

# Applicant Outreach Summary

## 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 <input type="text"/>
What is the duration of your project (to occupancy)?	Under 2 years	3 - 5 years	5 + years	2 <input type="text"/>
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 <input type="text"/>
How common is redevelopment within the community?	Redevelopment is common in community.	Moderate redevelopment has occurred.	Little to no redevelopment has occurred.	2 <input type="text"/>
<b>TOTAL</b>				<b>6</b>
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 <input type="text"/>
How inclined will the community be to accept this project?	Likely minimal to no issues anticipated.	Some issues anticipated.	Many issues are anticipated.	1 <input type="text"/>
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.	2 <input type="text"/>
<b>TOTAL</b>				<b>4</b>

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

Your Project's Score:

1 A

Outreach Approach Assessment	
<b>Direct approach</b> (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*.
<b>Moderate approach</b> (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*
<b>Comprehensive approach</b> (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](#).



## Community Outreach on Planning & Development Applicant-led Outreach Summary

**Please complete this form and include with your application submission.**

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**Project name:** Hanson Apartments

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)

See attached

### **Affected Parties**

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

Acadia Community Association and Ward 11 Counsellor.

### Acadia Community Association

On May 13, 2024, we emailed the president of the Acadia Community Association copies of the building plans for the proposed apartment building. The president called our office and left a voice mail message and on May 15, 2024, we emailed him confirming the voicemail and confirming his advice that Acadia would support our project. On July 23, 2024, we emailed copies of the application and further plans/designs for the apartment building. Recently we connected with the President (requesting a letter of support). He said that he would call Ben, the assigned planner

### Ward 11 Counsellor

On July 30, 2024 we emailed Counsellor Penner the same package and info we sent the Acadia Community Association. On July 31, 2024 her office asked to set up a virtual meeting. That meeting was scheduled for August 12, 2024, but did not proceed due to technical difficulties on our end. We emailed her on August 12, 2024 to provide a more detailed history on the site. The meeting was rescheduled to August 14, 2024. However, that meeting did not proceed and we received Ms. Penner's response by email. We again sent more info, along with some photos of the site and invited her to come to our site so we could give a tour and explain our plans, so she that she could see, in more detail, the amenities of our site. We received an email that day from Phil Fulton of her office thanking us for sending that email and photos, but we have not had any reply from them since then. We have decided to accept the advice from the city to apply to rezone the entire lot (instead of just a portion) and provide a future concept plan showing more possible multi family redevelopment on the site, in the decades to come.

We are attaching copies of the relevant emails for the City's review.



## Community Outreach for Planning & Development Applicant-led Outreach Summary

### What did you hear?

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

Acadia Community Association has no issue and supports our plan

Ward 11 Councillor, Ms. Penner had, based on certain assumptions expressed uncertainty as to whether she would support our project. She expressed concern about the isolated nature of the parcel in consideration of the surrounding buildings, their potential for redevelopment in a broader context, and their respective uses. We responded with a detailed answer and photos to address the errors in assumptions. Our emails to and from her office are attached.

### 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.

To address the ward 11 Councillor's input, apart from writing back to her as aforesaid, we accepted advice from the City planning to amend our change of use application to cover the entire site and provide a concept for potential future redevelopment on our site, in the decades to come (which includes possible other apartment buildings).

### 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)

When submitting the amended application having provided her with the August 12, 2024 explanation and photos. We will send Ms. Penner the concept drawing for possible future redevelopment on our site and let her know that we are, as recommended, now applying to rezone the entire site.