

# Applicant Outreach Summary

2023 December 13

## Project name:

Did you conduct community outreach on your application? YES or NO

Yes

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)

Based on City of Calgary's outreach Assessment Tool, this application is ranked as 1A - Direct Approach classification. As recommended, 2-3 tactics for community outreach to a targeted audience have been used from the Outreach Strategies and Techniques:

1. Create an engagement website where neighbours could submit feedback on the project at EngageTheTheatre.ca (information on LOC and policies)
2. Posted / delivered flyers to 35 residences and commercial businesses in the community surrounding the development (attached as pages 3 & 4).
3. Direct email and phone number provided for engagement feedback
4. Feedback loop will be closed by providing updates on the website

## Stakeholders

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

Immediate residential neighbours & businesses via posted/delivered flyers (see map pg 3).

Direct email contact to:

- Planning & Development, Beltline Association (no response)
- Victoria Park Business Improvement Area (no response)
- Ward 8 office

(reply by Planning & Development Advisor)

## What did you hear?

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

No emails from the public have been received at the time of application submission. Four in-person attendees at the Open House were supportive of the Use and impressed by the developed space.

**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.

No feedback requesting changes to space or application have been received.

**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)

Feedback and DTR1 items identified will be posted to the website.

The Outreach Report will be updated prior to CPC.

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# YOU'RE INVITED!

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**Land Use Redesignation  
OPEN HOUSE**  
Wed. Dec 6<sup>th</sup>, 6:00-8:00 pm at  
*The Theatre*  
101-215 14 Avenue SW

The Theatre is located on the main floor of the Fontainebleau Building, a 9-storey residential tower located in the Beltline community. This creative redevelopment of the original residential pool for the building created a commercial bay and converted the building to mixed-use.

The 70-seat theatre was developed by The Centre for Artistic Development and is publicly referred to as The Theatre, one of Canada's first independently owned and privately funded theatres.

To use the space as a theatre and art centre, an additional Use needs to be added to the existing Direct Control Bylaw 114D2016.

*"255 "Performing Arts Centre" means a use where live performance of theatre, music, dance or other artistic activities are available to the public..." Land Use Bylaw*

Join us for an Open House to tour The Theatre and provide your feedback on the Redesignation application.



*The Theatre is located on the main floor of 215 14 Ave SW*

Join us at the Open House or visit the engagement website for a walk-thru video, further information, engagement updates, and to provide your feedback:

**[EngageTheTheatre.ca](https://EngageTheTheatre.ca)**

### Engagement Flyer Posting Locations (35 count):

