

Applicant Outreach Summary

2025 April 24

Outreach Strategy

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

- Postcard Circulation
- On-Site Public Notice Posting
- Virtual Information Session

On-Site Notice Posting

Consistent with the City's notice-posting requirements, one large-format public notice sign was installed on site January 28, 2025, and has remained in place since that date. No comments have been received regarding the notice posting.

Postcard Circulation

Approximately 50 postcards were distributed to neighbouring residents in advance of the virtual information session coordinated for adjacent residents surrounding the subject site. The postcards outlined the proposed land use redesignation, the active development permit application and advertised the virtual information session for attendees to register.

Shaganappi Community Virtual Meeting (Virtual)

April 24, 2025

On Thursday April 24 2025, a virtual information session was held where 5 out of the 7 Shaganappi Community Association members attended, in addition to five additional neighbourhood residents. O2 provided a presentation with an overview of the proposed Land Use Application and DAAS Architecture, the applicant for the Development Permit provided an overview of the application. The session concluded with a question-and-answer period whereby attendees could ask questions of the planning team, architecture team and ownership group. Contact information for the project team was shared with attendees following the meeting.

What We Heard

The main comments outlined during our Public Outreach included:

- Concurrent timing of the Land Use and Development Permit Application
- What has changed from the previous land use application that was submitted in 2020
- Concern regarding if the site was over-built under the MU-1 district
- Questions regarding unit styles and the intended demographic
- Building amenities including bike storage, and laundry facilities
- Potential for future consolidation with adjacent parcels, and
- Questions regarding ultimate tenure and market price points.

Responses to Outreach Feedback

The revised application responds to feedback received through engagement with the Shaganappi Community Association, area residents, and City Administration. Key comments focused on the concurrent timing of the Land Use and Development Permit applications, changes from the 2020 submission to now in 2024, the proposed MU-1 district, intended demographics, and the potential for consolidation with adjacent parcels. Additional comments related to detailed building design, unit composition, and site access, were received for information and will be reviewed through the development permit process.

Application Timing: The Land Use Amendment (LOC2024-0278) and Development Permit (DP2025-00969) applications were submitted semi-concurrently to support a streamlined review process. This approach allows Administration and stakeholders to consider the proposed built form alongside the planning rationale.

Project Updates: The current application builds on a previous 2020 proposal (LOC2020-0147), which proposed a Direct Control district to accommodate a 7-storey development with reduced parking. In response to updated policy alignment and feedback, the revised application utilizes a standard MU-1 stock district to facilitate a 6-storey development, removing the need for a custom Direct Control District.

Choice for MU-1 Stock District: The mixed-use districts are intended to support buildings typically between 4-6 storeys with no more than 10 storeys with street oriented design. Given the transitional context of the site, with a nearby transit station as well as local area policy that supports up to 6 storeys of mixed use or multi-residential development, we believe the chosen MU-1 land use district is appropriate for the site. When considering alternative land use districts that would allow for 6 storey multi-residential development, MH-1 would be an alternative, however the required setbacks would severely restrict the developability of the site and would not achieve the landowners intended vision of 6 storey multi-residential development.

Intended Demographic: The proposed development is envisioned for smaller designed to offer a more affordable living option for individuals who require housing near major transportation infrastructure. The site's location within 50 metres of the Westbrook Mall and LRT Station make it ideal for residents who prioritize mobility and urban convenience.

Building Amenities: Building amenities will be further detailed and addressed through the Development Permit (DP2025-00969) process. At this time, a rooftop amenity space is proposed on site.

Potential for Lot Consolidation: While the property owner explored the possibility of acquiring adjacent parcels, this was ultimately not feasible. As a result, the development has been focused on the property under ownership at 1408 33 Street SW, with thoughtful design aimed at making the most efficient use of the site.