

# Applicant Outreach Summary

## Engagement Summary – LOC2023-0149

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O2 is committed to meaningful engagement, engaging with the community, and interested stakeholders through a variety of tactics. The following engagement strategies were implemented:

- Project Website
- Postcard Mailer
- On-site signage
- Public Open House
- Meetings with the Marda Loop Community Association and Business Improvement Association

### Project Website

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A Project Website [www.engage34avenue.com](http://www.engage34avenue.com) was prepared to communicate the Land Use Amendment and Area Redevelopment Plan Application to the public. The website included 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 created a greater opportunity for a variety of public opinions to be heard. Two comments were received through the project website which highlighted concerns for the potential building massing, site design and parking/site mobility.

### On-site signage

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On-site signage (public notice) was posted on the subject site in compliance with the City's notice posting standards. The posting included contact information for the project team, enabling the public to provide direct feedback on the proposed redesignation to the applicant or file manager. No comments were received from on-site signage.

### Postcard Mailers

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Approximately 225 postcard mailers were distributed in advance of the in-person public open house to notify neighbours of the upcoming engagement and direct them to the project website for additional information.

## In-Person Open House

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Members of the public were invited to attend an in-person open house held at the Marda Loop Community Association on June 28<sup>th</sup>, 2023, to learn about the proposed land use application and provide feedback. Approximately 25-30 residents attended to review the open house boards, provide feedback, and ask questions. Representation from the Marda Loop Community Association and Marda Loop BIA were present during the meeting.

Key comments/concerns included:

- Massing concerns regarding building interface with adjacent properties and broader community.
- Request for additional ground floor commercial to support increased space for commercial buildings.
- Concern about increased traffic and questions regarding parking and the number of stalls proposed.
- Concern regarding shadowing and overlook on adjacent homes.
- Questions regarding construction timeline, the number of units, garbage/recycling pick-up and parking were also raised.

## Discussion with the Marda Loop Community Association

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The applicant team met with the Marda Loop Community Association on May 1<sup>st</sup>, 2023 to present the proposed application, request feedback and answer questions before a formal application was submitted.

Key comments/concerns included:

- A request to provide 1:1 parking for the residential component of the site to mitigate on-street parking and congestion concerns in the immediate area.
- Request to consider site design and building articulation as residents will be interested to understand potential massing and design of the site.
- Request to integrate the development application with the Main Streets program for consistency.
- Preliminary design suggestions related to landscaping, increasing the tree canopy, and building articulation.
- Questions related to the community outreach strategy and the process for engagement.

## Discussion with the Marda Loop Business Improvement Association

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The applicant team met with the Marda Loop Business Improvement Association on May 15<sup>th</sup>, 2023 to present the proposed application, request feedback and answer questions before a formal application was submitted.

Key comments included:

- Concern for the proposed building height and density and the need for an ARP Amendment to support the proposed application.
- Request the proposed application is integrated appropriately with the Main Streets program and additional landscaping is provided.
- Detailed site design comments regarding number of units, rental versus condominium.
- Request for 1:1 parking ratio to reduce on-street parking and questions regarding site access.
- Concern for future building design and a request for building articulation drawings.
- Questions regarding the future of existing commercial tenants on site.
- Questions regarding the size of future commercial units.