

# Applicant Outreach Summary

# FAAS

FORMED ALLIANCE ARCHITECTURE STUDIO  
#601 -1812 4th Street SW  
www.faasarch.com

2024-09-13

## APPLICANT OUTREACH SUMMARY

### Elliston Village Phase 3 and 4 Land Use Amendments

This Applicant Outreach Summary provides an overview of key engagement that took place regarding the Land Use Amendments and concurrent Development Permits under review by the City of Calgary for Phases 3 and 4 of Elliston Village at 901 68 Street SE.

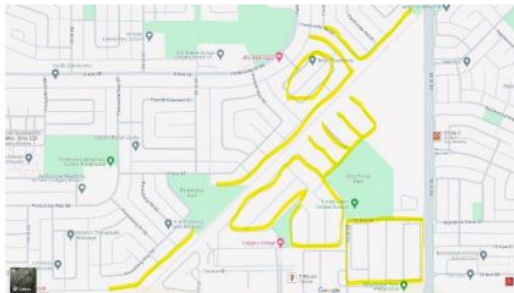
#### Virtual Open House (cancelled)

The project developer, Lansdowne, had previously completed mail drops in July 2024 to adjacent properties and advertised a virtual open house schedule for August 8, 2024 to discuss the future phases and future build out of Elliston Village and those land use amendments underway. This open house had to be cancelled due to lack of RSVPs.

#### Postcard Mail Drops

A postcard was created for information sharing that will be mailed to adjacent properties the week of September 16, 2024. This postcard can be found in *Attachment 1*. Distribution will be completed to the following properties:

- Bordering Penbrooke Crescent SE and bordering Penbrooke Rd SE (see highlighted map below)
- Penbrooke Close SE
- Talawood Ln SE
- 14 Ave SE (Mountain View Park)



#### Community Association Outreach

Email communications were sent to Penbrooke Meadows and Applewood Park Community Associations to provide project information, offer a meeting if desired, to share the postcard, as well as provide a contact for questions or feedback.

#### Ward 9 / Councillor Gian Carlo-Carra Outreach

No engagement with Ward 9/ Councillor Carra has been completed at this time. Information will be shared in advance of council if determined appropriate.

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## **Social Media and Online Communication and Outreach**

The postcard was shared with the Penbrooke Meadows and Applewood Park community associations and Lansdowne to post on their social media and website platforms the week of September 16, 2024 for further information sharing and reach.

## **Closing**

In summary, the applicant has completed engagement outreach to the adjacent properties and community regarding the development of this site. No responses or feedback have been received to date and this applicant outreach summary will be updated prior to CPC with updated information received, if any.

## **Attachments**

Attachment 1 – Postcard

Attachment 2 - Emails to Community Associations

## **Julie Brache**

**SENIOR PROJECT MANAGER / DESIGNER**

Intern Architect AAA, M.Arch

Registered Urban Planner, RPP, MCIP

**A. 601 – 1812 4<sup>th</sup> Street SW - Calgary AB T2S  
1W1**

**E. [julie@faasarch.com](mailto:julie@faasarch.com)**

**Cell: 403.650.1622**

**[www.faasarch.com](http://www.faasarch.com)**

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## Attachment 1 – Postcard



Elliston Village is proposing land use amendments for Phases 3b and 4. This includes changes to existing land uses, allowable building height, and density to facilitate the development of residential townhouses, mixed-use and multi-residential development.

**For more information or to provide your feedback please reach out to [julie@faasarch.com](mailto:julie@faasarch.com)**



LANSDOWNE



The Elliston Village Phase 3b land use amendment proposes a change from the existing multi-residential land use with a 60 units per hectare density to a 70 units per hectare density to enable additional townhouse development similar to the townhouses that are existing and under construction in the area.

The Elliston Village Phase 4 land use amendment proposes a change from the existing commercial land use to a mixed-use land use to enable the provision of multi-residential housing and community amenities that complement the existing townhouse developments.

The proposed land uses are being reviewed by the City of Calgary concurrently with their respective proposed Development Permits. The approval of these land use amendments will enable the development of a more complete community by adding more housing, commercial / retail opportunities and community amenities.



LANSDOWNE



### Attachment 2 – Emails to Community Associations

Elliston Village Phase 3b & 4 Land Use Amendment Information

JB Julie Brache  
To: pmcacontact@gmail.com  
Fri 2024-09-13 2:45 PM

You forwarded this message on 2024-09-13 2:46 PM.

Dear Penbrooke Meadows Community Association,

As the project applicant, I would like to share the following information on the Elliston Village Phase 3 & 4 Land use Amendments currently under review by the City of Calgary.

**Project Overview**  
Elliston Village is proposing land use amendments for Phases 3b and 4. This includes changes to existing land uses, allowable building height, and density to facilitate the development of residential townhouses, mixed-use and multi-residential development. The proposed land uses are being reviewed by the City of Calgary concurrently with their respective proposed Development Permits. The approval of these land use amendments will enable the development of a more complete community by adding more housing, commercial / retail opportunities and community amenities.

The Elliston Village Phase 3b land use amendment proposes a change from the existing multi-residential land use with a 60 units per hectare density to a 70 units per hectare density to enable additional townhouse development similar to the townhouses that are existing and under construction in the area. The Elliston Village Phase 4 land use amendment proposes a change from the existing commercial land use to a mixed-use land use to enable the provision of multi-residential housing and community amenities that complement the existing townhouse developments.

**Engagement**  
The project developer, Lansdowne had previously completed mail drops in July 2024 to adjacent properties and advertised a virtual open house schedule for August 8, 2024 to discuss the future phases of Elliston Village and the land use amendments underway. This open house had to be cancelled due to lack of RSVPs. If you or your membership would like a meeting please let us know how and when is the best to accommodate.

**Postcard**  
We have created a postcard for information that can be shared on your facebook page, social media channels, or website. Please feel free to help us get the information out! In addition we are doing postcard mail drops to adjacent properties.  
Postcard for download: [2024.09.13 Elliston Village LUA Postcard Sep13 optimized.pdf](#)

**Support**  
If you so wish to support our project, feel free to pass along a letter of support or respond to this email in support, and cc our file planner Callen [Callen.Strang@calgary.ca](mailto:Callen.Strang@calgary.ca)

Thanks for your time and dedication to your community.

**FAAS**  
Julie Brache  
SENIOR PROJECT MANAGER / DESIGNER  
1888 Avenue AAA, M.Arch  
Registered Urban Planner, RPP, MCP  
A: 403 - 531-2441 Street SW - Calgary AB T2S 1W1  
E: [jbrache@faas.ca](mailto:jbrache@faas.ca)  
C: 403-536-1622  
[www.faaas.ca](http://www.faaas.ca)

Elliston Village Phase 3b & 4 Land Use Amendment Information

JB Julie Brache  
To: info@applewoodpark.ca  
Fri 2024-09-13 2:46 PM

Dear Applewood Park Community Association,

As the project applicant, I would like to share the following information on the Elliston Village Phase 3 & 4 Land use Amendments currently under review by the City of Calgary.

**Project Overview**  
Elliston Village is proposing land use amendments for Phases 3b and 4. This includes changes to existing land uses, allowable building height, and density to facilitate the development of residential townhouses, mixed-use and multi-residential development. The proposed land uses are being reviewed by the City of Calgary concurrently with their respective proposed Development Permits. The approval of these land use amendments will enable the development of a more complete community by adding more housing, commercial / retail opportunities and community amenities.

The Elliston Village Phase 3b land use amendment proposes a change from the existing multi-residential land use with a 60 units per hectare density to a 70 units per hectare density to enable additional townhouse development similar to the townhouses that are existing and under construction in the area. The Elliston Village Phase 4 land use amendment proposes a change from the existing commercial land use to a mixed-use land use to enable the provision of multi-residential housing and community amenities that complement the existing townhouse developments.

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**Support**  
If you so wish to support our project, feel free to pass along a letter of support or respond to this email in support, and cc our file planner Callen [Callen.Strang@calgary.ca](mailto:Callen.Strang@calgary.ca)

Thanks for your time and dedication to your community.

**FAAS**  
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SENIOR PROJECT MANAGER / DESIGNER  
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