

# Applicant Outreach Summary

2024 January 20

Strada Developments Inc.  
John Kozole

City Of Calgary Planning  
Attention: Kieran Slattery

**Re: Community Outreach Approach- Land use Redesignation - LOC 2023-0310**

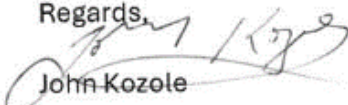
After completing the City of Calgary Community Outreach Tool (See attached Results) in respect to LOC2023-10310 it was determined that the Project is low impact in the community and is not proposing a major change or disruption. Based on the low impact to the community, 2 tactics employing a direct approach were chosen to be pursued:

- 1) Printed materials were provided to adjacent property owners (those most impacted)
- 2) A focused one-on-one discussion with those adjacent property owners was pursued and supporting signatures for the Project were received (see attached)

In addition, a copy of the Land Use redesignation was provided to the area Councillor, Richard Pootmans.

If you require any further information, please advise.

Regards,



John Kozole

LOC 2023 - 03 10



### Community Outreach Assessment Tool

The City has created this optional assessment tool which is designed to help you navigate the decision to undertake outreach and provides guidance on high-level outreach considerations based on the impact of your proposed project and the community complexity.

When filling this out, it can be helpful to do some initial research into past projects in the area as this will help inform your answers for more accurate results. Also, ensure when you are answering these that you are putting yourself in the shoes of the community. Remember that how you answer today, is reflective of the context of today and isn't a guarantee that no issues will arise in the future as you move through your process.

COMMUNITY IMPACT	1 Point	2 Points	3 Points	Enter Values
How similar is your project to what already exists in the community?	Similar projects exist in the community and is a low level of change for community.	Community is not that familiar with this project type and will be a moderate change.	Major change or redevelopment being proposed and likely a big change for the community.	1 <input type="text"/>
What is the duration of your project (to occupancy)?	Under 2 years	3 - 5 years	5 + years	1 <input type="text"/>
How broadly will this project impact the surrounding community?	Likely to affect immediate neighbours.	Could have an impact within a few blocks.	Likely to have an impact community - wide.	1 <input type="text"/>
How common is redevelopment within the community?	Redevelopment is common in community.	Moderate redevelopment has occurred.	Little to no redevelopment has occurred.	1 <input type="text"/>
<b>TOTAL</b>				<b>4</b>
COMMUNITY COMPLEXITY	1 Point	2 Points	3 Points	Enter Values
How do you anticipate the community will react to this project?	Little attention - project unlikely to be a public issue.	Anticipate there will be some attention. Disagreement or differing opinions are expected.	Anticipate this to be a highly sensitive issue.	1 <input type="text"/>
How inclined will the community be to accept this project?	Likely minimal to no issues anticipated.	Some issues anticipated.	Many issues are anticipated.	1 <input type="text"/>
What level of influence does the community have over project decisions?	No decisions open for input, willing to inform the community of project details.	Willing to listen to community and learn about their ideas and respond where possible	Willing to collect input to influence specific project decisions.	1 <input type="text"/>
<b>TOTAL</b>				<b>3</b>

**IMPACT SCORE**  
4 to 6     1  
7 to 9     2  
10 to 12   3

**COMPLEXITY SCORE**  
3 to 5     A  
6 to 9     B

COMMUNITY IMPACT	COMMUNITY COMPLEXITY	
	3A	3B
	2A	2B
1A	1B	

Your Project's Score:  
**1 A**

Outreach Approach Assessment	
<b>Direct approach</b> (1A, 1B)	Your project is likely of low impact to the community and is not proposing a major change or disruption. For higher complexity, you may have to put a bit more effort in developing content to educate and inform The community about your project details. Consider choosing 2 - 3 tactics suited for a targeted audience*.
<b>Moderate approach</b> (2A, 3A)	Your project is of medium to high impact for the community, but is not very complex and likely little attention and/or issues are expected. Given the level of impact consider expanding your reach beyond the immediate neighbours to inform them of the project details and collect input if needed. Consider choosing 4 - 6 tactics for a range of targeted and broader audiences*.
<b>Comprehensive approach</b> (2B, 3B)	Your project is of medium to high impact for the community, and of higher complexity. There are likely issues that will need to be mitigated and addressed and extra effort will be needed to educate and inform the community about your project. Consider a broader approach with the community and be open to an iterative process with multiple tactics where input could help inform better decisions*.

\*For an overview of outreach tactics and techniques you could consider, click [here](#).



**Strada Developments Inc.**

**Attention: John Kozole**

403-464-0168

**City of Calgary Planning Services**

**Re: File Manager**

**Community Support Undertaking**

Dear Adjacent Neighbours/ Homeowners

**Re: Land Use Redesignation Application (7545 Elkton Drive SW; Lot 3, Block 3, Plan 23701B)**

As an adjacent Homeowner to 7545 Elkton Drive SW; Lot 3 Block 3 Plan 23701B; Strada Developments Inc. "the Applicant" is seeking your support for a Land Use Redesignation Application of the previously noted Property. The land use redesignation contemplates the rezoning of the existing 2.42 acres of land from the existing land use designation DC12Z96 to R-1S (Single Family Residential with secondary suite option). The property in question is the last property to seek a land use redesignation as all surrounding properties in proximity to the site are currently zoned as either R-1 or R-2.

The Development of the Property contemplates 8 Single Family Homes consistent with the existing Community and consistent with the requirements of the Springbank Hill Area Structure Plan. 5 of the Homes will be fronting Elkton Drive and 3 of the Homes will be accessing from SpringBluff Boulevard (See attached Development Concept)

Thank you Neighbours for your support.

John Kozole