


# Applicant Outreach Summary

2024 September 11



## 330 4 AVENUE NE

### Community Outreach Summary

As part of the Land Use Redesignation application for the addresses 330 4 Avenue NE (LOC2024-0159), our team conducted a community outreach campaign in the community of Crescent Height from June 11, 2024 to July 24, 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. In addition, our team has reached out to the Tuxedo Community Association to better understand their concerns and thoughts. Below are detailed explanations of the methods utilized and the results collected through each of them.

#### ONLINE ADVERTISEMENT

Throughout 30 days of online advertisement on Facebook and Instagram, 7,813 people were reached. The promoted post informed people of the land use redesignation of the address in question from M-CG to M-C2 and the intention of developing a complex of about 40 apartment style units, a rooftop patio, and underground parking.

The ad also contained a link to a Google Form for participants to leave their feedback on the proposal, 246 people reached by the ad clicked on the link.


#### ON-SITE SIGNAGE

On June 27, 2024, a sign advertising the proposed land use redesignation was posted at 330 4 Avenue NE, the sign is still on-site.

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 takes 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 as the signage posted on-site were distributed on June 11, 2024.



**PROPOSED LAND USE REDESIGNATION**  
330 4 AV NE  
M-CG TO M-C2

**Hello, Neighbour!**


We are proposing a Land Use Redesignation at 330 4 AV NE to transition the land use from the existing M-CG District to a M-C2 District.


The proposed land use change would enable a development which includes a total of 40 apartment style units within a 4-story building, including with one level of underground parking. The proposal would allow for a variety of unit layouts ranging from one bedroom units to two bedroom units.

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

**SHARE YOUR THOUGHTS:**

urbanavos.com  
www.urbanavos.com





**PROPOSED LAND-USE CHANGE**  
330 4 Avenue NE, Calgary, AB

**SCAN ME**



Questions?  
Email us at:  
projects@prohomesab.com

We are proposing a Land Use Redesignation at 330 4 AV NE to transition the land use from the existing M-CG District to a M-C2 District.

The proposed land use change would enable a development vision that includes a total of 40 apartment style units within a 4-storey building, counting with one level of underground parking. The proposal would allow for a variety of unit layouts ranging from one bedroom units to two bedrooms units.

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



## CRESCENT HEIGHTS COMMUNITY ASSOCIATION

Our team has reached out to the Crescent Heights CA regarding this Land Use Redesignation and the Development Permit for the parcels 330 & 336 4 Ave NE. The comments received from the CA regarding the Land Use Redesignation were the same shared with the City of Calgary. The main comments were as per listed below.

- Proposed development will contain small and not family-oriented units
- The community feels the M-CG zoning is more appropriate for this lot, restricting the height to 3 storeys
- The zoning change will allow increase density which will result in higher lot coverage and removal of 32 mature trees
- The zoning change will negatively affect the privacy of the neighbouring homeowners and create shadowing during morning hours
- Proposed development won't provide adequate parking within the development and cause a severe shortage of on-street parking
- Proposal seems to desire luxury housing when affordable housing is in need

Our team appreciates all the comments and is working with the CA to discuss their concerns against the development permit. There still room to improve the proposed development to best fit the neighbourhood. With that in mind, our team will update the Land Use Redesignation and Development Permit file manager with all the comments and amendments to the project made based on the feedback and conversations with the Community Association.

## 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 points raised by participants.

- 90.5% of all participants live in Crescent Heights;
- Participants were asked if they are familiar with the current zoning (M-CG) and the proposed one (M-C2), to which 81% of participants answered "Yes, I understand what kind of development they support and the differences between zoning" and 19% answered " No I'm not quite sure what they mean";

- Concerns regarding the amount of on-site parking were mentioned by 9.52% of participants, and 4.76% had concerns regarding adequate parking within the new proposed development;
- 9.52% of participants mentioned the density increase as a non-fitting aspect of the proposal within the neighbourhood;
- 14.28% of participants mentioned the height increase as a concern;
- 19.04 participants brought up the desire for bigger units (2 - 3 bedrooms) to better accommodate families with kids.

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

- 28.58% thought the proximity to a Main Street (Edmonton Trail) was very fitting to the land use change proposal, 61.9% thought that the proximity was not quite fitting for the land use change proposal, and 9.52% were not convinced it was neither very fitting nor not quite fitting.
- 23.82% thought the proximity to shops, restaurants, etc was very fitting to the land use change proposal, 52.38% thought that the proximity was not quite fitting for the land use change proposal, and 23.8% were not convinced it was neither very fitting nor not quite fitting.
- 23.82% thought the proximity to bus routes/stops was very fitting to the land use change proposal, 57.14% thought that the proximity was not quite fitting for the land use change proposal, and 19.04% were not convinced it was neither very fitting nor not quite fitting.
- 9.53% thought the streetscaping on 4 AV NW was very fitting to the land use change proposal, 90.47% thought that the streetscaping was not quite fitting for the land use change proposal.
- 19.05% thought the nearby residential developments were very fitting to the land use change proposal, 76.19% thought that the nearby residential developments were not quite fitting for the land use change proposal, and 4.76% were not convinced it was neither very fitting nor not quite fitting.
- 28.58% thought the City's infrastructure is very fitting to the land use change proposal, 71.42% thought that the City's infrastructure is not quite fitting for the land use change proposal.

During the outreach, questions regarding the concept of the proposed development - items asked are listed below - were also asked and, in average, 11.92% were pleased, 13.09% had neutral feedback, and 74.99% were not so happy with the aspects shown in the rendering.

Aspects asked to participants were:

- Façade Look
- Overall Height
- Colour Selections
- Exterior Finishing Materials

The inputs received during this community outreach advertisement period brought a lot of insightful and valuable comments to our team. Based on the feedback received, our team has ordered a parking study for the project to better understand the affects the proposed development in the neighbourhood.

Our team will also remain in touch with participants that accepted to receive communication from us regarding this LOC through follow up emails that outline the feedback received and changes the project went through based on them.

CONTEXTUAL MAP PRESENTED TO PARTICIPANTS

