

# Applicant Outreach Summary

## **Community Outreach Strategy For 4724 and 4728 Stanley Road SW**

### **Introduction**

As a part of this land use application, the project team will be undertaking a robust public engagement strategy. This process commences upon submission of the LOC and will provide opportunities across a variety of online platforms for stakeholders to learn about the vision and share their comments and questions. |

**The project team is in the early stages of designing a future development concept and will heavily rely on stakeholder input during the land use application to refine the future design of the development.**

### **Outreach Strategy**

The project team has designed an integrated distanced information sharing strategy for consultation to reach nearby property owners, the Britannia Community Association and Ward 11 Councilor office. The following strategies have been implemented:

#### **Project Mailer & Advertorial**

A mail advertorial consisting of a design rendering, key messaging and the project team's contact information is designed to be circulated to all nearby property owners to introduce the concept and invite stakeholders to contact the project team online if there are any comments or questions.

#### **Virtual Meetings**

The project team is prepared to meet both the Community Association and Ward Office to introduce the design concept and field questions to ensure a future development aligns well with applicable planning policies and existing building form within the community.

#### **Findings**

Once the public outreach process is complete, the project team will submit a "what we heard" report that outlines all participating stakeholders and identifies highlighted themes and the project team's responses. The project team will submit this report directly to the City Administration to include in the report to Planning Commission and Council.