

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: The Jessica Ogden (7014,7018,7020,7026,7028,7030,7032 Ogden Road)

Did you conduct community outreach on your application? YES or NO

If no, please provide your rationale for why you did not conduct outreach.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

The QuantumPlace team met with members of the Millican-Ogden Community Association on the June 20, 2023 at the Millican-Ogden Community Association building. 12 people attended the board meeting. The QuantumPlace team introduced the Jessica and answered questions from the board. The team also met with Ward 9 councillor, Councillor Gian-Carlo Carra. A project website was launched and an online open house was hosted on September 12, 2023 (a What We Heard Report is included as an attachment).

We attended the Millican-Ogden Community Association General Meeting on November 7, 2023. Details regarding the feedback from the meeting can be found in Appendix A to the attached updated What We Heard Report.

Stakeholders

Who did you connect with in your outreach program? List all stakeholder groups you connected with. (Please do not include individual names)

Ward 9 Councillor

Millican-Ogden Community Association Board

Millican-Ogden residents

calgary.ca/planningoutreach



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What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

Please see attached What We Heard Report.

How did stakeholder input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

Please see attached What We Heard Report.

How did you close the loop with stakeholders?

Provide a summary of how you shared outreach outcomes and final project decisions with the stakeholders that participated in your outreach. (Please include any reports or supplementary materials as attachments)

The team will be working with the Millican-Ogden Community Association Board to answer any questions or address concerns on an ongoing basis.

Please see attached What We Heard Report.

calgary.ca/planningoutreach

UPDATE: What We Heard Report The Jessica: 7014-7032 Ogden Road SE Ogden, Calgary

November 2023



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Why Public Engagement

Why Is Public Engagement Important?

Public and community engagement provides the opportunity for focused conversations, allowing a structured step-by-step method of leading people through phases of reflection. Public engagement allows residents to be heard, provide feedback and inspiration for projects, and stay informed about what's happening in their community. Through a multi-pronged approach, the engagement strategy offers a variety of ways for residents and stakeholders to get involved.

What Can Participants Take Away?

Public engagement is centred around the idea that those who have the potential to be impacted by an issue or decision should be given the opportunity to be informed and provide feedback. Through engagement, residents and stakeholders can be knowledgeable about a project and follow along with every step of the project journey. If there are concerns surrounding any aspect of the project, engagement allows for participants to have a dialogue with the Project Team and for the project team to be able to understand and respond to adjacent neighbour concerns.

Engagement Summary

QuantumPlace undertook a comprehensive public engagement program for this project. The QuantumPlace Planning team, prior to embarking on engagement, met with the Millican Ogden Community Association (MOCA) and presented a "pre-application" of the proposed land use application for The Jessica: 7014-7032 Odgen Road SE. This presentation included an overview of both UrbanStar applications in the Ogden community, and an engagement strategy for both sites. Due to the proximity of the two site locations in the Ogden community, engagement was conducted simultaneously. However, comments are being tracked and responded to individually for each site. The engagement report has been separated at the request of the City.

A website was established at the beginning of the project and will continue to be updated as the development progresses through the municipal planning process.

At the MOCA's suggestion, the engagement plan was revised to attend an in-person board meeting to present the applications and answer questions from the public. This meeting took place on November 7, 2023. Attending the MOCA meeting gave the team another in-person opportunity to engage with members of MOCA and the Ogden community, while providing an update on both applications. Approximately 10 board members and 15 members of the public were in attendance. An overview of what we heard, and our responses is included in Appendix A.

- The QuantumPlace team met the board of the MOCA on June 20, 2023;
- The QuantumPlace team has engaged with Councillor Carra (Ward 9 councillor) periodically throughout the course of the application; and
- A virtual open house was held on September 12, 2023.
- The QuantumPlace team presented at the MOCA General Meeting on November 7, 2023.

Summary of promotional materials used:

- Project website launched at the beginning of the project <https://qpengage.ca/project/ogden-projects/>

- “Hello there” sign placed for The Jessica; and
- Advertisement of The Jessica project and open house via the Millican Ogden Community Association e-Newsletter and Facebook page.



Hi There signs placed on the site

Millican Ogden Community Association
September 7 at 11:01 AM

Check out the website below to find out more about these two developments. One is a 12 story building on Ogden Road and the other is 6 story building behind the fire hall.

<https://openhouse.ca/project/ogden-projects/>

Questions or concerns should be directed to
Toun Osuntogun, 587.316.6039, toun.osuntogun@quantumplace.ca

New Development Projects in Ogden

QuantumPlace Consulting has been engaged by The UrbanStar Group of Companies to submit land use redesignation proposals for **2 sites in close proximity in Ogden**. The team would like to offer you an opportunity to discuss any questions or concerns you may have. QuantumPlace will be hosting an online Open House for these 2 sites.

OPEN HOUSE

Date: September 12, 2023
Time: 7:00- 8:00pm
Location: Digital Open House via ZOOM, sign up on project website
Website: <https://openhouse.ca/project/ogden-projects/>

The Moca Motion

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For more information regarding the open house, please contact **Toun Osuntogun** at (587) 316-6039 or toun.osuntogun@quantumplace.ca

(this is not a MOCA event, please direct all questions/inquiries to Toun)

Example of the materials used to advertise the public engagement events

Open House

10 people registered for the open house and seven people attended. The session ran for approximately one hour and included a presentation from the QuantumPlace team. Afterwards the team fielded questions from the public.

Public Feedback

Below is a summary of the themes of questions and inquiries received from the phone calls, emails, and during the open house.

The general themes of the questions were:

- The reasons the sites are currently listed for sale;
- The types of units being provided, will the units be affordable, market or seniors housing;
- Discussion regarding how the proposed developments would benefit the whole community; and
- Plans for concurrent development permit applications.

The themes of the questions specifically for The Jessica were:

- The justification and concerns for the proposed height; and
- Concerns regarding the impact of traffic on Ogden Road and parking for the development.

Ongoing Communication with the MOCA

The QuantumPlace team reached out to MOCA prior to the pre-application process to discuss the project, the team also shared updates with the board. As identified above, the team attended the November 7 General Meeting (the meeting was open to members of the public) which took place in person at St. Bernadette Church to present the projects and respond to questions from the community. The response table below has been updated accordingly.

The team will continue to engage with the MOCA board as the land use redesignation application progresses through the process. When Calgary Planning Commission and Public Hearing dates are determined, these will be shared with the MOCA and posted on our website.

Response to What We Heard throughout the engagement process

Key Theme	Applicant Response
The reasons the sites are listed for sale	<ul style="list-style-type: none"> - Our client UrbanStar is using the listing as an opportunity to explore if there is either a builder who would like to enter a joint venture to develop the property with UrbanStar or would be interested in buying the property outright. - If the property does not sell or a development partner is not found, UrbanStar will be moving forward with development. UrbanStar chose to list during the land use application process to be transparent, rather than wait until after the application process was completed.
The types of units being provided	<ul style="list-style-type: none"> - This has not been determined yet, the landowners will decide later in the planning process.
Benefits to the community	<ul style="list-style-type: none"> - As communities redevelop, it attracts new residents, businesses, and offices that will serve Ogden and the neighbouring communities. - More commercial and retail that will serve members of the community. - Employment opportunities for residents. - The additional density can add people that will use the infrastructure and activate the local businesses and streets. - The combination of the future LRT and new developments that come to Ogden will improve the number of services and amenities offered to the community over time.
Plans for a concurrent development permit application	<ul style="list-style-type: none"> - The team is just applying for the land use redesignations at this time.
The Jessica	
The justification for the proposed height	<ul style="list-style-type: none"> - The site is located at a prominent location; adjacent to the future Ogden LRT station and within a Transit Oriented Development (TOD) area. - The development will create and support direct, safe, comfortable linkages to and from the future station and contribute to the Ogden Main Street by creating a vibrant mixed-use hub. - This development can be an important anchor in the future TOD area; by going up to 12 storeys, the increased density will support high frequency rapid transit service and a vibrant station area community. This development will create a mixture of residential, employment and supporting commercial/retail uses around the LRT station, thereby increasing housing options, employment opportunities, and services. - The MDP encourages TOD, which promotes the intensity of people living or working in areas within walking distance of transit or employment nodes like downtown. Transit-oriented

	<p>development will also provide mobility options for people of all ages.</p> <ul style="list-style-type: none">- The site has been identified in the MDP as a “Developed Residential-Inner City Area”. This development will intensify an Inner-City Area and increase the population of local commercial that will serve both the residents of Ogden and neighbouring communities.
Traffic and parking	<ul style="list-style-type: none">- The City may require a Mobility Assessment to be completed if a future Development Permit application triggers any concerns regarding potential traffic.- The development will provide on-site parking as required by the Land Use Bylaw.

Closing

The QuantumPlace team will continue to work with interested citizens and the MOCA on the Jessica application. If there are any new engagement themes that emerge, an update to this report will be provided.

Appendix A – Nov. 9 MOCA Meeting What We Heard

Key Theme	Applicant Response
In-person vs. online engagement	- It has become very common to host online open houses for land use redesignations and we find that sometimes we get a larger turnout than in-person open houses.
Family units	- We have noted that more family units are important to the community and will take this into consideration during the Development Permit process.
Land Use Bylaw Changes	- Upcoming changes to the Land Use Bylaw from Calgary's Housing Strategy should not affect these land use applications.
The Jessica	
Parking	<ul style="list-style-type: none"> - The minimum number of parking stalls would be 0.75 stalls and 0.1 visitor stalls per unit as per the Land Use Bylaw. - The Land Use Bylaw allows for a reduction of parking stalls by 25% for parcels located within 600m of an approved LRT platform. - It has not been determined at this time but it is unlikely that a 25% reduction in parking would be pursued.
Number of units	- The number is very approximate at this time but we are estimating 100 units. We are pursuing an architectural feasibility study to gather more information.
Alley access	- That has not been determined at this time, but we would like to have this discussion with The City during the Development Permit stage. Our preference would be to allow alley access.
Ownership	- The site is owned by a number company which is owned by the CEO of UrbanStar.