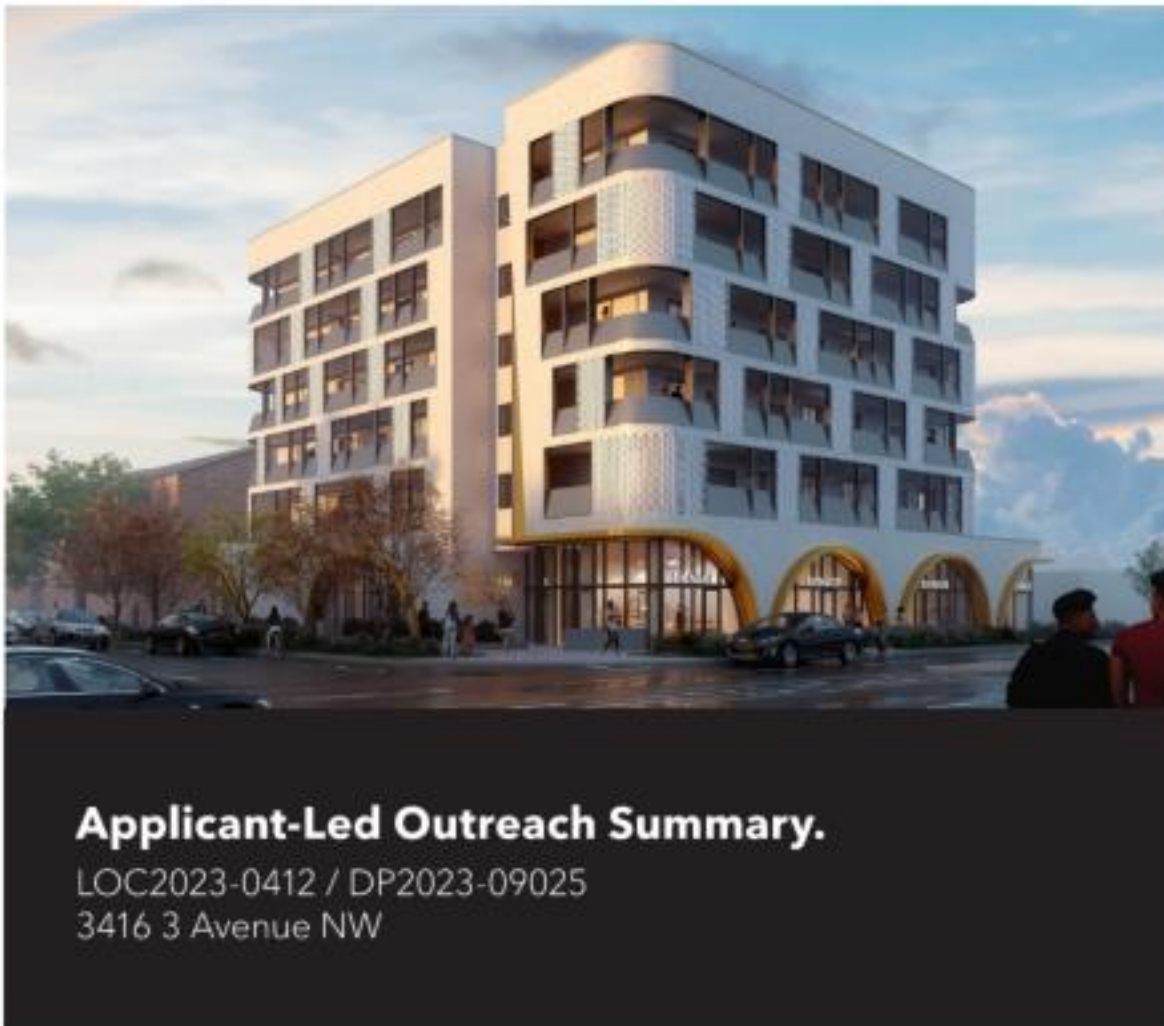


# Applicant Outreach Summary

2024 February 29



## **Applicant-Led Outreach Summary.**

LOC2023-0412 / DP2023-09025  
3416 3 Avenue NW

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## Outreach Strategies



### PROJECT WEBSITE, VOICEMAIL & EMAIL ADDRESS

The project website acts as an information-sharing platform and the voicemail inbox and dedicated email address serve as a direct line to the project team. With these outreach strategies, community members can learn more about the proposed development vision and are invited to ask questions and share their feedback directly with the project team.



### COMMUNITY MEETINGS & INFORMATION SHARING

A summary of the development vision was shared with the Parkdale Community Association (CA) and the Ward 7 Office in November 2023. The project team also held separate meetings with the CA, Ward 7 Office, and nearby business owners and hosted a Digital Information Session in January 2024 to discuss the proposed change, receive feedback, and answer questions.



### NEIGHBOUR MAILERS & NEWSLETTERS

Paired with on-site signage, neighbour mailers were hand delivered to ±1,600 residences within ±1km of the site, e-newsletters were sent to 28 subscribers, and a Parkdale Post newsletter advertorial was delivered to ±1,525 addresses to outline the proposed change and ultimate development vision for the subject site, invite interested parties to the Information Session and share their feedback with the project team.



### CUSTOM ON-SITE SIGNAGE

To supplement required City of Calgary notification signage, the project team deployed additional signage on-site that notified surrounding community members of a proposed change. The signage outlined the development vision and invited interested parties to visit the dedicated project website and get in touch with the project team directly via the project email address and voicemail.

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## Outreach Process

### OVERVIEW

Our outreach process was designed to provide multiple opportunities for community members to learn about the vision for the site early on and to share their thoughts, all with the intent of maintaining a respectful and transparent conversation.

Through our outreach channels and strategies to date, feedback from 11 community members was received directly by the project team and 23 attendees joined the Digital Information Session held on Jan. 17, 2024. CivicWorks, Liberty Housing Organization, and the greater project team would like to thank these community members for sharing their feedback.

In reviewing feedback collected to date (Feb. 2024), the project team has identified four themes raised by community members, which in the following pages are broken into What We Heard and Team Response.

### OUR COMMITMENT

Since no single design solution can satisfy all community members completely, the project team cannot integrate everything suggested by our neighbours and the community at-large.

Our promise, however, is that we are transparent about how we reach our conclusions, making the following commitments to all who participate in our outreach process:

1. **We will provide you with quality information about the project.**
2. **We will ask for your thoughts on key areas of the project.**
3. **We will share what we have heard and our team's response to it.**



## What We Heard & Team Response



### 1 VEHICULAR PARKING & TRAFFIC

#### WHAT WE HEARD

Some community members expressed concern over the amount of parking being provided on-site and the impact this will have on available on-street parking spaces, traffic congestion, and road safety, specifically at a nearby intersection.

#### TEAM RESPONSE

The development proposal is aligned with the Land Use Bylaw's MU-1 District requirements, which consider transit-supportive vehicle parking reductions. The proposal includes a total of 47 vehicle parking stalls on-site: 39 Resident & 5 Visitor Stalls in an underground parkade, and 2 Commercial Stalls and 1 Loading Stall at-grade, accessed via the rear lane. The site will also include a total of 36 bicycle parking stalls: 30 Class 1 stalls in a secure bicycle storage room along with 6 Class 2 (publicly accessible) stalls outside along 34 ST NW.

We hear and understand neighbours' concerns regarding the proposed parking supply and the impact it could have on the availability of on-street parking spaces, traffic congestion, and

road safety. In response to these concerns, a Transportation Impact Assessment (TIA) was completed by Bunt & Associates Transportation Engineers to review the impacts of the proposed development. The TIA found that the proposed parking supply generally meets the proposed Land Use District's requirements, a traffic signal at 34 ST and 3 AV NW is not warranted, and traffic on the rear lane will remain within City guidelines. While affordable housing developments typically generate lower traffic, the analysis was completed using standard multi-family building rates to be conservative. Along with this TIA, concerns regarding transportation and nearby intersection safety have been shared with Administration and Mobility Engineers through the application process for further review and consideration.

Vehicular parking also has immediate implications to housing affordability, as the cost of supplying parking ultimately gets passed through to residents. We believe our city's housing market should have a supply that meets the unique needs of all Calgarians regardless of budget, size, lifestyle, or locational needs and preferences.



## 2 BUILDING HEIGHT

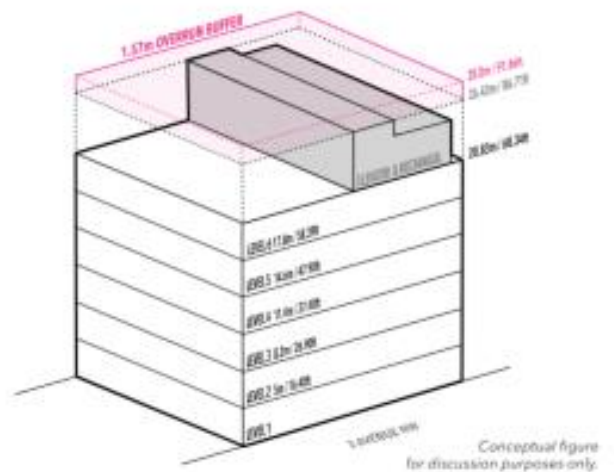
### WHAT WE HEARD

Concerns were raised by the community regarding the proposed development's building height.

### TEAM RESPONSE

The proposed Land Use District is a change from Direct Control based on MX-2 to the MU-1f4h28 District. This would allow for up to 28m in height or 6 storeys. The Area Redevelopment Plan currently allows for up to 4 storeys in height; therefore, this application is proposing an amendment for an additional 2 storeys. Based on a number of factors including surrounding built forms, the site's location along an MDP designated Parkway, and excellent access to a variety of amenities and services, the project team believes that this site is an appropriate location for providing housing in a 6 storey built form. While the concurrent DP2023-09025 is currently only requiring ±26m, the Land Use District is requesting an additional 1.57m in height to allow for mechanical units and the elevator overrun to access the rooftop amenity.

**BUILDING HEIGHT**  
Rationale for additional 1.57m building height for access and mechanical overrun to the rooftop amenity.





### 3 POLICY ALIGNMENT

#### WHAT WE HEARD

Concerns were raised by the community regarding the proposed development's alignment with existing policy.

#### TEAM RESPONSE

The project site is located within the boundary of the Parkdale Neighbourhood Activity Centre Area Redevelopment Plan (ARP, 2013), which encourages the development of primarily multi-residential housing with street-oriented commercial and retail uses. The proposed land use amendment is in alignment with the general intent of the ARP, but will require a minor amendment to allow for a 6-storey built form at this site, an increase from the 4-storey maximum currently supported in the ARP. Based on a number of factors including surrounding built forms, the site's location along an MDP designated Parkway, and excellent access to a variety of amenities and services, the project team believes that this site is an appropriate location for a minor policy amendment to accommodate a 6 storey built form.

### 4 AFFORDABILITY

#### WHAT WE HEARD

Questions and concerns were raised by the community regarding the proposed development's tenure and affordability.

#### TEAM RESPONSE

Village Block is a purpose-built rental. This will be a mixed rate building with rents averaging <63% of Median Market Rent, or approximately ±\$740 for a one-bedroom and ±\$800 for a two-bedroom per month. Liberty Housing Organization will enter into a 40-year term Housing Agreement with The City of Calgary, ensuring the long-term affordability of Village Block units.

There is a spectrum of housing in each community as identified by the housing continuum. These range from emergency shelters to market-rate housing, each essential for accommodating community members from diverse backgrounds. Village Block adheres to specific income and rental rate criteria and falls within the Affordable Housing category of the housing continuum.

Applicant-Led Signage

**Proposed Land Use Change**

Village Block at 3416 3 Avenue NW



**Hello Neighbour,**

After many a long and hard day, you are likely to be looking for a place to relax and unwind. The Village Block at 3416 3 Avenue NW is a modern, multi-story building that will bring a new level of vibrancy and energy to the area. It will feature a mix of residential and commercial spaces, including a mix of housing types, a community centre, and a range of retail and food and beverage options. The building will be a landmark addition to the area, and we are excited to see it become a part of the community.



**Learn More & Get In Touch**

For more information, please contact us at 3416 3 Avenue NW, Suite 100, Calgary, AB T2C 1S5. We are open Monday to Friday, 9am to 5pm. Email: [info@villageblock.ca](mailto:info@villageblock.ca). Phone: (403) 243-1111.

**Digital Information Session**

Join us for a digital information session on January 17, 2024, at 7:00 PM. The session will be held via Zoom and will provide an opportunity for you to ask questions and learn more about the project. Register for the session at <https://www.villageblock.ca/digital-session>.

Digital Information Session: January 17, 2024




**Village Block at 3416 3 Avenue NW**

January 17, 2024  
Digital Information Session

Project Team



Neighbour Mailer: Delivered within ±1km of site



**Proposed Land Use Change**

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E-Newsletter

**Village Block**



**Land Use & Development Permit**

Applications Submitted for Village Block

Learn More & Get In Touch

Sponsoring Digital Information Session

Register Now

**Parkdale Post**

Newsletter Advertorial





Digital Information Session

Register Now

Dedicated Project Website




**Village Block**

Learn more about the Village Block at 3416 3 Avenue NW, including the proposed land use change, development permit, and digital information session. Register for the session at <https://www.villageblock.ca/digital-session>.