

Applicant Outreach Summary

2025 December 23

1.0 INTRODUCTION

B&A Studios (B&A) has submitted a land use redesignation on behalf of Brookfield Residential (Brookfield). The proposed redesignation seeks to rezone a portion of the undeveloped mixed-use commercial village in the community of Rockland Park. The redesignation is necessary to adjust the concept plan to better accommodate dedicated land uses which include multi-residential, commercial and emergency services (i.e. a Fire Hall).

A land use redesignation application was submitted in the Spring of 2025. Following the application, many community members raised concerns to the Homeowners Association (HOA) and Community Association (CA) related to the proposed amendment. It was understood that community members interpreted the site's notice posting as a proposal to amend the entire Village Centre and would remove commercial amenities for multi-residential.

After the City's circulation of the application and conversations with the City's Emergency Services, a resubmission was required to adjust the size of the proposed fire hall site within the subject area. B&A resubmitted the land use redesignation in November of 2025.

The following summarizes the community outreach conducted to-date and main themes heard by community members.

2.0 ENGAGEMENT SUMMARY

Community Outreach Letter

In response to the community's concerns that were raised following the initial application and the site's notice posting, Brookfield wrote and distributed a community notice letter on June 17, 2025, to provide clarity on the proposed land use redesignation. The applicant's direct contact was included in the letter inviting residents to engage in two-way dialogue by reaching out with additional questions or concerns.

Interest Holder Meeting

Additionally, to address concerns expressed by community members, Brookfield and B&A arranged a virtual meeting with the HOA and CA on July 16, 2025. There were approximately 20 people who attended the meeting. Brookfield and B&A addressed concerns and responded to questions.

Information Sharing

The questions received during the interest-holder meeting were consolidated for record keeping and to share with the community. As a result, an FAQ was developed to help provide clarity and further alleviate concerns. The FAQ was shared with the HOA and CA as a tool to reference when receiving questions from residents.

Community Information Session

Brookfield and B&A hosted a virtual information session on December 2, 2025, from 6-7:30 p.m. The goal for the information session was to share information regarding the resubmission of LOC#2025-0070 and allow community members the opportunity to raise concerns or ask questions directly to the project team. A presentation was shared during the session providing context and rationale for the application.

Event Promotion, Outreach and Metrics

November 18, 2025: To promote the virtual information session, B&A conducted direct outreach to the HOA and CA – a combined 14 recipients received an email notifying them of the updated land use redesignation application, an invitation to the upcoming community information session and an offer to meet collectively prior to the public meeting. A digital postcard was also included in the email, providing the HOA and CA with a promotional asset to use at their disposal (e.g. to share on their social channels or community newsletter, if applicable).

November 20, 2025: An invitational postcard was distributed to residents in Rockland Park. A QR code was included on the postcard to register to the event and to drive people to the webinar page to learn more about the session.

- Over 500 views on the webinar event page
- 112 registered to the event
- 75 attendees

Figure 1: Invitational Postcard - Front

**PROPOSED LAND
USE REDESIGNATION
IN ROCKLAND PARK:
PUBLIC INFO SESSION**

You're invited to a virtual information session to learn about the proposed land use redesignation in the community of Rockland Park. This session is your chance to understand the proposed changes and ask questions directly to the Brookfield Residential team.

**Brookfield
Residential**

JOIN US TO LEARN MORE.

DATE: TUESDAY, DECEMBER 2, 2025

TIME: 6 – 7:30 P.M.

WHERE: VIRTUAL WEBINAR

**SCAN THE QR CODE
TO REGISTER. →**

Figure 2: Invitational Postcard – Back

**Brookfield
Residential**

**BROOKFIELD
RESIDENTIAL HAS
SUBMITTED A LAND
USE REDESIGNATION
TO REFINE THE LAND
USE DESIGNATIONS
WITHIN THE
COMMERCIAL VILLAGE.**

Questions? Reach out to
Leah Thomson, Engagement Specialist
at lthomson@bastudios.ca

2.1 What We Heard

The virtual information session was well attended by engaged residents. The dialogue during the Q&A accounted for most of the scheduled session. Participants were able to raise questions or concerns either verbally or through the Q&A function on the webinar platform.

Overall, the tone was respectful, and key themes included: redesignation rationale, policy understanding, traffic, infrastructure, parking, and density.

Some participants expressed frustration with the proposal and shared that they felt that what was presented to them at the time of sale regarding the size of the commercial amenity did not align with the current land use redesignation.

Participants were primarily interested in understanding what type of commercial anchor is planned for the Village Centre and when development is expected to occur. Most participants who provided comments or questions expressed a desire for a grocery store.

Some participants asked planning-related questions, including whether amendments to the Area Structure Plan or Outline Plan would be required. Question regarding density and the proposed amendment for multi-residential development were raised for clarity. Concerns related to traffic, infrastructure planning, and parking were also shared, and participants requested further clarification on how these issues relate to density.

Some residents were interested in understanding development timelines for the Village Centre, commercial areas, and full community build-out. This was followed by questions about the community's projected population size. One attendee also requested clarity on the future development plans for the Community Association and its relationship with the Homeowners Association.

2.1.1 Response to Input

Brookfield acknowledged that previously shared community marketing materials were unclear in their representation of the site as being entirely commercial, when in fact the site had always been intended to include a mix of uses. Brookfield took ownership of this misstep and shared their commitment to providing the residents with an anchor tenant that will provide key conveniences for the community member and expressed its dedication to building complete communities in Calgary by sharing tangible examples.

Brookfield was open to hearing from community members regarding park space and programming. An invitation to provide feedback for future programming was shared.

2.1.2 Closing the loop

Following the information session, registrants and attendees received a “thank you” email which included contact information and a recording of the session. The email also included a link to the City’s Development Map website with the file number.

B&A has consolidated the most frequent questions received during the information session and will send the FAQ to the registrants, attendees, HOA and CA to further share information. B&A has also committed to providing interest holders with an update as the application progresses.