

# Applicant Outreach Summary

2024 April 8



WHAT WE HEARD REPORT: OUR APPLICANT OUTREACH SUMMARY - LOC2023-0371

## Our Community Outreach Strategy + Process



### Mailing Campaign

Mailers were sent to 57 business condo owners and 12 homes within 200 metres of the project site providing notification of the project and an invitation to engage the project team. Hand delivering of mailers was not sufficient, as most owners in the Westwinds Business Park do not occupy the physical premises.



### Notice Letter

A notice letter was sent to the Ward Councilor's Office providing a project overview, reasons for the application of Land Use Amendment and to welcome any questions and continued dialogue.



### Phone, Voicemail & Email

A phone line equipped with voicemail, email address and a QR code was shared with stakeholders to provide a direct communication channel to reach the project team.



### Distanced Face-to-Face Meetings

The project team was prepared to virtually meet with Ward Councilor and interested stakeholders to share project information and foster conversations.

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## Comment Themes + Our Responses

### Outreach Process

Our best practices for outreach was designed to share information on the development vision and provide communication channels for interested stakeholders to share their queries and thoughts early in the review process with the intent of maintaining a respectful and transparent dialogue.

### Stakeholder Feedback + What We Heard

To date, the project team has received 3 letters supporting the application for Land Use Amendment. All letters of support have been attached to this What We Heard Report to inform City Administration, Planning Commission and Council.

The project team is pleased to keep the communication lines open throughout the entire review process and will update the City Administration, Planning Commission and Council on any feedback that is received.

### Our Philosophy to Applicant-Led Outreach

Since no single design solution can satisfy all stakeholders involved, the project team cannot integrate everything suggested by all neighbours. As a result, our promise is to continue to be open and transparent about how we reach our conclusions while cultivating a constructive dialogue and we are pleased to abide by Council's visions for the areas and communities we serve.

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