



Hamilton

## **PUBLIC CONSULTATION STRATEGY GUIDELINES**

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### **PURPOSE AND OBJECTIVE:**

The purpose of this document is to provide a guideline for preparing a Public Consultation Strategy as part of a complete application for an Official Plan Amendment, Zoning By-law Amendment, and Draft Plan of Subdivision. This document will continue to recognize that Public Participation Policy which allows the proponent to hold a Community Consultation meeting before submission of an application; however, the applicant will be required to hold a public meeting either prior to submission of a complete application and submit the required information noted below or submit a Public Consultation Strategy as set out below.

Public Consultation Strategies shall be required for the following applications:

- Official Plan Amendments
- Zoning By-law Amendments
- Draft Plan of Subdivision

Public Consultation Strategies may be requested, if deemed appropriate by the Manager of Development Planning, Heritage and Urban Design, for all other planning applications.

All consultation shall follow the guidelines contained in this document. Failure to adhere to the guidelines may result in a submitted application being deemed incomplete.

The goal of a Public Consultation Strategy is to ensure that the public is informed of proposals in their community and provide a forum of which to obtain information and voice their support/objection. A record of the comments and views from the public shall be recorded and become part of the planning report.

### **REQUIREMENTS:**

Public Consultation Strategies must include the following:

	<b>Explanation</b>
Target audience of the consultation	<i>Who will be informed of the consultation and how. Demonstrate an understanding of the demographics in the neighbourhood.</i>

Consultation efforts made before the application was submitted	<i>Evidence of the consultation efforts made prior to application, including recorded outcomes.</i>
List the stakeholders and how they are impacted	<i>List the public, businesses BIAs, agencies, neighbourhood associations, and any other parties that would be impacted as a result of the application and how.</i>
Tools to be used to consult/engage the public	<p><i>Given the rapidly changing technology and social media environment, in addition to considering traditional consultation methods such as a meeting, the applicant may present alternative options for connecting with the community/different demographics and stakeholder groups. These alternative methods shall be detailed in the strategy.</i></p> <p><i>The strategy shall include how the consultation is advertised (i.e. how residents/stakeholders are directed to social media or events/public meetings). The public must be notified on the engagement a minimum of 10 days prior.</i></p> <p><i>Consideration must be given to access and equity (AODA requirements).</i></p>
Timing of consultation	<p><i>Consultation efforts must commence: 30 days from date of application for routine ZBA. This timeframe shall apply to consents and site plans, if required.</i></p> <p><i>60 days from date of application for complex ZBA, OPA and/or Plan of Subdivision.</i></p> <p><i>If a meeting/event is proposed the consultation strategy must include a date, time and location.</i></p> <p><i>If other consultation methods are proposed (other than a meeting/event), the strategy must specify the date of commencement and duration of the consultation effort.</i></p>

Method to receive and document comments	<i>Public input must be documented. A record of public comments and recorded views of named persons referenced shall be submitted.</i>  <i>If in person consultation occurs, comment cards/forms shall be made available for those in attendance at the meeting as well as online commenting options.</i>
Proposed participants in consultation and their role	<i>Applicant/Agent, consultants, City Staff (at the request of the applicant), agencies, Councillors, etc.</i>
Requested City resources	<i>Are any City resources required for this consultation to occur?</i>
Expected/Potential Issues	<i>Identify potential issues for the community relating to the application and potential responses/solutions.</i>

Additional Submission Requirements if a public meeting/event is proposed:

- A. Individual invitations to attend the meeting must be provided to the City’s Manager of Development Planning, Heritage and Design, the Ward Councillor, and all property owners, Neighbourhood Associations and Business Improvement Area Associations, identified stakeholders, within 120 m of the subject property unless an alternative radius is agreed to by the City and applicant. Input may be solicited from the Ward Councillor. These invitations must be sent a minimum of 10 days prior to the meeting.
- B. The following items shall be required to be submitted to the City as part of community consultation for an application within 14 days of a consultation meeting:
  1. An address list of people/organizations invited to the meeting;
  2. A copy of the materials presented at the meeting;
  3. Sign in sheet of meeting participants;
  4. Minutes of the meeting;
  5. A copy of all written comments received;
  6. A written summary of all of the comments received verbally and in writing; and,
  7. A description of any modifications made to the proposal as a result of the meeting.