

# Applicant Outreach Summary

## Outreach Strategy

MCI Group acted on behalf of the property owner, CRU Developments Inc. Our mandate was to convene communications with stakeholders in the land use planning process. This consultation commenced during September 2021. MCI conducted numerous pre-application land use amendment communications as informal discussions with the Spruce Cliff Community Association members and Planning Committee representatives. This included sharing a power point presentation at an official meeting with the Board of Directors on October 13, 2021. The applicant attended a special Christmas social event (Warm Up to Winter) on December 4th, 2021 that was organized by the Community Association and the City of Calgary Over 50 community residents attended. The latter included young families, seniors and children playing games. We discussed the proposed land use change with many of the residents including the Ward Alderman, Mr. Pootmans, who were interested in our ideas to enhance the Community. The latter affirmed Community policies, urban and architectural design principles related to the subject site under M-C1 designation of the Calgary Land Use Bylaw. The Community supported the development concepts to create 12 inner city town house dwelling units to implement the intent of the Calgary Municipal Plan including specific points important to the character of the surrounding residential neighborhood, public parks, recreation facilities, local commercial uses and accessibility to buses, the Westbrook LRT Station and adjacent bicycle path system on Spruce Drive S.W.

## Stakeholders

MCI Group met with the Spruce Cliff Community Association President, including residents in the immediate neighborhood, informally on several occasions. We sought their input and opinions about the character of housing they preferred for the subject property. MCI officially met with the CA Board of Directors on October 13, 2021.

## What We Heard

MCI Group learned that the Community did not want to see any site access connecting to Spruce Drive SW as the main artery into the area.

We also learned that the Community felt strongly that new residential development should be compatible and sensitive to the existing urban form.

The Community supported the land use change to M-C1 in principle in terms of density and height at this strategic location at the entrance to the Community.

The Community residents welcomed having street orientated townhouses given the proximity to the Spruce Cliff Community Center, the Wildflower Arts Center, the Calgary Lawn Bowling Club, public park/playground and neighborhood commercial strip mall. All of these functions are located within a 5 minute walk from the subject site.

The Community also supported the fact that there is excellent public transit bus service to the site. The residents appreciated the benefits of traffic calming and bicycle paths adjacent to the proposed new housing.

### **How did stakeholder input influence decisions?**

The Community stakeholders recommended that the future development should have pedestrian access and front entrances to the units on both Spruce Drive and 8 Avenue for people interaction on the streetscape as well as to provide security within the area. The CA endorsed the access to the site via 8 Avenue SW which would not negatively impact vehicular in this location.

### **How did we close the loop with stakeholders?**

MCI Group did not receive any written objections to the advertising of the land use change from any residents.

MCI Group submitted the land use amendment application on November 13, 2021. We received verbal confirmation from the Spruce Cliff CA indicating their general support to re-designate the property to MC-1.

The Applicant has further received input from the Civic Administration file manager to address selected comments pursuant to their Team review of the application. MCI addressed the concern of the city Transportation staff to agree to allow site access from 8 Avenue SW given the fact that access from the public lane abutting the site on the west boundary. It is believed that there was a consensus by stakeholders in the planning process in favour of the land use amendment application.