

# Applicant Outreach Summary

2023 July 06



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

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

**Project name:** 2015 26 Avenue NW, Calgary, AB T2M 2H1

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)

In order to reach as many community members as possible, we worked on three different methods: online, mail, and signage.

A Facebook and Instagram ad was put up on June 30, 2023, and set to go on until July 14, 2023. The ad directed participants to a Google Form with questions to collect feedback. We also created a space in our website that allows participants to leave feedback.

On June 30, 2023, a sign was placed on-site and shared some information about the proposed land use redesignation and directed people passing by to our feedback Google Form and/or our website. On the same date, postcards containing the same information as the sign, guiding people to the Google Form and our website, were also delivered to neighbouring parcels within 200 m of the site.

### Stakeholders

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

We've approached the Banff Trail Community Association, neighbours of the parcel, and close by businesses.

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

### What did you hear?

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

As the outreach work just begun, we still don't have a summary of issues and ideas raised. We will have a summary put together on June 30, as soon as we have collected feedback.

### 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.

This will be answered together with the feedback summary, as we haven't heard anything yet.

### 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)

We have provided a space in our feedback forms for people (who would like) to share their email address and we plan on responding to their feedback and including a project status update over email.

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# BANFF TRAIL AVAS

## Community Outreach Summary

As part of the Land Use Redesignation application for the address 2015 26 AV NW (LOC2023-0182), our team conducted a community outreach campaign in the community of Banff Trail from June 30, 2023 to July 26, 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 15 days of online advertisement on Facebook and Instagram, 3,725 people were reached. The promoted post informed people of the land use redesignation of the address in question from R-C2 to R-CG and the intend of developing a complex of 4 townhomes + 4 suited basements

The ad also contained a link to a Google Form for participants to leave their feedback on the proposal, 74 of the people reached by the ad clicked on the link.

### ON-SITE SIGNAGE

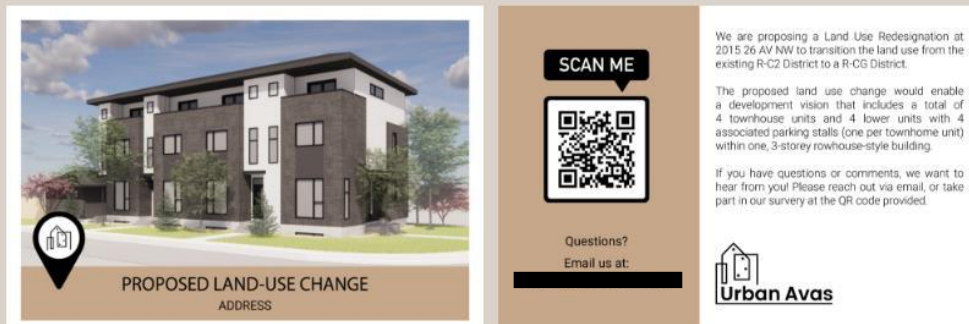
On June 30, 2023, a sign advertising the proposed land use redesignation was posted at 2015 26 AN NW. At the time of this summary, the signage remains on-site.

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.



## 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 30, 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.

- 86.7% of all participants live in Banff Trail;
- Concerns regarding amount of on-site parking were mentioned by 33.33% of participants;
- 73.33% of participants mentioned the building height as a matter of concern;
- The balconies affecting the immediate neighbours was mentioned by 13.33% of participants;

During the outreach, questions regarding the proposed development - building aesthetics, the site layout, and other facets of the project - were inquired, and the results were great support material for the design of the proposed development. The illustrations up next were part of the feedback form representing the design being worked on for the development that will be proposed.

The feedback collected on the aspects questioned about the initial design concept of this project are listed below for reference.

### Exterior Look

14.29% of participants liked it, 28.57% had neutral opinion about it, and 57.14% didn't appreciate it.



**Brick Work**

26.67% of participants liked it, 13.33% had neutral opinion about it, and 60% didn't appreciate it.

**Exterior Colours**

20% of participants liked it, 26.67% had neutral opinion about it, and 53.33% didn't appreciate it.

**Landscaping**

26.68% of participants liked it, 6.66% had neutral opinion about it, and 66.66% didn't appreciate it.

**Site Layout**

26.67% of participants liked it, 6.67% had neutral opinion about it, and 66.66% didn't appreciate it.

**Street Connection**

20% of participants liked it, 6.67% had neutral opinion about it, and 73.33% didn't appreciate it.

**Garbage Solution**

20% of participants liked it, 26.67% had neutral opinion about it, and 53.33% didn't appreciate it.

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 will work on the next phases of the DP with the comments and feedback received from the community.

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.

Banff Trail Community Association was contacted on June 22 and Aug 10, however no response has been received up to this point.

