



November 7, 2022

Sarah Knoll, BES, MCIP RPP  
Senior Planner  
GSP Group  
162 Locke Street South, Suite 200  
Hamilton, ON  
L8P 4A9

Dear Sarah:

**Re: Public Consultation Strategy for Delta Joint Ventures Inc.,  
1284 Main Street East, Hamilton  
File Number (to be added once known) Pre-Consultation FC-22-079**

Delta Joint Ventures Inc. is in the process of application submission for the redevelopment of the former Delta Secondary School at 1284 Main Street East in the City of Hamilton. This is a transformative project for East Hamilton and the City. The Delta Secondary School is a landmark heritage building which has the potential for significant public interest from surrounding residents and stakeholders. Key aims for the proposed redevelopment include the following:

- To create a new residential community with unique opportunities to live within an adapted Historic School Building, new townhouses and condominium apartments.
- To develop the site in a manner that preserves and celebrates the Delta Secondary School Building and front lawn as an important East Hamilton Landmark in keeping with the heritage designation on the site.
- To organize the development to fit into the community with townhouses and low-rise residential on the perimeter facing existing residential and taller buildings and density planned for the middle of the site.
- To create a mix of housing types and housing options on site through high quality building design.

The goal of the Public Consultation Strategy is to ensure that the public is informed about proposals in their community and to provide a forum of which to obtain information and voice their support/objection. To implement this goal the following public consultation objectives have been developed to guide the consultation process:

1. To present the plan for the Delta Secondary School Site to the community to ensure that they have available to them information about the site redevelopment and applications.
2. To provide an accessible interface to make it easy for members of the community to learn about the project by establishing a project website for the posting of reports, public open house materials, Public Feedback Reports and other information that becomes available throughout the processing of the applications.
3. To establish a dedicated project email address for receiving comments and feedback. Comments received would be tracked and provided to the City's Manager of Development Planning.

4. To document and respond to inquiries and feedback in a manner that seeks to provide clarification on the applications and seeks closure on issues raised.
5. To host conversations with community members through audience specific methods including virtual meetings with Neighbourhood Associations, Public drop-in Open Houses (in-person) and small group meetings.

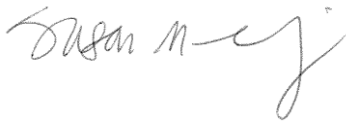
The attached Public Consultation Strategy has been prepared to align with the City of Hamilton Public Engagement Charter and incorporates the requirements identified in the Public Consultation Strategy Guidelines. As part of the pre-consultation review process for File FC-22-079, a draft Public Consultation Strategy was submitted and reviewed by City Staff who indicated that the Draft Public Consultation Strategy (dated May 31, 2022) met with city requirements and there were no additional comments provided.

The attached Public Consultation Strategy outlines the process for informing and engaging with the community throughout the project. It is based on best practices for meaningful engagement and will be updated as the process unfolds in response to public and stakeholder input.

I look forward to working with you on this important project.

Please do not hesitate to contact me at 416 992-6607

Yours very truly,  
**CUMMING+COMPANY**



Sue Cumming, MCIP RPP  
Principal  
Public Engagement Specialist  
and Independent Facilitator

c.c. Nicole Cimadamore, Development Associate, New Horizon Development Group

Attachment – Public Consultation Strategy – November 7, 2022

Attachment #1

**Public Consultation Strategy, File Number (to be added once known)  
Delta Joint Ventures Inc.  
1284 Main Street East, City of Hamilton**

DESCRIPTION	CONSULTATION APPROACHES AND METHODS
<p><b>Key Site Information</b></p>	<ul style="list-style-type: none"> <li>• Delta Secondary School is an important East Hamilton Landmark. The heritage designation requires residential conversion to protect the existing building and prohibits building on the front lawn.</li> <li>• The property is one of the largest in this area of East Hamilton, covering 6.15 acres including the entire block bound by Main Street East, Graham Avenue South, Maple Avenue, and Wexford Avenue South.</li> <li>• The project design will focus on the adaptive re-use of the school for residential purposes in a manner that showcases its landmark features and creates a modern sustainable residential community.</li> <li>• The fit with the surrounding community will be addressed through the organization of the redevelopment with townhouses and low-rise residential on the perimeter facing existing residential. Three tall buildings are proposed on the interior of the site. The tall buildings are proposed to have a podium design of 4 storeys stepping back to a total of 14 storeys.</li> <li>• The project will provide a mix of 975 housing units with different housing types through high quality sustainable building design.</li> <li>• Access to the new residential units will be arranged to mitigate traffic impacts to the surrounding community. There are no driveways proposed around the perimeter of the site and vehicles will enter the site from Maple Avenue.</li> <li>• Parking for the low-rise residential fronting Wexford Avenue South and Graham Avenue South and for the 14 storey buildings will be provided below grade. Parking for the 17 townhouses facing Maple Avenue is proposed to be provided in individual parking garages which will also be accessed from the interior access route.</li> <li>• The site is within walking distance of two future LRT Stations (Kenilworth Avenue South and Ottawa Street South).</li> </ul>
<p><b>Target audience of the consultation</b></p>	<p>Residents, businesses, and stakeholders abutting the site Surrounding residential community</p>
<p><b>Previous Consultations</b></p>	<p>No public consultation has occurred for the subject Applications prior to this submission.</p>
<p><b>Proposed participants in the consultation and their role</b></p>	<p>Applicant/Agent:</p> <ul style="list-style-type: none"> <li>• Delta Joint Ventures Inc.</li> <li>• GSP Group (Sarah Knoll, Senior Planner)</li> </ul> <p>Consultants:</p> <ul style="list-style-type: none"> <li>• Graziani + Corazza Architects</li> <li>• Cumming+Company (Sue Cumming, Public Engagement Specialist)</li> <li>• Subject Area Experts</li> </ul> <p>City Staff (at the request of the applicant), Ward 4 Councillor, Tammy Hwang Agencies (to be determined)</p>

DESCRIPTION	CONSULTATION APPROACHES AND METHODS
<b>Requested City resources</b>	To be determined in discussions with City Staff. City Staff to be invited to attend public consultant events.
<b>Expected/Potential Issues</b>	Heritage designation of School Building and how adaptive re-use will be undertaken. Urban design at street edge around perimeter of property. Form of development across from existing residential – townhouses facing street Design and height of tall buildings. Traffic and access. Amount and configuration of parking on site.
<b>List of Stakeholders</b>	<p>The surrounding community will be the prime audience for the engagement. A stakeholder mapping exercise will be conducted to identify audiences and their potential level of interest in the redevelopment project. The identification of potential audiences is important for understanding the best methods for sharing information and for the type of consultation activities what may be successful in reaching various audiences. A stakeholder matrix will be developed to clarify the level of engagement and participatory roles of different audiences and groups of stakeholders.</p> <p>Specific stakeholder organizations who would be contacted during the engagement including the following:</p> <ul style="list-style-type: none"> <li>• Delta West Community Association</li> <li>• Crownpoint Community Planning Team</li> <li>• Bartonville Neighbourhood Association</li> <li>• Homeside Hub/Community Planning Team</li> <li>• McQuesten Community Planning Team</li> </ul> <p>This list will be updated through the stakeholder mapping.</p>
<b>Planning Act Consultation Requirements</b>	<p>Public Consultation will be in accordance with the requirements of the <i>Planning Act</i>, including the public notice sign, applicant-led Public Open House and Statutory Public Meeting.</p> <p>The public notice sign will be posted on the site within 60 days from when the applications are deemed complete and will include the city planner’s contact information. The city planner’s email address will be the principal point of contact for the public.</p> <p>An applicant-led formal Public Open House will be held at a date determined by the City during the review of the applications. The timing of the applicant-led public open house will be determined in consultation with the Manager of Development Planning, Heritage and Urban Design and the Ward Councillor’s Office. The proposed format is a drop-in open house (in-person) with the potential to hold a virtual open house (presentation and discussion) if preferred at that time. A Public Feedback Report will be prepared by the Applicant within 14 days including how the meeting was organized, what was heard, questions and comments received, and responses provided. A list of attendees will be provided along with a video (virtual format only) of the meeting.</p> <p>The Statutory Public Meeting will be held as per the requirements of the <i>Planning Act</i> and will be scheduled by the City. The date will be discussed</p>

DESCRIPTION	CONSULTATION APPROACHES AND METHODS
	<p>with the Applicant. The format will include a City Planning Staff presentation and the potential for an Applicant/Agent presentation.</p> <p>Formal Notice for the applicant-led Public Open House and Statutory Public Meeting will be undertaken a minimum of 10 days prior as per the requirements of the Planning Act. Method for notification including notice through the City website, newspaper notification, direct mail to residents within 120 metres and social media will be discussed and confirmed with City Staff. Notices will be developed to comply with the City of Hamilton AODA requirements.</p>
<p><b>Applicant- led Enhanced Public Consultation</b></p>	<p>Engagement with the public and abutting residential community will be essential for ensuring a good understanding of the project design and site opportunities and potential impacts. Delta Joint Ventures Inc. will consult with neighbouring residents, Neighbourhood Associations, and other stakeholders to provide clear information about the applications and to respond to questions. Early consultations will be framed around the project vision, heritage preservation and design excellence.</p> <p>An introductory Public Open House (in person) is planned to present the redevelopment plans, provide information on the applications, site design considerations and to respond to questions. The proposed format is that of a drop-in open house from 6 p.m. to 8 p.m. (or 9 p.m.) where the public could view project and design displays, ask questions and meet with project team members. The Public Open House would be held at Delta Secondary School on a weekday evening with the potential for a tour of a portion of the building. It is also recognized that there are those in the community that may be more comfortable to participate in a virtual meeting and the option of also holding a virtual open house will be discussed with City Planning Staff. A Virtual Public Open House(s) if held would include a presentation and discussion (Zoom Webinar format).</p> <p>Prior to the introductory Public Open House, representatives from the Neighbourhood Associations will be invited to a facilitated virtual small group stakeholder meeting where plans for the site will be presented with the opportunity for questions and discussion.</p> <p>Following the completion of the Stakeholder Mapping, other virtual small group meetings or interviews may be conducted with identified stakeholder organizations in the surrounding community to present the plans and seek feedback.</p> <p>Feedback from the introductory sessions will be documented and provided to City Planning Staff within 14 days of each event or activity. Documentation would include a record of how the event was organized and what was heard. Completed sign-in sheets and virtual meeting attendance (if held) would be submitted with contact information.</p> <p>Other consultation would occur during the review process in response to resident interest and opportunities to address site issues and opportunities. Additional small group meetings with Neighbourhood Associations, near neighbour meetings and a second informal drop-in Public Open House would be considered. The timing and format would be determined to address interest in the applications and would be discussed with City Staff prior to their initiation.</p>

DESCRIPTION	CONSULTATION APPROACHES AND METHODS
<p><b>Applicant- led Enhanced Public Consultation (continued)</b></p>	<p>Methods for advertising the enhanced consultation include the following:</p> <p><u>Notification and Building Awareness:</u> Initial consultation to inform residents and the community about the site development, where to learn about the project and provide input will occur when the applications are deemed complete as follows:</p> <ul style="list-style-type: none"> <li>• Direct mail letter/post cards to provide introductory information on the project, website, email address and project contacts. The draft letter would be provided to City Staff and Ward 4 Councillor prior to distribution within the community.</li> <li>• An additional sign will be added to the Public Notice Sign providing a link to the project website address.</li> <li>• Outreach by email with the Delta West Community Association and Crownpoint Community Planning Team, Bartonville Neighbourhood Association, Homeside Hub/Community Planning Team and McQuesten Community Planning Team with invitation to participate in a virtual small group meeting to review the applications and discuss any interests or concerns.</li> </ul> <p><u>Notification of Informal Drop-In Open House:</u> Notice will be provided a minimum of 10 days prior to the Open House.</p> <ul style="list-style-type: none"> <li>• Direct mail letter of notice of Public Open House to residents within 200 metres of site.</li> <li>• Posting of notice on Project website.</li> <li>• Email notification to Neighbourhood Associations.</li> <li>• Email notification to stakeholders determined through stakeholder mapping.</li> <li>• Request for notice through Ward 4 Councillor’s Office.</li> <li>• Sign on the site.</li> <li>• Through City of Hamilton social media channels (pending approval from City of Hamilton).</li> </ul>
<p><b>Communication Tools</b></p>	<p>Communication tools will be used to share information about the project with the public. A variety of audience specific communication tools will be used to connect with audiences. A key aim is to identify critical information needs (what does the public need to know to provide their input) and establish key messages about the project (clear information to enable to good discussion). Communication Tools for providing information and receiving feedback throughout the consultation will include the following:</p> <ul style="list-style-type: none"> <li>• Establishment of a project specific website for providing an overview of the proposed development, for the posting of reports, public open house materials, Public Feedback Reports and other information as becomes available throughout the processing of the applications.</li> <li>• Creation of a dedicated email address for use on all project communication and for being a single source for the submission of comments and feedback to the Applicant. Comments received would be tracked and provided to City Planning Staff.</li> <li>• Well-designed accessible notices.</li> <li>• Direct Mail Letter/ Post Card to introduce project.</li> <li>• Press release/Media Outreach.</li> <li>• FAQs on the website on key topics in response to public interest.</li> </ul>

DESCRIPTION	CONSULTATION APPROACHES AND METHODS
	<ul style="list-style-type: none"> <li>• Public Feedback Reports from consultation activities.</li> <li>• Presentation materials and displays (for Introductory Public Open House and virtual presentations).</li> <li>• Public Input tools for use at Public Open House(s) including comment forms, flipcharts, post-it notes, etc.</li> </ul>
<p><b>Timing of Initial Consultation</b></p>	<p>Public consultation will begin within 60 days from date of when the application is deemed complete.</p> <p>Direct mail letter/post cards will be delivered to properties within 200 metres of the site within 60 days from date of when the application is deemed complete. These will include introductory information on the project and direct people to the project website and email address to provide comments.</p>
<p><b>Methods to receive and document comments</b></p>	<p>Comments can be provided to the City Planning Staff noted on the public notice sign by either email or telephone.</p> <p>Comments can also be received through the contact information provided on the project website and will be forwarded to the City.</p> <p>Responses to inquiries and comments will be provided in a timely manner. A matrix of comments received and how these are responded to will be managed by the Applicant and provided to City Planning Staff.</p> <p>All public consultation activities will be documented. Public Feedback reports will be prepared for Planning Act meetings and enhanced consultation activities. These will be submitted with 14 days of the meeting unless otherwise discussed with City Planning Staff.</p>
<p><b>Methods for addressing conflict and being responsive to concerns</b></p>	<p>There is expected to be a high level of public interest in the applications with the potential for diverse views. The following identifies approaches for dealing with misinformation, for addressing conflict and being responsive to concerns.</p> <ul style="list-style-type: none"> <li>• Address issues as they arise.</li> <li>• Address concerns directly whenever possible.</li> <li>• Try to debunk misinformation through factual and accurate portrayal of project in print and in presentations.</li> <li>• Be responsive to concerns by providing information that is easy to understand.</li> <li>• Prepare timely written responses – email responses.</li> <li>• Communicate directly with participants before and after meetings to discuss concerns.</li> <li>• Incorporate flexibility into the process – host follow-up meetings, small group meetings virtually or in person to understand issues and positions.</li> <li>• Document feedback and follow-through to demonstrate transparency and to communicate how input was considered.</li> <li>• Seek closure on issues.</li> </ul>