



Applicant-Led Outreach Summary

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Liberty Housing Organization

CITY OF CALGARY
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CivicWorks

Prepared For

Liberty Housing Organization

Project Team

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About Liberty Housing Organization

Liberty Housing Organization is a non-profit operating since 2015 that is committed to creating socially, financially, and environmentally responsible homes.

Our focus was initially the delivery of homes through an affordable home ownership model. Through a fiscal delivery model supported by the Canada Mortgage and Housing Corporation (CMHC), Liberty now has similar lending privileges

to Attainable Homes Calgary. This has allowed our organization to successfully deliver over 500+ attainable homes to date to deserving Calgarians.

Going forward, we are expanding our mandate to offer purpose-built rentals to meet a growing need. Our goal is to deliver 2,500 affordable homes within the next five years through our proposed partnership.



ON OUR WAY TO DELIVERING

2,500

Attainable & Affordable Homes

WITHIN THE NEXT

5 YEARS

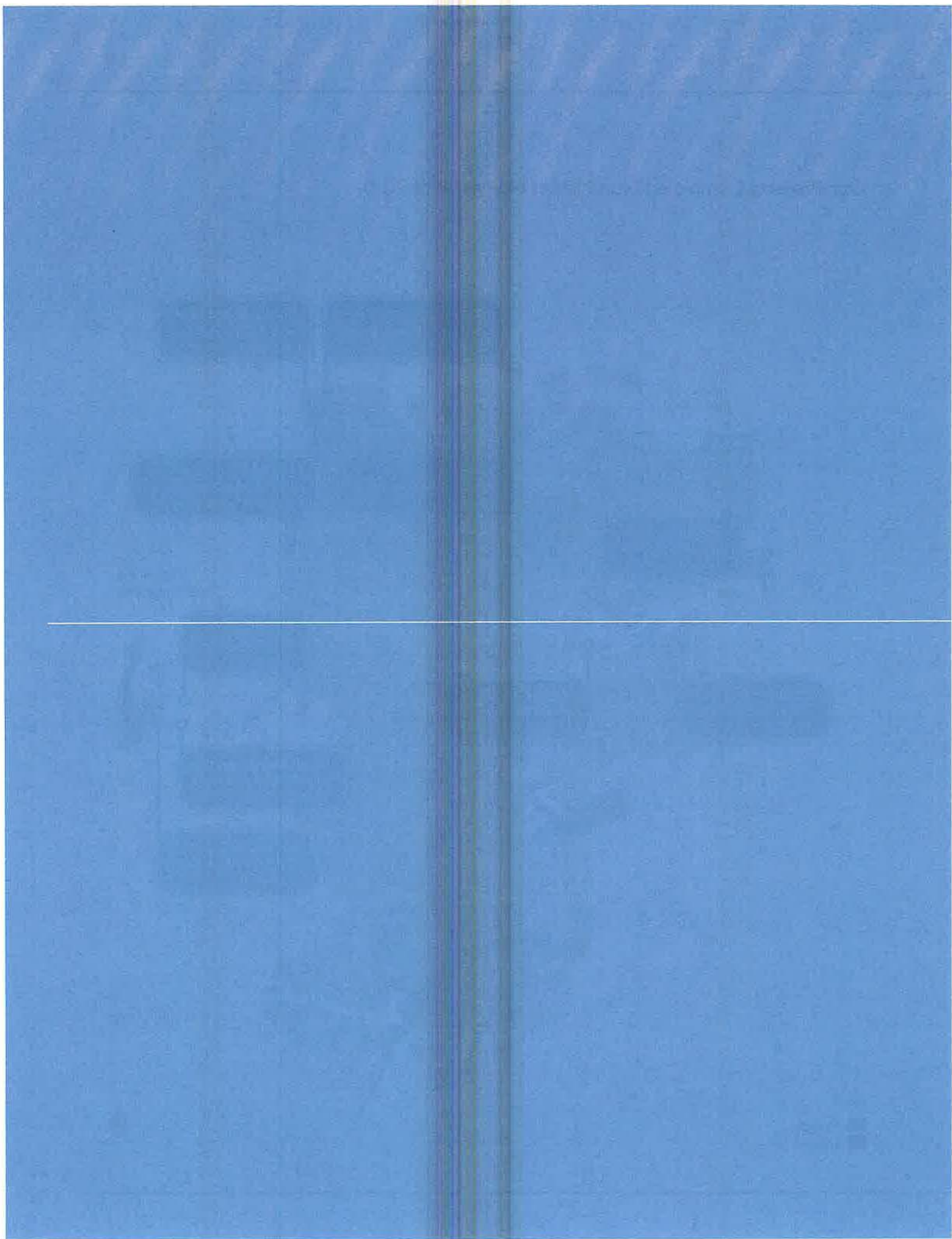
Through Our Proposed Partnership



Our mission is to create socially, financially, and environmentally responsible homes.

Our Projects Completed Non-Market Homes Since 2015





OUTREACH

Outreach Roles & Responsibilities

What Is Our Role? What Is Your Role?

Clarifying community and public outreach roles and responsibilities connected to planning and development projects helps determine who does what, and builds a baseline understanding of the threshold of responsibility across all roles in building a great city. As the proponent of an Applicant-initiated development proposal, the Applicant project team has the associated responsibilities of the Lead.

Lead *Applicant*

The Lead is the primary decision-maker for the project leading up to a formal decision of approval / refusal by the designated City decision-making body.

The responsibilities of the Lead role include:

- Notifying citizens and community groups of the project and any opportunities to learn more or provide input.
- Determining the negotiables and non-negotiables for the project and what is / isn't open for public influence.
- Communicating the constraints and clarifying the scope of the conversation.
- Providing clear, concise, transparent and accurate information.
- Fostering and maintaining a respectful conversation.
- Reporting back if / when collecting input and providing City decision-makers with a summary of the community outreach approach that was taken.
- Keeping citizens and community groups in the loop and closing the loop when decisions are made.



Support *City of Calgary Administration*

The Support role assists in the outreach process by providing the Applicant, community / member-based organizations, and the wider public audience with information, tools and resources to improve understanding and aid in the overall success of the outreach process.

The responsibilities of the Support role include:

- Sharing information about City goals and policies.
- Explaining The City's review and decision-making processes.
- Clarifying community outreach roles and responsibilities.
- Creating tools and resources for Participants, Connectors and Leads to help them be successful in their outreach roles.

Connector & Participant *Community / Member-based Organizations*

The Connector shares information and insights about a specific community or area with its members to help increase understanding of the local context and to help inform community outreach plans.

The responsibilities of the Connector & Participant role include:

- Where possible, sharing local information and insights to help build understanding and inform outreach plans.
- Where possible, helping raise awareness of opportunities for people to get involved in local planning projects.

Decision-Maker *The Development Authority & City Council*

The Decision-Maker is responsible for making the final decision to approve / refuse a planning or development application.

The responsibilities of the Decision-Maker role include:

- Reviewing and considering proposed planning or development applications.
- Reviewing and considering the outreach strategy/rationale/ approach and any feedback that may have been collected.
- Approving/refusing planning or development applications.
- Establishing the conditions on which the development can proceed, if approved.

Participants *Local Community Members & General Public*

The Participants contribute to the outreach process, listening and providing feedback.

The responsibilities of the Participant role include:

- Seeking out information to become informed.
- Listening and participating respectfully.
- Respecting the scope of conversation, project constraints, and timelines.
- Providing appropriate feedback and remaining open to different ideas.



Community Outreach on Planning and Development

Visit www.calgary.ca/PDA/pd/Pages/Community-Outreach/Applicant-Outreach-Toolkit.aspx for a resource available to anyone who is interested or involved in the community outreach process connected to the planning and development of Calgary and our communities.

Outreach Approach

Balancing Multiple Interests

An outreach process is more than a compilation of community participant input by the project team. Our role as the Outreach Lead requires active listening to determine the root issues underlying individual statements, and reconciling often competing interests and points of view to arrive at evidence-based planning and design solutions.

The array of interests that influence any development project include, but are not limited to:



Calgary's Growth & Development

Planning for the next generations of Calgarians.



Local Area Policy

The existing policy framework that guides development



Community Feedback

What various citizens and community members think and say about an issue.



Economic Viability

The needs of the developer to create a viable project.

Our Outreach Approach

Liberty Housing Organization and the project team are committed to working with their neighbours to build strong and complete communities through thoughtful planning, great design and best-practice public outreach strategies.

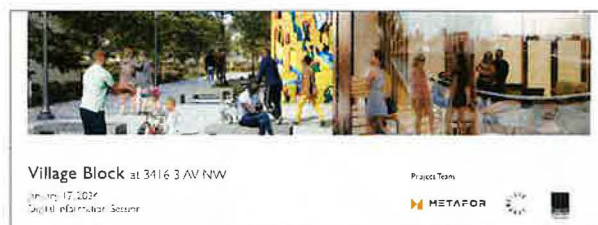
Our outreach process has been designed to provide multiple opportunities across a variety of platforms for community participants to learn about the development vision and to share their thoughts — all with the intent of maintaining a respectful and transparent dialogue.

The project team looks forward to continued conversations with local community members and groups, and would like to thank all those who participated.

City of Calgary Review and Guidance

The City of Calgary (The City) Administration is responsible for the formal review and consideration of the Land Use Redesignation and Development Permit. City Administration will also provide guidance on implementing a best-practice voluntary Applicant-led outreach process. City Administration will actively monitor and observe key Applicant-led outreach activities and we will provide Administration contact information in Applicant outreach materials. Input collected via project team outreach will be reviewed by City Administration and summarized in reports to Calgary Planning Commission and City Council prior to final recommendations and decisions being made.

Outreach Strategies

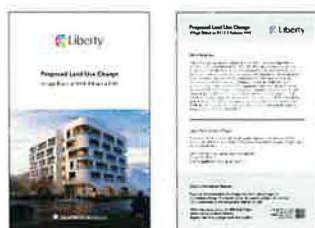


Project Website, Voicemail & Email Address

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.



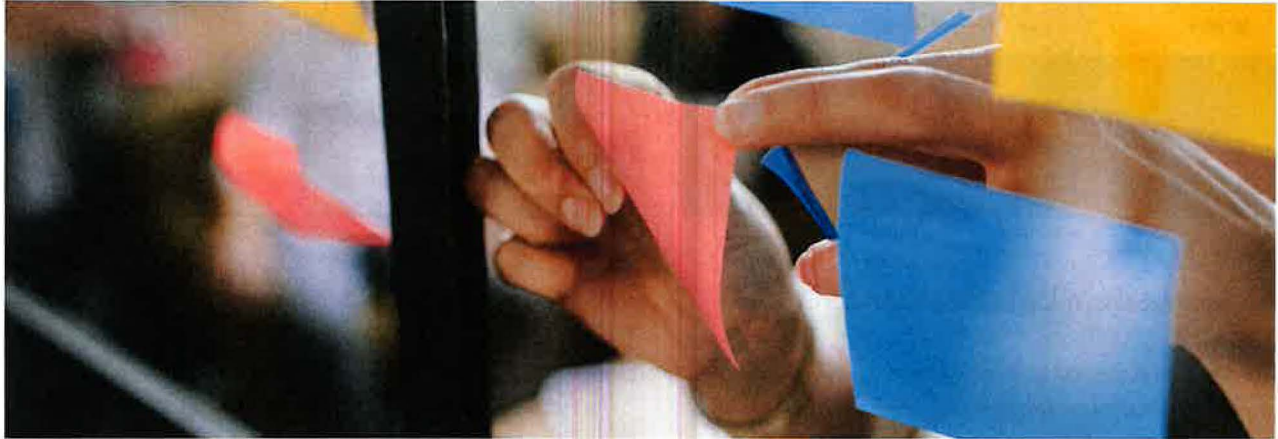
Neighbour Mailers & Newsletters

Paired with on-site signage, neighbour mailers were hand delivered to $\pm 1,600$ residences within ± 1 km of the site, e-newsletters were sent to 28 subscribers, and a Parkdale Post newsletter advertorial was delivered to $\pm 1,525$ 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.

What We Heard & Team Response



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, 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:

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

Building Height



What We Heard

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

Team Response

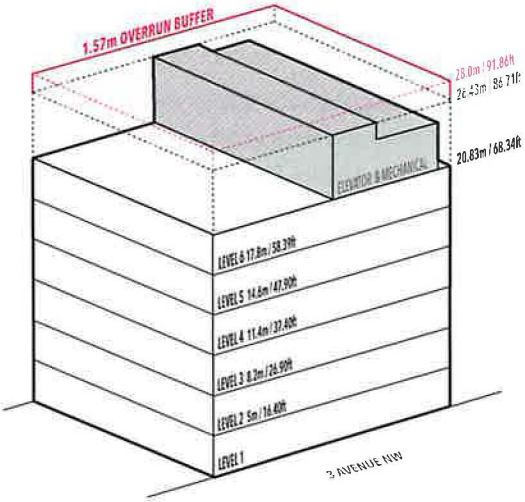
The proposed Land Use District is a change from Direct Control based on MX-2 to the MU-1 f4h28 District. This would allow for up to 28m in height or six storeys. The Parkdale Neighbourhood Activity Centre Area Redevelopment Plan currently allows for up to four storeys in height; therefore, this application is proposing an amendment for an additional two 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 six storey built form.

While the majority of the building is only requiring just over 20m, we require additional building height to allow for mechanical units and elevator overrun to access the rooftop amenity.

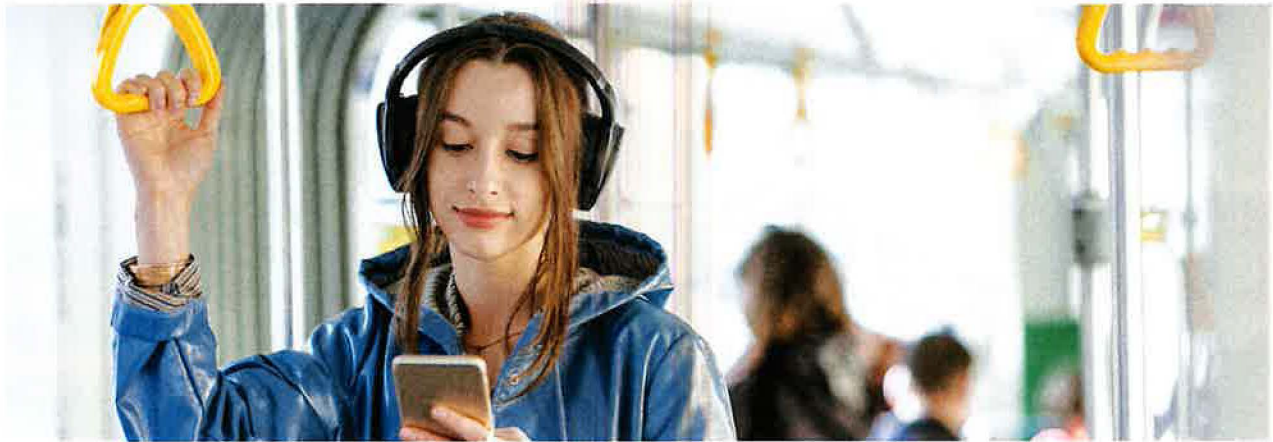
Building Height Figure

Rationale for additional building height to allow for mechanical units and elevator overrun to access the rooftop amenity.



Conceptual figure for discussion purposes only.

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 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.

In summary, the proposed parking supply acknowledges a lower documented rate of car ownership for smaller units, capitalizes on existing infrastructure including adjacent bus routes, encourages the use of more sustainable modes of transportation, and enables more affordable housing for a diversity of people.

Policy Alignment

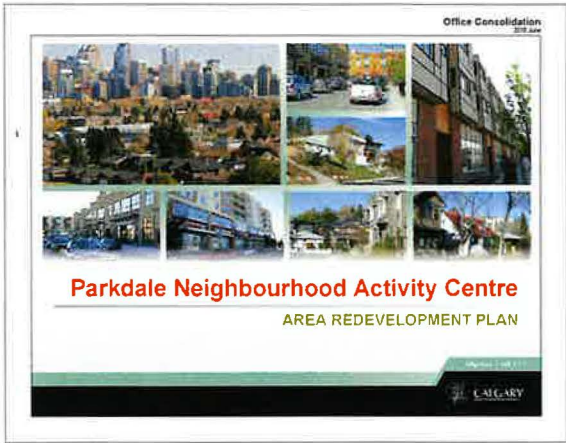


What We Heard

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.

Affordability

Housing Continuum



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 \pm \$740 for a one-bedroom and \pm \$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.

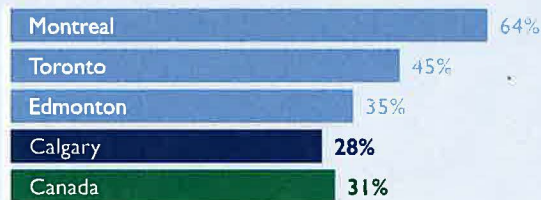
There is a spectrum of housing in each community as identified by the housing continuum. These range from emergency shelters to market-rate housing, each essential for accommodating community members from diverse backgrounds. Village Block adheres to specific income and rental rate criteria and falls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



Housing Affordability in Calgary

Source: City of Calgary

LOW RENTAL SUPPLY % of total housing



Calgary's lowest market rental rates are among the highest in Canada, and the supply is limited.



The Need



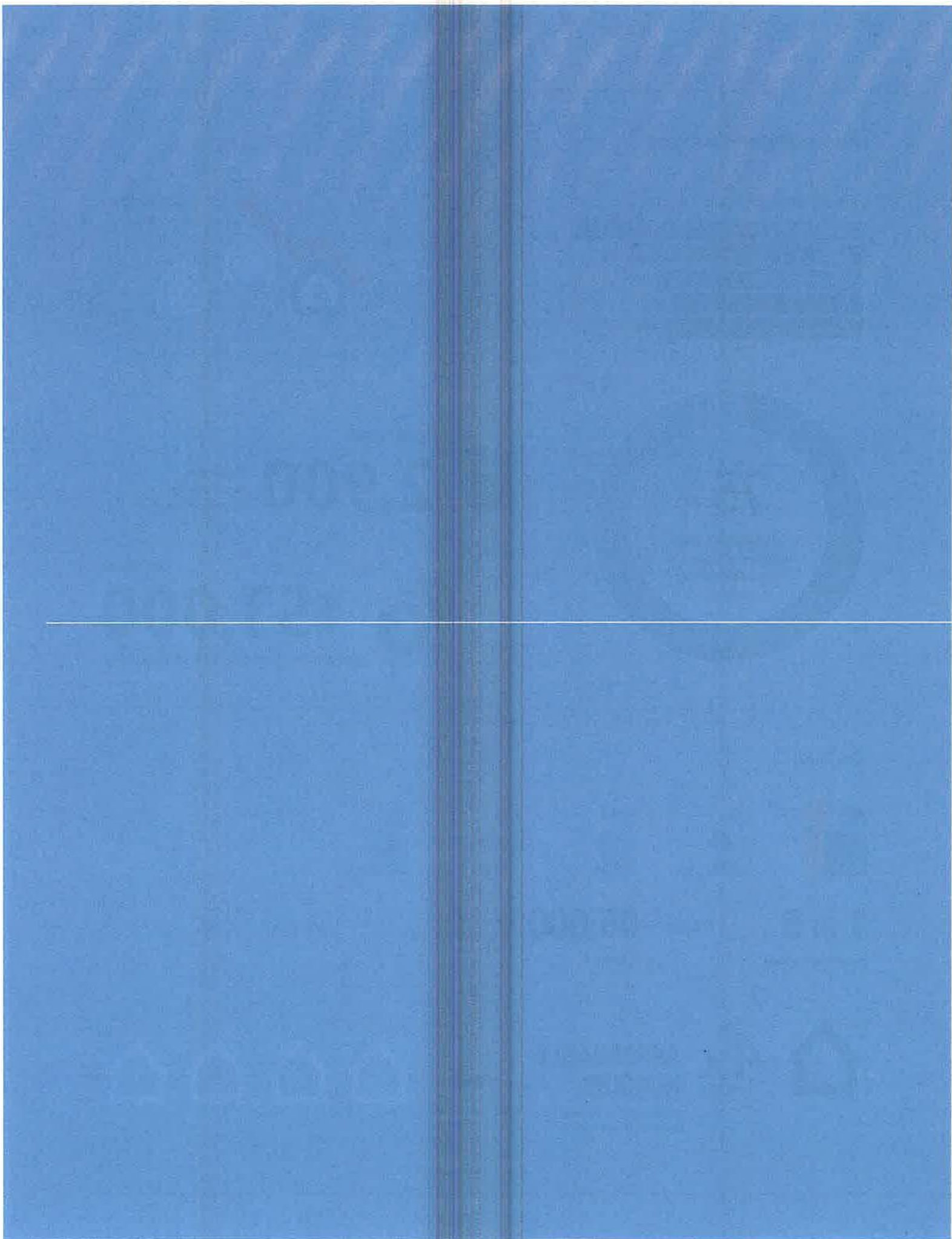
1 IN 5
households in need

OR

85,000 expected to reach nearly 100,000 by 2026
Calgarians

4x MORE AFFORDABLE HOUSING
is required than currently planned for development





SUPPORTING MATERIALS

Outreach Materials

Applicant-Led Signage

Proposed Land Use Change

Village Block at 3416 3 Avenue NW



Join the Q&A event using the QR code or visit our website.

Hello Neighbour,

Liberty Housing Group Inc. is pleased to announce the Village Block at 3416 3 Avenue NW. The project is a 4-story, multi-unit residential building with a mix of housing types, including market-rate units, affordable units, and a dedicated space for a community center. The building will be a vibrant addition to the neighborhood, offering modern amenities and a sense of community. We are excited to share this project with you and invite you to join our Q&A event to learn more about the proposed changes and how they will benefit the community.



Learn More & Get In Touch

For more information, please contact us at 594-2333 or visit our website at www.libertyhousinggroup.com. We are excited to hear from you and will be happy to answer any questions you may have.

Visit us online: www.libertyhousinggroup.com
Phone: 594-2333
Email: info@libertyhousinggroup.com

Digital Information Session

Please join the project team for a Digital Information Session regarding the proposed change.

The Session will be held online via Zoom and will begin with a presentation by the project team followed by Q&A.

When: Wednesday, January 17, 2024, 5:30 - 7:00pm
Where: Online via Zoom Meeting
Register: <https://www.libertyhousinggroup.com/registration>

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 ± 1 km of site



Proposed Land Use Change
 Village Block at 3416 3 Avenue NW




Hello Neighbour,

Liberty Housing Group Inc. is pleased to announce the Village Block at 3416 3 Avenue NW. The project is a 4-story, multi-unit residential building with a mix of housing types, including market-rate units, affordable units, and a dedicated space for a community center. The building will be a vibrant addition to the neighborhood, offering modern amenities and a sense of community. We are excited to share this project with you and invite you to join our Q&A event to learn more about the proposed changes and how they will benefit the community.

Learn More & Get In Touch

For more information, please contact us at 594-2333 or visit our website at www.libertyhousinggroup.com. We are excited to hear from you and will be happy to answer any questions you may have.

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E-Newsletter

Liberty Housing Organization

Village Block



Land Use & Development Permit Applications Submitted for Village Block

Liberty Housing Organization is pleased to announce our vision for Village Block — a 6-storey mixed-use development at [3416 3 AV NW](#). We are proposing a land use change on this site from the existing Direct Control (DC) District to the Mixed Use - General (MU-114h28) District. The Land Use and Development Permit applications have been submitted and are currently under review by The City of Calgary.

[LEARN MORE & SHARE FEEDBACK](#)

Upcoming Digital Information Session

Please join the project team for a Digital Information Session regarding this proposed change. This Session will be held digitally via Zoom and will begin with a presentation by the project team followed by Q&A.

When: Wednesday, January 17th from 6:30-7:30pm

Where: Online (Zoom Webinar)

[REGISTER HERE](#)

Parkdale Post Newsletter Advertorial

Village Block

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Learn More & Get in Touch

[LEARN MORE & SHARE FEEDBACK](#)

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Where: Online (Zoom Webinar)
Register: [www.libertyhousing.org/villageblock](#)

Dedicated Project Website

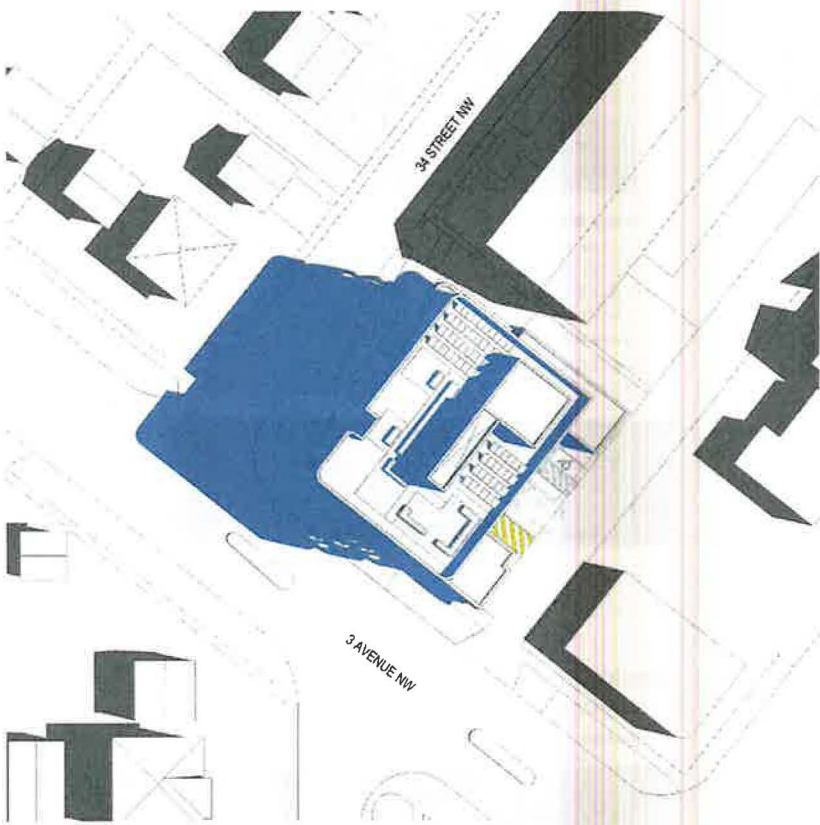
Village Block

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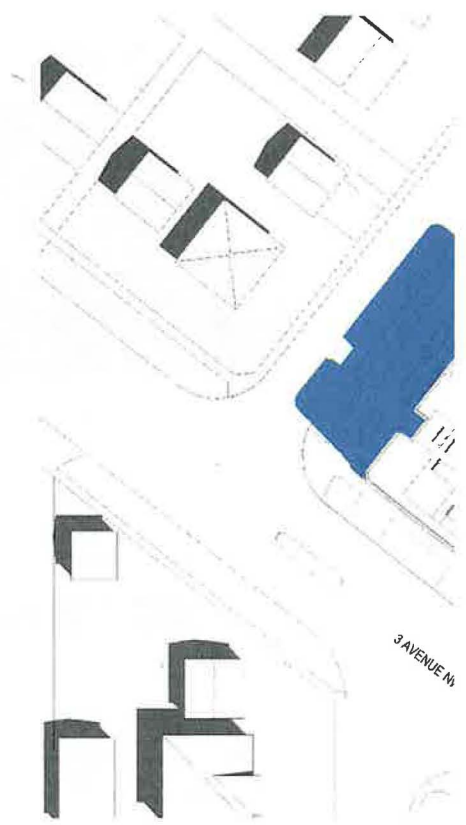
This website is designed to provide information about the development and the proposed land use change. It includes a map of the site location, a description of the project, and a list of the project team members.

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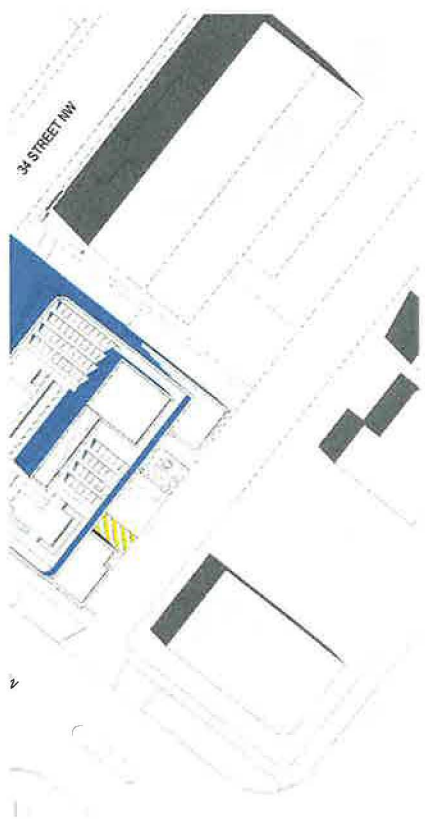
Shadow Study
Summer Solstice (Jun. 21)



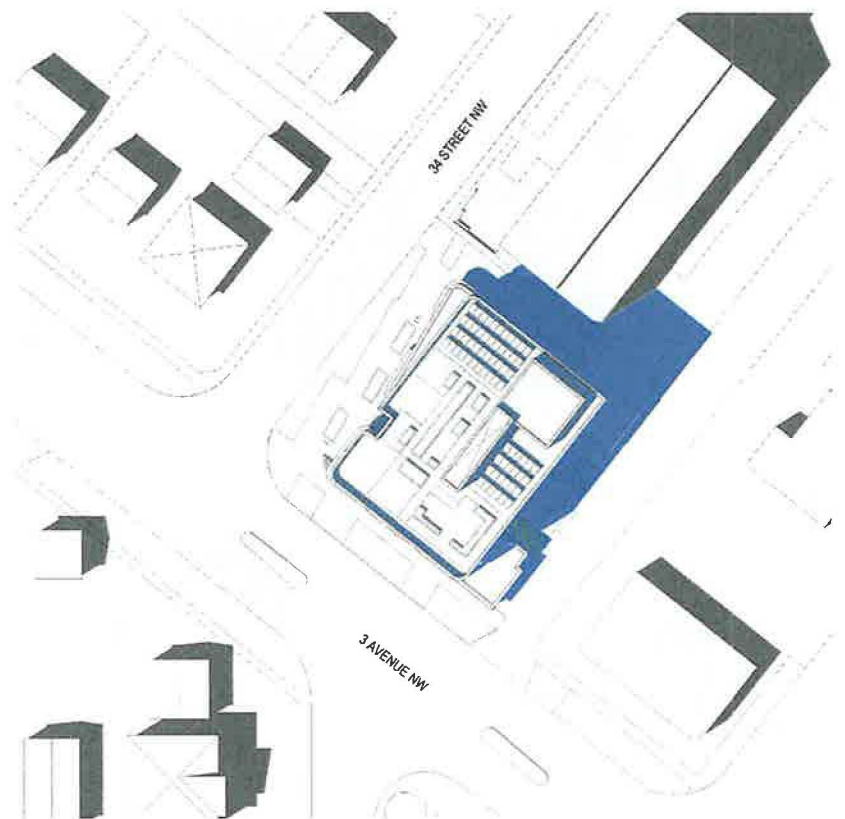
10:00am



New Shade ●



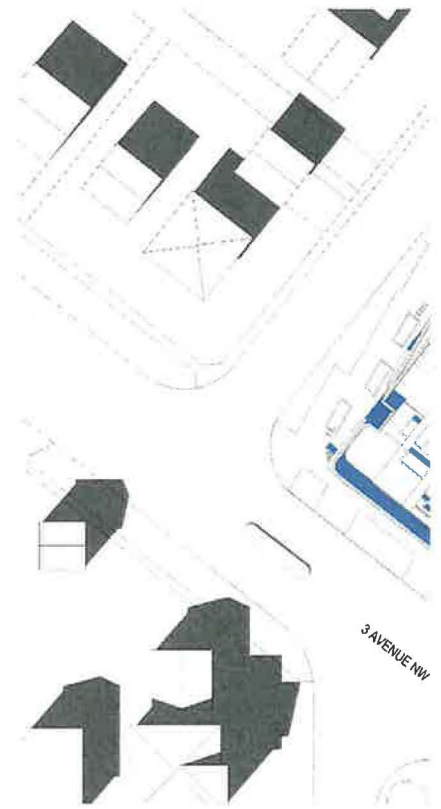
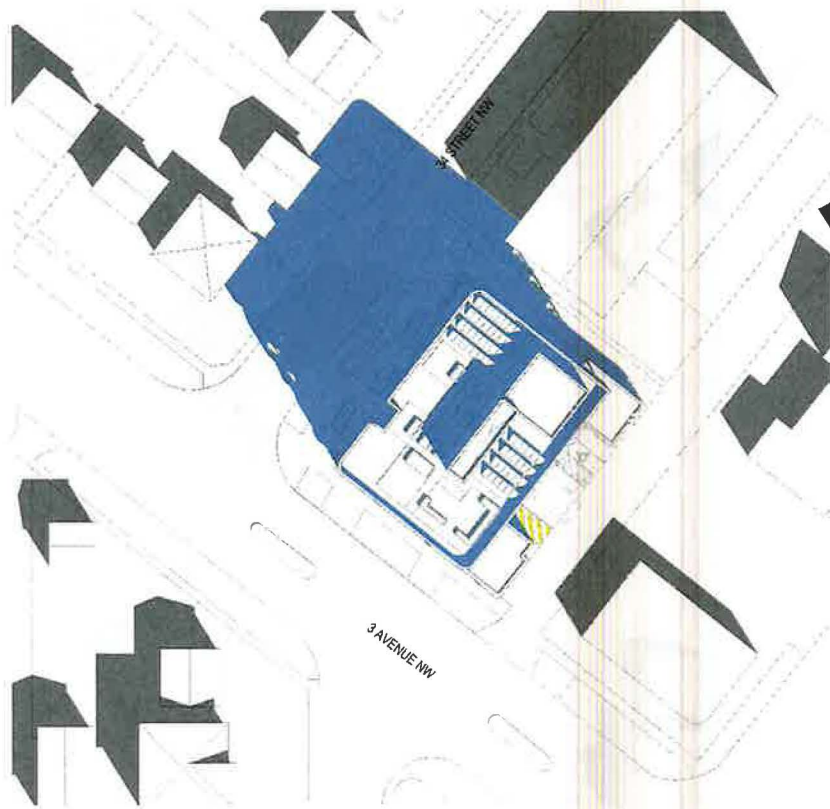
12:00pm



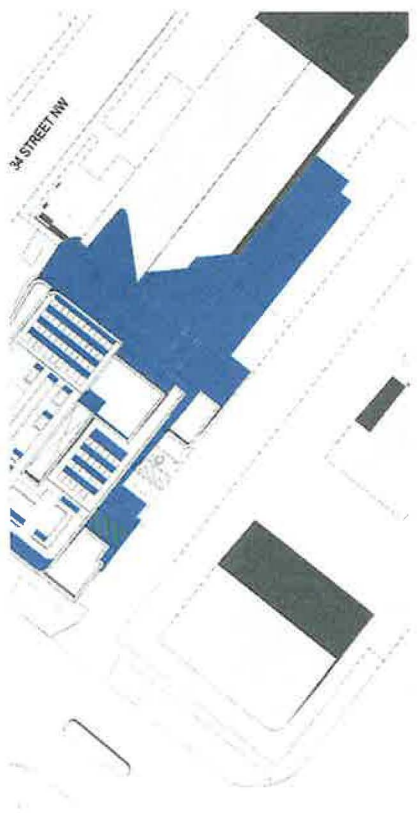
4:00pm



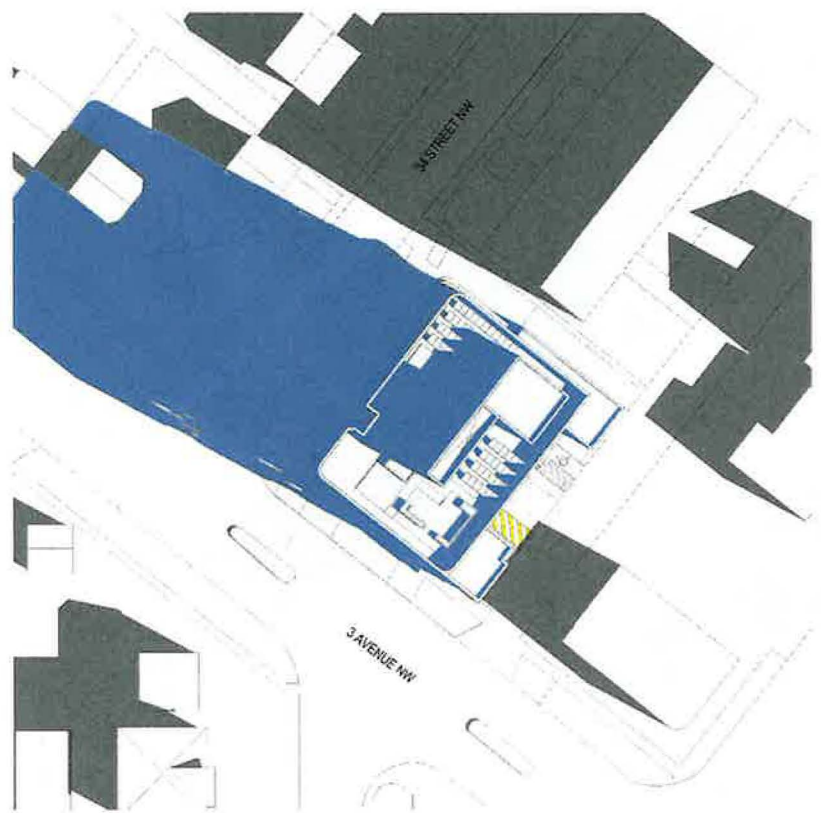
Shadow Study
Spring / Fall Equinox (Mar. / Sept. 21)



10:00am



12:00pm

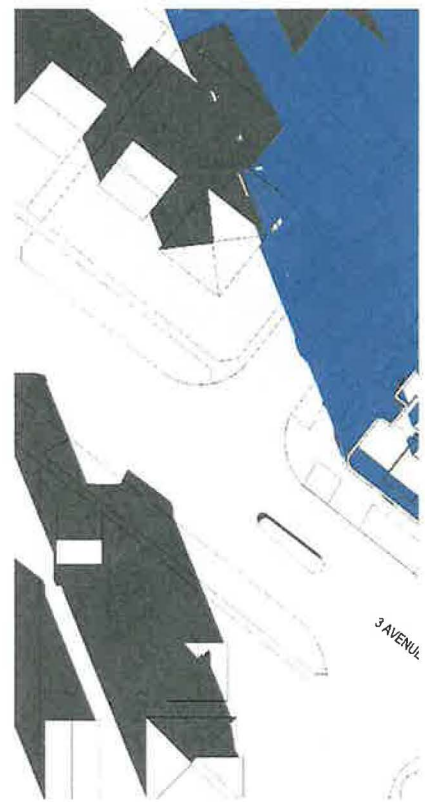
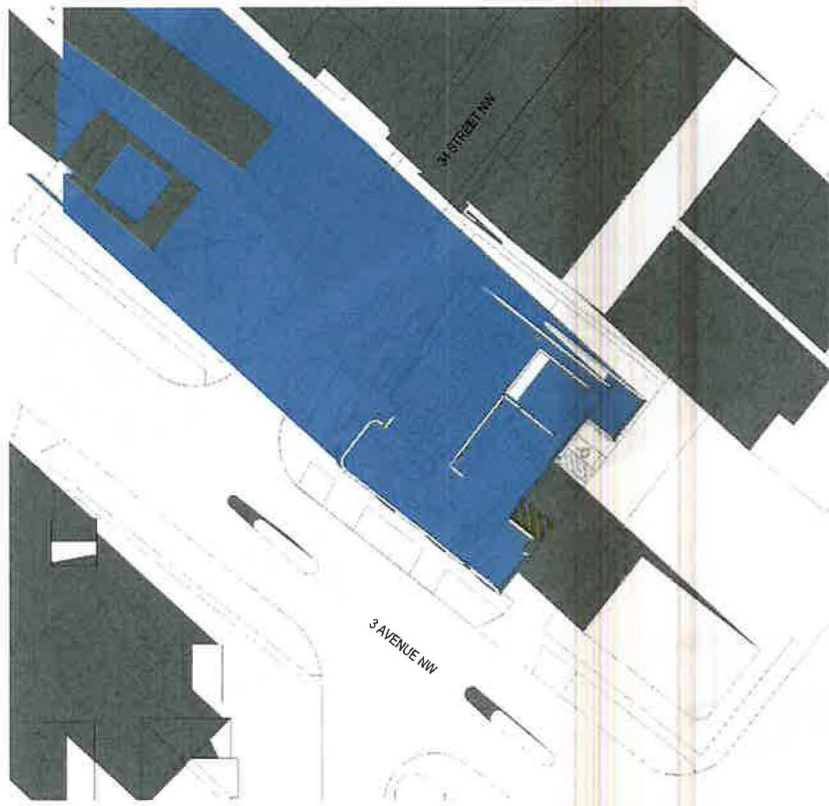


4:00pm

New Shade ●

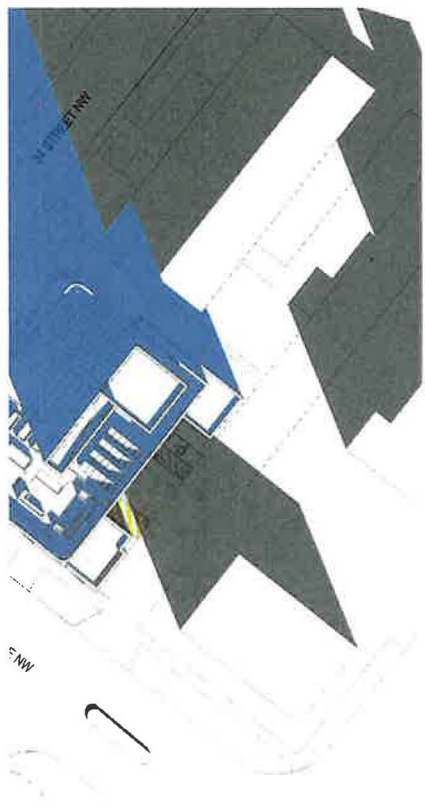


Shadow Study
Winter Solstice (Dec. 21)

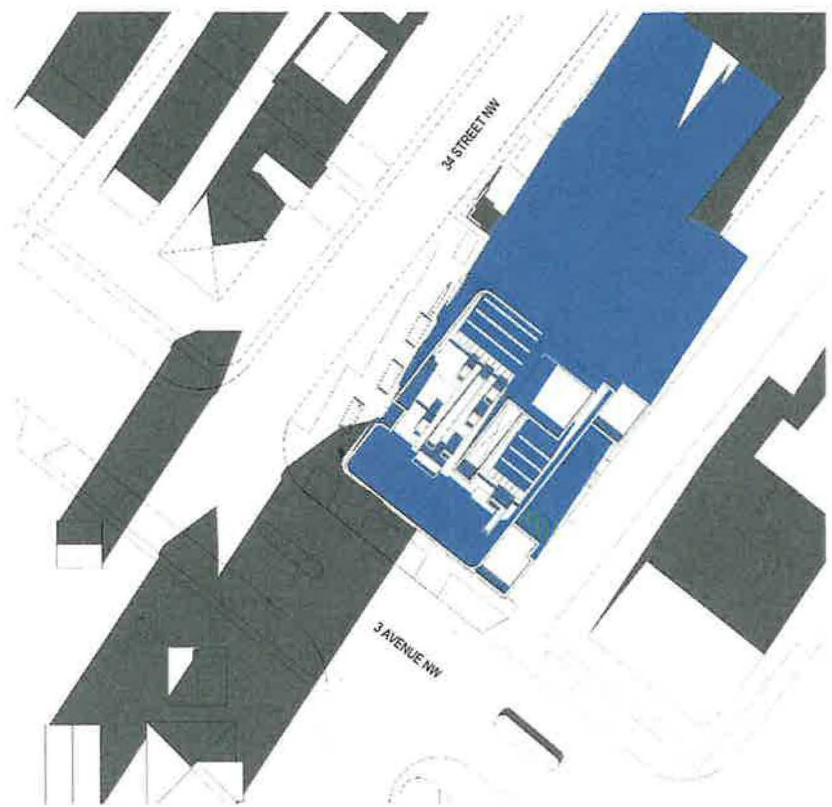


10:00am

New Shade ●



12:00pm



4:00pm



