

PUBLIC CONSULTATION STRATEGY GUIDELINES

Applicant: UrbanSolutions Planning & Land Development Consultants Inc.
 Date: December 11, 2023
 Location: White Church Urban Expansion Area
 Owner: Whitechurch Landowners Group Inc.

RE: Secondary Plan Official Plan Amendment Application

The Public Consultation Strategy developed for the Secondary Planning process will ensure all relevant stakeholders are engaged in the preparation of the Secondary Plan. Various engagement tools will be utilized to reach the broadest possible audience City-wide in a manner that is both accessible and convenient. These engagement tools will include:

- Secondary Plan microsite containing up-to-date information on project milestones, public information meetings and supporting materials;
- In-person and Virtual Public Information Meetings held following the Secondary Plan application being deemed complete;
- Newspaper advertisements;
- Engagement Feedback Report to be provided to City for review;
- Focused Indigenous consultation; and,
- Summary Report which outlines how input received from stakeholders was considered and incorporated into Plan and policies.

The public engagement meeting(s) will be timed to coincide with the Secondary Plan application being deemed complete by the City of Hamilton to obtain feedback on the land use plan and overall vision for the study area as it progresses. Any information meetings will be held in the evening time, at venues which are accessible and can be reached through multiple modes of transportation to maximize community participation. After any public engagement meeting, an Engagement Feedback Report will be prepared and provided to the City to record the input received from stakeholders and demonstrate how it has been considered and incorporated into the Secondary Plan policies and schedules.

The public engagement components of the City of Hamilton Secondary Plan Guidelines for Urban Expansion Areas will also be used to inform the Public Consultation Strategy for the project. Further details regarding the intended Public Consultation Strategy are outlined below:

GUIDELINES	URBANSOLUTIONS STRATEGY
Target audience of the consultation	The target audience for this application is the general public, relevant indigenous communities and adjacent landowners of the subject land.

<p>If done, record of consultation efforts made before the application was submitted</p>	<p>No public consultation has been completed prior to the submission of the Official Plan Amendment application to establish a Secondary Plan.</p>
<p>List the stakeholders and how they are impacted</p>	<p>Primary stakeholders are those within the 500 metres of the circulation area. The community will be impacted by urbanizing a large greenfield site with additional residents and services to add to the surrounding community. All potential impacts will be contemplated by the expert consultant team with necessary mitigations noted in the supporting plans and reports.</p> <p>Collectively all documentation submitted in support of this complete application or through future submissions will confirm the proposal is compatible without causing adverse impacts. We look forward to reviewing any public stakeholder comments received.</p>
<p>Tools to be used to consult/engage the public</p>	<p>UrbanSolutions will post a notification sign, following guidelines provided by the City of Hamilton. This sign will provide relevant information related to the purpose and intent of the requested Official Plan Amendment to establish a Secondary Plan.</p> <p>In proximity to the public notification sign, UrbanSolutions will post a sign detailing contact information of our firm. This will allow members of the public to call or email and make enquiries regarding the proposal.</p> <p>UrbanSolutions will attend and be prepared to provide a presentation at the statutory public meeting and at Planning Committee.</p> <p>UrbanSolutions will prepare a microsite for this project. The link will be provided to the Planner on file and Ward Councillor, as well as being noted on the Public Notice Sign and newspaper advertisement. The microsite will provide a portal for members of the public to access the submitted reports, studies and supporting information that has been provided to the City. Updates on the project will also be posted on the site, as they occur.</p>

	UrbanSolutions also intends on organizing a neighbourhood information meeting to present the Secondary Plan proposal and answer questions of the public.
Timing of consultation	<p>Consultation with the public will begin once the application has been deemed complete by the City of Hamilton.</p> <p>The timing of the statutory public meeting will ultimately be determined by the City.</p>
Method to receive document comments	Contact information for UrbanSolutions will be available on the posted notification sign. Comments received will be reviewed and provided to the City.
Proposed participants in consultation and their role	<p>The proposal participants in consultation and their role include:</p> <p><u>Applicant/Agent:</u> The role of the applicant and agent is to facilitate all public Neighbourhood Information meetings and statutory Planning Committee meeting for the proposed applications.</p> <p><u>City of Hamilton Staff:</u> The City’s role in the application process is to review the proposal against applicable policy framework and further consult with the members of the public to answer questions. City staff members are invited to participate in the public Neighbourhood Information meetings.</p> <p><u>Councillor Tadeson:</u> The role of the City Councillor is to provide input and represents the residents of their ward including providing neighbour concerns to City Staff and the applicants attention. Councillor Tadeson is invited to participate in future public Neighbourhood Information meetings.</p> <p><u>Surrounding Neighbours & General Public:</u> The members of the community have a valuable role in the development process to provide their input and through discussions have any questions or concerns addressed. If applicable any interested neighbourhood associations or groups are welcome to provide their input on the proposed development and participate in Neighbourhood Information meetings.</p>

	<u>Consultants:</u> The various members of the project team who have compiled materials in support of the proposed applications. The project team members are available to answer questions and provide further justification as per their area of expertise.
Requested City resources	No resources are requested from the City at this time.
Expected/Potential Issues	No issues are expected at this time.