

# Applicant Outreach Summary

2024 September 23

## Project Overview:

O2 is proposing to redesignate four parcels of land (+/- 0.710 ha) along International Ave SE in the community of Southview. The application requests to amend the height and density modifiers of the existing Mixed Use – Active Frontage (MU-2) district to facilitate a mixed use, multi-family development. The proposed designation is MU-2 f8.0 h80, which would allow for a flexible multi-family development that offers new housing supply and commercial uses in proximity to exceptional amenities, transit, and regional transportation corridors. This redesignation will enable development up to approximately 26 storeys in height, in line with the direction of the draft East Calgary International Avenue Communities Local Area Plan (LAP).

## Outreach Strategy

O2 implemented an outreach strategy to share details of the proposed land use amendment application, receive feedback from interested stakeholders, and implement revisions to the proposed application. The following engagement tactics were implemented:

- Project Website
- Postcard Circulation
- On-Site Public Notice Posting
- Virtual Public Outreach Meeting

## Project Website

To support project awareness a website was maintained and updated throughout the course of the application to inform the public about the proposal. The website outlined the existing site context, development vision, and specifics related to the land use redesignation application. As part of this website, a portal was provided for those reviewing the information to directly provide their feedback to the project team.

## Postcard Circulation

130 postcards were distributed to neighboring residents surrounding the subject site. The postcards outlined the proposed land use redesignation, project website URL, virtual public meeting information, and the project team's contact information. No comments were received following the postcard circulation.

## On-Site Notice Posting

Consistent with the City's notice-posting requirements, two large-format public notice signs were installed on site July 23, 2024 and have remained in place since that date. The sign will be updated following CPC to reflect the Public Hearing date.

**Southview Community Association Meeting (Virtual)**

*July 24, 2024*

On Wednesday July 24, a virtual presentation was given to the President and Vice President of the Southview Community Association. The presentation provided an overview of the proposed application and was concluded with a question and answer period.

**Public Outreach Meeting (Virtual)**

*September 19, 2024*

On Thursday September 19, a virtual presentation was given to two members of the community who signed up to attend the virtual public outreach meeting via the project website, post cards, on-site posting, or community association website. The presentation provided an overview of the proposed application and outlined the redesignation process and additional opportunities for providing public input, such as through the project website. Following this a question-and-answer discussion was facilitated by the project team.

**What We Heard**

The main comments outlined during our Public Outreach included:

- A comment was received through the website that voiced concern about the potential traffic issues that may arise if there is direct access to 17 Ave SE from 30 St SE. The development concept suggested having underground parking access from 30 St SE but not providing access to 17 Ave SE directly from 30 St SE.
- General interest and concern about the proposed height in relation to the surrounding context, including potential impact on flight paths.
- General interest in the site remediation process for the existing gas station and other buildings.
- General interest in the development timeline.
- General interest in the retention of existing commercial tenants on site.