

# Applicant Outreach Summary

**Project name:** 212- 10A Street NW

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

## **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)**

- 1) Various correspondence with Hillhurst/Sunnyside community association ["Community"] to provide information about the Land use application and to answer any questions it may have and to schedule a presentation with the community-at-large, on advanced notice, to provide information about the project and to allow for questions and answers. March 2021 - April 2021.
- 2) The Applicant's planning team in consultation with the Community and with the City File Manager, Joseph Silot, attended the regular Community monthly meeting on April 8, 2021 to present the Applicant's Land use Application and to facilitate conversation. The event was well attended and successful.
- 3) Posting of the Land use Notice at the subject site for a 1-month period [longer than the normal regulated period].
- 4) In March and April 2021, adjacent neighbors were spoken to about the proposed Land use and comments were submitted directly to the Joseph Silot. The Applicant is unaware of the written comments although the informal discussions with adjacent neighbors seemed positive. Neighbors were advised that they could reach out to the applicant at any time should they have any questions.
- 5) Social media channels and website were created and on-line from June 15, 2021 to September 30, 2021 as an open form of communication for the project team and the community. Including a direct contact and email addresses provided citizens and immediate stakeholders direct access to the Applicant's planning team for questions.

No comments or inquires were directly received by the Applicant from the foregoing.

## **Stakeholders**

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

- 1) Hillhurst/Sunnyside community association.
- 2) Hillhurst/Sunnyside residents who attend the open public community presentation on April 8, 2021.
- 3) Adjacent neighbors.
- 4) Local area Kensington businesses.
- 5) General public who sought information about the project.
- 6) City of Calgary planning and development

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

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

The Applicant did not receive any direct written feedback other than a summary letter from Lisa Chong of the Hillhurst/Sunnyside community dated April 30, 2021. The Applicant directed all written feedback to be provided directly to the file manager, Joseph Silot. Otherwise, in terms of verbal feedback, a significant majority was positive. Positive comments obtained were as follows:

- 1) More density was needed to support the local area business as they were suffering causing vacancies to increase making the area look undesirable.
- 2) New property developments were needed to overcome the "run down" look of the local area caused by the early century homes that remain spotted around the area in disheveled condition.
- 3) The specific site was a proper candidate for higher density because of its location close to Kensington businesses, close to 10th ST NW and Kensington Road NW, close to the Sunnyside CT Train station and adjacent to a lane way.
- 4) The proposed development was within the context of the local area that needs beautification and transition from old early century disheveled homes to occur more quickly.
- 5) The higher density will help increase property values.
- 6) Direct verbal negative feedback, beyond the written feedback received from the community summary letter authored by Lisa Chong dated April 30, 2021, was as follows:
  - 7) Some local area residents did state that they did not want higher density close to them and were already upset that 10th st nw was becoming densified with multifamily developments. i.e. they wanted the local area to stay as it was and were upset that the local ARP allows for such higher density.
  - 8) Some local area residents did state that the proposed development was not within the context of the local area. They felt it was too big and too modern

### **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.**

The development application was initially submitted as a concurrent land use and development permit application. However, given that substantially all of the negative comments were directed toward development permit issues, the Applicant, in collaboration with City of Calgary administration, decided that the land use application

should proceed leaving the development permit issues to be dealt with separately during the development permit process. With that said, changes have already been made to the proposed development design to take into consideration community comments. i.e. increased green space has been realized and massing has been adjusted.

**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)**

All stakeholders were advised of the appreciation for their input. All stakeholders were advised that the land use application would proceed first, followed by the development permit application wherein the main concerns regarding the overall development were located.