

Applicant Outreach Summary



1.0 INTRODUCTION

Section23 Developments has submitted a Land Use Redesignation application for lands located at **1325, 1251 and 1236 Mahogany Boulevard SE**

The application proposes redesignating the lands to Mixed Use – General (MU-1) to enable development of a pedestrian-oriented village centre with residential uses above street-level commercial space.

The site is located within the Mahogany community and forms part of the village centre area identified in the Mahogany Community Plan.

An engagement program was undertaken to inform nearby residents and interested parties about the proposal and provide opportunities to learn about the project and ask questions.

2.0 ENGAGEMENT APPROACH

The engagement approach focused on providing accessible project information and creating opportunities for residents to learn about the proposal and ask questions.

Engagement activities included:

- a project website
- direct notification to nearby residents
- coordination with the Mahogany Homeowners Association
- a virtual information session
- ongoing correspondence with interested parties

These activities ensured residents had access to project information and opportunities to participate in the engagement process.

3.0 NOTIFICATION AND PROMOTION

Multiple communication methods were used to notify residents and interested parties about the project and the virtual information session.

3.1 Project Website

A project website was launched on October 20, 2025 to serve as the primary source of project information.

The website included a project overview, rationale for the proposed land use redesignation, site location, renderings, project timeline, and contact information.

On January 29, 2026, the website was updated to promote the upcoming virtual information session and provide registration instructions.

3.2 Community Outreach

Email outreach was undertaken with representatives of the Mahogany Community Association and Mahogany Homeowners Association.

The outreach introduced the project, offered opportunities for discussion, and requested assistance sharing event information through community communication channels.

The Mahogany HOA communications team confirmed that event information would be distributed through community communications.

3.3 Community Communications

The Mahogany HOA distributed the event notice through its biweekly e-newsletter on February 4, 2026.

The notice included a promotional postcard and a link to the project website.

Four registrations were received shortly after the newsletter was distributed.

3.4 Direct Notification

On February 5, 2026, 380 postcards were delivered to occupied homes within approximately 300 metres of the site. The postcards provided a brief overview of the project and instructions on how to register for the virtual information session.

3.5 Ongoing Correspondence

Residents contacted the project team with questions prior to the virtual information session. All inquiries received were responded to directly to ensure residents had access to clear information about the proposal.

4.0 ENGAGEMENT ACTIVITY

4.1 Virtual Information Session

A virtual information session was held on February 18, 2026 at 6:30 p.m.

The session included:

- project overview
- explanation of the proposed land use redesignation
- discussion of the project vision and development concept
- overview of the planning process and timeline
- question-and-answer discussion

The presentation explained that the proposed redesignation would enable development of a mixed-use village centre with buildings up to six storeys and ground-floor commercial uses.

Participation included:

- 33 registrations
- 21 live attendees

4.2 Post-Session Engagement

Following the session, all registrants received an email containing:

- presentation slides
- recording of the session
- link to the feedback form

This allowed residents who were unable to attend to review the materials and provide feedback.

5.0 PARTICIPATION SUMMARY

Engagement activities generated interest from residents seeking to learn more about the proposed village centre.

Participation included:

- 380 households notified through postcard distribution
- promotion through the Mahogany HOA e-newsletter
- 33 session registrations
- 21 attendees at the virtual session

Several residents also contacted the project team directly with questions prior to the session.

6.0 WHAT WE HEARD

Feedback received during the engagement process focused primarily on understanding the proposal and future development of the site.

Participants expressed general curiosity about the types of businesses or services that may locate within Mercado Village. Several attendees asked whether specific retailers or restaurants had already been identified.

As discussed during the session, specific tenants are not determined at the land use stage. Leasing decisions occur later in the development process once detailed design advances.

Additional questions related to:

- building height and density
- parking arrangements
- anticipated traffic impacts
- project timeline

These questions were addressed during the session and through follow-up responses to residents.

Overall, engagement feedback reflected interest in learning more about how the proposed village centre may evolve over time.

Questions raised during engagement focused primarily on understanding the proposal and future commercial uses. These discussions helped clarify how the proposed land use supports the long-term vision for a mixed-use village centre in Mahogany and informed how project information is communicated to residents as the application moves through the approval process.

7.0 SUMMARY OF ENGAGEMENT OUTCOMES

The engagement program provided residents and interested parties with opportunities to learn about the proposal and ask questions.

Key outcomes included:

- direct notification to nearby residents
- promotion through community communication channels
- access to project information through the project website
- opportunity to participate in the virtual information session

These activities helped ensure residents were informed about the proposal and the planning process.