

Applicant Outreach Summary

O2

Applicant Outreach Summary

January 24, 2024

Project Overview

On behalf of Utopia Luxury Homes, O2 is proposing to redesignate the parcel located at 2511 3 Avenue NW from Residential Contextual One/Two Dwelling (R-C2) to Residential-Grade Oriented Infill (R-CG). The site takes advantage of a corner lot adjacent to a multi-use pathway to increase housing variety near the City's Primary Transit Network and various services and amenities. The proposed development will create a new 8-dwelling building that is contextually sensitive to the existing community while still achieving the City's infill goals and objectives.

Outreach Strategy

O2 implemented an outreach strategy focused on sharing details of the proposed land use and receiving feedback from nearby residents and the local community association. The following engagement tactics were implemented:

- Project Website
- West Hillhurst Community Association Planning Committee Presentation
- Virtual Public Open House Meeting
- On-Site Public Notice Posting

Project Website

To support project awareness a website was maintained and updated throughout the course of the application to inform the public about what is proposed for 2511 3 Avenue NW. The website outlined the existing site context, development vision, and specifics related to the actual land use redesignation application. As part of this website a portal was provided for those reviewing the information to directly provide their feedback to the project team. No comments were received through the project website.

West Hillhurst Community Association Planning Committee Presentation

December 18, 2023

A presentation was made to the WHCA Planning Committee on Monday, December 18, 2023. In this meeting O2 introduced the proposed land use redesignation, provided an overview of the proposed development, and shared a visual representation of similar projects to the proposed that have been completed by Utopia. Following the project overview, O2 also outlined the redesignation process and additional opportunities for providing public input, such as through the project website.

After the formal presentation, an informal question-and-answer discussion was held where committee members could ask questions of O2. The discussion was facilitated by the committee chair and covered several key considerations of the committee, including:

- General support for the project in the location.
- Recognition of the appropriateness of the site for intensification within the community.
- Concern about traffic impacts.
- Concern about potential garbage storage impacts.

Postcard Circulation

35 postcards were distributed to nearby neighbours closest to the subject site. This include the entire 3 Ave NW cul-de-sac as well as properties immediately across the lane to the south and to the north.

O2

The postcards outlined the proposed land use redesignation, shared the project website's URL, and invited postcard recipients to attend the virtual public meeting to be held on January 9, 2024. The postcard also included contact information for the project team and invited recipients to reach out to O2 if they had any questions.

On-Site Notice Posting

Consistent with the City's notice-posting requirements a standard public notice sign was installed on site in December 2023 by the City and has remained in place on 3 Avenue since that point in time. The sign will be updated following CPC to reflect the Public Hearing date. The project team did not receive feedback directly from the on-site notice posting.

Virtual Public Outreach Meeting

January 9, 2024

On Tuesday, January 9, 2024 an open house was held virtually to share the project with members of the public interested in learning more about the proposed redesignation. Two members of the public attended, both residents of the 3 Ave NW cul-de-sac.

Similar to the community meeting, a presentation was given that overviewed the proposed application, provided a visual representation similar projects by the land use redesignation, and outlined the redesignation process and additional opportunities for providing public input, such as through the project website. Following this an informal question-and-answer discussion was facilitated by the project team. Several key themes emerged from the discussion, including:

- Concern about parking impacts on 3 Ave NW.
- Questions about the proposed sizes of units in the development.
- Inquiries about how proposed development design fits within the existing lot and transitions to the neighbouring parcel.
- An understanding for the need to increase density to support more housing options.

Project Team Response to Comments

Overall, the WHCA Planning Committee and community members raised similar concerns around parking, garbage, and the appropriateness of the development for the site. In both cases, counterpoints were provided from the community that the proposed development was broadly in keeping with expected change and development in the area.

In response to the concerns raised during engagement, the project team:

- Reviewed and confirmed the proposed development meets the parking requirements for the proposed R-CG zoning as set by the City of Calgary.
- Reviewed and confirmed that the proposed development will adhere to the garbage removal standards established by the City of Calgary.
- Confirmed and shared with the Planning Committee that the Primary Transit Network includes Crowchild Trail per City of Calgary mapping.

As the application progresses to Calgary Planning Commission and Public Hearing the project team will continue monitoring the project website and will update this outreach summary as additional comments are received.