

Public Consultation Strategy

**Elfrida Urban
Boundary Expansion**
City of Hamilton

Prepared for
Elfrida Community
Builders Group Inc.

November 2024



Toronto Office

3 Church Street, Suite 200
Toronto, ON
M5E 1M2

Hamilton Office

1 Main Street East, Suite 200
Hamilton, ON
L8N 1E7

www.bousfields.ca

Urban Planning | Urban Design | Community Engagement

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1 Introduction

This Public Consultation Strategy has been prepared in support of an application for amendments to the Rural Hamilton Official Plan (the “**RHOP**”) and the Urban Hamilton Official Plan (the “**UHOP**”) to remove the lands from the RHOP, and to expand the City’s Urban Boundary to include the Elfrida lands (the “**site**” or “**Elfrida**”) to allow for the future development of a new, complete urban community that incorporates a wide range of uses.

Elfrida is approximately 1,209 hectares in area and is generally bound by Upper Centennial Parkway, Mud Street East, Second Road East and Hendershot Road, Golf Club Road, Trinity Church Road, and a hydro corridor in the City of Hamilton (the “City”). Elfrida consists of multiple individual properties that vary considerably in size, shape and land use.

Elfrida aligns with the historic concession road grid and lots established by the original plans of survey for the Geographic Townships of Binbrook and Saltfleet, located south and north of former Highway 20 respectively. Specifically, Elfrida consists of

seven (7) such ‘lots’ and generally forms an inverse “L” shaped site. The site is located immediately adjacent to the City of Hamilton’s Urban Boundary, including neighbourhoods that provide availability in infrastructure and public service facilities.

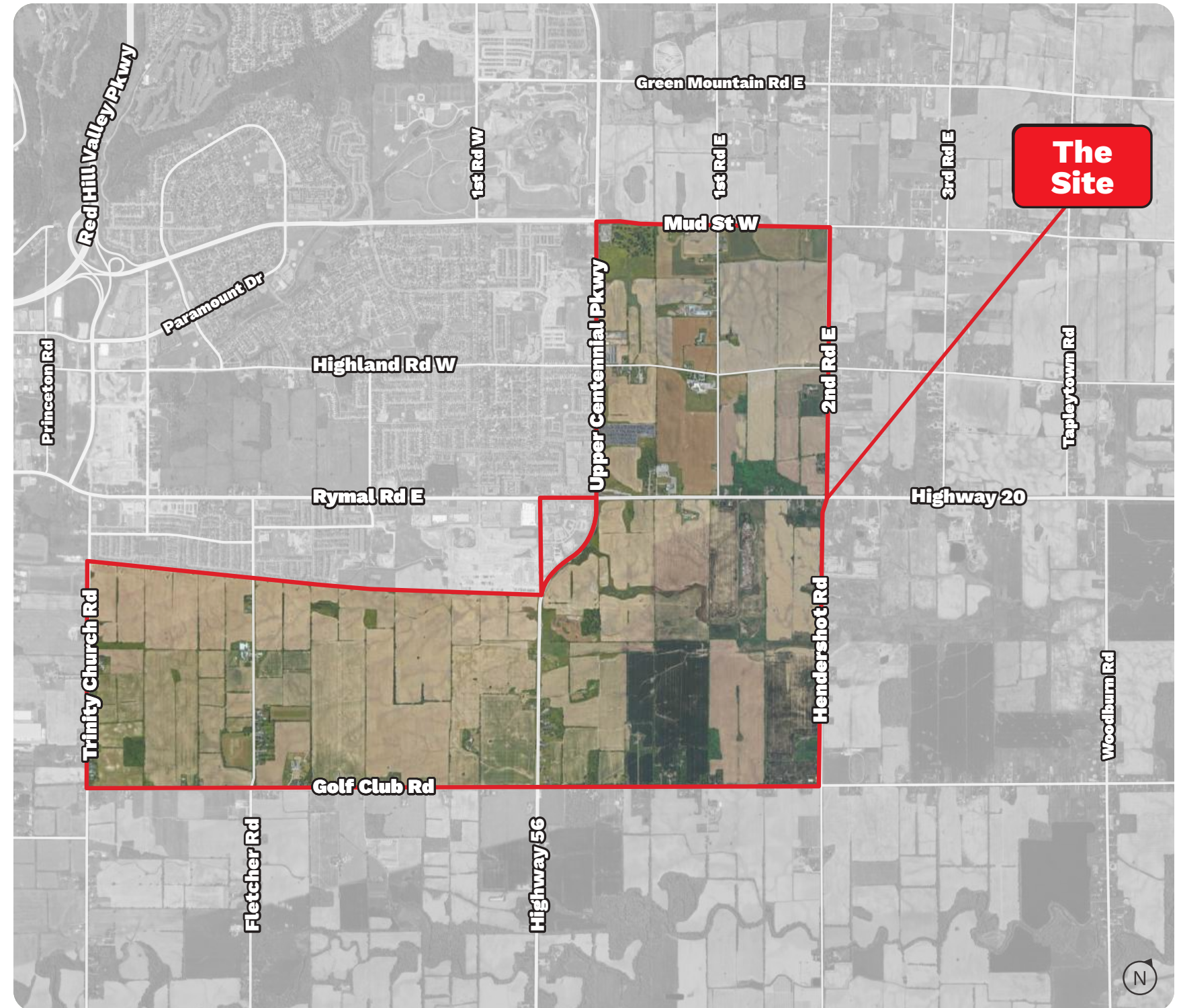
The purpose of the proposed application is to include the site within the City’s Urban Boundary given to allow for their development as a future transit oriented, urban, complete community that could accommodate the City’s future growth. The proposed Official Plan Amendment also establishes a vision for the area and a policy framework to guide a subsequent Secondary Plan process to occur prior to any development. The Public Consultation Strategy will be aligned with and coordinated in conjunction with the approach to Indigenous engagement.

For an understanding of the approach to Indigenous Engagement, please refer to the Indigenous Engagement Strategy included in the submission materials.

2 Proposal Description

Elfrida represents a unique opportunity to plan for and accommodate the City's future growth in a manner consistent with previously prepared reports, studies and infrastructure planning completed by or on behalf of the City. The proposed Settlement Area Boundary Expansion ('SABE') to include the site in the City's Urban Boundary through an Urban Boundary Expansion ('UBE') Official Plan Amendment ('OPA') sets the context for the future growth of Elfrida and the City of Hamilton. The UBE OPA will establish Elfrida as an appropriate location for a future transit oriented, urban, complete community that could accommodate the City's future growth.

The proposal contemplates an amendment to the Rural Hamilton Official Plan to remove Elfrida from the RHOP and an amendment to the Urban Hamilton Official Plan to add Elfrida to the UHOP. The proposed Official Plan Amendments establish a policy framework that outlines subsequent steps, including the supporting plans and studies, to support the preparation of a future Secondary Plan to establish detailed land uses, road networks, intensification areas, among other matters, within Elfrida.

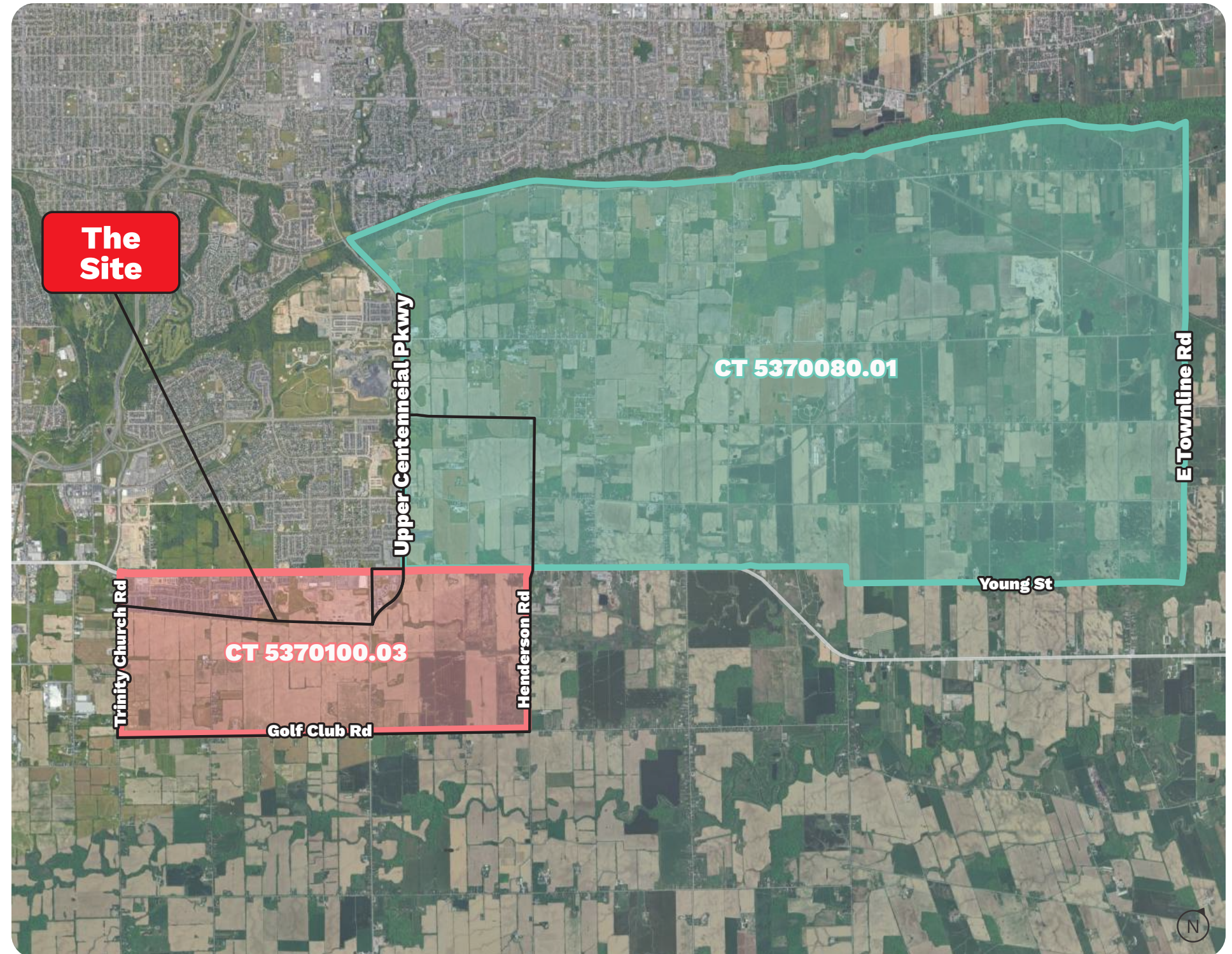


3 Target Audience & Interested Parties

Target Audience

As part of the UBE OPA and consultation process, the applicant and project team considered the demographics of the local area surrounding the site by referring to Statistics Canada data from the 2021 Census.

The site is located in both Ward 9 Upper Stoney Creek and Ward 11 Glanbrook. The site is located within the Elfrida neighbourhood (historic Elfrida Village), is adjacent to the Leckie Park neighbourhood and consists of two Census Tracts: **5370080.01** and **5370100.03**.

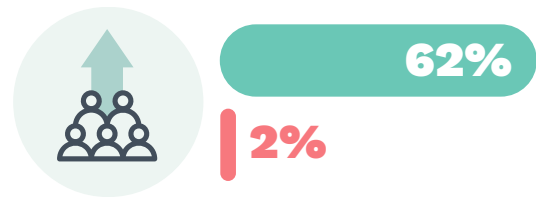


Demographic Profile

Illustrated below are key demographic highlights of the 2021 Census Profile for the Census Tract areas **5370080.01** (the “**North CT**”) and **5370100.03** (the “**South CT**”) which cover the site. A detailed demographic table is provided in **Appendix A**.

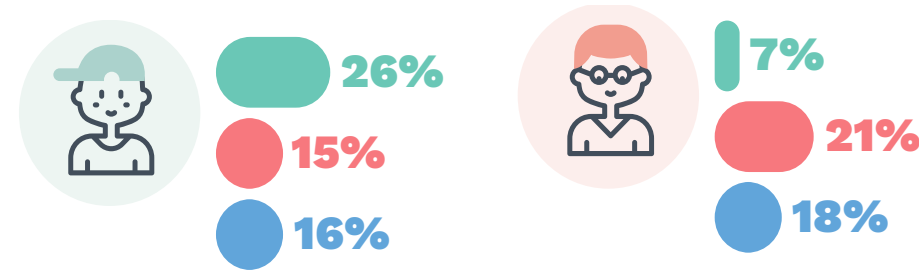
- Local Area (CT 5370080.01)
- Local Area (CT 5370100.03)
- City of Hamilton

Population Change



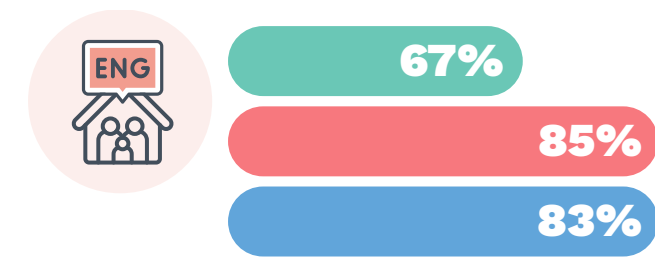
The South CT grew by nearly 62% between 2016-2021 indicating a significant pattern of new development, while the North CT grew by just 2% in comparison.

Age



26% of residents in the South CT are 0-14 years old, which is significantly more than the North CT (15%) and City average (16%). Meanwhile, only 7% of residents are 65+ in the South CT which is significantly less than the North CT (21%) and City average (18%).

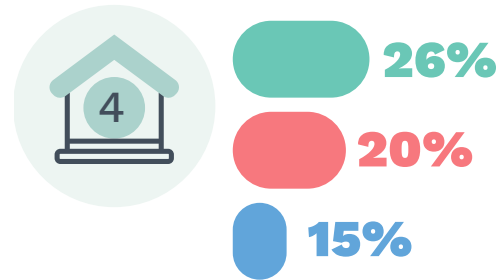
Income



Fewer people speak English at home in the South CT (67%) compared to the North CT and City average (85% and 83%, respectively).

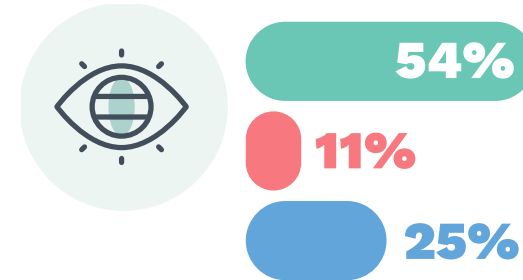
- Local Area (CT 5370080.01)
- Local Area (CT 5370100.03)
- City of Toronto

Income



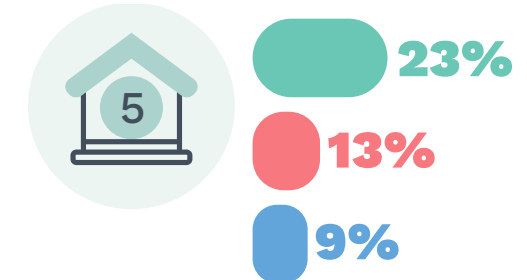
Fewer people speak English at home in the South CT (67%) compared to the North CT and City average (85% and 83%, respectively).

Visible Minority



54% of residents in the South CT are a visible minority, compared to 11% in the North CT and 25% on average City-wide.

Household Size



There are significantly more 4 and 5+ person households in the South CT (26% and 23%) compared to the North CT (20% and 13%) and City average (15% and 9%).

Understanding of Interested Parties

The following interested parties represent an initial list of those who may wish to participate in the engagement process. Other interested groups/ individuals may also choose to engage throughout the application review.



Surrounding Neighbours,
Businesses, and
Landowners

- Once each development block is determined through a Secondary Plan process, neighbours of the site will eventually experience a change in their immediate vicinity in terms of built form, green and open space, public realm, and circulation, as well as short-term construction impacts
- These neighbours include homes and businesses in the Leckie Park neighbourhood to the north and west of the site and the rural homes and businesses (including farmland) that surround the remainder of the site



Community
Organizations

- This site does not fall within the boundaries of any identified community organizations
- Community organizations may identify themselves throughout the process; the applicant and project team will include these groups in the community engagement approach should they make themselves known
 - These groups may include community groups or neighbourhood associations



Ward 9 Councillor
Brad Clark and Ward 11
Councillor Mark Tadeson

- The local Councillors will take an interest in this proposal, both within the broader context of the Ward/Hamilton communities they serve, and within the context of the relationship of this proposal to the residents and interested parties indicated here

Indigenous Engagement

The applicant has prepared an Indigenous Engagement Strategy noting that incorporating Indigenous engagement into the proposal requires a thoughtful, holistic, inclusive approach. To learn more about this approach and the Indigenous Rights Holders and Indigenous communities that will be notified and engaged, please refer to the Indigenous Engagement Strategy.

4 Record of Prior Engagement

Since 2006, the City of Hamilton has undertaken two exercises to assess their future growth, known as the Growth Related Integrated Development Strategy or “GRIDS”. As early as 2006, the City identified that the Elfrida Lands are required to be included within its Urban Boundary to accommodate their future growth projections through 2031 and 2051 and therefore, identified them as an area for future urban growth.

As part of their GRIDS exercises (GRIDS 1 in 2006 and GRIDS 2 in 2017), the City conducted detailed technical study to demonstrate the necessity of the lands being included within its Urban Boundary, including Archaeological Assessments, a draft Subwatershed Study including natural heritage review and a detailed Land Needs Assessment, among other things. These technical studies demonstrated that the City required the introduction of additional lands, including the Elfrida Lands, within their Urban Boundary to accommodate their forecasted growth.

City of Hamilton Staff undertook significant engagement in 2022 respecting the amendments to the Rural and Urban Hamilton Official Plans as part of the GRIDS 2 work, including:

- Outreach to 11 local Indigenous community contacts and 15 Indigenous communities
 - Meetings held in March 2022 the Six Nations of the Grand River Territory, the Hamilton Regional Indian Centre and the Mississaugas of the Credit First Nation
- Virtual Stakeholder Workshop was held on February 24, 2022
 - 26 participants representing local businesses, educational establishments, environmental and agricultural associations
- Two Virtual Open Houses were held on February 17 and 22, 2022
 - 112 participants in total representing members of the public
- Opportunity for email comments were provided throughout the engagement process

5 Public Consultation Tools

Based on the area context, nature of the proposal, demographic profile, and landscape of interested parties, the applicant and project team are proposing a series of tools to communicate and consult with the broader public. These methods may be adjusted based on initial feedback, as well as what is feasible for those parties who express interest in the proposal.



Project Email



Community Open House



Communication with Neighbours, Businesses and Landowners



Public Notice & Notification Sign



Meetings with Interested Parties

Note: please refer to the Indigenous Engagement Strategy with regards to communication and engagement with Indigenous Rights Holders and Indigenous communities.



Project Email

- The applicant will create a project-dedicated email
 - The project email allows the public to communicate directly with the project team about the proposal
- **Timing:** Project email will be made active following application submission and will be accessible 24 hours a day, remaining live throughout the development application process



Communication with Neighbours, Businesses and Landowners

- Communications (in the form of letters or other print materials) may be used to provide information to nearby neighbours about the proposed development
- The project email address for the project will be included on any communications
- **Timing:** Initial communications to be distributed following application submission



Meetings with Interested Parties

- The applicant team will be available for small group meetings with interested groups/individuals, to allow for in-depth communication, consultation and feedback
- The meeting format will be established based on what is most productive and constructive for the interested party
- **Timing:** Meetings with interested parties to occur following application submission



Community Open House

- The applicant team will host a drop-in Community Open House to provide the local community an opportunity to learn more about the proposal
- The event will provide an opportunity to ask questions and provide feedback early on, and engage face-to-face with the project team
 - The drop-in nature of the event will allow the local community to drop by when they are available, to ensure it is convenient for the greatest number of people possible
- A Public Consultation Summary and Comment Response will be provided to City Staff following the event
- **Timing:** Open House to occur following application submission



Public Notice & Notification Sign

- The applicant will follow requirements by the City of Hamilton and post a notification sign on the site
- This sign will provide information about the application and proposed development
- Contact information for the City Planner will be included on the sign
- Formal notices of the applications will be mailed by the City to all property owners within a 120-meter radius of the subject site
- **Timing:** The sign will be installed within 15 days of the applicant receiving the Notice of Complete Application

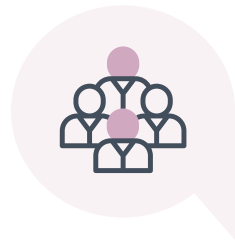
6 Method to Receive & Document Comments

A member of the project team will be present at all public consultation events to document the feedback and questions heard. This information in combination with any feedback received through other forums (e.g. via email), will be summarized and made available to any interested parties upon request.



7 Proposed Participants & Roles

A member of the project team will be present at all consultation events to document the feedback and questions heard. This information in combination with any feedback received through other forums (e.g. via email), will be summarized and made available to any interested parties upon request.



Applicant Team

The applicant will be present at public consultation events related to this development application, whether the applicant is hosting a meeting or supporting City Staff in their public consultation efforts. Project consultants who form a part of the applicant team (e.g. planner, etc.) will participate at various points in the process as needed. They will be present to answer specific questions pertaining to their area of expertise.



City Staff

The applicant welcomes City Staff to participate in the consultation efforts for this proposed development. The applicant will support City Staff in determining when their presence would be most helpful for the community. Their role would be to provide members of the public with information regarding the current policy context, the City's process, and answer any questions representing the City's expertise and perspectives.



Community

Any members of the Hamilton area are welcome to join in the consultation efforts for this proposal, including the interested parties listed within this report. The applicant strives to include all those interested parties in the various consultation efforts for this proposal and hopes that they will assist in sharing any meetings or other consultation efforts with their networks and broader community.

8 Requested City Resources

There are no additional resources, outside of attendance at meetings, requested of the City for the public consultation strategy described herein.

9 Expected/Potential Issues

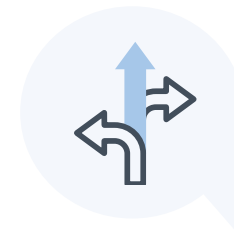
The following list refers to the various topics associated with the proposal that will likely be brought forward for further discussion and engagement:



Site & surrounding area



New roads, services and utilities



Traffic, parking and transportation



Urban Boundary Expansion process and details



Public realm, landscaping plans, and park space



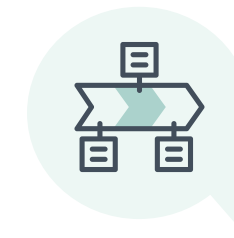
Public Consultation Strategy



Subsequent Secondary Plan and potential phasing process



Built form



Estimated construction timelines between Phases 1 & 2

10 Conclusion

The Elfrida Community Builders Group Inc. are pleased to discuss the proposed Public Consultation Strategy outlined in this report with City Staff, and if appropriate, make adjustments to the plan based on Staff's feedback. The applicant and project team are committed to engaging with the community throughout the duration of the proposal, at varying levels of intensity appropriate to the type and status of the planning application.

The process has been developed to be responsive to the local context and be flexible and adaptable to allow for a broad range of voices to continue contributing to the discussion, with the intention of creating a development proposal that will align with the interests of community members.

Appendix A: Demographic Profile

Census data has been distilled from the 2021 Statistics Canada Census.

CT North: Census Tract 5370080.01

CT South: Census Tract 5370100.03

City: City of Hamilton

Population Change	CTN	CTS	City
Population Change (2016-2021)	+1.9%	+61.5%	+6%
Age			
0-14 years	15%	26%	16%
15-24 years	12%	14%	12%
25-64 years	52%	53%	54%
65 years +	21%	7%	18%
Educational Attainment			
Bachelors' Degree or Higher	21%	40%	31%
Household Income			
Median	\$108,000	\$119,000	\$86,000

Home Language	CT	CTS	City
English	85%	67%	83%
French	0%	<1%	<1%
Non-Official	11%	24%	13%
Multiple	4%	9%	4%
Top non-English Home Languages: Punjabi, Serbian, Polish, Arabic, Urdu, Punjabi & Mandarin, Cantonese, Tagalog			
Visible Minority			
Population:	11%	54%	25%
Housing Structure			
Single-detached	97%	58%	56%
Semi-detached	0%	2%	3%
Row House	0%	40%	12%
Duplex	2%	0%	3%
Apartment <5 storeys	1%	0%	9%
Apartment 5+ storeys	0%	0%	17%

Housing Tenure	CTN	CTS	City
Own	90%	83%	66%
Rent	10%	17%	34%
Household Size			
1-person	19%	10%	28%
2-person	33%	22%	32%
3-person	15%	19%	16%
4-person	20%	26%	15%
5 or more persons	13%	23%	9%
Main Mode of Commuting			
Car	96%	94%	85%
Public Transit	1%	4%	7%
Walking	1%	1%	5%
Bike	0%	0%	1%
Other	2%	1%	2%

