

Applicant Outreach Summary

2025 July 30



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission

Project name: Marda Loop Vera Mixed-Use Stacked Townhouses

Did you conduct community outreach on your application? ☒ YES or ☐ NO

If no, please provide your rationale for why you did not conduct outreach.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

1. Contact the Community Association;
2. Contact the Ward Councillor's office;
3. Inform the immediate neighbours.

Please see details described below.

Affected Parties

Who did you connect with in your outreach program? List all groups you connected with. (Please do not include individual names)

All residential and commercial addresses within 100m radius were targeted. This resulted in the distribution of 108 information letters reaching individual addresses, six, of which, were returned due to invalid addresses. Further investigation revealed the invalid addresses were secondary to construction related addressing changes. Two residences responded with concerns about density, lack of parking, and questions/requests for additional information about the proposed development.

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What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

Two residences responded, each with similar messages.

Both responses expressed concerns over:

1. Insufficient parking for residential and commercial use;
2. Increased potential for vehicle congestion, with both traffic and parking related to residential and commercial use. This concern extended to the perceived inability for the area to sustain an increase in traffic and overall density;
3. Lastly, the development negatively affecting local businesses and the overall aesthetics of the community.

How did input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

It is the developers' intention to pursue MU-1 zoning with a 21m height restriction. The development is planned to be limited to 3 storeys with at grade commercial live-work units, specifically suited for operators of small businesses. Parking will be restricted to at-grade surface parking, with no underground option. Dwellings will be arranged in a stacked townhouse style that is sensitive to the vernacular of the existing context.

How did you close the loop?

Provide a summary of how you shared outreach outcomes and final project decisions with those who participated in your outreach. (Please include any reports or supplementary materials as attachments)

We approached the Community Association representatives with feedback in hand. In discussion, we identified the following high-level concerns: the need for development to move expediently due to the overwhelming message of 'development fatigue' experienced by community members, the need for development to be sensitive to the immediate context and community vernacular, and the desire for the community to play a larger role in community development planning and decision making. More practical concerns were related to laneway use and reduced parking availability, the logistics of refuse collection, reduced area for landscaping, and the capacity of existing utility service infrastructure. There were areas of support: The Community Association representatives were in favor of small, community-based commercial retail units, as well as a 3-storey height limit. Suggestions brought forward include the introduction of transitional buildings that bridge the surrounding single-family dwellings with the mid to high rise mixed-use buildings on 33 Ave SW, as well as creating dwellings that support aging in place. We relayed this message to the client and the developer's intention is outlined in the previous question/response.

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