

# Applicant Outreach Summary

2021 August 6

## Community Association

Date: April 20, 2021

Location: Zoom meeting with on-going communication via email

Content:

We held an online meeting with the President and the Director of Development for the Highland Park Community Association (HPCA) to share our proposal for the site, gather initial feedback, and address any potential concerns.

Feedback:

The CA was supportive of the proposed density at this location as well as the initial development concept. The CA is interested in seeing public realm improvements, such as sidewalks and street trees, along 40 Avenue NE. They are also supportive of potential commercial uses at this location.

## Greenview Industrial BIA

Date: June 16, 2021

Location: Email

Content:

We also reached out to the Greenview Industrial Business Improvement Association to share our proposal and gather feedback from nearby businesses, but received no response from the BIA.

## Postcard

Date: distributed on May 31, 2021

Content:

We created and distributed a postcard to advertise the online information session and provide our contact information should anyone have any questions about the application. The postcard was mailed to 1,247 addresses surrounding the site.



Front of postcard.



Back of postcard.

## Project Website

Date: published on May 27, 2021

### Content:

We developed a project specific website to application information and status updates as needed. The website URL was also included on the postcard.

The website can be viewed at: [cultivateideas.ca/highland-park-centre-a-street](https://cultivateideas.ca/highland-park-centre-a-street)



Screenshot of project website.

## Online Information Session

Date: June 16, 2021

Location: Online via Zoom

### Content:

We held an online information session to share our proposed land use redesignation and development concept with the public. We shared our initial concept plan and render, provided an overview of the redesignation process, and answered questions & collected feedback from participants.

### Attendees

There were a total of 9 attendees to the online information session, including the President and the Development Director of the Highland Park Community Association (HPCA), the Ward Councillor, and 2 members of the Wing Kei Board of Directors. The Director of the Thorncliffe Greenview Community Association (TGCA) was also in attendance.

### Overview

Attendees were supportive of the proposed concept and land use change overall, but were mainly interested in seeing streetscape improvements (sidewalks, boulevard trees, etc.) to increase connectivity and liveliness of the public realm between Centre Street (and the future LRT station) and 1 Street NE.

### Discussion Topics

#### BUILDING HEIGHT:

Attendees were supportive of the proposed building height, indicating preference towards increasing the density of this location in support of the future Green Line LRT station. There were also positive comments on how the slope existing on the site will help manage the future building interface and transition with adjacent single-family homes by focusing the highest portions of the building at the corner of 40 Ave and Centre A Street.

It was noted that the Proposed North Hill Local Area Plan identifies this site as having a “low” business scale (up to 6 storeys) as part of the “40 Avenue Transition Zone”.

#### HOUSING TYPES/PRODUCT MIX:

There was extensive discussion on potential housing types in the concept, including whether they would be condos or rental units, unit layout (1 or 2br, etc.) , number of total units, and projected population. Attendees indicated a preference for larger condo units rather than smaller rental units.

The members of the HPCA requested confirmation on the number of units included in the design concept. We have since provided them with this information and have received no additional comments yet.

#### TECHNICAL ASPECTS:

Some attendees had questions about how technical aspects of the site will be managed, including whether or not there are any geotechnical studies done for the area and how stormwater will be dealt with. There was a question about how the existing overhead powerlines will be managed in the future.

#### TRAFFIC MANAGEMENT:

The existing traffic issues at Centre Street and 40 Ave were identified by attendees, specifically how the southbound left turn from 41 Ave onto Centre A Street can prove problematic given the lack of traffic lights and the angle of the road going down the hill.

#### STREETSCAPE IMPROVEMENTS:

Attendees were interested in seeing improvements to the streetscape adjacent to our site, as well as through the “triangle” site located directly North East to improve pedestrian connections from Centre Street and the future LRT Station to 1 Street NE and the Greenview Industrial Area.

### Engagement Next Steps

The following items are identified as next steps with regards to engagement and community outreach:

- Continue regular communication with the HPCA
- Provide updates on our project website as needed
- Continue to compile any feedback we receive