

Applicant Outreach Summary

2024 August 20



WHAT WE HEARD REPORT: OUR APPLICANT OUTREACH SUMMARY – LOC2024-0209 & LOC2024-0210

Summary

Our best practices for outreach was designed to inform, share information on the development vision and provide communication channels for interested stakeholders to share their queries and thoughts early in the review process with the intent of maintaining a respectful and transparent dialogue.

In support of the Land Use Amendment for this project, Olympia has undertaken a proactive applicant-led outreach program that was uniquely designed by the Community Assessment Outreach Tool provided by Engage Calgary. A variety of outreach strategies were implemented since October 2024 to commence a dialogue with interested parties and groups outlined in the below section, Our Community Outreach Strategy + Process.

Our Community Outreach Strategy + Process



Mailing Campaign

Mailers were sent to 212 homes within 250 metres of the project site providing notification of the project and an invitation to engage the project team.



Notice Letter

A notice letter was sent to the Martindale Community Association and Ward Councilor's Office providing a project overview, reasons for the application of Land Use Amendment and to welcome any questions and continued dialogue.



Phone, Voicemail & Email

A phone line equipped with voicemail, email address and a QR code was shared with stakeholders to provide a direct communication channel to reach the project team.



Distanced + Face-to-Face Meetings

The project team completed in-person engagement during the Vaisakhi celebration at Prairie Winds Park in May 2025. The project team also was prepared to virtually meet with Ward Councilor and interested stakeholders to share project information, foster and continue conversations.



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Comment Themes + Our Responses

Stakeholder Feedback + What We Heard

To date, through our Inbound engagement strategy, the project team has received a total of 14 responses from community members providing feedback in the form of phone calls, emails and text messages. Of those 14 responses submitted, 4 raised concerns, 4 provided support for the redesignation and the remainder raised procedural questions.

The project team notified the Ward 13 Office and the Martindale Community Association to share an overview of these Land Use Amendments. The Ward 13 Office met with the project team in November 2024 and provided feedback correspondence.

With the help of the Dashmesh Culture Centre, the project team hosted a large-scale in-person engagement session on May 10, 2025 at the Vasakhi parade celebration held outdoors at the Prairie Winds Park. This engagement session was intended to connect directly to community members that would not normally engage through traditional indirect inbound strategies. Interested participants that attended the event were able to read and view various digital and non-digital project information and have discussions regarding the development visions with project team members and attending city planning staff were present to respond to procedural questions and help with language translation. Feedback forms and sign-up sheets were provided for all interested participants who wished to provide their feedback at or after the event. The projected attendance at the Vasakhi parade celebration was approximately 150,000 people.

The project team communicated to every respondent that the Land Use Amendments, if approved, would provide the legal framework for the developer to exercise an option to submit development permits for both subject parcels in the future. When development permits are to be formally submitted to the City, interested parties would be notified and given subsequent opportunities to participate again in the public process.

The project team is pleased to keep the communication lines open throughout the entire review process and will update the City Administration, Planning Commission and Council on any subsequent feedback that is received.

Project feedback received thus far has been categorized into 5 comment themes. Each common theme highlighted begins with an outline of what the project team has heard and subsequently provides the project team's response.

Comment Themes

- **Density**
- **Development Rights**
- **Parking**
- **Traffic Congestion**
- **Building Height**

Density

What We Heard

Some respondents were concerned that, if approved, these land use amendments would introduce proliferation of higher density developments in Martindale. These respondents felt that this would bring negative social impacts to the community and consume scarce community resources.

Our Response

The project team acknowledges the perspective by residents relating to intensification in the immediate area. The City of Calgary's Municipal Development Plan (MDP), encourages more housing options and intensification provided it is done modestly to be contextually sensitive to the established context. The number of dwelling units on the site would be

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controlled by the parcel area size, proportional building height and mandatory landscape plan requirements set by the land use bylaw.

It was confirmed during the review that there are no upgrades to existing service connections that are necessary to accommodate the initial dwelling unit count.

Further discussion regarding building and site design will be essential to refine the building and site design for these future developments to ensure density is balanced with community needs.

Development Rights

What We Heard

Some respondents questioned whether these future developments could be relocated elsewhere in the Martindale community or elsewhere in the city.

Our Response

In response to this inquiry, the project team recited the development vision of Dashmesh to establish a cultural hub by incorporating the future developments with the north adjacent existing gurdwara temple site at 135 Martindale Boulevard NE. Such options to relocate development visions can be problematic for Dashmesh Culture Centre if the organization may not own other lands in the community and each potential site is evaluated separately on its own planning merits based on governing planning policies, established contexts and unique site constraints. The project team does acknowledge the frustration by affected residents that may be located nearby and emphasize that future designs of these developments are subject to be refined through conversations that occur during the public process.

Parking

What We Heard

Some respondents were concerned about the parking supply for these two future developments.

Our Response

In response to this concern, future redevelopment on these sites would need to supply the minimum number of motor vehicle parking stalls, bicycle and visitor stalls entirely within the boundaries of the private land prescribed in Calgary's land use bylaw. The final number of parking stalls will be determined based on the dwelling unit count and detailed site plan and building design proposed on the development permit submission. The presence of the Route 61 Transit bus that runs along Martindale Drive NE would help connect future residents to both Martindale and McKnight/Westwinds LRT stations and all areas of the city. The project team also acknowledges parking requirements may change dramatically over time and may impact the future design of the development based on the future Calgary zoning code. In attempt to conserve space both developments will contain a mixture of underground and surface parking facilities that will be shared with the existing Dashmesh gurdwara temple site at 135 Martindale Boulevard NE.

Traffic Impact

What We Heard

Some respondents shared concern over potential negative impacts from increased residential traffic upon the existing street network in the immediate area in Martindale.

Our Response

The project team recognizes concerns related to potential traffic impact resulting from any approved development proposal. A fundamental question hinged on whether the local transportation network has the appropriate infrastructure and capacity to service both proposed redesignations. It was determined that through the formal application review process, the City of

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Calgary determined Martindale DR NE has sufficient capacity to support both the future assisted living and multi-unit social housing developments. The following additional items are noteworthy to mention:

- The project team was not required to submit traffic impact assessments or parking studies or make any upgrades to public assets.
- The project team may be requested to submit a parking study at the DP stage.
- Mobility affirms these sites are well serviced by existing transit service located nearby along Martindale BV NE and are well connected to both Martindale and McKnight/Westwinds LRT platforms.
- Mobility has informed the project team that Calgary Transit will consider adding a new Calgary Transit bus route and new bus shelter along Martindale DR NE that would service both new developments in the future. (LOC2024-0209)

Building Height

What We Heard

The ward office provided feedback to the project team with concerns regarding proposed building height.

Our Response

The project team acknowledges Dashmesh is open to considering alternative building design outcomes to minimize building height concerns by implementing building step-backs, reducing building floor plates on higher floors, careful application of exterior materials and colouring and testing preliminary designs against shadow studies to ensure no shadows are cast above residential parcels located on the south block of Martindale Drive NE. These discussions will continue at the DP review stage to further refine designs.

Our Philosophy to Applicant-Led Outreach

Since no single design solution can satisfy all stakeholders involved, the project team cannot integrate everything suggested by all neighbours. As a result, our promise is to continue to be open and transparent about how we reach our conclusions while cultivating a constructive dialogue and we are pleased to abide by Council's visions for the areas and communities we serve.