

Applicant Outreach Summary



2338 25 AV NW Community Outreach Summary

As part of the Land Use Redesignation application for the address 2338 25 AV NW (LOC2023-0269), our team conducted a community outreach campaign in the community of Banff Trail from Sept 07, 2023 to Sept 29, 2023. Even though the feedback timeline for this outreach campaign has ended, we continue to connect further with the neighbours and community members regarding 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 thoroughly revised and accounted for during the concept and 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 22 days of online advertisement on Facebook and Instagram, 2,778 people were reached. The promoted post informed people of the land use redesignation of the address in question from R-C2 to H-G0 and the intend of developing a complex of 7 townhomes + 7 suited basements.

The ad also contained a link to a Google Form for participants to leave their feedback on the proposal, 127 of the people reached by the ad clicked on the link.

ON-SITE SIGNAGE

On Sept 07, 2023, a sign advertising the proposed land use redesignation was posted at 2338 25 AN NW. Illustrated on the side is the sign that

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 on the sign (which takes them to a Feedback Intake Form), an email address, and a website where information regarding the project and feedback submission space can be found.



BANFF TRAIL COMMUNITY ASSOCIATION MEETING

On November 29, our team had the opportunity to do a presentation at the Banff Trail Community Association, in order to further connect with those who participated on the community outreach campaign and other members of the community.

During the meeting, we managed to have a third point of contact with the next door neighbour of this parcel, who has concerns specially towards the privacy of his home and family members. We have been working to address his concerns at the Development Permit stage, where we will require assistance from the City team to better understand the possible solutions that can be used to provide the maximum amount of privacy to the next door neighbours.

Other neighbourhood members were present (two more people) who raised concerns about the neighbourhood progressing towards a family oriented future, which they felt this development was not aligned with. They also raised concerns such as use, as they mentioned renters would not care about the neighbourhood as much as homeowners.

It was voiced by the above mentioned community members that at least 150 flyers of their own making was distributed around the surrounding blocks of 2338 25 AV NW in order to gather more input from other residents regarding this proposal. Our team has not directly received comments from other community members beyond the Community Association board and the 8 community members who reached out during our community outreach campaign.

Our main point of contact throughout this process at the community association was David Kowel, after the meeting with the community association board and community members who participated in the outreach campaign, sent us an email stating *"I've already let the file manager know that the CA itself does not have any major concerns and does not oppose the land use amendment"*.

COMMUNITY 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 the participants.

- 75% of all participants live in Banff Trail;
- Concerns regarding amount of street parking were mentioned by 37.5% of participants;
- 37.5% of participants mentioned privacy of surrounding neighbours;
- Potential traffic increase in the area was mentioned by 37.5% of participants;
- 12.5% of participants brought the potential closeness of the building to the street (compared to other constructions on the street).

- The depreciation of neighbouring lots was brought up by 12.5% of participants.

We also received some feedback on the preliminary site plan and render, which we have used the feedback to work on the current plans submitted for the DP2023-08387.

Our team has continued contact with all participants through the Banff Trail Community Association and the contact information provided by participants. As many of the participants have concerns related to the Development Permit stage, our team will continue to get back to them as the DP progresses.

