

Community Outreach Summary

2024 June 11



KILLARNEY AVAS

Community Outreach Summary

As part of the Land Use Redesignation application for the addresses 3404 - 3416 37 ST SW (LOC2023-0181), our team conducted a community outreach campaign in the community of Killarney from July 4, 2023 to July 25, 2023. Even though the feedback timeline for this outreach campaign has ended, we continue with signage on-site to allow for more constituents to express their thoughts on the proposed land use change. Any comments received after the end of the community outreach but prior to the Development Permit release of this project will be valued and accounted for throughout this project's design phase.

To ensure a broad number of participants reached, this campaign counted with online and on-site advertisement. Below are detailed explanations of the methods utilized and the results collected through each of them.

ONLINE ADVERTISEMENT

Throughout 28 days of online advertisement on Facebook and Instagram, 4,202 people were reached. The promoted post informed people of the land use redesignation of the addresses in question from R-C2 to H-GO and the intend of developing a complex of 44 units with 22 parking stalls and an interior courtyard space.

The ad also contained a link to a Google Form for participants to leave their feedback on the proposal, 147 people reached by the ad clicked on the link.

ON-SITE SIGNAGE

On July 4, 2023, a sign advertising the proposed land use redesignation was posted on the corner of 3404 37 ST SW and in front of 3412 37 St SW. Which remained on-site until August 4, 2023.

The sign includes information on the zoning change being proposed, on the future proposed development, and three ways constituents can submit their input - through the QR that drives participants to a Google Form, an email address, and a website where information regarding the project and feedback submission space can be found.



POSTCARDS DISTRIBUTION

To ensure that those who live within a 200m radius of the site are aware of the proposal, postcards containing the same information and methods of feedback submission on the signage posted on-site were distributed on July 4, 2023. 280 postcards were distributed.



COLLECTED FEEDBACK SUMMARY

With the outreach strategies in place, our team managed to collect great information from the community in regards to the land use change and the future development. Below is a summary of the key points raised by participants.

- 73.3% of all participants live in Killarney;
- Concerns regarding the amount of on-site parking were mentioned by 86.6% of participants;
- 26.6% of participants mentioned the density increase as a non-fitting aspect of the proposal within the neighbourhood;
- Landscaping areas was brought up by 86.6% as an issue, participants felt the presented imagines lacked on landscaping;
- 20% of participants mentioned proper waste & recycling management is a concern, specially if standard City bins are used;
- Some participants, 20%, have also brought up the color scheme chosen as somewhat monotonous and cold.

During the outreach, questions regarding the proposed development - building aesthetics, the site layout, and other aspects - were asked and 20% of participants commented on exterior colour scheme being monotonous and somewhat cold.

The following pictures were presented to participants who were asked to rate the following listed items referencing the provided illustrations. The feedback collected showed that 37.3% of participants liked those aspects of the proposal, 42.37% disliked, and 20.33% were indifferent.

Aspects asked to participants were:

- Façade look
- Brick work
- Exterior finishes and colours
- Landscaping
- Site Layout
- Street Connection
- Interior Courtyard
- Bike Parking

The inputs received during this community outreach advertisement period brought a lot of insightful and valuable comments to our team. Based on the feedback received, our team has ordered a parking study for the project to better understand the effects the proposed development in the neighbourhood.

Our team will also remain in touch with participants that accepted to receive communication from us regarding this LOC through follow up emails that outline the feedback received and changes the project went through based on them.

