

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: 3803 & 3823 19 St 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)

- We sent a letter to the Marda Loop Community Association on March 21, 2023 describing the project and requesting a more in-depth conversation.
- We sent a follow-up email on April 28, 2023 followed by a phone call.
- We delivered postcards describing the project on March 31, 2023 to the closest 75 surrounding neighbours within at minimum a 60m radius.
- We sent a letter to the office of Councilor Walcott on March 21, 2023 to share the plan for the project and ask advice for how to best reach the community.
- We met with the MLCA Planning directors on June 5, 2023 to discuss this project
- We talked to a representative of the Ward 8 office by virtual meeting to discuss the community response and their position on the project
- We are hosting an open meeting on July 6, 2023 at the MLCA to talk to interested Altadore residents directly, which included an additional postcard drop on June 21, 2023

Stakeholders

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

City of Calgary file manager
Marda Loop Community Association
Direct neighbours of the project location
Ward 8 Councilor Walcott

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What did you hear?

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

At this point we have received 8 messages from neighbours that range from inquiring to concerned. The main concerns raised included:

- Construction Noise
- Parking
- Privacy
- Traffic and Pedestrian Safety
- Density
- Elevations, design, and building height
- Waste storage and disposal

The Marda Loop Communities Association has voiced support for the project
The Ward 8 office has no concerns surrounding this project

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.

We will be designing for 8 units instead of the permitted 9. They will be 2-storey units, likely with peak heights around 10-10.5 metres. Further, the design will step the building with grade.

We will also be designing garages that are larger than required to encourage consistent use.

We believe that our original intentions with this project address the main concerns of the community. Otherwise, there wasn't anything that was brought to our attention that made us consider a drastic change in plans.

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 neighbours that reached out to us received a tailored response to address their individual concerns. Some conversations are still ongoing.

We are hosting an open meeting to continue discussions with the community.

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Community Outreach Assessment Tool

The City has created this optional assessment tool which is designed to help you navigate the decision to undertake outreach and provides guidance on high-level outreach considerations based on the impact of your proposed project and the community complexity.

When filling this out, it can be helpful to do some initial research into past projects in the area as this will help inform your answers for more accurate results. Also, ensure when you are answering these that you are putting yourself in the shoes of the community. Remember that how you answer today, is reflective of the context of today and isn't a guarantee that no issues will arise in the future as you move through your process.

COMMUNITY IMPACT	1 Point	2 Points	3 Points	Enter Values
How similar is your project to what already exists in the community?	Similar projects exist in the community and is a low level of change for community.	Community is not that familiar with this project type and will be a moderate change.	Major change or redevelopment being proposed and likely a big change for the community.	1
What is the duration of your project (to occupancy)?	Under 2 years	3 - 5 years	5 + years	1
How broadly will this project impact the surrounding community?	Likely to affect immediate neighbours.	Could have an impact within a few blocks.	Likely to have an impact community - wide.	2
How common is redevelopment within the community?	Redevelopment is common in community.	Moderate redevelopment has occurred.	Little to no redevelopment has occurred.	1
TOTAL				5
COMMUNITY COMPLEXITY	1 Point	2 Points	3 Points	Enter Values
How do you anticipate the community will react to this project?	Little attention - project unlikely to be a public issue.	Anticipate there will be some attention. Disagreement or differing opinions are expected.	Anticipate this to be a highly sensitive issue.	2
How inclined will stakeholders be to accept this project?	Likely minimal to no issues anticipated.	Some issues anticipated.	Many issues are anticipated.	2
What level of influence do stakeholders have over project decisions?	No decisions open for input, willing to inform stakeholders of project details.	Willing to listen to stakeholders and learn about their ideas and respond where possible	Willing to collect input to influence specific project decisions.	2
TOTAL				6

IMPACT SCORE

4 to 6	1
7 to 9	2
10 to 12	3

COMPLEXITY SCORE

3 to 5	A
6 to 9	B

		COMMUNITY COMPLEXITY	
COMMUNITY IMPACT	3A	3B	
	2A	2B	
	1A	1B	

Your Project's Score:

1 B

Outreach Approach Assessment	
Direct approach (1A, 1B)	Your project is likely of low impact to the community and is not proposing a major change or disruption. For higher complexity, you may have to put a bit more effort in developing content to educate and inform stakeholders about your project details. Consider choosing 2 - 3 tactics suited for a targeted audience*.
Moderate approach (2A, 3A)	Your project is of medium to high impact for the community, but is not very complex and likely little attention and/or issues are expected. Given the level of impact consider expanding your reach beyond the immediate neighbours to inform them of the project details and collect input if needed. Consider choosing 4 - 6 tactics for a range of targeted and broader audiences*.
Comprehensive approach (2B, 3B)	Your project is of medium to high impact for the community, and of higher complexity. There are likely issues that will need to be mitigated and addressed and extra effort will be needed to educate and inform stakeholders about your project. Consider a broader approach with the community and be open to an iterative process with multiple tactics where input could help inform better decisions*.

*For an overview of outreach tactics and techniques you could consider, click [here](#).

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