

Applicant Outreach Summary

2025 September 16



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: Aurora 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)

We engaged in 3 outreach activities addressing different elements of the community-individual, general community and governmental.

2025.06.24: Pre- application meeting with city planner to discuss our strategic approach and community engagement the rezoning application and the local area plan.

2025.06.02: We reached out to the local community association to let them know of our plans for the land use re-designation. We offered to do an in person presentation of similar information attached with this application to the community but were told it wasn't necessary. We re-engaged with the community after our pre-application meeting to inform.

2025.06.12: Sent notification of rezoning intent to the ward 7 councillor's office.

2025.07.15: Delivery of postcard style flyer's to surrounding residences and businesses notifying them of the rezoning application with images of the project and scope.

Affected Parties

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

We connected with individual dwellings and businesses surrounding the proposed land use change using a personalized door to door method. We connected with dwelling and businesses within 100m of the rezoning area.

We connected with the local community association.

We connected and reached out to the ward 7 councillor's office. We received notification of the information having been received but no comments or detailed response.

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What did you hear?

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

In relation to the community broadly speaking the response was positive to what was being presented and proposed. Positives were the proposed space around the building having more organization and greenery and an opportunity for a livelier built environment and also accessibility to the site location.

Concerns related to the project generally centered around the density of the development, existing infrastructure and capacity concerns and parking concerns.

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.

We enhanced the positives some of which we did not even perceive as important to the community like the greening of space around the building. So we added planters and potential gardening aspects to balcony and roof top areas. The hope is that this will lead to greater use of the space around the building for enhanced community activity associated with the commercial units.

Parking concerns resulted in more publicly accessible cycling storage to compliment the good public transport provision of Centre Street.

We tried to address the density issue by tempering the mass of the building through a modeling and shadow study exercise to assess building impact.

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 re-informed the community of the changes we had made as a result of the initial comments and the pre-application meeting with the city planner. We sent the community association the revised postcard flyer we would be distributing to the surrounding dwellings and businesses. We also sent the revised flyer to the ward 7 councillor's office.

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