

# Applicant Outreach Summary

O2 implemented a comprehensive engagement strategy to share details of the proposed land use and area redevelopment plan application, receive feedback from interested stakeholders and implement revisions to the proposed application. Community Outreach has remained a continuous effort throughout the land use application process to ensure information was updated and project updates were shared.

The following engagement tactics were implemented:

- Postcard Mailers
- Project Website
- Notice Posting
- Meetings with the wider Community

## Postcard Mailers

Approximately 100 postcard mailers were hand delivered within a 100-metre radius in advance of the in-person information session to notify neighbours of the upcoming engagement and direct them to the project website for additional information.

## Project Website

A Project Website <https://www.engage2street.com/> was prepared to communicate the Land Use Amendment Application to the public. The website included a form through which members of the public could provide direct feedback to the project team. By allowing residents to provide feedback on the project from the comfort of their own home, and at their convenience, the project website created a greater opportunity for a variety of public opinions to be heard.

The project website was updated with information on the Land Use Amendment Application to spread awareness to the community in advance of the in-person information session.

## What We Heard

To date we have not received any formal comments through the project website.

## Public Notice Posting

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

## What we Heard

We received general inquiries regarding the status of the development application including potential construction timing and overall impact to the neighbourhood.

## **Information Session with the wider community**

Members of the public were invited to attend a virtual information session held on April 19th, 2023. The virtual session provided an overview of the proposed development including details on future design and requested community feedback. Approximately 2 residents were in attendance during the in-person session including representation from the Ward 9 Councillors office.

### **What we Heard**

There was general concern for the proposed development as it related to the shadow impacts on existing residential properties directly north of the site. Additional concerns focused on the traffic congestion in the neighbourhood and concerns over crime and safety.

Attendees were generally supportive of the proposed community benefit contribution strategy, however made suggestions to focus on laneway upgrades, enhanced lighting, and traffic calming measures to reduce neighbourhood speeding. There was general support for intensification on the site given the surrounding context and housing need in Calgary.

### **How the Application Responds to Comments**

The revised application responds to feedback received through discussions with residents and administration.

**Shadowing:** A shadow study confirmed the proposed concept resulted in minimal shadowing on the park, however created shadows on the northern residential parcels at certain times during certain seasons of the year. Additional mitigation measures can be reviewed at detailed design stage to accommodate shadow concerns.

**Parking:** A Transportation Impact Assessment was prepared which confirmed parking would be accommodated on site based on the required parking rate of the MU-1 land use district.

**Community Benefit Contribution:** Discussions were held with Administration to confirm the appropriate public realm improvements to be identified in the Direct Control District.

Additional comments received during engagement focused on detailed design or did not relate to the land use application. Detailed design considerations will be addressed with the development permit application.