

Applicant Outreach Summary

2024 July 09



3528 3 Avenue NW

Community Outreach Summary

As part of the Land Use Redesignation application for the address 3528 3 AV NW (LOC2024-0136), our team conducted a community outreach campaign in the community of Parkdale from May 8, 2024 to July 12, 2024. 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 37 days of online advertisement on Facebook and Instagram, 3,073 people were reached. The promoted post informed people of the land use redesignation of the address in question from R-C2 to H-GO and the intent of developing a complex of 8 stacked townhomes and one secondary suite.

The ad also contained a link to a Google Form for participants to leave their feedback on the proposal, 208 people reached by the ad clicked on the link. The ad started on June 3, 2024 and it will continue until July 10, 2024.

ON-SITE SIGNAGE


On May 8, 2023, a sign advertising the proposed land use redesignation was posted at 3528 3 Ave NE. Which remains on-site to this date. Our team will have the sign on-site until the Land Use Redesignation is completed.

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 May 8, 2024.





PROPOSED LAND USE CHANGE
3528 3 Avenue NW, Calgary, AB

SCAN ME




Questions?
Email us at:
projects@prohomesab.com

We are proposing a Land Use Redesignation at 3528 3 Avenue NW to transition the land use from the existing R-C2 District to a H-GO District.

The proposed land use change would enable a development vision that includes a total of 8 stacked townhomes and secondary suite above the 5-stall detached garage. The proposal would allow for nine 2-bedroom homes to welcome nine new families into the lively neighbourhood of Parkdale.

We want to hear from you! Please reach out via email, or take part in our survey at the QR code provided.



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PARKDALE COMMUNITY ASSOCIATION

On April 25, 2024 our team contacted the Parkdale Community Association, which led to a meeting with their board on May 15, 2024.

During that meeting, the board had questions regarding the zoning and the proposed development. No major concerns were raised during the meeting, mostly questions regarding the H-GO zoning and the differences between it and R-CG, and questions regarding the typology of the proposed new development.

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 findings from our Community Outreach.

- 82.4% of all participants live in Parkdale;
- Participants were asked if they are familiar with the current zoning (R-C2) and the proposed one (H-GO), to which 76.5% of participants answered "Yes, I understand what kind of development they support and the differences between zoning", 17.6% answered "Yes, but I'd like to learn more", and 5.9% answered "Not really";
- Concerns regarding the amount of on-site parking were mentioned by 58.82% of participants;
- 41.1% of participants mentioned the density increase as a non-fitting aspect of the proposal within the neighbourhood;
- Landscaping areas was brought up by 11.76% as an issue, participants felt the presented images lacked on softscaping;
- 17.64% of participants mentioned the height as a concern;
- Some participants, 11.76%, have also brought up traffic increase as a concern.

A map contextualizing the surroundings for the parcel in question was provided, please see map below for reference, and the following feedback was collected.

- 52.94% thought the proximity to a Main Street (like Bowness Rd NW) was very fitting to the land use change proposal, 5.88% thought that the proximity was not quite fitting for the land use change proposal, and 41.17% were not convinced it was neither very fitting nor not quite fitting.
- 35.29% thought the proximity to shops, restaurants, etc was very fitting to the land use change proposal, 23.52% thought that the proximity was not quite fitting for the land use change proposal, and 41.17% were not convinced it was neither very fitting nor not quite fitting.

- 47.05% thought the proximity to bus routes/stops was very fitting to the land use change proposal, 17.64% thought that the proximity was not quite fitting for the land use change proposal, and 47.05% were not convinced it was neither very fitting nor not quite fitting.
- 29.41% thought the streetscaping on 3 AV NW was very fitting to the land use change proposal, 64.7% thought that the streetscaping was not quite fitting for the land use change proposal, and 5.88% were not convinced it was neither very fitting nor not quite fitting.
- 23.52% thought the nearby residential developments were very fitting to the land use change proposal, 52.94% thought that the nearby residential developments were not quite fitting for the land use change proposal, and 23.52% were not convinced it was neither very fitting nor not quite fitting.
- 35.29% thought the City's infrastructure is very fitting to the land use change proposal, 52.94% thought that the City's infrastructure is not quite fitting for the land use change proposal, and 11.76% were not convinced it was neither very fitting nor not quite fitting.

During the outreach, questions regarding the proposed development - building aesthetics and other aspects - were also asked and 11.76% mentioned the proposed development did not seem to fit the character of the neighbourhood.

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 17.64% of participants liked those aspects of the proposal, 64.7% disliked, and 17.64% were indifferent.

Aspects asked to participants were:

- Façade look
- Overall Height
- Exterior finishes and colours
- Landscaping

The inputs received during this community outreach advertisement period brought a lot of insightful and valuable comments to our team. The raised concerns serve as a great source of insightful inputs that will help guide our team on how to best shape the development.

