

Applicant Outreach Summary

Outreach Strategy

1. A community outreach package was circulated to the 60 Nearby home owners that discussed the intention of the application, and a visual diagram of what we were looking to do. This was the same householder count that we reached out to during our initial land use application that was approved last year for the adjacent homes to this application;
2. Personal 1 on 1 Door Knocking to 60 nearby Home Owners On November 6th and 7th I performed direct householder engagement via door knocking efforts with home owners. Nearly 30 home owners were available to discuss with me during this series of activities; and
3. Online Zoom Community Engagement Sessions All 60 properties that were door knocked were provided a letter with 4 available online zoom sessions to discuss our application. These were selected both in the daytime & the evening for best response. The dates for the online sessions were Nov 10th, 11th, 17th & 19th. The community online session document was provided to the community association. It was presented to me that my online session document was circulated via the community channels of communication as well for best exposure. The document was also provided to Councillor Pootman's office, the Ward 6 councillor for this land use application. There was a low turn out across all 4 online zoom sessions, only a handful of community members took part. However we did have a chance to speak with a lead planner at the city along with a representative from Ward 6 Councillors office to ensure all parties were fully up to speed on the details of this application.

Stakeholders

1. Community home owners;
2. Tenants in the community;
3. The Ward 6 Councillor's office;
4. The community association of spruce cliff; and
5. The City of Calgary Real Estate sales division.

What We Heard

The main issues raised were as follows:

1. Concern for increased traffic on the arteries of 36th street, 8th ave & 7th avenue;
2. Concern for safer pedestrian corner on corner of 37th street & bow trail;
3. Concern for the size of the future development;
4. Concern that the road closure on 8th ave could cause diversion of pedestrian traffic; and
5. Concern that the "mainstreet" improvements on the corner of 37th and bow trail will not be satisfactory to community members.

How did stakeholder input influence decisions?

The concerns by the community and its community members were similar in nature to when we successfully achieve a land use redesignation on 3704-3716 8th ave in 2020. We adjusted the height application on that application along with the FAR to accommodate the communities concerns.

During this application, the communities feedback was heard, however we believe their concerns mentioned above are better met during a future development permit application for this parcel of properties.

At this point, this land use application is meant to provide a congruent parcel of same zoning for the best development application in the future.

How did we close the loop with stakeholders?

As this application is an extension of the prior land use submission, and as a result of our group working with the City of Calgary real estate sales division we feel the on the ground engagement, and online zoom sessions are enough to provide the residents the information they needed at this point in time.

The sentiment mostly heard from the community was there is an understanding that this is a necessary step forward to further set the stage for a development permit on this parcel of property that works for developer, and community interests.