

# Applicant Outreach Summary

2023, August 18

As part of the Land Use Redesignation application for the addresses 3903 & 3907 16 ST SW (LOC2023-0155), our team conducted a community outreach campaign in the community of Altadore from June 9, 2023 to June 30, 2023. Even though the feedback timeline for this outreach campaign has ended, we continue with signage on-site to allow for more constituents to express their thoughts on the proposed land use change. Any comments received after the end of the community outreach but prior to the Development Permit release of this project will be valued and accounted for throughout this project's design phase.

To ensure a broad number of participants reached, this campaign counted with online and on-site advertisement. Below are detailed explanations of the methods utilized and the results collected through each of them.

## ONLINE ADVERTISEMENT

Throughout 14 days of online advertisement on Facebook and Instagram, 2,675 people were reached. The promoted post informed people of the land use redesignation of the addresses in question from R-C2 to R-CG and the intend of developing a complex of 8 townhomes + 8 suited basements.

The ad also contained a link to a Google Form for participants to leave their feedback on the proposal, 57 of the people reached by the ad clicked on the link.

## ON-SITE SIGNAGE

On June 9, 2023, a sign advertising the proposed land use redesignation was posted on the corner of 3903 16 ST SW. At the time of this summary, the signage remains on-site.

The sign includes information on the zoning change being proposed, on the future proposed development, and three ways constituents can submit their input - through the QR that drives participants to a Google Form, an email address, and a website where information regarding the project and feedback submission space can be found.

### PROPOSED LAND USE REDESIGNATION

3903 & 3907 16 STREET SW  
R-C2 TO R-CG

#### Hello, Neighbour!

We are proposing a Land Use Redesignation at 3903 & 3907 16 ST SW to transition the land use from the existing Residential - Conventional One/Two Dwelling (R-C2) District to a Residential - Grand-Condo/Row (R-CG) District.

The proposed land use change would enable a development vision that includes a total of 8 townhouse units and 8 lower units with 8 associated parking stalls (one per townhouse unit) within two, 3-storey rowhouse-style buildings.



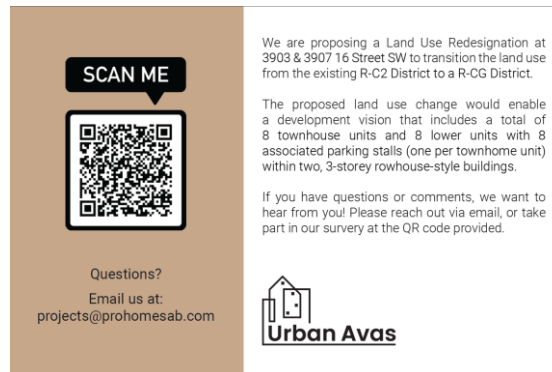
#### SHARE YOUR THOUGHTS:

www.3903and3907.com  
www.ofwinc.com



## POSTCARDS DISTRIBUTION

To ensure that those who live within a 200m radius of the site are aware of the proposal, postcards containing the same information and methods of feedback submission on the signage posted on-site were distributed on June 9, 2023.



## COLLECTED FEEDBACK SUMMARY

With the outreach strategies in place, our team managed to collect great information from the community in regards to the land use change and the future development. Below is a summary of the key points raised by participants.

- 90% of all participants live in Altadore;
- Concerns regarding amount of on-site parking were mentioned by 60% of participants;
- 30% of participants mentioned the density increase as non-fitting aspect of the proposal within the neighbourhood;
- The possible removal of the trees within private property was mentioned by 10% of participants;
- 30 % of participants mentioned the building height as possibly invasive for the surrounding developments.

During the outreach, questions regarding the proposed development - building aesthetics, the site layout, and other aspects - were asked, and the results were somewhat uniform, with participants having liked, disliked, or been indifferent to the presented aspects of the proposal in the rate for all items.

The following pictures were presented to participants who were asked to rate the below listed items referencing the provided illustrations. The feedback collected showed that 50% of participants liked those aspects of the proposal, 33.33% disliked, and 16.67% were indifferent.

Aspects asked to participants were:

- Façade look
- Brick work
- Exterior finishes and colours
- Landscaping
- Site Layout
- Street Connection
- Interior Courtyard
- Bike Parking

The inputs received during this community outreach advertisement period brought a lot of insightful and valuable comments to our team. Based on the feedback received, our team has order a parking study for the project to better understand the affects the proposed development in the neighbourhood.

Our team will also remain in touch with participants that accepted to receive communication from us regarding this LOC through follow up emails that outline the feedback received and changes the project went through based on them.

