

Applicant Outreach Summary

2024 March 8



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: 4t Street & 14 Street Mixed Use Development

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)

Our strategy included outreach to the local community and business groups and this was accomplished through virtual meeting sessions with key representatives from the respective groups to present the concept, similar to the information that was provided to UDRP. We also were prepared to respond to any interested parties that reached out to us through the large notice posting.

Outreach began in 2021 when the application was first submitted and we have maintained occasional dialogue with the various groups.

Affected Parties

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

The conceptual design was presented to the Beltline Neighbourhood Association and the Victoria Park BIA when the DP application was first submitted. In addition, coordination with the landowners/developers to the south has also occurred throughout their land use and DP approval process.

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What did you hear?

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

The project was generally well received with the special attention on the quality of the public realm and amenities along the public streets (4th Street and 14th Avenue).

How did 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.

Additional design attention was given to the building details to further enliven the facades facing the public streets. In addition, facade treatments facing the lane along the south was also further refined.

How did you close the loop ?

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

We continue to maintain contact with the interested groups, albeit not recently as the design has remained generally the same as we last presented to them.

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