



STUART HOWARD  
ARCHITECTS INC

MEMBERS AIBC - RAIC - AIA

*Stuart Howard Architect AIBC FRAIC AIA Principal*  
*W. Neil Robertson Architect AIBC MRAIC AIA Principal*

## Public Engagement Report

To: Stacy Johnson  
Senior Planner, Planning Department  
8550 Young Road,  
Chilliwack, BC  
[sjohnson@chilliwack.com](mailto:sjohnson@chilliwack.com)

From: Daniel Silver  
Intern Architect AIBC,  
Stuart Howard Architects Inc  
405-375 West 5<sup>th</sup> Ave.  
Vancouver, BC

Date Received: October 11, 2023

Received From: Daniel Silver

Folder Number: R2001660

Subject Property: 45495 Luckakuck Way

Council Date: November 7, 2023

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Date: Oct 11<sup>th</sup> 2023

Re: 45495 Luckakuck Way Public Engagement Report

As this proposal is part of The Sardis Neighbourhood Plan, public engagement was required and completed in accordance with The Guide to Undertaking Applicant-to-Neighbour Engagement (January 2021). On May 16<sup>th</sup>, 2023 we engaged with neighbouring properties through an information letter that, per The Guide, was sent to all addresses within 30m of the development. The letter, attached in the appendix, contained a conceptual site plan and described the proposed rezoning and subdivision of 45495 Luckakuck Way to allow for a 1-storey approximately 6,114 sq.ft. C2 zoned building. It also included contact details for neighbours to provide feedback.

Of the 457 residences and 116 businesses that were engaged we received feedback from 2 residents. Their comments are summarized below:

General comments of support:

*The more merchants that we have in a fast-growing Chilliwack the better*

General neutral comments/questions:

*Current retail selection should be improved, what type of commercial building is proposed?*

A report of the mailing route has also been included in the appendix.

Sincerely,

STUART HOWARD ARCHITECTS INC.

Daniel Silver Intern Architect AIBC

APPENDIX  
1.1 Public Engagement Letter

REZONING PUBLIC ENGAGEMENT LETTER

Stuart Howard Architects is seeking community input on a preliminary proposal for a future single storey commercial building on the SE corner of 45495 Luckakuck Way (Cottonwood Centre Mall).

Stuart Howard Architects is pleased to present a proposal under the City of Chilliwack's Sardis Neighbourhood Plan (2020) to rezone and subdivide the property of 45495 Luckakuck Way to allow for a 1-storey (13.15' in height) 6,114 sq. ft. C2 zoned building.

We welcome your input and questions about this proposal. A preliminary site plan has been included below. To provide any feedback or questions for this proposal please contact:  
Dan Silver, Stuart Howard Architects. email: dsilver@stuarthoward.com



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1.2 Mailing Report

**Your Targeting Report**

**Mailing Campaign Details**

05-16-2023

HONEYCOMB DIRECT MAIL INC

Mailing ID 76QXU108574513649361

Thank you for taking advantage of our targeting service - a one stop solution designed to help you get the most out of your Smartmail Marketing™ campaigns.

- Anonymous Precision Targeter users will have their reports saved and accessible for 30 days from the day the report has been generated.
- Signed-In Precision Targeter users will have their reports saved and accessible for 13 months from the day the report has been generated.

Inside, find comprehensive insight into your selected trade area, including:

Variables	
Address Attributes	Houses, Apartments, Farms and Businesses
Number of Mail Pieces	573
Urban / Rural	All
Estimated Delivery Cost	\$100.85
Delivery Mode (Route Type)	Letter Carrier (LC), Rural Route (RR), Suburban Service (SS), General Delivery (GD), Lock Box (LB), Call For (CF), Motorized Route (MR), Direct (DR)
Valid for Mailings From	23-05-12 To 23-05-15
Householder Types	TPC

Below you will find your Route Ranking Report, which provides you with a tabular view of the routes within your trade area ranked according to the value of the selected demographic variable(s). By looking at the "Cumulative Penetration" and the "Cumulative Points of Call" columns, you can easily determine which routes you need to target in order to meet your desired quota.

HONEYCOMB DIRECT MAIL INC

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
V2R	SS0009	CHILLIWACK STN 5	573	573

To avoid transportation charges, you may want to deposit your Neighbourhood Mail™ directly at each postal station responsible for your mailing. The table below provides you with a list of post offices where you need to induct your mailing, and how many pieces must be deposited at each location.

	HOUSES	APARTMENTS	FARMS	BUSINESSES	TOTAL POINTS OF CALL
CHILLIWACK STN S1-46229 YALE RD CHILLIWACK BC V2R 4G0					
<b>TOTAL</b>	45	412	0	116	573
<b>GRAND TOTAL</b>	45	412	0	116	573

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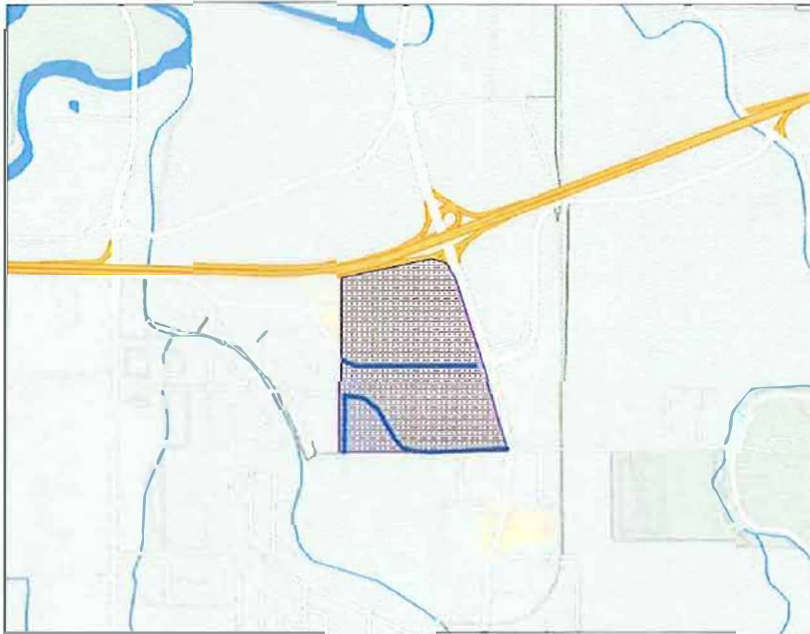
Folder Number: R2001660

Subject Property: 45495 Luctakuck Way

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## Your Targeting Report Route Ranking Report

Reaching the right people with the right message is a key driver of campaign success. The map below shows your selected trade area and the routes that make up your coverage. The routes are color coded according to the penetration of your selected demographic variable(s) to show how closely it matches your ideal prospect.



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