

# Applicant Outreach Summary

## Applicant-Led Stakeholder Outreach Summary

LOC2021-0173 / DP2021-8079

### OUR PROCESS

CivicWorks and Oldstreet are committed to being good neighbours and working with stakeholders throughout a land use change and development application process. The project team undertakes a meaningful and appropriately-scaled outreach process in support of all applications to ensure a clear and transparent process for all stakeholders.

Our stakeholder outreach process began in mid October 2021, and included the following key strategies:



#### On-Site Signage

Large supplementary on-site signage is installed early in the application process. Signage remains on-site to share detailed project information and visualizations directly with surrounding neighbours and provide project team contact information until a Council decision.



#### Hand Delivered Mailers

Detailed project mailers are hand delivered to surrounding area neighbours within a 200m radius of the project site to share project information and provide project team contact information.



#### Phone Line & Email Address

An outreach phone line and email inbox provides a direct line of contact for stakeholders to communicate with the project team. The outreach phone number and email address are listed on both mailers and on-site signage.



#### Stakeholder Memo

A brief summary of the development vision, conceptual site plans and a planning and design rationale for the proposed change are shared directly with the local area Community Association and Ward Councillor's office.



#### Online Public Information Session: January 19, 2022

The project team met with Administration, Marda Loop Communities Association, Elbow Park Residents Association and local area stakeholders on January 19, 2022 to discuss active Missing Middle projects in the Marda Loop communities. Background information about the event and key outcomes is provided on pg. 2.

### BALANCING INTERESTS

Our role as Applicant / Outreach Lead requires active listening to determine the root issues underlying individual statements, and reconciling often competing interests and points of view to arrive at evidence-based planning and design solutions. Through this process, we consider:

1. **Calgary's Sustainable Growth & Development Goals**  
City-wide goals and priorities that shape the future of Calgary's communities.
2. **Local Area Policy**  
Existing and emerging plans and policies that guide local area development.
3. **Development Vision & Design Principles**  
'Missing Middle' projects that provide greater housing choice for Calgarians looking to live in amenity-rich communities.
4. **Economic Viability**  
The need to design and deliver financially viable projects.
5. **Stakeholder Feedback**  
What various stakeholders think and say about a proposed project or specific issue.

### OUR COMMITMENT

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

1. We will provide you with detailed information about the project.
2. We will ask for your thoughts on key areas of the project.
3. We will share what we heard through the course of our process and our team's response to it.

## Online Public Information Session: January 19, 2022

### Active 'Missing Middle' Housing Development Applications in Marda Loop

#### BACKGROUND

On January 19, 2022, The City of Calgary hosted an Online Public Information Session to bring together City Planning Staff, representatives of the Marda Loop Communities Association (MLCA) and Elbow Park Residents Association (EPRA), project Applicant team, and local area residents to discuss several active 'Missing Middle' housing development applications in Marda Loop communities, including the subject application. At this late stage in the application review and outreach process, the 3-hour (6-9PM) session provided an opportunity for:

- City of Calgary Administration to share policy and application review process information;
- The Applicant team to share project-specific information and address late-arising feedback from the MLCA and EPRA following a MLCA board and leadership change in late October 2021; and
- Representatives of the MLCA and EPRA to share their project specific questions and concerns directly with Administration and the Applicant team, followed by a live moderated Q&A session.

#### NOTIFICATION & ATTENDANCE

The Online Public Information Session was widely advertised by the Applicant team through:

- A dedicated Eventbrite registration and event information webpage shared widely by Applicant team, The City of Calgary, and MLCA / EPRA;
- Emailed invitations to members of the MLCA / EPRA;
- Custom event on-site signage across all four project sites with mobile-ready QR codes linked to the dedicated Eventbrite page; and
- Hand delivered event invitations to surrounding area residents within 200m of project sites.

During a 16-day advertising and notice period, the dedicated Eventbrite page received 1,625 unique page views and 179 registrations for the online event. 102 participants attended the 3-hour event on January 19, 2022.

Following the event, Administration shared a list of questions raised by the MLCA, EPRA and event participants. Questions were categorized by those posed to City Administration and questions for the Applicant team.

#### EVENTBRITE STATISTICS

