



Public Consultation Strategy

1629, 1637 and 1655 Main Street West

Official Plan and Zoning By-law Amendment Applications
City of Hamilton

October 2020

Prepared for:

2480545 Ontario Inc.,
1418 Ontario Street
Burlington ON L7S 1G4

Prepared by:

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GSP Group is pleased to provide the following Public Consultation Strategy on behalf of the 2480545 Ontario Inc., the Owners of the lands located at 1629, 1637 and 1655 Main Street West (the “Site”) in the City of Hamilton. The Site is subject to proposed Official Plan and Zoning by-law Amendment applications and GSP Group has been retained to provide professional planning services on the Owners behalf. This document has been prepared in accordance with the City’s Public Consultation Strategy Guidelines.

The proposed redevelopment of the Site for a student rental apartment building consists of three (3) towers atop a 3-storey podium. From west to east the height of the proposed towers are 16, 21 and 24 storeys. The towers are connected between storeys 6 to 12, and the fourth and fifth storeys form an open air amenity area. A total of 583 dwelling units (948 beds) are proposed along with 1,355m² of ground-level commercial space.

1. Target Audience - Stakeholders

	<i>How will they be impacted?</i>
<p><i>Neighbourhood Associations:</i></p> <ul style="list-style-type: none"> <i>Ainslie-Wood/Westdale Community Association (AWWCA)</i> <i>Ainslie-Wood Community Association (AWCA)</i> 	<p><i>The proposal represents a change to the existing form and function of the combined properties. The addition a student residence will be new to the neighbourhood. Of particular interest will be the proposed height.</i></p> <p><i>The community will be impacted by the replacement of individual commercial buildings with one new building on the street that will generate more activity and traffic than the previous uses did. Visually, the new building will change the streetscape as a new urban form with new height and massing.</i></p>
<p><i>Neighbours:</i></p> <ul style="list-style-type: none"> <i>Mondelez Canada Inc. (candy manufacturer)- south</i> <i>West Park Animal Hospital – north side of Main</i> <i>Grain and Grit – immediately adjacent to the south</i> <i>West End Medical Arts – west</i> <i>Sherwin Williams Paint Store – east</i> <i>Residential uses on the north side of Main Streets</i> 	<p><i>The candy manufacturer will want to ensure that the addition of residential development will not hinder their ability to continue operating in terms of noise generation.</i></p> <p><i>The adjacent or proximate commercial uses will be likely be concerned about traffic, parking, and construction impacts as it relates to their respective businesses. Most of these businesses will benefit from the new residents visiting their respective establishments.</i></p>

<p><i>(apartments, student residence).</i></p>	<p><i>The existing residential development on the north side of Main Street may be concerned about shadows in their private amenity spaces, as well as increased traffic and potential parking overflow.</i></p>
<p><i>Broader Ainslie-Wood Neighbourhood Residents</i></p>	<p><i>The neighbourhood will experience a change in the immediately vicinity. With the redevelopment of the site into a taller building, changes to this area will include architecture, built form, public realm, landscaping features and traffic patterns. New commercial uses will change the street dynamics as well.</i></p>
<p><i>Ward 1 Councillor: Maureen Wilson</i></p>	<p><i>The Councillor has taken and will continue to take an interest in this proposal within the broader context of the Ward/Hamilton community she serves, and within the context of the relationship of this proposal to the local residents and stakeholders.</i></p>

2. Record of Pre-Application Consultation

<p>1. Meeting with Ward 1 Councillor: Maureen Wilson and Stephanie Hilson</p>	<p>Date: July 2, 2020 (virtual meeting)</p> <p>Purpose: Introduce the project and seek input</p> <p>Topics of discussion: building design, request to consider AODA accessible units, further community outreach consideration including the LGBTQ Advisory Committee, spectrum Hamilton, McMaster Student Union</p>
<p>2. Meeting with AWWCA Neighbourhood Association representative (Ira Rosen)</p>	<p>Date: August 21, 2020</p> <p>Purpose: Introduce the project and seek input.</p> <p>Topics of discussion: Height, density, massing, traffic</p>
<p>3. Meeting #1 with Ainslie Wood Community Association (AWCA) representatives – Tordis Coakley and Rose Lukosius</p>	<p>Date: July 14, 2020 (virtual meeting)</p> <p>Purpose: Introduce the project and seek input. Provided brief presentation of overall concept with drawings.</p> <p>Topics of discussion: Height</p>
<p>4. Meeting #2 with AWCA representatives – Tordis Coakley and Rose Lukosius</p>	<p>Date: July 17, 2020 (on site meeting – Covid protocol adhered to)</p> <p>Purpose: To review the site and discuss the proposed development on-site.</p> <p>Topics of discussion: Height and density; precedent setting design; view to the escarpment, Parking and Traffic, Building population and typology, landscape and amenity</p>

3. Public Consultation Tools to Engage the Public

<p>1. <i>Neighbourhood Open House</i></p>	<p><i>The applicant will host a Neighbourhood Open House within 60 days of the application being deemed complete by the City pursuant to the City’s Guidelines.</i></p> <p><i>Due to Covid-19 this Open House will be virtual and include a full PowerPoint Presentation followed by a question and answer period where interested community members will be able to attend remotely and provide their feedback and ask questions.</i></p> <p><i>Invitations to the Open House will be mailed, hand delivered or emailed to properties/residents within a defined area a minimum of 120m from the Site a minimum of 2 weeks prior to the meeting date.</i></p> <p><i>The two Neighbourhood Associations will be requested to extend the invitation via their social media networks.</i></p>
<p>2. <i>Public Notification Sign</i></p>	<p><i>The applicant will follow the City of Hamilton’s notification requirements and post a public notice sign on the Site to provide information regarding the Official Plan Amendment and Zoning By-law Amendment applications and the proposed development.</i></p>
<p>3. <i>Micro Website</i></p>	<p><i>Following the submission of the UHOPA/ZBA applications to the City and once the applications have been deemed complete, the applicant will prepare a micro website to ensure the community has access to all submission documents as well as any updates. The website will remain live until such time as the application is brought before Committee/Council for a decision.</i></p>

4. Documentation of Comments

A member of the project team will be present at all in-person meetings to document the feedback and questions heard.

The online Neighbourhood Open House will allow for comments and questions to be posted. These comments and questions will be summarized following the meeting and responses provided to City Staff and the Neighbourhood Associations.

5. Proposed Participants and Their Role

<i>Applicant:</i>	<i>The applicant will be present at all consultation meetings related to the Official Plan and Zoning By-law Amendment applications.</i>
<i>Consultants:</i>	<i>The Project Team is made up a group of consultants including architects, planners, engineers, etc., who will participate at various points in the process as required based on their area of expertise. Specifically, they will be present to answer questions pertaining to their area of expertise.</i>
<i>City Staff</i>	<i>The applicant welcomes City Staff to participate in the consultation efforts proposed. Their role would be to provide the public with information regarding the current policy and zoning context, the City's process, and answer questions related to the City's processes and requirements.</i>
<i>Councillor</i>	<i>The applicant welcomes the local councilor (Councillor Wilson) to participate in all consultation efforts for this proposed development. To date she has been consulted on a pre-application basis. We will continue to seek her advice and input throughout the process.</i>
<i>Community</i>	<i>Members of the community are welcome to join in the consultation efforts for this proposal. We will endeavor to include all interested parties in the various consultation efforts proposed and will encourage them to assist in sharing any meetings with their networks and broader community.</i>

6. Requested City Resources

No resources are requested from the City beyond attendance at the Neighbourhood Meeting.

7. Expected / Potential Issues

The applicant anticipates that the following potential issues will be discussed as a part of the public consultation process:

- Existing context
- Policy Framework
- Built Form
- Density
- Public realm
- Traffic and Parking
- Security, noise, maintenance

Respectfully Submitted,
GSP Group



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