Streets. The concern of residents in regards to this project is the additional parking pressure that four units would make on the street.

Additional secondary concerns raised have been general density, height, coverage, and massing concerns. Residents feel an R-CG building is larger than similar new buildings and out of character for the existing streetscape.

In general, we have relative support at a neutral stance from the Community Association. Based on preliminary conversations, the Glenbrook CA typically supports sensible redevelopment but has reservations regarding relaxations from the bylaw.

Through the file manager, we did receive one comment requesting the application be reduced from an R-CG proposal to an R-CGex to prohibit secondary suites.

### **How did stakeholder input influence decisions?**

*Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.*

At this point in the application process, prior to CPC, the comments received from nearby residents have not changed our goals and objectives for this application. Based on reasoning outlined in the application submission form, our goal for this redesignation maintains an R-CG zoning due to public transit in the area, significant investment by the City of Calgary to Main Streets along 37th St SW, close proximity of green spaces, good options for local schools and employment centres.

**How did you close the loop with stakeholders?**

*Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)*

Once CPC has rendered a decision, we will close the loop with each individual that has reached out regarding this application. Our intent will be to inform them of CPC's decision and the reasoning behind it, as well as to field any additional questions or comments about the application and R-CG as a whole.

At that point we will also make contact again with the community association and request either a phone or remote meeting to talk with their planning liaison about the application. This will result in further conversations and they may request additional public outreach to open the conversation to more affected residents.

*Attached below is a copy of the postcard mailer drop that New Century Design completed to 50 resident's homes on January 19th 2021.*

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Front

**We want your feedback!**

New Century Design is working with one of your neighbours on an exciting residential design. Community outreach is critical to any successful redevelopment. We would enjoy the opportunity to provide details of this project and to receive your feedback.

If you are interested, please send us an email to the address below and we will answer any questions you may have.

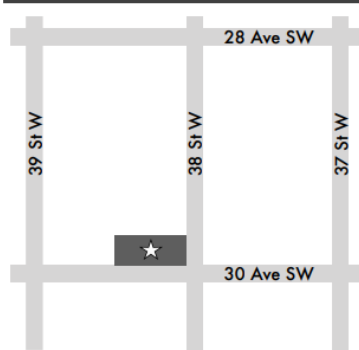
**Contact**

✉ info@newcenturydesign.ca  
🌐 www.newcenturydesign.ca

@new.centurydesign  
New Century Design Inc.

Back

2847 38 St SW



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**About the Project**

New Century Design has made an application for land-use re-designation at this property, and we are seeking community input before the design begins.

The land-use zoning would change from R-C2 to RCG, allowing for up to four residential units with lower level secondary suites.

For more information about this project, feel free to email us with "2847 38 St SW Input" in the subject line.

We have also created a new web page to share information on R-CG projects and their respective bylaws. After reviewing the information there is a submission section to send us any questions, comments, or concerns you may have regarding this application.

We look forward to hearing from you!  
Website: newcenturydesign.ca/rcg