



OUTREACH REPORT

1029 Russet Road NW

PE2026-00039

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PROJECT BACKGROUND

Overview

The subject site at **1029 Russet Road NE** is currently designated **Commercial – Neighbourhood 2 (C-N2)** and is located within a primarily low-density residential area in the community of Renfrew. The site currently contains small-scale commercial uses, including a medical office and café.

The initial development concept explored a **Direct Control (DC) redesignation** to enable a **4-storey mixed-use seniors-oriented building**, including assisted living units, commercial space, and an underground parkade. This concept was developed in response to the landowner's objective to provide a viable project that could support structured parking and retain existing community-serving uses.

Through engagement with the City of Calgary and the surrounding community, and following review of policy alignment and feasibility considerations, the proposed land use approach has evolved.

The application is now being advanced as a **standard Multi-Use General (M-U1) redesignation with a 3-storey height modifier**, which would allow for:

- **Approximately 34 residential condominium units**
- **Retention of two ground-floor commercial units**
- **Surface parking (no underground parkade)**

This revised approach aligns with the Local Area Plan (LAP) and existing planning framework and represents a lower-scale, policy-compliant development scenario.

ENGAGEMENT SUMMARY

Outreach Tactics & Techniques

A range of outreach tactics and techniques were used, including print materials, open houses, invite meetings, public displays, and direct feedback channels, consistent with the City of Calgary’s Outreach Tactics & Techniques framework.

The public open houses generated a high level of interest and participation from the surrounding community, with attendance increasing between the first and second sessions. The second open house, in particular, was characterized by **strong and highly engaged dialogue**, with participants expressing a wide range of perspectives on the proposal. Many attendees took the opportunity to ask detailed questions, share concerns, and engage directly with the project team over an extended period.

The discussions reflected a **significant level of concern regarding the scale and nature of the initial proposal**, as well as broader questions about planning policy, process, and long-term neighbourhood change. The strong level of engagement provided valuable insight into community priorities and areas of sensitivity, particularly related to height, parking, land use, and alignment with the Local Area Plan.

In response, the project team focused on **actively listening, documenting feedback, and providing clarification where possible**, while also acknowledging areas where additional information or refinement was needed. The volume and intensity of feedback reinforced the importance of continued dialogue and careful consideration of community input. This engagement directly informed the subsequent evolution of the proposal toward a more policy-aligned and contextually responsive development approach.



Outreach Activity	Technique
Direct delivery / mailing / emailing of flyers: 90 neighbours for 1 st Open House, and 100 neighbours for 2 nd Open House (map to the above)	Print Materials
Digital meeting with the Renfrew Community Association Planning Committee Interim Chair	Invite Meetings
Two Public Open Houses	Open House
Email feedback form, direct contact email and phone number provided on flyers and website	Email Feedback

ENGAGEMENT TIMELINE

October 30, 2025 – Community Association Planning Committee

- Introduction of project to Planning Committee
- Concerns about height and alignment with newly completed LAP
- Feedback positive about intended Uses and redevelopment generally, concerns about height

November 2026 – First Public Open House

- Introduced initial concept (4-storey mixed-use with parkade)
- Approximately 60 attendees
- Feedback focused on height, parking, traffic, and neighbourhood fit

March 2026 – Second Public Open House

- Presented revised concepts: 4th floor step-backs, assisted living use focus, more residential design images presented (AI generated)
- Approximately 65+ attendees
- Meeting characterized by strong and engaged participation
- Significant escalation in concerns and discussion

March–April 2026 – City & Stakeholder Review

- Ongoing discussions with City Administration via pre-application
- Review of policy alignment and feasibility
- Determination to proceed with standard M-U1 redesignation at 3-storeys with at-grade parking

WHAT WE HEARD

First Open House (November 28, 2026)

Key themes from the first open house included:

Building Height & Scale

- Concerns that a 4-storey building was out of scale with surrounding homes
- Preference for development that aligns with neighbourhood context

Parking & Traffic

- Strong concern about on-street parking pressure
- Concerns regarding traffic volumes and pedestrian safety, particularly at nearby intersections

Design Character

- Desire for a more residential architectural expression

Neighbourhood Fit

- General support for redevelopment, but preference for lower density and appropriate use

Second Public Open House (March 24, 2026)

Clarity & Trust

- Concerns about changing or unclear project details
- Skepticism regarding renderings and presented information

Assisted Living Use

- Requests for clear definition and enforceability of Assisted Living definition in Land Use Bylaw
- Concerns about potential future conversion to condominium uses

Process & Transparency

- Frustration that key details are not finalized at the rezoning stage

Local Area Plan (LAP)

- Strong sentiment that the LAP represents a long-term community commitment
- Concerns about exceeding intended height limits

Precedent & Neighbourhood Change

- Concern that approval could set a precedent for increased density

Operational Impacts

- Questions regarding staffing, service vehicles, waste, and day-to-day operations

WHAT WE DID

Strong community email correspondence and direct feedback at the two open houses altered the developer’s approach on the site.

Initial Proposal	Revised Approach	Responds To
<p>Massing & Height Initial proposal: 4-storey building with step-backs</p>	<p>3-storey building consistent with LAP Map 4: Building Scale</p>	<ul style="list-style-type: none"> • Community concerns regarding contextual height and LAP • City policy direction limiting height
<p>Use & Program Assisted living / seniors-oriented housing controlled by Uses allowed in DC</p>	<p>Standard residential condominium units</p>	<ul style="list-style-type: none"> • Concerns regarding definition, enforceability, and long-term certainty of use • Alignment with existing zoning framework and LAP
<p>Parking Strategy Underground parkade</p>	<p>Surface parking meeting bylaw requirements</p>	<ul style="list-style-type: none"> • Feasibility considerations • Alignment with a lower-density development form
<p>Land Use Strategy Direct Control (DC) redesignation to control uses and add chamfers for 4th floor on street sides of development</p>	<p>Standard M-U1 redesignation with 3-storey modifier</p>	<ul style="list-style-type: none"> • City feedback regarding policy alignment • DC requirement threshold • Community concerns regarding precedent and scale
<p>Commercial Uses Medical use and small retail</p>	<p>Retained in revised proposal</p>	<ul style="list-style-type: none"> • Positive feedback regarding existing local-serving businesses • Desire to maintain neighbourhood-serving amenities

CONCLUSION

The engagement process demonstrated a **high level of community interest and participation**, with feedback playing a significant role in shaping the evolution of the project.

While the initial proposal explored a more intensive development supported by a Direct Control bylaw, feedback from both the Community and City Administration identified substantial concerns related to height, scale, use, and policy alignment.

In response, the project has been revised to a lower-scale, policy-compliant development that:

- Aligns with the Local Area Plan
- Reduces overall building height and intensity
- Maintains neighbourhood-serving commercial uses
- Eliminates the need for a Direct Control bylaw

The Applicant remains committed to ongoing communication and transparency as the project advances through the formal application and Development Permit stages.