

Applicant Outreach Summary



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: Brookfield - Seton Multi Res Land Use Amendment

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 Summary updated on June 11, 2024 to provide updated information on Outreach Strategy.

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)

We undertook a targeted stakeholder engagement process which focused engagement efforts on the immediately adjacent properties which are predominantly multi residential developments and/or institutional land uses.

A communication memo was provided which outlined the proposed development and the land use approvals that are required to implement the proposal. The communication memo also provided contact information for follow up should recipients require further information. Additionally, the required land use application notification sign has been posted on site with City and Applicant contact information.

In total 5 letters were sent out to the affected parties with the request to share this information with client or stakeholders.

Affected Parties

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

The communication was provided to the following entities:

- Stile Flats - Blue Jean Corporation
- The Level Condos
- Wellspring Alberta - Randy O'Dell House
- Seton Fire Station No.41 - General mailbox
- Resolve Seton Project (HomeSpace)

Each letter provided a request to have the information distributed among interested parties in each organization.

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What did you hear?

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

The communication memo was circulated in mid November 2023 and has not yet generated any commentary. Comments on the proposed land use application were provided directly to the City Planner prior to the communications memo being sent out and these comments were forwarded onto the applicant. The areas of concerns raised were:

- height and density;
- traffic will increase;
- closing any existing roads will worsen traffic;
- privacy concerns, and
- existing pond to the west should be made available to the public.

How did 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.

As the application is for a policy and land use amendment only, the comments provided have little negative effect on the proposed amendments. The commentary will be revisited during future development permit applications for individual buildings to determine where specific design measures can be implemented to mitigate potential impacts resulting from the proposed development.

Additional information was provided in the mailout which addressed concerns with respect to road closures.

How did you close the loop ?

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

In response to the noted concerns, an explanation letter was prepared and has been submitted to the City to provide to respondents.

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