

# Applicant Outreach Summary

2023 September 29



## Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: 3721 14A ST. SW.

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)

Brochure prints was distributed to neighbors on 29th June, 2023.

A large format notice for LOC was posted on the site on May 1st 2023.

Sphere reached out to MLCA via phone call and email on September 28th, 2023.

Sphere reached out to Ward Councillor via email on September, 20th & 28th 2023 to provide update on application and new proposal based on R-CG.

We shared with them copies of digital brochure and schematic design drawings for new proposal.

### Stakeholders

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

Ward 8 Councillor's Office  
Neighbors  
Director for Planning & Development, Marda Loop Community Association

[calgary.ca/planningoutreach](https://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.

Ward 8 Councillor's office had concerns about the boulevard trees and we did clarify that efforts would be put in place at the design and construction stages to main the integrity of the boulevard trees.

We received feedback from the community association regarding boulevard trees, facade articulation & building setbacks. However, we were also told there's been no comments from the neighbourhood so far.

### 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.

MLCA and Ward councillor's comment has been taken into account and effort has been made to have concrete pads and sidewalks min. 3m away from tree trunks.

The proposed building will be articulated with durable materials and projections to make for an interesting facade.

Building setbacks shall comply with the requirements as per the Bylaw.

### 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)

Print copies of brochures was shared with neighbours.

Digital copies of brochure and schematic design drawings was shared with the community association.

During our phone conversation with the MLCA representative, we assured them of our commitment to work with the community in ensuring a success outcome for all involved.