



December 18, 2020

**Michael Davis, Senior Planner**  
Development Planning  
City of Hamilton  
City Hall, 71 Main Street West, 5<sup>th</sup> Floor  
Hamilton, ON L8P 4Y5

Dear Mr. Davis,

**RE: Public Consultation Strategy**  
**Zoning By-law Amendment Application**  
**FGL Pirie Inc.**  
**125 Pirie Drive**  
**Dundas, Ontario (City of Hamilton)**  
**File No: FC-20-018**

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### **PUBLIC CONSULTATION STRATEGY (PCS) GUIDELINES**

We have reviewed the PCS Guidelines and provide the following Public Consultation Strategy for your review and consideration.

#### **Target Audience**

Following the submission of the application, FGL Pirie Inc. will discuss and coordinate arrangements with City staff to host a Public Information Meeting (PIM) in addition and prior to the required statutory public meetings to present the proposed development located at 125 Pirie Drive.

Is it in our opinion that it will not be necessary to circulate notice of the PIM to those located beyond the 120 metre notifications radius. The FGL Pirie Inc. team will prepare and provide the PIM notice, for mailing to property owners within the 120 metres and forward a draft notice to City staff for review and comment.

It is recommended that the PIM notice be delivered (or otherwise provided given the current COVID-19 related issues) to property owners three (3) weeks in advance of the to be determined date for the PIM. We will develop a mailing list of property owners within the 120 metre notice radius of 125 Pirie Drive from MPAC data and other sources. The notices will also be forwarded to any related neighbourhood groups or associations. The PIM will be hosted either in a physical location that is within a close proximity to the subject lands or conducted using other digital or remote technologies.

While it is expected that the target audience will be within the immediate context of the subject site, the PIM will assist in defining the specific target audience. The FGL Pirie Inc. team attended a meeting with Councillor Vanderbeek in February 2020 and are committed to following through on a suggestion to meet with her Internal Advisory Committee as part of the process and in an effort to confirm appropriate stakeholder groups are engaged.

#### **Key Stakeholders**

A list of key stakeholders will be compiled throughout the public outreach process as well as during the PIM and future statutory public meetings. This list will be made available to City staff.



### **Tools to Consult/Engage Public**

Should the current public health and COVID-19 related issues continue, we will use all the available options and tools will be considered and used as part of the public engagement and information open house meetings. In addition to the standard methods of notification (through newspaper notice, and potential alternatives to mailed notices), the applicant led public meetings will use multiple tools to consult and engage the public using remote technologies such as webinars and Zoom meetings.

### **In-Person**

The FGL Pirie Inc team is committed to working with the Councillor's Internal Advisory Committee throughout the planning process for 125 Pirie Drive. Should they be required or requested, the team will consider methods of engaging interested parties to ensure on-going communication with all stakeholders.

### **Digital Communications / Engagement**

The FGL Pirie Inc. team will work towards establishing a project website for 125 Pirie Drive project with links to the corresponding planning policy and staff contact information from the City of Hamilton. Contact information for a point of contact from the FGL Pirie Inc team will be included as part of the project website. Information on the planning process as well as where the application is in the process will be included on the project website. The website will endeavor to provide interested parties with the ability to subscribe for e-mail updates, public access to related technical studies/plans as they are submitted and include a mechanism for comments and feed back from the public.

### **Timing of Consideration**

The FGL Pirie Inc. led PIM will commence following the coordination and installation of the required Public Notice sign on the subject lands. The date, timing, and implementation of the public outreach is to be determined and will be cognizant of the currently available COVID-19 public health guidelines if required. Coordination of the potential date will be done in concert with City Staff and the Councillor's office.

### **Receipt and Documentation of Comments**

The FGL Pirie Inc. team will work closely and in collaboration with City staff to ensure that the outcome of the PIM and all public comments and feedback are recorded and responded to during the course of the application process.

### **Reporting**

Throughout the public engagement process, the FGL Pirie Inc team will provide summary reporting following milestones reached in the planning process (such as an application resubmission) and will track and summarize the amendments and considerations incorporated into any revised plans based on the input that was provided by the public, the Councillor's Internal Advisory Committee, and staff. This summary report will be made available and accessible on the project website

### **Participants/City Resources**

It is expected that City Planning and Engineering will be the key City Departments involved in addressing the subject applications (e.g. servicing, land use, urban design, traffic). The FGL Pirie Inc. consultant team from the relevant disciplines (Architecture, Engineering, Planning, Traffic, etc) will be playing significant roles in addressing the technical comments provided by the City of Hamilton, relevant public agencies, and gathered from the public.



All technical studies prepared in support of the application will be made available to the public. The public consultation strategy may evolve and change over time as the COVID-19 pandemic unfolds, and details of the proposed development are discussed in more detail as the comments and feedback from the members of the public, City staff, Agency staff, and the City Councillor are provided.

Thank you,

*Jordan Dyer*

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