

# Applicant Outreach Summary

2025 February 20

## **Outreach Strategy**

Based on the results of the Community Outreach Assessment Tool providing a community complexity score of 1A, the lowest level of community impact, Cantiro decided to implement three (3) strategies to engage with the community. Both targeted and broad tactics were used to attempt to capture and address any concerns regarding the proposed redevelopment from the various community stakeholders.

The first strategy implements to attempt to capture the concerns of the direct neighbors was Cantiro's Senior Development Manager – Jamie Weikum completed a tour of the close neighboring buildings and businesses (radius as shown in the attached map) in which approximately 100 postcards (copy attached) were provided to community residents and business owners. The post cards provided basic project information, developer contact information and a link to the project site. The cards were dropped off between the hours of 1pm and 4:30pm on July 22, 2024. As a result of this tactic a second technique was used. 1:1 conversations were held with the community members that received the postcards and had further questions about the project. These one on one conversations were focused around the following questions or concerns. Demolition/construction start dates, completion dates and site logistics, amount of parking (vehicle and bicycle) being provided and a general positive attitude towards the vacant commercial buildings being removed and replaced with a more vibrant addition to the community.

The third engagement tactic was to include a project detail and contact page (<https://cantiro.ca/rentals/locations/calgary-mixed-use-tower/>) on the Cantiro website as soon as the general detail regarding the scale and uses of the project was available that would provide a broader reach for information related to the project or to address questions or concerns. This site was also launched in late July 2024. The response to this has been minimal, likely a result of the impact of the project to be limited to the direct vicinity and those concerns being dealt with through the targeted approaches above. Less than 5 inquiries have been recorded through the landing page to date, all related to commercial leasing or contracting inquiries.

## **Affected Parties**

The following groups were connected with directly as well as many other community residents through the print materials provided to the residential buildings front desk staff.

Heritage Calgary (Virtual)

The Westley Hotel Manager

Coast Calgary Hotel Front Desk Staff

Fonda Fora Shift Lead

Action Sport Clinic Receptionist

**What did you hear?**

Through our print materials, one on one conversations and landing page for the project we heard the following:

1. Concern regarding the demolition of the buildings and increased truck traffic.
2. Concern regarding the building construction and increased congestion on 4th avenue.
3. Positive response to the removal of the 4 vacant buildings that were frequently vandalized and broken into.
4. Concern regarding the increased parking demand from the residents and commercial tenants.
5. Concern regarding the increased traffic volume.
6. Concern regarding appropriate commemoration of the Phillips Building, a building listed for its architectural importance on the City of Calgary inventory of heritage assets.

**How did input influence decisions?**

We addressed the above issues by providing information and where applicable continuing the conversation as project details were available.

1. Dust control methods and limited time line of demolition scope of work.
2. Discussions regarding the project time line (mid 2025-late 2027) for construction disruptions and providing contact information to connect with the developer directly if issues with the site work occurred.
3. Discussions regarding the City of Calgary demolition grant program in assisting with the removal on the under utilized commercial buildings and encouraging redevelopment on this site.
4. Provided information regarding the large quantity of bike and vehicle parking stalls for residents, visitors, and commercial business users at or above City of Calgary requirements.
5. Reference to the traffic study completed by Bunt that noted no major concerns regarding the traffic volumes or movements resulting from this project.
6. Providing follow up with Heritage Calgary on the commemoration of the Phillips Building as well as active dialogue on the elements that made the building architecturally import in that era and to the City of Calgary.

**How did you close the loop ?**

Heritage Calgary (Virtual) - Additional electronic communication is ongoing regarding the commemoration.

The Westley Hotel Manager - Additional electronic communication was ongoing during demolition to resolve any concerns regarding dump truck timing.

Coast Calgary Hotel Front Desk Staff - 1 on 1 conversation answering all questions posed.

Fonda Fora Shift Lead - 1 on 1 conversation answering all questions posed.

Action Sport Clinic Receptionist - 1 on 1 conversation answering all questions posed.