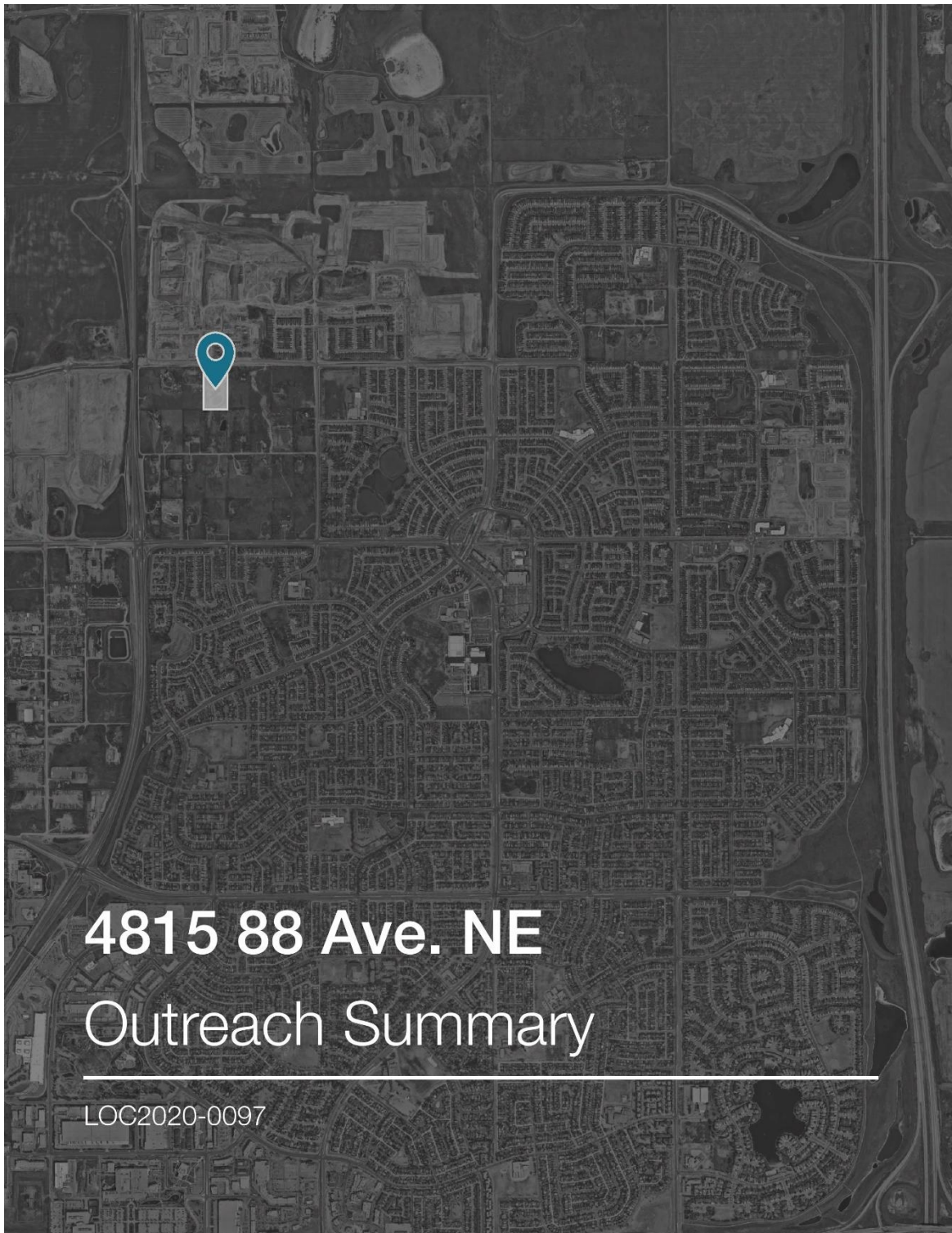


Applicant Outreach Summary

2021 February 02



Project Background

4815 88 Ave. NE | LOC2020-0097

PROJECT BACKGROUND

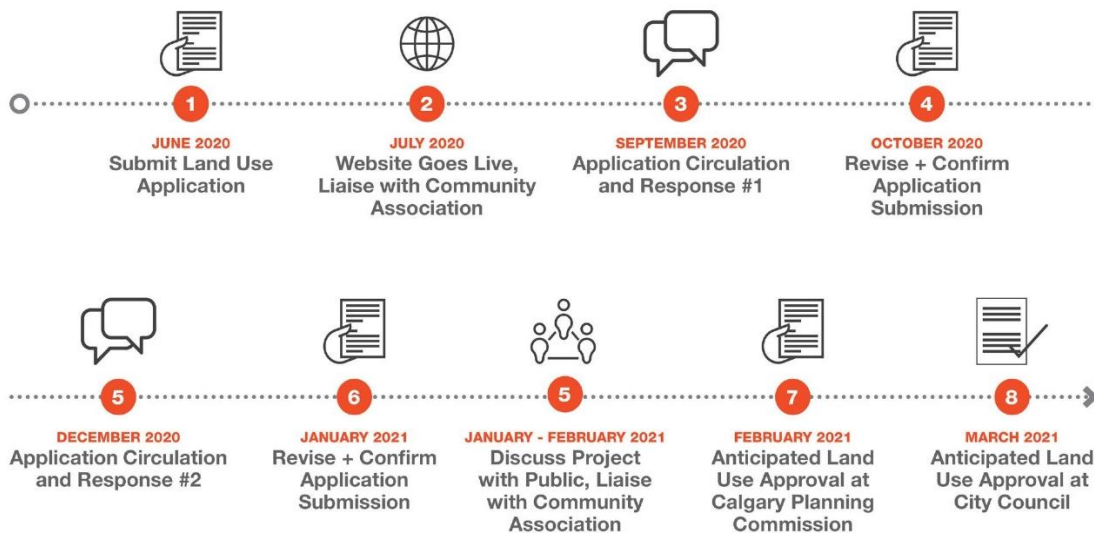
White Eagle Developments proposes to redesignate the southern 0.57 hectares of the parcel at 4815 88 Avenue NE to the Commercial - Neighbourhood 2 (C-N2) district. The site is located on the north-west corner of the Saddle Ridge community, and is one of the final remaining areas in the neighbourhood to develop. As part of the Saddle Ridge Area Structure Plan, the proposed redesignation supports achievement of the ASP's density targets while respecting the property's location in a community gateway and Neighbourhood Activity Centre.

The proposed redesignation has become more necessary than ever given shifting economic conditions, new realities in the commercial space market arising from the fallout of Covid-19, and the sociocultural characteristics of households in the Saddle Ridge neighbourhood.

Importantly, the proposed land use enables a development that will:

- Reposition this site to better meet the needs of the community.
- Support commercial economic recovery in the Saddle Ridge neighbourhood.
- Provide a neighbourhood commercial typology that is not accommodated for in the nearby vicinity.
- Place commercial uses adjacent to parks and institutional uses, a community entrance point, and along a collector road, as supported by the ASP.
- Increase employment opportunities near residential areas and major transportation corridors.

Project Timeline



Outreach Summary

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OUTREACH SUMMARY

Throughout the course of the application the project team has remained involved in communicating the proposed redesignation to the public through a variety of mediums. Efforts were made to engage with the public through Covid-friendly methods given the ongoing global pandemic, but public interest in the project was generally low. Despite this, responses were received from the Community Association and several local residents indicating support for the proposed redesignation.

Community Association Communication

The Saddle Ridge Community Association has a Land Use Committee that reviews and provides comments on land use matters throughout the Saddle Ridge Community. Discussions were held with the Chair of the Committee in July and September 2020, but ultimately the Committee was unable to coordinate a meeting time to discuss the application. However, early in 2021 the Committee was able to provide a formal opinion to the City's file manager for the application, as well as to the project team.

What We Heard

The Land Use Committee indicated that they saw no issues with the application, and were content with the redesignation proceeding. The Committee also indicated that they would be interested in seeing the future development application, specifically in relation to how the site will be landscaped when the time comes.

Project Website

A project website was prepared to present the proposed redesignation to the public in a Covid-friendly manner. The website included a form through which feedback could be provided directly to the project team. By allowing residents to provide feedback on the project from the comfort of their home, and at their

convenience, project websites foster greater opportunity for a wider range of the public's opinions to be heard when projects are compelling enough to warrant comment.

What We Heard

No responses were received through the project website.

Public Notice Posting

A public notice board was posted to the subject lands in compliance with the City's notice posting standards. The posting included contact information for the project team, enabling the public to directly provide their feedback and opinions on the proposed redesignation to the applicant.

What We Heard

No responses were received from the public notice posting's contact information.

Public Discussion

Throughout the application process the applicant has engaged in substantial discussion with members of the Saddle Ridge community on the topic of the proposed redesignation. Following months of discussion, the applicant has received considerable community buy-in and support for the proposed redesignation, as well as several letters of support.

What We Heard

In excess of ten letters of support have been received for the application, all of which support the proposed land use. Key themes from these letters include:

- Broad support for the proposed land use;
- A desire for more access to C-N2 uses in this area of Saddle Ridge; and
- Recognition of the site's location as a gateway and in close proximity to the 88 Ave. NE arterial road.