

# Applicant Outreach Summary

## Applicant-Led Outreach Strategies.



### HAND DELIVERED MAILERS

Mailers were hand-delivered door-to-door (2021.03.03) to one-hundred and eighteen (118) of the nearest residences to the site, sharing project details and project team contact information.



### STAKEHOLDER UPDATE LETTERS

To provide information on the project and outreach opportunities, letters were emailed directly (2021.03.03) to the Ward 7 Councillor's Office, Hounslow Heights - Briar Hill Community Association, and all stakeholders who previously engaged with the project team regarding the prior Land Use Redesignation application (LOC2019-0160).



### ON-SITE SIGNAGE

In addition to The City of Calgary's required notice posting, two (2) signs were installed on site (2021.03.03) by the project team, notifying the surrounding community of the applications and sharing project team contact information.



### PROJECT WEBSITE

A dedicated project website ([www.1922hh-bh.ca](http://www.1922hh-bh.ca)) was launched on 2021.03.03 to provide convenient access to up-to-date project information and an online feedback form. The Application Brief, concurrent Development Permit applications, Transportation Review, and Landscape Strategy were all provided for direct download and viewing.



### PROJECT PHONE LINE & VOICEMAIL

A project phone line voicemail inbox (587.747.0317) was shared with stakeholders to provide an alternative communication channel to reach the project team.



### APPLICATION BRIEF

A brief summary of the development vision, including a planning / design rationale and a conceptual site plan, was made available for direct viewing and download on the project website (2021.03.03).

---

## Applicant-led Outreach Overview.

### Outreach Process

Our best practice outreach process was designed to share information on the development vision and provide communication channels for stakeholders to share their thoughts early in the process – all with the intent of maintaining a respectful and transparent conversation.

The project team would like to thank all those who participated in our outreach process and reached out with their questions and comments.

### Our Commitment

Since no single design solution can satisfy all stakeholder groups completely, the project team cannot integrate everything suggested by our neighbours and the community at-large. Our promise, however, is that we are transparent about how we reach our conclusions, making the following commitments to all who participate in our process:

- We will provide you with quality information about the project.
- We will ask for your thoughts on key areas of the project.
- We will share what we have heard and our team's response to it.

### Stakeholder Feedback + What We Heard

The project team has sorted all stakeholder feedback received in the applicant-led outreach for the current Land Use Redesignation application (LOC2021-0032) to date (2021.05.11), in addition to comments shared by The City of Calgary File Manager, according to key themes. **We received a total of ten (10) responses through the applicant-led outreach process for LOC2021-0032.** The following page addresses each theme by breaking it into "What We Heard" and the "Project Team Response".

#### We identified four (4) key themes:

1. Community Character
2. Policy Alignment
3. Lot Sizes
4. Application History

## What We Heard + Project Team Response.

### 1 COMMUNITY CHARACTER

#### WHAT WE HEARD

Some stakeholders indicated that they did not feel that the proposed built form was compatible with the community's existing character and built form.

#### PROJECT TEAM RESPONSE

We understand concerns around community character, and the project team is committed to creating homes that are considerate of their surrounding context. Concurrent Development Permit applications (DP2021-1312, DP2021-1336, DP2021-1337) have been submitted to ensure a comprehensive and thoughtful "bricks-and-mortar" outcome is clearly understood by stakeholders and directly informs decision-making by The City of Calgary Council. The proposed developments offer a high standard of architectural and material quality aligned with the existing developments on 10 AV NW, as well as across the community.

This is a low-density, single-detached housing proposal in a low-density, single-detached housing neighbourhood. By design, R-C1N is a low-density residential district and intended to integrate into the low-density residential fabric of established Calgary neighbourhoods. The proposed Land Use Redesignation and associated development vision represents a modest increase in density, maintaining the single-detached built form while introducing more housing options in a community with direct and easy access to transit, shopping, schools, amenities, parks and other services.

### 2 POLICY ALIGNMENT

#### WHAT WE HEARD

Some stakeholders identified concerns around how this proposal would align with existing policies.

#### PROJECT TEAM RESPONSE

The Hounsfield Heights - Briar Hill Area Redevelopment Plan (HHBH ARP) supports sensitive infill development to contribute to the continued renewal and vitality of the community and generally supports the proposal. A minor amendment to the HHBH ARP is however required to specifically identify the subject lands as being appropriate for subdivision. The HHBH ARP was originally approved in 1989 with a stated planning horizon of 10-15 years.

This proposed Land Use Redesignation and development vision is also consistent with the city-wide goals and policies of the Municipal Development Plan, which aim to intensify inner-city communities to make more efficient use of existing infrastructure, public amenities and transit. The Calgary Transportation Plan further emphasizes higher-intensity development concentrated near transit stops and stations to encourage ridership and optimize public infrastructure investments.

The proposed building-form and lot type also complies with the existing Restrictive Covenant (1950) registered on title.

### 3 LOT SIZES

#### WHAT WE HEARD

The resultant size of lots after the proposed subdivision from two to three lots was noted as a concern for some stakeholders.

#### PROJECT TEAM RESPONSE

Currently, the site is comprised by two (2) lots with widths of approximately 15m. Under the current R-C1 regulations, the minimum lot width is 12m, and under the proposed R-C1N regulations, the minimum lot width is 7.5m. To reduce the impact to the most adjacent property to the east of the site, the two eastern lots are proposed to have a width of 10.7m. The most western lot, abutting 19 ST NW, is proposed with lot width of 9.1m. Although many lots in the community of Hounsfield Heights - Briar Hill are 15m wide, the community contains a variety of lot sizes. For example, narrower lots than proposed are located one (1) block south, along 9 AV NW, with lot widths as narrow as  $\pm 7.7$ m.

### 4 APPLICATION HISTORY

#### WHAT WE HEARD

Some stakeholders had questions around this site's history in relation to previous Land Use Redesignation and Subdivision applications.

#### PROJECT TEAM RESPONSE

A previous Subdivision application divided the original oversized lot into two 15.0+m wide lots (approved July 24, 2018). A Land Use Redesignation from R-C1 to R-C1N and supporting Subdivision application was submitted on October 22, 2019 to re-subdivide the site into four (4) lots and to allow for the development proposal of four (4) single-detached dwellings. During the stakeholder outreach process, residents identified a number of concerns with the smaller lot sizes. In response to these concerns, the landowner and project team amended the application to instead create a total of three (3) single-detached dwellings/lots - a net increase of one (1) single detached dwelling/lot.

The previous Land Use Redesignation application (LOC2019-0160) was presented to Council at the July 20, 2020 meeting with Administration's recommendation for approval, however, the application was ultimately refused. Following a required six-month waiting period after the City Council decision, the project team reapplied for a Land Use Redesignation on the site (LOC2021-0032). In consideration of concerns and comments heard at the July 20, 2020 City Council Public Hearing, a number of adjustments have been made by the project team for consideration of Administration, Calgary Planning Commission and City Council. This includes the submission of concurrent Development Permit applications to provide certainty of the development intent; a supporting professionally prepared Transportation Review; a third-party Landscaping Strategy; and design changes to lot widths and site corner conditions in an effort to improve the development proposal.