

# Applicant Outreach Summary

**Project name:** LOC2019-0082 Midtown Station (7220 Fisher St S.E. and multiple addresses)

Did you conduct community outreach on your application? YES.

## 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)

The Applicant's team has coordinated a continued outreach effort in close coordination with the City's engagement team since early in the application review process. The Applicant's engagement specialists held several meetings with City staff and shared the applicant's approach to the developer-led engagement process. A coordination meeting with the City's Planning, Engage and Communications team was held on June 30, 2020, to plan outreach efforts in a collective way. A draft engagement strategy prepared by the applicant was shared with City staff on July 13, 2020 which was discussed with City staff on July 13 and July 29 of the same year. Comments received from City staff helped refine the first phase of the engagement approach, deploying an extensive outreach effort summarized as follows:

- Website set-up and survey deployed: [www.ibipublicengagement.com/midtown](http://www.ibipublicengagement.com/midtown) (August 23, 2020, with regular updates to date)
- Attendance at Fairview CA AGM (Sept. 14, 2020)
- Online engagement open through website (August 23-October 16, 2020; continued to date)
- Design charrette with Fairview CA (November 26, 2020)
- Engagement report and conclusions (Dec. 2020)
- Revised plan deployed through website (Feb. 2021 with subsequent updates to date)

In summary:

- A total of 112 unique respondents filled out the online survey
- 50 left their contact information
- 64 people left written comments
- 62 of these comments allowed us to identify their general sentiment toward the project, with 63% being supporting of the proposed development concept.

Further to the above, a second phase of community engagement was conducted in coordination with Administration through a collaborative design workshop hosted by the Applicant's team on June 28, 2022. Attendees included key stakeholder groups from the Fairview community and representatives of adjacent landowners, as well as representatives from different departments in Administration. Workshop discussions led to substantial revisions to the structuring of the public realm particularly at the core of the proposed development and a reallocation of development density throughout the site.

As part of a third phase of engagement the Applicant brought out the revised site layout for community review at a presentation to the Fairview Community at their AGM on June 6, 2023 with attendance and participation of the City's review team as well. A broader information open house to share the revised approach to the application was held on November 1, 2023 at 134 Forge Rd SE with significant community attendance, including City staff. The Applicant has continued communication with representatives of the Fairview and Kingsland communities and adjacent landowners after the 2023 open house to provide additional information on proposed development items and connectivity solutions to adjacent neighbourhoods.

Several letters of support from the Fairview Community Association and from Cadillac Fairview, Telsec, Triovest (key landowners of adjacent and surrounding properties that share the vision for revitalization and connectivity advanced by the proposed development) have been gathered and submitted to City staff throughout the engagement process.

### **Stakeholders**

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

Our team connected with the following:

- The Kingsland, Meadowlark, and Chinook Park, Kelvin Grove, and Eagle Ridge (CKE) Community Associations;
- Ward 11 Councillor (through regular update briefings) and CoC Councillors;
- CoC Community Planning;
- CoC Transportation;
- CoC Parks;
- CoC Engineering;
- The Heritage Communities Local Area Plan team and growth committee;
- Fairview Industrial area existing tenants;
- CP Rail and Calgary Transit; and
- Utility companies such as ENMAX, TELUS

### **What did you hear?**

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

The proposed development introduces the concept of Midtown to the Calgary context and aligns to support the intended intensification goals in established areas as set out by the Municipal Development Plan, the Heritage Communities Local Area Plan and the City's housing strategy. Nonetheless, the proposed development has stimulated discussions about the following topics which have been properly addressed through refinements to the proposed development:

- Transportation, active mobility and access

- Safety around LRT Stations
- Density
- Built form
- Park, open space and community amenities
- Retention of existing businesses and jobs

**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.

Feedback received through community meetings and interactive workshop discussions have informed refinements to the overall project concept and design. The design charrette in Nov. 2020 guided the preferred location for the proposed central park and its conceptual design. The collaborative design workshop in June 2022 led to substantial revisions to the re-structuring of the public realm particularly at the core of the proposed development and a reallocation of development density and built form thresholds throughout the site.

**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)

An information open house was hosted by the applicant's team on November 1, 2023 to inform area residents about revisions made based on the feedback received. This information was also posted on the project's website and directly communicated to the community association as well. The Applicant has continued communication with representatives of the Fairview and Kingsland communities and adjacent landowners after the 2023 open house to provide additional information on proposed development items and connectivity solutions to adjacent neighbourhoods.