

Applicant Outreach Summary

2024 April 1



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name:

Did you conduct community outreach on your application? YES or NO

If no, please provide your rationale for why you did not conduct outreach.

Our land use change does not contemplate any construction or development, and is instead focused on allowing a low impact different type of business at our property than the IG designation allows. We scored a 1A on the assessment tool and felt the minimal changes and the fact there are many similar businesses in the area to the ones we want to allow tenancy to at Shedpoint would make outreach burdensome to our community neighbours. That being said, we still completed some steps to engage the community, which are highlighted below.

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)

Shedpoint has had continuous dialogue and consultation over the last 6 months with our 64 small business members, on the land use change to allow for some retail and assess support or concerns. There were no concerns, only support for the change.

1. We engaged our membership to share the proposed Land Use Change with their customer base, to voice their support or objection to such land use designation changes. No objections made and some support letters were submitted.
2. Land Use Change signs were displayed for the duration of our required 25-day period, in two locations in vehicle and passerby directions. No public objections.
3. Discussing the Land Use Change on weekly tours of potential small business and warehouse members. No objections were made, only excitement and support.
4. Discussed the Land Use Change with five surrounding businesses who asked if the change would affect their business – with no effects to their business. This consisted of the yard tenants who occupy the 4 acre plot behind our warehouse facility.

Affected Parties

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

1. Shedpoint small business member base
2. Yard tenants behind our warehouse facility
3. General public via posted Land Use Change Sign

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What did you hear?

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

No issues were raised, as this application was done out of request by our small business member base. Because there is no construction, direct or indirect impact to businesses outside of our warehouse, no external issues were raised.

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.

They did not influence the application decision, as we are only changing the land use designation.

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)

The loop was closed by articulating there would be no material impact to businesses in our facility or surrounding it, only opportunity for internal warehouse members to operate their businesses with land use alignment.

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Community Outreach Assessment Tool

The City has created this optional assessment tool which is designed to help you navigate the decision to undertake outreach and provides guidance on high-level outreach considerations based on the impact of your proposed project and the community complexity.

When filling this out, it can be helpful to do some initial research into past projects in the area as this will help inform your answers for more accurate results. Also, ensure when you are answering these that you are putting yourself in the shoes of the community. Remember that how you answer today, is reflective of the context of today and isn't a guarantee that no issues will arise in the future as you move through your process.

COMMUNITY IMPACT	1 Point	2 Points	3 Points	Enter Values
How similar is your project to what already exists in the community?	Similar projects exist in the community and is a low level of change for community.	Community is not that familiar with this project type and will be a moderate change.	Major change or redevelopment being proposed and likely a big change for the community.	1 ▼
What is the duration of your project (to occupancy)?	Under 2 years	3 - 5 years	5 + years	1 ▼
How broadly will this project impact the surrounding community?	Likely to affect immediate neighbours.	Could have an impact within a few blocks.	Likely to have an impact community - wide.	1 ▼
How common is redevelopment within the community?	Redevelopment is common in community.	Moderate redevelopment has occurred.	Little to no redevelopment has occurred.	1 ▼
TOTAL				4
COMMUNITY COMPLEXITY	1 Point	2 Points	3 Points	Enter Values
How do you anticipate the community will react to this project?	Little attention - project unlikely to be a public issue.	Anticipate there will be some attention. Disagreement or differing opinions are expected.	Anticipate this to be a highly sensitive issue.	1 ▼
How inclined will the community be to accept this project?	Likely minimal to no issues anticipated.	Some issues anticipated.	Many issues are anticipated.	1 ▼
What level of influence does the community have over project decisions?	No decisions open for input, willing to inform the community of project details.	Willing to listen to community and learn about their ideas and respond where possible	Willing to collect input to influence specific project decisions.	1 ▼
TOTAL				3

IMPACT SCORE

4 to 6 1
7 to 9 2
10 to 12 3

COMPLEXITY SCORE

3 to 5 A
6 to 9 B

		COMMUNITY COMPLEXITY	
COMMUNITY IMPACT	3A	3B	
	2A	2B	
	1A	1B	

Your Project's Score:

1 A

Outreach Approach Assessment	
Direct approach (1A, 1B)	Your project is likely of low impact to the community and is not proposing a major change or disruption. For higher complexity, you may have to put a bit more effort in developing content to educate and inform the community about your project details. Consider choosing 2 - 3 tactics suited for a targeted audience*.
Moderate approach (2A, 3A)	Your project is of medium to high impact for the community, but is not very complex and likely little attention and/or issues are expected. Given the level of impact consider expanding your reach beyond the immediate neighbours to inform them of the project details and collect input if needed. Consider choosing 4 - 6 tactics for a range of targeted and broader audiences*.
Comprehensive approach (2B, 3B)	Your project is of medium to high impact for the community, and of higher complexity. There are likely issues that will need to be mitigated and addressed and extra effort will be needed to educate and inform the community about your project. Consider a broader approach with the community and be open to an iterative process with multiple tactics where input could help inform better decisions*.

*For an overview of outreach tactics and techniques you could consider, click [here](#).

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