

PUBLIC CONSULTATION STRATEGY GUIDELINES

Applicant: UrbanSolutions Planning & Land Development Consultants Inc.
 Date: August 10, 2026
 Location: 925 Main Street West & 150 Longwood Road South, Hamilton Ontario
 Owner: 925 Main Street West (Hamilton) Ltd.

RE: Official Plan and Zoning By-Law Amendment Application Submission

GUIDELINES	URBANSOLUTIONS STRATEGY
Target audience of the consultation	The target audience for this application includes the general public, adjacent landowners, businesses, community organizations, institutions, and other interested stakeholders located within and surrounding the study area. Please note that while the <i>Planning Act, R.S.O 1990</i> requires circulation to property owners within 120 metres of the subject lands, the public consultation mail-out for this project was expanded to include all addresses within a 240 metre radius of the subject lands to ensure broader community awareness and participation.
If done, record of consultation efforts made before the application was submitted	In support of the subject planning applications, a virtual Neighbourhood Information Meeting was held and hosted by UrbanSolutions on October 28, 2024. The purpose of the meeting was to provide an opportunity for the surrounding neighbours to learn about the proposal details, learn details of the <i>Planning Act</i> application process and receive answers to any questions. There were 526 invitees including neighbours who reside within 120 metres of the subject lands (as per <i>Planning Act, R.S.O, 1990</i>). City of Hamilton representative Councilor Wilson, as well as the client, 925 Main Street West (Hamilton) Limited. A complete public consultation comment response has been included in this submission including common themes raised during the meeting and a comment response to each theme.
List the stakeholders and how they are impacted	Primary stakeholders include property owners, residents, tenants, businesses, and institutions located within the circulation area surrounding the subject lands. In accordance with the <i>Planning Act, R.S.O. 1990</i>, notice of the application is being provided to stakeholders within the prescribed circulation area; however, consultation efforts for this project have been expanded to include all addresses within 240 metres of the subject lands.

	Additional stakeholders may include neighbourhood associations, community organizations, local service providers, nearby educational and healthcare institutions, transit users, and other members of the public with an interest in the proposed development. City departments, utility providers, and external agencies are also key stakeholders in the review of the application.
Tools to be used to consult/engage the public	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 changes to the applicable Zoning By-law and Official Plan. As described above, UrbanSolutions held an initial virtual Neighbourhood Information Meeting on October 28, 2024 to provide an opportunity for the community to learn about the proposal details and to receive answers to any questions they may have before it is presented at a subsequent formal Public Meeting at City Hall. UrbanSolutions has also prepared a microsite for this project. The link will be provided to the Planner on file and Ward Councillor. 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. In keeping with ongoing discussions with the Ward Councillor, an additional mail out notice to all residents within 240 metres of the subject lands has been sent out advising on the application submission, provide the link the microsite which outlines details regarding the proposed development, supporting materials, and project information. Further, UrbanSolutions will upload a short video presentation on the microsite outlining the proposed development, the planning approval process, and the anticipated next steps in the application review process. UrbanSolutions will attend and be prepared to provide a presentation at the statutory public meeting and at Planning Committee.
Timing of consultation	Consultation with the public has already commenced and will continue once the application has been deemed complete by the City of Hamilton. The additional mail out Notice will occur promptly once the application is deemed complete. The timing of the statutory public meeting will ultimately be determined by the City.

Method to receive document comments	Members of the public will be encouraged to provide comments, questions, and feedback throughout the application review process. Contact information for the applicant's planning consultant, UrbanSolutions, will be provided on the posted notification sign, within consultation materials, and through any project-specific online resources. Interested stakeholders may submit comments by email, telephone, or written correspondence directly to UrbanSolutions. Comments may also be submitted to the assigned City of Hamilton Planner through the City's development review process. All comments received will be documented, reviewed by the project team, and provided to the City of Hamilton as part of the application review process.
Proposed participants in consultation and their role	The proposal participants in consultation and their role include: <u>Applicant:</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. <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. <u>Ward Councillor Wilson:</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 Wilson has been informed of the intent of development at the subject lands. <u>Surrounding Neighbours:</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. <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 additional resources are being requested from the City of Hamilton at this time The project team will work collaboratively with City staff to ensure all consultation requirements are satisfied and that information is made available to the public in accordance with the City's standard

	development review procedures. Should additional consultation measures or resources be identified through the review process, the applicant will coordinate with City staff to determine an appropriate approach.
Expected/Potential Issues	At the time of preparing this Public Consultation Strategy, no significant issues have been identified. The proposed development has been informed by a comprehensive suite of technical studies and supporting documentation, which collectively demonstrate that the proposal can be appropriately accommodated on the subject lands and is compatible with the surrounding urban context. Notwithstanding the above, it is recognized that members of the public may have questions or comments relating to matters such as building height and massing, density, traffic and transportation, parking, shadow impacts, servicing, urban design, construction considerations, and neighbourhood compatibility. These matters will be addressed through the supporting technical studies submitted with the applications and through the City's review process.