

# Applicant Outreach Summary

2025 December 9



## Community Outreach on Planning & Development Applicant-led Outreach Summary

**Please complete this form and include with your application submission.**

**Project name:** Medicine Hill - Bluebird Self Storage

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)

The outreach strategy began in the land use process and involved multiple rounds of engagement with stakeholders and neighbouring community associations (West Springs/Cougar Ridge, Bowness, Coach Hill/Patterson Heights and Valley Ridge) in 2024. Hosted a virtual meeting Bowness Community Association. Worked with Indigenous relations Office, hosted virtual meeting with Lorna Crowshoe, Issue Strategist - All to positive effect. Attended Joint Advisory Committee meeting. Responded in writing to matters raised during meeting to file manager. Arising out of the land use redesignation was the obligation to present the building design to the UDRP - which which garnered positive feedback and endorsement of the design. At DP, repeated questions from land use arose from the stakeholders listed below, which were self apparent as pre-land use or market-driven practicalities that are outlined in the "What Did You Hear?" section on the next page.



### Affected Parties

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

West Springs/Cougar Ridge, Bowness, Coach Hill/Patterson Heights Community Associations  
Indigenous Relations Office & Traditional Knowledge Keepers  
Paskapoo Slopes Joint Advisory Committee which includes Paskapoo Slopes Preservation Society, Calgary River Valleys, and neighbouring communities and property owners.

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## Community Outreach for Planning & Development Applicant-led Outreach Summary

### What did you hear?

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

The self-storage development itself exists as a result of the land use decision that was passed into law by Council, so there was not much to be gained in debating whether or not the property could be an restaurant or a park. As a rule, the questions that were posed by the Paskapoo at the land use stage were oriented toward the DP process, and at the DP stage, the questions were referenced the land use process. It was outside the ordinary, and somewhat difficult to answer these stakeholders questions with practical responses.

As designed, the development meets or exceeds the rules that were established in the DC district, including provisions for a maximum height. On the concept of retail space and street activation - it is important to note, many years ago, the Medicine Hill community developer registered protective restrictive covenants on title for their long term tenants against most retail and commercial uses in the area, so there is a limited number of uses that are available for CRUs (commercial/ retail units) in the community of Medicine Hills.

Here is the list of currently enforceable restricted uses:

#### 1. Pet-Related Uses

- Pet sales
- Pet grooming
- Pet boarding
- Pet daycare
- Pet training
- Veterinary services
- Pet food sales (except incidental)
- Pet accessories retail (except incidental)

#### 2. Size / Area Restrictions

- Retail stores over 40,000 sq ft (without consent)
- Grocery or supermarket over 40,000 sq ft (without consent)
- Any retail use over 10,000 sq ft (without consent)
- Any single use over 7,500 sq ft (without consent)

#### 3. Tobacco / Vape / Cannabis

- Smokeshops
- Tobacco stores
- E-cigarette / vape stores
- Cannabis retail

#### 4. Financial / High-Risk Uses

- Pawn shops
- Second-hand stores
- Military surplus stores
- Payday loan services
- Cheque-cashing services
- Other high-risk financial services

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## 5. Personal Services Restrictions

- Tattoo parlors
- Body piercing shops
- Massage therapy uses exceeding permitted limits
- Medical aesthetic clinics exceeding permitted limits
- Dental clinics (unless within exceptions)
- Wellness clinics exceeding permitted size or categories

## 6. Entertainment / Recreation Uses

- Bingo halls
- Gaming facilities
- Pool halls
- Billiard rooms
- Bowling alleys
- Amusement arcades
- Virtual reality gaming facilities
- Trampoline parks
- Recreation centres
- Theatres
- Cinemas
- Live entertainment venues
- Nightclubs

## 7. Firearms / Weapons

- Gun stores
- Ammunition sales
- Firearms ranges

## 8. Automotive Uses

- Motorcycle sales
- Recreational vehicle sales
- Automobile sales
- Truck sales
- Auto repair shops
- Auto parts stores

## 9. Adult-Oriented Uses

- Adult bookstores
- Adult movie stores
- Adult entertainment venues

## 10. Food & Beverage Restrictions

- Liquor stores (except where specifically permitted)
- Bars as a primary use
- Lounges as a primary use
- Bakeries over 2,000 sq ft (unless permitted)
- Bulk food stores beyond permitted limits
- Retailers with bulk food sections exceeding allowable percentages

## 11. Restaurant / Drive-Through Restrictions

- Drive-through food or beverage service
- Quick-serve fast food with no seating

## 12. Lodging / Hospitality

- Hotels
- Motels

## 13. Industrial / Storage

- Self-storage facilities
- Industrial manufacturing uses
- Warehousing uses

## 14. Market / Auction / Recycling Uses

- Flea markets
- Auction houses
- Recycling depots

## 15. Large Format / Big Box Retail

- Large discount club stores beyond allowable limits
- Mattress stores
- Bedding stores
- Sleep-themed retailers
- Large furniture stores selling bedding categories
- Any expansion of restricted uses beyond permitted limits

Further, our company conducted a survey of CRU space for lease in Trinity Hills, and found 22,000 sq ft vacant, just in the immediate surrounding area around the subject property.

The micro-business offices at street level on Na'a Drive that have been designed into the new building are extremely popular in our other developments in Calgary, where there are waiting lists to gain access due to the flexibility and accessible cost of having an office/ commercial storefront on a main street.

Some of the users that are currently operating at our Mahogany location are: A Mechanical contractor; a home-staging company/ furniture sales; custom engineering blueprint-maker; a Therapist who also uses another office as her waiting room; a Mortgage Broker; a drop-ship company using several storage units to hold inventory; a Realtor; and the accounting office for a pizzeria chain. These micro-business companies benefits from the exposure and flexibility we are able to offer.

On height restrictions: The community developer also established rules not to impede sightlines for the grocery store and other retailers, which have been observed and satisfied in the design process, and in consultation with the original developer 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.

At the land use stage, one comment from the Paskapoo Slopes group was to refrain from having too many windows on the building, out of concern for the danger to local birdlife. Our building has a mural that is spread over two hundred feet of wall space - an effective and well-received image that refers to the cultural significance of Medicine Hill also helps to mitigate danger to local birdlife.

**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)

Our design process culminated at the UDRP - and those in attendance for our presentation were overwhelmingly supportive of the design, and their few comments on simplifying the Na'a Drive side of the building were put into action by our design team.

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## Community Outreach Assessment Tool

The City has created this optional assessment tool which is designed to help you navigate the decision to undertake outreach and provides guidance on high-level outreach considerations based on the impact of your proposed project and the community complexity.

When filling this out, it can be helpful to do some initial research into past projects in the area as this will help inform your answers for more accurate results. Also, ensure when you are answering these that you are putting yourself in the shoes of the community. Remember that how you answer today, is reflective of the context of today and isn't a guarantee that no issues will arise in the future as you move through your process.

COMMUNITY IMPACT	1 Point	2 Points	3 Points	Enter Values
How similar is your project to what already exists in the community?	Similar projects exist in the community and is a low level of change for community.	Community is not that familiar with this project type and will be a moderate change.	Major change or redevelopment being proposed and likely a big change for the community.	2 <input type="text"/>
What is the duration of your project (to occupancy)?	Under 2 years	3 - 5 years	5 + years	1 <input type="text"/>
How broadly will this project impact the surrounding community?	Likely to affect immediate neighbours.	Could have an impact within a few blocks.	Likely to have an impact community - wide.	1 <input type="text"/>
How common is redevelopment within the community?	Redevelopment is common in community.	Moderate redevelopment has occurred.	Little to no redevelopment has occurred.	2 <input type="text"/>
<b>TOTAL</b>				<b>6</b>
COMMUNITY COMPLEXITY	1 Point	2 Points	3 Points	Enter Values
How do you anticipate the community will react to this project?	Little attention - project unlikely to be a public issue.	Anticipate there will be some attention. Disagreement or differing opinions are expected.	Anticipate this to be a highly sensitive issue.	1 <input type="text"/>
How inclined will the community be to accept this project?	Likely minimal to no issues anticipated.	Some issues anticipated.	Many issues are anticipated.	1 <input type="text"/>
What level of influence does the community have over project decisions?	No decisions open for input, willing to inform the community of project details.	Willing to listen to community and learn about their ideas and respond where possible	Willing to collect input to influence specific project decisions.	1 <input type="text"/>
<b>TOTAL</b>				<b>3</b>

**IMPACT SCORE**  
4 to 6      1  
7 to 9      2  
10 to 12    3

**COMPLEXITY SCORE**  
3 to 5      A  
6 to 9      B

COMMUNITY IMPACT	COMMUNITY COMPLEXITY	
	3A	3B
	2A	2B
	1A	1B

**Your Project's Score:**  
**1 A**

Outreach Approach Assessment	
<b>Direct approach</b> (1A, 1B)	Your project is likely of low impact to the community and is not proposing a major change or disruption. For higher complexity, you may have to put a bit more effort in developing content to educate and inform The community about your project details. Consider choosing 2 - 3 tactics suited for a targeted audience*.
<b>Moderate approach</b> (2A, 3A)	Your project is of medium to high impact for the community, but is not very complex and likely little attention and/or issues are expected. Given the level of impact consider expanding your reach beyond the immediate neighbours to inform them of the project details and collect input if needed. Consider choosing 4 - 6 tactics for a range of targeted and broader audiences*.
<b>Comprehensive approach</b> (2B, 3B)	Your project is of medium to high impact for the community, and of higher complexity. There are likely issues that will need to be mitigated and addressed and extra effort will be needed to educate and inform the community about your project. Consider a broader approach with the community and be open to an iterative process with multiple tactics where input could help inform better decisions*.

\*For an overview of outreach tactics and techniques you could consider, click [here](#).