

Applicant Outreach Summary

2024 December 04



WHAT WE HEARD REPORT: OUR APPLICANT OUTREACH SUMMARY - LOC2024-0130

Summary

Our best practices for outreach was designed to inform, share information on the development vision and provide communication channels for interested stakeholders to share their queries and thoughts early in the review process with the intent of maintaining a respectful and transparent dialogue.

In support of the Land Use Amendment for this project, Olympia has undertaken a proactive applicant-led outreach program that was uniquely designed by the Community Assessment Outreach Tool provided by Engage Calgary. A variety of outreach strategies were implemented since September 2024 to commence a dialogue with interested parties and groups outlined in the below section, Our Community Outreach Strategy + Process.

Our Community Outreach Strategy + Process



Mailing Campaign

Mailers were sent to approximately 203 homes within 250 metres of the project site including the adjacent Glenmore Christian Academy school providing notification of the project and an invitation to engage the project team.



Notice Letter

A notice letter was sent to both the Ward Councilor's Office and the Somerset Bridlewood Community Association (SBCA) providing a project overview, reasons for the application of Land Use Amendment and to welcome any questions and continued dialogue.



Phone, Voicemail & Email

A phone line equipped with voicemail, email address and a QR code was shared with stakeholders to provide a direct communication channel to reach the project team.



Distanced Face-to-Face Meetings

The project team was prepared to virtually meet with Ward Councilor and interested stakeholders to share project information and foster conversations.

Comment Themes + Our Responses

Stakeholder Feedback + What We Heard

To date, the project team has received a total of 14 responses from community members providing feedback in the form of phone calls, emails and SMS text messages. Of those 14 responses submitted, 4 raised concerns, 2 provided support for the redesignation and the remainder raised questions on procedure. The project team notified the Ward 13 Office and SBCA to share an overview of the Land Use Amendment. The Ward 13 Office met with the project team in November 2024 and provided feedback correspondence.

The project team communicated to every respondent that the Land Use Amendment, if approved, would only provide the legal framework for the developer to exercise an option to submit a development permit for a multi-unit residential building in the future. If a development permit is to be formally submitted to the City, interested parties would be notified and given an opportunity to participate again in the public process.

The project team is pleased to keep the communication lines open throughout the entire review process and will update the City Administration, Planning Commission and Council on any subsequent feedback that is received.

Project feedback received thus far has been categorized into 4 comment themes. Each common theme highlighted begins with an outline of what the project team has heard and subsequently provides the project team's response.

Comment Themes

- **Density**
- **Parking**
- **Traffic Impact**
- **Waste Management**

Density

What We Heard

Some respondents were concerned that, if approved, the land use amendment would lead to a mixed-use development and introduce proliferation of higher density developments in Bridlewood. These respondents felt that this would bring negative social impacts to the community and change the community's character.

Our Response

The Midnapore III Community Plan identifies the corner of 24 Street SW and Bridleridge HT SW as a Neighbourhood Node which is defined as a social focus of the neighbourhood with mixed uses where residential densities shall be significantly higher at the node compared to density levels observed elsewhere in the neighbourhood. Although the project team acknowledges this vision given by the Midnapore III Community Plan, at this location along 24 ST SW, it is not sufficient to support a future mixed-use development.

Given the 24 ST SW corridor is identified as a Collector Road according to the City of Calgary's Municipal Development Plan (MDP), it would be better suited to support the development of a future multi-unit residential building in a contextually sensitive manner. In the opinion of the project team, this redesignation to a M-1 District is a better fit versus a redesignation to a mixed-use designation.

The number of dwelling units on the site would be controlled by the parcel area size, proportional building height and mandatory landscape plan requirements set by the land use bylaw.

Parking

What We Heard

Some respondents were concerned about the parking supply for a future development.

Our Response

In response to this concern, future redevelopment on the site would need to supply the minimum number of motor vehicle parking stalls, bicycle and visitor stalls entirely within the boundaries of the private land prescribed in Calgary's land use bylaw. The final number of parking stalls will be determined based on the dwelling unit count and detailed site plan and building design to be developed for the development permit submission. The presence of the Route 14 Transit bus that runs along 24 ST SW would help connect future residents to the Somerset LRT platform station and all areas of the city. The project team also acknowledges parking requirements may change dramatically over time and may impact the future design of the development based on the future Calgary zoning code.

Traffic Impact

What We Heard

Some respondents shared concern over potential negative impacts from increased residential traffic upon the existing street network along 24 Street SW.

Our Response

The project team recognizes concerns related to potential traffic impact resulting from any approved development proposal. A fundamental question hinged on whether the local transportation network has the appropriate infrastructure and capacity to service the proposed redesignation. It was determined that through the formal application review process, the City of Calgary determined 24 ST SW has sufficient capacity to support a future multi-unit residential development and the project team was not required to submit any traffic impact assessments or parking studies or make any upgrades to public assets.

Waste Management

What We Heard

The Ward Office provided feedback to the project team with concerns regarding garbage pickup and waste bins.

Our Response

The project team acknowledges the concern with how proposed waste, organic and recycling bins may be treated and potential visibility impacts it may cause on the neighbourhood. In response to this concern, the project team encourages the developer to consider implementing either a molok system or an indoor storage bin system instead of individual waste, organic and recycling bins stored outdoors. The developer will be contracting a private waste management service to collect waste based on necessary demand. During the future development permit stage, a designated garbage pickup location and mandatory turning sweeps will be assessed by the City.

Our Philosophy to Applicant-Led Outreach

Since no single design solution can satisfy all stakeholders involved, the project team cannot integrate everything suggested by all neighbours. As a result, our promise is to continue to be open and transparent about how we reach our conclusions while cultivating a constructive dialogue and we are pleased to abide by Council's visions for the areas and communities we serve.