

# Applicant Outreach Summary



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

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

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**Project name:**

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)

We delivered 150 marketing door knockers with the location of the project and a rendering of the proposed development to all surrounding residents and businesses. On the marketing piece it indicated our website [www.LWPhighlandpark.ca](http://www.LWPhighlandpark.ca), where residence were encouraged to click on the "comments & questions" in the navigation bar, and provide feedback on the project, both concerns and possible solutions we could address with our design. On the door knocker it indicated a community Zoom call, to which the link will be posted on our website 48hrs prior to the zoom call date. The date of the call was printed on the door knocker and it is advertised on the website for Thursday March 18th at 6:30pm & again on April 1st at 6:30pm.

**Stakeholders**

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

Home owners  
Residence  
local businesses



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### **What did you hear?**

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

While delivering the door knockers some residence asked what it was regarding. When the development was explained and the rendering was shown there was little to no concern. Most people were already familiar with the 4-plex developments as there are a fair number of new developments with 4-plex builds and new 25' (skinny homes) with secondary suites in the area. The only question that was raised twice was "will you be building a garage" when we explained that we were building a 4 car garage, people were happy to hear that we were allowing for some parking. Businesses in the area were very supportive. A fair number of restaurants in the area had mentioned that takeout had increased dramatically over the past 2 years with the new development in the area of Highland Park. Hopefully when COVID-19 settles patrons will be able to walk to their restaurants and dine in.

### **How did stakeholder 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.

We are hoping to get feedback from residence on our outreach approach so that we can incorporate some of the feedback into our design if possible. The people and businesses we were in contact with, felt the proposed design of our development was modern and timeless. We had great feedback on EV charges in the garages.

### **How did you close the loop with stakeholders?**

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

Our plan is to constantly update our website and keep residence of Highland Park updated with our final design and build timelines on our website and email list.