

# Applicant Outreach Summary



## Community Outreach on Planning & Development Applicant-led Outreach Summary

**Please complete this form and include with your application submission**

**Project name:** Silvera Shawnessy (30 Shannon Place SW)

Did you conduct community outreach on your application?  YES or  NO

If no, please provide your rationale for why you did not conduct outreach.

### 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)

As a first step in the Applicant-led stakeholder outreach process, the project team reached out to neighbours via a community newsletter advertorial, two rounds of hand-delivered letters to ±322 neighbours, and an on-site sandwich board sign to share information about the proposed Land Use Amendment, development vision, and upcoming outreach events. The sandwich board sign was updated to include invitations to upcoming engagement events. These materials also provided contact information for the project team, including an email, dedicated outreach phone line, and a link to the outreach website [www.silverashawnessy.com](http://www.silverashawnessy.com).

The project team reached out directly to the Ward Councillor's office and Community Association to share detailed information about the application and project team contact information. The project team also held both an in-person and virtual community meeting in April 2022 to share application details and answer questions.

### Stakeholders

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

Silvera for Seniors is committed to leading an open and transparent conversation with stakeholders about the proposed development. The project team reached out to and connected with surrounding neighbours/landowners, the Community Association, the Ward 13 Councillor's office, and current residents of the Silvera Shawnessy Seniors Community.

[calgary.ca/planningoutreach](http://calgary.ca/planningoutreach)



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### What did you hear?

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

A What We Hear Report, including a summary of what we heard, what has changed, what hasn't changed and why, has been provided under separate cover and shared with the file manager and on the public record in advance of the final decision making stages of the application.

### 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.

During the Applicant Led Outreach process Silvera's Team heard concerns from neighbouring stakeholders that the proposed Land Use Change could pave the way for future 4 storey developments on this site, above and beyond what is currently proposed. To alleviate concerns and address feedback from neighbouring stakeholders and the Ward 13 office, the Applicant Team has included a Floor Area Ratio (FAR) modifier in the Land Use Application. FAR modifiers are rules in the Land Use Bylaw that limit the maximum buildable floor area on a given site. Silvera is proposing an FAR modifier of 1.2, which was crafted to align closely with the Development Vision. The proposed FAR modifier reduces the max. buildable area to less than half of what is typically allowed under the M-C2 District's standard 2.5 FAR.

### 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)

The What We Heard Report has been published on the project website at [www.silverashawnessy.com](http://www.silverashawnessy.com) and will be included on the public record in advance of the application's Public Hearing at Council.