

# Applicant Outreach Summary

February 2, 2022

# O2

## Engagement Summary

O2 Planning & Design advanced an engagement strategy in an effort to share the proposed development application, receive feedback from interested stakeholders and implement revisions to the proposed application through several mediums. Community Engagement has remained a continuous effort throughout the land use application process to ensure information was updated, and access to milestones was shared. Efforts were made to engage with the public through Covid-friendly methods with public interest high.

The following engagement strategies were implemented:

- Community Association
- Project Website
- Notice Posting
- Public Discussion

### Mount Pleasant Community Association

The Mount Pleasant Community Association has a Development Committee that reviews and provides comments on land use matters throughout the Mount Pleasant Community. Two virtual presentations between O2 Planning & Design and the Community Association were held firstly on September 14<sup>th</sup>, 2021 to discuss the original application and secondly on December 14<sup>th</sup>, 2021 to discuss the revised application. After receiving feedback from the Community Association on the original application, the application was revised and formally presented again to conform with the urban form categories and building scale modifiers of the Local Area Plan. The revised application (12 storeys/10 FAR) and massing was presented to the neighbouring communities of Tuxedo Park and Crescent Heights Community Associations.

### What we Heard

The revised application was well received during the meeting and the Mount Pleasant CA has provided correspondence communicating their support for the proposed height (50m) and density (10FAR). The community association did not express any concern with the proposed density or massing. We have no outstanding issues with the Community Association regarding the Land Use Application.

### Project Website

A Project Website was prepared to communicate the Local Plan Amendment and Land Use Amendment Application to the public in a Covid-friendly manner. Since the original submission, the website has been updated to reflect the revised application and maintained a form through which members of the public could provide direct feedback to the project team. By allowing residents to provide feedback on the project from the comfort of their own home, and at their convenience, the project website was able to receive additional feedback regarding the revised application from a variety of public opinions.

### What we Heard

We received twenty-seven (27) written responses from members of the public in total. Several residents expressed support for redevelopment on the site, particularly to revitalize 16 Avenue NW and see increased commercial uses in the area. Several residents expressed concern with the proposed height of the northern parcel, but also interested to see the existing Local Area Plan implemented.

O2

### **Public Notice Posting**

A public notice board was posted on the subject site in compliance with the City's notice posting standards. Since the revised application, an updated notice posting has been placed on the subject site to illustrate the revisions to the application. The posting included contact information for the project team, enabling the public to provide direct feedback on the proposed redesignation to the applicant.

### **What we Heard**

On the original application, we received three (3) phone calls from members of the public interested to understand the engagement process for the project and express their concern for the parking implications and proposed building height. A project team member provided a response either via phone or email to each resident and directed them to the project website for additional information. Since the application has been revised, we have not received additional phone calls regarding the application.

### **Public Discussion**

Through the formal application process members of the public were able to formally submit comments to Administration regarding the application.

### **What we Heard**

Through Administration, the file manager received fifty-four (54) public comments based on the original submission from members of the public. To date, we are not aware of any additional comments provided to Administration regarding the revised application.

### **Revisions to the Application**

Comments received from the Community Association, the website, notice posting and members of the community resulted in a substantial review of the application. The proposed development was amended to conform with the North Hill Communities Local Area Plan, proposing the permitted urban form categories and scale modifiers permitted on the site. The revised land use proposes the "Mid" urban scale modifier (maximum of 12 storeys) on the south side of the site and the "Low" urban scale modifier (maximum of 6 storeys) on the north. A revised massing study has been conducted to showcase how the proposed density could be developed based on the MU-1/ MU-2 Bylaw requirements and urban form categories of the Local Area Plan.

The revised application responds to the feedback received from Administration, the Community Association and members of the public to advance an application which aligns with the policies of the North Hill Communities Local Area Plan (NHCLAP).