

P.O, Box 1749 Halifax, Nova Scotia B3J 3A5 Canada

Community Planning and Economic Development February 9, 2012

| TO: | Chair and Members of Community Planning and Economic Development | | | | | | | |
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| SUBMITTED BY: | Original signed | | | | | | | |
| | Phillip Townsend, Director, Planning and Infrastructure | | | | | | | |
| DATE: | January 20, 2012 | | | | | | | |
| SUBJECT: | <i>RP</i> +5 and <i>Centre Plan Phase 1</i> Timelines, and Communications and Engagement Strategy | | | | | | | |

ORIGIN

- October 4, 2011, Regional Council initiation of the *Regional Plan 5* Year Review (*RP+5*) and *Centre Plan*.
- The opportunity for a timely response to emerging urban development opportunities and related community issues, to further HRM's strategic economic and community development goals.

RECOMMENDATION

It is recommended that the Community Planning and Economic Development Standing Committee (CPED) approve:

- 1. The amended schedule for *RP+5* and *Centre Plan Phase 1*, as contained in this report and detailed in Attachment 1;
- 2. The approach to Centre Plan Phase 1, as detailed in this report;
- 3. The Communication and Public Engagement Strategy for *RP+5* and *Centre Plan Phase 1*, as detailed in Attachments 2 and 3;
- 4. Establishing the Community Design Advisory Committee (CDAC), the Heritage Advisory Committee (HAC) and CPED as the sole deliberative bodies providing recommendations to Regional Council on approval of *RP*+5 and the *Centre Plan*;
- 5. Joint CPED and CDAC meetings for the presentation of the Public Engagement Summary Report, and for deliberation on the final Recommendation Report, as shown in Attachment 1; and
- 6. The addition of regular RP+5 and Centre Plan status updates to CPED agendas.

It is also recommended that the Community Planning and Economic Development Standing Committee (CPED) recommend that Regional Council approve:

7. The initiation of the process to consider amendments to the Halifax, Dartmouth, and Downtown Dartmouth Municipal Planning Strategies and Land Use By-Laws.

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EXECUTIVE SUMMARY

RP+5 and the Centre Plan:

The municipality's *Regional Plan*, adopted by Council in 2006, forms a comprehensive guide for future growth and development. To ensure the *Regional Plan* is responsive to emerging challenges and opportunities, it contains a mechanism requiring it to be formally reviewed and updated every five years.

On October 4, 2011, Regional Council approved the scope and schedule of the first *Regional Plan* 5 Year Review (RP+5). At that time Council confirmed that RP+5 is not a re-write of the 2006 Plan, but rather an issue and opportunities-based review focused on creating enhanced and improved policy direction focused on four key themes:

- Sustainable Solutions;
- Enhancing the Regional Centre;
- Improving Suburban and Rural Community Design; and
- Improving Integration between Land Use and Transit/Active Transportation.

Also, on October 4, 2009, Council approved the scope and schedule of the *HRMbyDesign Centre Plan*. The *Centre Plan* will result in a new Regional Centre Municipal Planning Strategy and Land Use By-Law that will focus on the provision of complete walkable communities, protection of the scale and character of existing neighbourhoods, and removing barriers to well designed and appropriately scaled development along the Regional Centre's major corridors and opportunity sites.

Community Engagement and Communications:

Clear communication and comprehensive engagement are fundamental to the success of the RP+5 and Centre Plan Phase 1. Strategies for communication and public engagement are proposed for both projects and are described in this report.

Amended Sequence of RP+5 and Centre Plan Deliverables:

Mounting development pressure, now compounded by the Ships contract, has triggered a reevaluation of the RP+5 and Centre Plan workplan schedule approved by Council on October 4, 2011. To address the need for immediate planning policy to capture growth opportunities, this report proposes a shift in focus for the RP+5 to immediately commence work on Phase 1 of the Centre Plan to advance several of HRM's key strategic goals to encourage growth in the Regional Centre.

BACKGROUND

The overall policy framework and intent of the *Regional Plan* is to maintain and enhance quality of life in HRM by fostering the growth of healthy, vibrant, and sustainable communities and a strong and diverse economy. The *Regional Plan*'s policy framework, including its guiding principles, goals and objectives, remains sound yet the region faces new challenges and opportunities. The review of the region's "blueprint for growth" is both timely and critically important, given emerging opportunities and challenges.

Community Engagement and Communications:

Vital to the Plan's immediate and long term success is an engaged community. Knowing and understanding the issues and accepting a shared and collective responsibility for the future of our region, is imperative. Only by becoming aware of our community's challenges and opportunities can we create the tangible solutions required for a more livable, sustainable and prosperous region.

Public engagement is proposed for the RP+5 and Centre Plan Phase 1 in several phases (see project timelines in Attachment 1). The "Communication and Public Engagement Strategy for the RP+5" (see Attachment 2) and the "Communication and Public Engagement Strategy for Centre Plan Phase 1" (see Attachment 3), outline how HRM and the Community Design Advisory Committee (CDAC) will communicate and engage with citizens and key stakeholder groups to continue their involvement in shaping the future of HRM and its neighbourhoods, through a variety of consultation and dialoguing tools and opportunities.

Centre Plan Phase 1 (Amended sequence of deliverables):

A dramatic increase in development pressure has recently been experienced in the Regional Centre. Planning Services is therefore proposing changes to the sequence in which the RP+5 and Centre Plan deliverables will be completed. Attachments 4a and 4b highlight the areas of greatest development pressure, to which this proposal responds. This is not a proposal to change the approved scope of the RP+5 and Centre Plan workplan – rather it is a proposal only to adjust the order in which some elements of the projects are delivered.

The original workplan, as approved by Council on October 4, 2011, proposed completion of the RP+5 by October 2012, to be followed by completion of the *Centre Plan* in 2015, at which time a new Regional Centre Municipal Planning Strategy and Land Use By-Law would be delivered. That timeline would mean that new policy to accommodate development pressures in the Regional Centre would not be delivered until 2015, by which time the demand being felt today will likely have been met in ways that do not further the *Regional Planning* objectives (i.e. low-density, infrastructure-intensive suburban development, or loss of investment to other jurisdictions).

The October 4, 2011, recommendation report that initiated the RP+5 and the Centre Plan, anticipated the potential need for such modifications in response to growing development pressures. It stated on page 15:

"...if it becomes apparent that the <u>current</u> Planning documents do not adequately address any immediate and pressing development issues, <u>Planning staff may present interim</u> amendments to the current Planning documents to address such matters."

Mainland Halifax North-Bedford Corridor:

Planning Services has received multiple requests for intensification of development along the Mainland Halifax North-Bedford Corridor (see Attachment 5). Several studies and planning exercises have highlighted the need for design guidelines, transportation studies and servicing capacity calculations to consider and potentially accommodate this increased density. Policies under the *Regional Plan*, identifying this corridor as suitable for increased growth, have enabled Planning Services to initiate further studies to develop a response to this pressure. A separate report will be tabled for the February 9, 2012, CPED agenda, in which complete details can be found. This process will run parallel to the RP+5 and *Centre Plan* work. Attachment 1 shows the timeline for all three projects in the context of one another.

DISCUSSION

1. Communication and Public Engagement Strategy:

The Communication and Public Engagement Strategies for the RP+5 and Centre Plan Phase 1, are outlined in Attachments 2 & 3 respectively. The strategies detail how HRM and the CDAC will communicate and engage with citizens and key stakeholder groups. A variety of consultation tools and opportunities are proposed to involve citizens and stakeholders in shaping the future of HRM and its neighbourhoods.

The Communication and Public Engagement Strategies strive to meet the objectives of the RP+5 and *Centre Plan Phase 1* processes and the principles of HRM's Community Engagement Strategy (2008), while accommodating an ambitious project timeline. This will be done by dedicating significant resources to communication and multiple means of participating during the dedicated engagement periods. A special effort will be made to engage citizens across the region, including those who typically may not participate in municipal consultations. The new CDAC, once appointed, will have an opportunity to further shape the details of the engagement processes, take a lead role in process delivery, and participate in all activities.

Coordination with Parallel Initiatives:

Concurrent with the RP+5 and Centre Plan projects, HRM is undertaking several other community planning initiatives. These include such projects as the Open Space Functional Plan, the Urban Forest Masterplan, the Active Transportation Plan, the Dartmouth Cove Planning Study, and the Cogswell Interchange Masterplan, amongst others. The Strategic Urban Partnership also has intentions to hold broad-reaching community engagement. Community engagement for these parallel initiatives will be seamlessly coordinated under the RP+5 and Centre Plan engagement and communications plan presented in this report, as they are all under the umbrella of the Regional Plan. Content of these plans will be coordinated by staff to ensure consistency. This harmonized approach will clarify the interrelationships and interdependencies between each of these efforts.

2. Changes to the Sequence of the RP+5 and Centre Plan Workplan:

Planning Services is proposing to amend the sequence of the RP+5 and Centre Plan deliverables in order to immediately focus efforts on areas experiencing development pressure today, namely in key areas of the Regional Centre and the Mainland Halifax North-Bedford Corridor. These key areas are highlighted on the maps found in Attachment 4a (Halifax Peninsula), Attachment 4b (urban Dartmouth), and Attachment 5 (Mainland Halifax North-Bedford Corridor). This advance work will be undertaken simultaneously with other region-wide RP+5 work.

These current and emerging development pressures create an enormous opportunity for HRM to:

- Acknowledge and address the unprecedentedly high volume of development applications and inquiries within the Regional Centre on appropriate commercial corridors;
- Capitalize on the opportunity for dense, sustainable, mixed-use urban growth presented by the Ships contract;
- Respond to the growing demand for denser and more affordable forms of housing within the Regional Centre;
- Meet or exceed the *Regional Plan* goal of 25% growth in the Regional Centre that is not currently being met;
- Direct a greater share of growth to areas where infrastructure already exists, as opposed to building new infrastructure in undeveloped areas;
- Fulfill the *Regional Plan*'s goal of densifying the Mainland Halifax North-Bedford Corridor growth centre;
- Reduce demand for new road projects by creating opportunities for residents to live close to their jobs such that they can conveniently walk, cycle or take transit; and
- Realize significant economic development and employment opportunities through new construction.

The impact of this change on the project timelines is twofold: it will provide new development policy for key areas of the Regional Centre by October 2012; and it will shift the completion date for the RP+5 from October 2012 to March 2013. This approach is an acknowledgement that the facts of development in HRM have changed substantially in recent months, and it allocates HRM resources to where the development pressures and opportunities are being felt right now.

3. Centre Plan Phase 1:

Evolving housing needs and a changing market has created heightened interest in more dense forms of development in HRM's Regional Centre. In the past year, Planning Services has received approximately 130 development proposals¹ within the Regional Centre. Stronger economic and employment growth, coupled with low interest rates and stronger migration levels, is anticipated to further increase the demand for housing in HRM². The demand for housing is also anticipated to accelerate due to two recent developments:

1. <u>Award of the shipbuilding contract</u>: This award is anticipated to significantly increase demand for housing for the 8000+ direct employees and their families, in addition to spin-off employees. The Intergovernmental Roundtable recognized the potential of utilizing this housing demand to further the goals of the *Regional Plan*:

"The influx of people and capital to the city significantly impacts city's urban Planning issues and creates the potential for positive and important change. With many of the new jobs located in the urban core, HRM can make bigger strides in achieving or exceeding the Regional Plan goal of 25% of residential growth occurring in the Regional Centre."³

In the first five years of the Plan's implementation, that goal has not been achieved as only 16% of residential growth occurred in the Regional Centre. In addition, the Regional Centre's share of population, office space and employment opportunities have continued a decades-long migration to areas outside the Regional Centre.

2. <u>Shift in demand from single unit dwellings to dense housing forms</u>: recent economic realities have resulted in banks tightening lending regulations, making it more difficult to purchase a home. The increased demand for rental housing was illustrated by recent statistics: Last year had the lowest vacancy rate (2.4%) since 2003⁴; new single unit dwelling construction was down 31% from the ten year average; conversely, semi-detached and row housing starts increased and apartment/condo construction exceeded the highest level seen in 20 years. HRM's development community is responding to this new reality, as can be seen by the recent high volume of mixed-use/multi-residential development application activity.

The *Regional Plan* encourages densification in the Regional Centre as HRM's key means for sustainable growth and revitalization. This objective is also entrenched in the *HRM 2011-2016 Economic Strategy* and the *HRM Corporate Plan. Centre Plan Phase 1* is therefore a means to encourage well-designed densification on appropriate Regional Centre corridors, in advance of the ultimate completion of the entire *Centre Plan* project in 2015. HRM's Regional Centre is criss-crossed by iconic commercial streets (corridors) that provide an opportunity to meet the growing demand for complete, walkable neighbourhoods (dense housing, mix of uses, public amenities) while protecting the character of adjacent existing neighbourhoods.

Centre Plan Phase 1 will create the development-enabling environment mandated in the Economic Strategy, yet at the same time advance the principles of good urban design and community building. The approach will tap into the expertise of other municipalities that have

¹ Proposals include inquiries, pre-applications and applications.

² CMHC, 2011. Housing Market Outlook, Halifax CMA.

³ HRM Presentation, December 2011. Intergovernmental Roundtable on Ships Start Here: Implications and Opportunities for Nova Scotia

⁴ CMHC, 2011. Housing Market Outlook, Halifax CMA.

developed innovative means to both encourage and control high and mid-rise development, notably Toronto's Avenues Plan and Vancouver's Eco-Density initiative.

Rationale for Defining Centre Plan Phase 1 Target Areas:

Phase 1 will only apply to specific commercial corridors that have become a focus of development activity. Focusing growth in those areas in the short term will help to protect the scale and character of existing neighbourhoods until the *Centre Plan* is completed in its entirety in 2015. *Centre Plan Phase 1* encourages densification through infill (building up) along major commercial corridors, while introducing performance standards for architectural excellence and appropriate built form relationships with surrounding streets and neighbourhoods. Attachments 4a and 4b are preliminary maps of the Phase 1 corridors and opportunity sites. The boundaries of these areas will be tested during public and stakeholder consultation, and may be modified as a result. The following qualities were used to select the corridors/sites:

- have been the subject of recent, and sometimes substantial interest by the development community (planning inquiries, pre-applications and planning applications);
- redevelopment is likely to occur or be proposed during the next 2-3 years;
- ideally placed to accommodate additional density and development;
- very little or no owner-occupied low density residential uses;
- have an existing block and streets pattern which lends itself well to an urban development form;
- are not the subject of an ongoing detailed planning exercise;
- may have a strong concentration of vacant and/or underutilized sites; and
- may contain a high concentration of land intensive uses, which may be more appropriately located in an industrial park (e.g. car dealerships, warehouses, etc.).

For reference purposes, this map also indicates areas in the Regional Centre currently undergoing Visioning or other concurrent planning studies. It is noted that the maps do not indicate the very high number of "opportunity sites" that exist throughout the Regional Centre, as those sites will be addressed through later phases of the *Centre Plan*.

Based on Successful HRMbyDesign Principles:

Centre Plan Phase 1 will be an extension of the urban design principles adopted in the Downtown Halifax Plan and will duplicate its expeditious Site Plan Approval process - typically a 60 day turnaround on complete applications. This approach will codify all <u>quantitative</u> building elements such as use, massing, height and setbacks into an as-of-right land use by-law, thereby bringing clarity and predictability to the neighbourhood residents and the development community moving forward.

The <u>qualitative</u> elements such as design, materials and landscaping will be governed by carefully selected excerpts from the existing Downtown Halifax Design Manual that will be repurposed for use along the corridors. It is intended that deliberation of such matters will be added to the mandate of the existing Design Review Committee. Taken together, this nuanced regulation of the quantitative and qualitative elements of new development will allow the protection of the individual character and scale of the Regional Centre's many distinct neighbourhoods to an extent not possible under current policy and regulation.

Basic Elements of Centre Plan Phase 1:

Centre Plan Phase 1 will address the following:

- 1. <u>Categorization of corridors/sites:</u> dependant on size, suitability, and existing/adjacent built form of prominent streets. This will clearly identify maximum appropriate height and mass for each affected corridor or site, and ensure appropriate transitions in scale down to adjacent neighbourhoods.
- 2. <u>Protection of sunlight & skyview and control of wind & shadow</u>: height, massing, floor plate size, and streetwall controls to protect pedestrian, resident and neighbourhood experience; lot depth, width, and setback minimums to protect adjacent properties.
- 3. <u>Mixing of uses in keeping with Regional Planning principles</u>: ground floor retail, affordable housing, cultural spaces, community services, etc., will be explored as means to improve the vitality of prominent streets.
- 4. <u>Improvement of the public realm</u>: streetscape improvements, landscaping, public amenities, entrances, lighting, etc., will be explored as means to improve relationship with surrounding streets and neighbourhoods.

4. Legislative and Regulatory Environment (Amendments):

The previously approved RP+5 and *Centre Plan* Scope and Schedule, identified a number of necessary amendments to municipal policy and provincial legislation. The proposals in this report do not alter those requirements, other than to make their timely adoption more important. These amendments are:

Amendments to Existing MPS and LUB Documents:

Centre Plan Phase 1 will require amendments to the Halifax, Downtown Dartmouth and Dartmouth Planning Strategies and their respective land use by-laws. This requirement is reflected in Recommendation #7 of this report. There are a number of legislated timelines governing such amendments to municipal planning strategies that have been incorporated into the proposed timelines (see Attachment 1). It is noted that once the full *Centre Plan* is adopted in 2015, these existing individual MPS and by-law documents will be replaced by the new Regional Centre MPS and Land Use By-Law. The approach proposed in this report is therefore an interim strategy which will be further tested and refined through application and community engagement.

Amendments to the HRM Charter:

Amendment to the HRM Charter will be required to enable two important regulatory tools, the use of which is currently restricted to the Downtown Halifax Plan Area. These are: the approval mechanism known as Site Plan Review; and density bonusing. The requests for these amendments are being sought in the Spring of 2012, sitting of the Nova Scotia Legislature. It is critical that such requests are packaged and communicated in a timely and effective manner to Regional Council, provincial staff, and the Legislative Assembly. HRM's Government Relations department is working on the amendment request on behalf of Planning Services and Planning Services will build support for the amendments through the RP+5 and Centre Plan Phase 1 engagement program, as described in Attachments 2 & 3.

<u>Site Plan Approval</u> is recommended as the most balanced tool to enable development within the identified corridors. It provides a clear and concise process for developers to follow, while involving the Design Review Committee in ensuring community interests and design standards

are reflected in new developments. This has proven highly effective in Downtown Halifax as the increase in development applications in that area illustrates.

<u>Density Bonusing</u> will be used to further housing affordability and the provision of community amenity space - two key objectives for the Regional Centre. This tool enables a developer to build additional square footage or height in exchange for the provision of affordable and moderately priced dwelling units, and community amenity space.

5. Overall Process Governance:

The RP+5 and Centre Plan Phase 1 process will be led by the Council-appointed Community Design Advisory Committee (CDAC) and facilitated by the RP+5 staff team. The CDAC appointments are being tabled for CPED's approval and should be expected shortly. The CDAC is being established expressly for the purpose of advising Regional Council, through CPED, on the RP+5 and the Centre Plan. Given the tight timelines, Staff is recommending that this be the sole deliberation and approval channel. Advisory bodies with a community focus such as planning advisory committees and Community Councils, will be thoroughly consulted as key stakeholders.

HAC is an exception to this and, in accordance with the Heritage Property Act, will provide their recommendations directly to Regional Council at the same time as CDAC and CPED. Staff will provide HAC with regular updates and invitations to events and other communication tools such as social media, mailing lists, etc.

To strengthen communication and coordination amongst the elements of this governance structure, staff is requesting the addition of regular RP+5 and *Centre Plan* status updates to CPED agendas. The same request will be made to HAC.

6. Implications:

CPED should be aware of potential risks associated with maintaining the status quo **versus** proceeding with the proposed *Centre Plan Phase 1*:

| | Risks Associated with Status Quo | Risks Associated with Centre Plan Phase 1 |
|---|---|---|
| Increased Demand and Growth Pressures | HRM fails to capitalize on opportunity to sustainably accommodate growth. New growth shifts to suburban/rural at a higher cost to HRM Current Regional Centre policies allow inappropriately scaled/ | Growth doesn't materialize and the <i>RP+5</i> delayed by approx. 5 months to accommodate unnecessary policy. |
| Staff Resourcing | designed development to proceed to detriment of neighbourhoods. Staff increasingly tied up in lengthy plan amendment and development agreement processes which fail to achieve <i>Regional</i> <i>Plan</i> goals. 12-24 months processing time currently vs. 2 | Resources focused on Regional Centre, causing a slight (approx. 5 months) delay in work on rural, suburban and regional issues. |

| | months Site Plan Approval. Hiring additional staff to meet pressure via current policy could result in more time spent administering out-dated plans and resulting developments that do not meet current needs and reality. | |
|---|--|--|
| Council Administration and Deliberation | Council and community energy expended deliberating on proposals through the filter of outdated policies that yield imperfect outcomes. | No guarantee that legislative amendments will be on time or successful. Without Site Plan approval and Design Review Committee, Council will have to deliberate on proposals and host public hearings – but only for <i>qualitative</i> building matters. |
| Public Interest | Community fabric continues to be negatively impacted by poor design and development under current planning policy. | The community is not provided with enough information to understand new concepts in community design. Benefits such as improved neighbourhood protection and tax stability due to increased assessments are not well presented. |
| Development Community | Development projects proceed or stall through slow and unpredictable planning approvals. Investment moves elsewhere. | New policies are for select sites, other sites may have to wait until later <i>Centre Plan</i> Phases (2015) to capitalize on densification through good urban design. |

7. Conclusion:

The reconfiguration of the RP+5 and *Centre Plan* workplan is balanced by the benefits of strategic planning for growth in the Regional Centre. The proposed approach is beneficial as it:

- Addresses and fast tracks a large percentage of proposals. This focusing of developer and staff resources on appropriate areas will reduce speculation and workload;
- Provides a proactive response to increased housing demand by anticipating and directing growth to further *Regional Plan*ning goals;
- Creates a progressive and certain development climate, furthering the Economic Strategy Objective #1 to "Direct and oversee a pro-development policy environment in the Regional Centre";
- Responds to development opportunity while answering community need for protection of character and scale of existing neighbourhoods; and
- Will reduce current planning and development policy barriers to economic development within the Regional Centre and Mainland Halifax North-Bedford Corridor.

BUDGET IMPLICATIONS

The scope and schedule of the RP+5 and *Centre Plan*, as presented in this report, will be funded entirely through existing approved budget allocations. No new funding is being sought. Funding is available in the following three accounts:

- Operating No. C31O-Planning & Applications;
- Project No. CDGO1283-*Regional Plan* 5year Review (2011/12 budget remaining \$355,057.50); and
- Project No. CDV00738-Center Plan/Design (Visioning) (2011/12 budget \$165,000).

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

The community engagement processes are consistent with the intent of the HRM Community Engagement Strategy. Comprehensive Communication and Public Engagement Strategies for the RP+5 and Centre Plan Phase 1 are contained in Attachments 2 & 3.

ALTERNATIVES

- 1. CPED may direct changes to the proposed approach for the *RP*+5 and *Centre Plan Phase 1*.
- 2. CPED may direct that the status quo in the Regional Centre be maintained by not proceeding with *Centre Plan Phase 1*.

ATTACHMENTS

| Attachment 1 | Project Timelines |
|---------------|---|
| Attachment 2 | Communication and Public Engagement Strategy- RP+5 |
| Attachment 3 | Communication and Public Engagement Strategy- Centre Plan Phase I |
| Attachment 4a | Study Area Map: Centre Plan Phase 1 on the Halifax Peninsula |
| Attachment 4b | Study Area Map: Centre Plan Phase 1 in urban Dartmouth |
| Attachment 5 | Study Area Map: Mainland Halifax North-Bedford Corridor |
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A copy of this report can be obtained online at <u>http://www.halifax.ca/boardscom/SCcped/index.html</u> then choose the appropriate Community Planning and Economic Development Standing Committee meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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Attachment 2

<u>Communication and Public Engagement Strategy</u> <u>Regional Plan Five-Year Review (RP+5)</u>

INTRODUCTION

The October 4, 2011 staff report (*Regional Plan Review and Scope Workplan*) highlighted the need for a solid communication and engagement strategy to ensure the Regional Plan Five-Year Review (RP+5) and the *Centre Plan* processes have public support and the confidence of Council.

This attachment details the proposed communication and public engagement strategy for RP+5 to be concluded in March 2013. The <u>Communication and Public Engagement Activity at a</u> <u>Glance for RP+5</u> (Table 1) outlines how HRM and the Community Design Advisory Committee (CDAC) will communicate and engage with citizens and key stakeholder groups to continue their involvement in shaping the future of HRM and its neighbourhoods. Table 2, <u>Communication & Public Engagement Activity Descriptions for RP+5 and <u>Centre Plan Phase 1</u> illustrates the variety of consultation and dialoguing tools and opportunities that will be used. (Table 2 is relevant to understanding both the RP+5 and <u>Centre Plan Phase 1</u> communication and public engagement processes)</u>

CONTEXT

RP+5, although focused in scope, applies to the entire municipality. Therefore, the public consultation process must be comprehensive and inclusive with respect to the diversity of communities and stakeholder groups present in the entire Region. An engaged community is vital to the Plan's immediate and long term success. Knowing and understanding the issues and accepting a shared and collective responsibility for the future of our region is imperative.

RP+5 is not taking place in a vacuum. It must be recognized there are several planning processes and studies underway and initiated by Council to implement the Regional Plan. These processes will not stop during RP+5, but it is critical the public is kept informed of these processes and their potential impact on RP+5. Communication must also reach inwards to internal HRM stakeholders to ensure policy proposals are fully vetted and supported across the organization.

As outlined in the staff report, the *Centre Plan Phase 1* is proposed to be concluded by September 2012, while RP+5 is proposed to be concluded by March 2013. This presents some challenges but also opportunities for the public engagement process. It will be important to ensure the public understands *Centre Plan Phase 1* is positioned under the umbrella of the Regional Plan, yet is distinct with regards to geographic scope, level of detail and approval process. The opportunities lie in creating synergies in information sharing and co-promoting engagement opportunities for the two parallel processes. Public engagement on the *Centre Plan Phase 1* will ultimately inform a new Regional Centre chapter in the Regional Plan, and lead into the more comprehensive Phase 2 of the *Centre Plan* in 2013-15.

PROJECT GOVERNANCE

The role of CDAC is to provide a key communication and working link between Regional Council and the community, and to advise on the delivery of a community engagement and communications program for RP+5 and the *Centre Plan*. At key milestones CDAC will submit recommendation reports to Regional Council through the Community Planning and Economic Development (CPED) Standing Committee.

CDAC's responsibilities include advising the staff project team on public engagement and communication strategies (CDAC Terms of Reference, October 4, 2011). Due to the project timelines, key elements of the RP+5 communication and engagement process had to be determined prior to the appointment of CDAC, but it is important to note, CDAC will have the opportunity to influence the details of the plan, and participate and take a lead role in community and stakeholder engagement.

Internal Committees of Council

While *RP+5* and *Centre Plan* will fall under the oversight of the CDAC and CPED Standing Committee of Council, staff will work with the Municipal Clerk's Office to ensure all Standing Committees of Council, Community Councils, Regional Council Advisory Committees and Community Council Advisory Committees are notified of interim reports, as well as notices of public engagement activities and other updates.

PURPOSE

The *RP*+5 Communication and Public Engagement Strategy will achieve three objectives:

- 1. To develop a fair, transparent and inclusive public engagement process that will inform RP+5 by providing a variety of opportunities for HRM citizens to shape and define changes to the Regional Plan.
- 2. To develop clear, transparent and timely communication on:
 - the origin of the Regional Plan;
 - its ongoing implementation;
 - the rationale, scope and timelines for the review; and
 - its critical importance to the long term impact on our shared long term future.
- To ensure, through the review process, the Community Design Advisory Committee (CDAC), Community Planning and Economic Development (CPED) Standing Committee, Regional Council, Community Councils, Council Advisory Committees, and HRM departments, have a full understanding of all public feedback, facts, policy options and their implications.

STAKEHOLDERS

RP+5 will be of interest to all HRM citizens, other levels of government including First Nations, and adjacent municipalities. Stakeholder groups with interest in the environment, economy and business, transportation, housing, health, and heritage and culture will be included in the process through membership on the CDAC and public engagement activities. RP+5 will utilize an extensive database of stakeholder groups, organizations and citizens who have participated in recent regional planning-related processes to provide updates and promote engagement opportunities. Stakeholders will be invited to all public engagement activities and additional meetings may be organized to address specific issues. All proceedings will be logged and included in the Summary and Response to Public Input Reports.

PUBLIC ENGAGEMENT PROCESS

Public engagement for RP+5 will occur over four phases, as illustrated in Attachment 1 of this report, in Table 1 (in this attachment), and as described below.

Phase 1 – Where are we now? January to February 2012

Purpose: To increase public awareness of the Regional Plan, its key issues, challenges and opportunities and to inform the public about the scope of the review process.

Public engagement and communication during Phase 1 will focus on information sharing (awareness building) with all target audiences about the Regional Plan, its goals and objectives, what has been accomplished since its approval in 2006 and why it needs to be reviewed. The scope of the review, issues, themes and opportunities for the public to become engaged, will be communicated through various media. The provincial government, adjacent municipalities and First Nation governments will be notified of the launch of the review process.

A best practice scan and thorough research will support this phase and provide valuable content to inform the discussion. Communication tactics will include the launch of a new webpage and blog, and use of social media (Twitter and Facebook). Key stakeholder groups, representative of our diverse community, will be engaged through meetings and discussion to confirm key issues and encourage ongoing involvement in the process. A kick-off event featuring a guest speaker and local experts will round out this phase and lead into Phase 2 of community consultation.

Outcomes: By the end of Phase 1, the Community Planning and Economic Development (CPED) Standing Committee will have approved the Communication and Public Engagement Strategy; public awareness on the Regional Plan, key issues, opportunities and challenges will have increased; and, the general public and key stakeholder groups will have a better understanding of the scope of the review process. Citizens and stakeholder groups will know where to get information about the review process and how to get involved.

Purpose: To affirm the foundation of the Regional Plan; engage and inform the public on possible policy options; and test initial policy choices.

Phase 2 of the engagement process will begin with sharing information on the principles, goals and objectives of the Regional Plan. Community engagement will be used to affirm and possibly refine and strengthen the goals and objectives. Information about relevant studies and other parallel processes will be available to the public. The results of the 2011 HRM Citizens Survey will also become available at this time and will be used to confirm key issues. Options for policy amendments, including the specific boundaries of the study areas, will be tested and refined through consultation and further study. The key issues and opportunities informing the five-year review will be at the forefront of all information sharing and will be used to help frame dialogue.

Public consultation activities will take place over an intense two-three week period with inperson meetings and up to 6 workshops across the region. Meeting venues will be welcoming and inclusive to all who wish to participate. Other engagement formats will be supported, including webcasts, social media dialogue and polling using Twitter and Facebook, and ongoing submissions via e-mail and mail will be received. Conversations with key stakeholders groups will continue and all engagement sessions will be designed and promoted to attract a wide range of participants. Maps of trends and environmental conditions will be presented in an "HRM Atlas". A "Community Handbook" about key trends and facts, principles, goals and objectives, and possibilities and policy choices will be available online and in print.

A summary and response to public input document will be created at the end of Phase 2 and will be presented to the CDAC, Heritage Advisory Committee (HAC) and CPED Standing Committee. The committees will have an opportunity to provide direction for detailed policy development.

Outcomes: At the end of Phase 2, a summary report and a response to public input will be produced and shared with the public. The Regional Plan's principles, goals and objectives will be re-affirmed, and an analysis of policy direction and implications will be presented to the CDAC, HAC, and CPED Standing Committee.

| Phase 3 - | - What do we | need to refine or | change? | September to December 2012 |
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Purpose: To seek feedback on proposed Regional Plan policy changes.

The 3rd phase of the engagement process will again begin with information sharing. Key facts, findings of commissioned studies, and policy direction affirmed in Phase 2 will be clearly communicated. As in Phase 2, an intense two-three week community consultation will take place to seek feedback on proposed policy changes. Again, up to 6 public meetings/open houses will be held across the Region to provide the public with an opportunity to review the draft Regional Plan. Meeting venues will be welcoming and inclusive to all who wish to participate and other engagement formats will be supported to ensure all refinements or changes to policy are thoroughly vetted. A survey will gauge public opinion on key proposed policy changes and

provide Council with an additional layer of information. The CDAC and CPED will work to ensure all public and stakeholder input is considered and the draft Regional Plan amendments are readied for presentation to Regional Council.

Outcomes: A summary and response to public input document and draft Regional Plan amendments, will be presented to the HAC, CDAC and CPED Standing Committees and shared with the public.

Phase 4 – Approval of the Regional Plan January 2013 to March 2013

Purpose: To present the revised draft Regional Plan for Council decision and ministerial approval.

The final phase involves the formal approval process by Regional Council. Council will initiate the approval process by giving first reading to the amendment package and by setting a date for a public hearing. Adjacent municipalities and First Nations will be notified of the public hearing. At the hearing, members of the public will have the opportunity to present their views to Council on the Regional Plan amendments. Following the hearing, Council will debate and discuss all of the information before them and then vote on whether or not to approve the amendments, or request additional information to assist them in making a final decision. Should the amendments be approved, they will be submitted to the provincial government for review and approval by the minister of Service Nova Scotia and Municipal Relations.

Outcomes: At the end of this final phase, an amended Regional Plan should be approved by Regional Council and the Province.

Table 1: Communication & Public Engagement Activity at a Glance for RP+5

| RP+5 | Engagement Activities | Ongoing Activities |
|---------------------------------------|---|-----------------------|
| Phase 1 Jan – Feb 2012 | Kick-off event Information sharing Communication and Community Engagement Strategy approved by CPED | Website |
| Phase 2 Mar – July 2012 | Information sharing 2-3 week public consultation period Stakeholder meetings Summary and Response to Public Input Report Recommendation Report to CDAC and CPED | Blog U Facebook |
| Phase 3 Sep 2012 – Dec 2012 | Information Sharing 2-3 week public consultation period Stakeholder meetings Summary and Response to Public Input Report Recommendation Report to CDAC | Twitter |
| Phase 3 Jan 2012 – Mar 2013 | Recommendation Report to Regional Council First Reading Public Hearing Regional Council Ministerial Approval | Written Submissions |

Table 2: Communication & Public Engagement Activity Descriptions RP+5 and Centre Plan Phase 1

Activity & Description

Kick-off Event

Host a kick-off event featuring special speaker(s) to officially launch the review process publicly, outline project objectives and themes, and share information on communication and engagement opportunities, and timelines.

Public Opinion Surveys

Develop key questions for the quarterly public opinion survey to establish a baseline of citizen awareness and engagement in *RP+5* at the third phase of engagement.

Project Team Liaisons

Establish liaisons between project team members and key stakeholder groups to ensure they are aware of *RP+5* and *Centre Plan Phase 1* and kept up to date phase by phase, to increase communication reach through their networks.

Videos

Use videos as part of the public engagement process to create awareness of the importance of well-planned communities in the long term, and to inspire citizens to actively participate in the process.

Regional Workshops & Consultation Events

Hold two rounds of public and stakeholder consultation for the *RP+5* process, each spanning a two-three week period to ensure all citizens and key stakeholders have an opportunity to participate and provide feedback. Hold a separate round of public consultation in the communities within identified *Centre Plan Phase 1* opportunity corridors.

HRM Atlas

Use maps and other visuals in conjunction with the Community Handbook to capture and illustrate trends and environmental conditions to inform the public about key issues and policy choices related to *RP+5*. Provide in print and electronic versions.

Community Handbook

Create a handbook in conjunction with the HRM Atlas to outline trends, facts, etc. to inform the public about key issues and policy choices related to *RP+5*. Make the handbook available during phases 2 and 3 of the *RP+5* process in print and electronic versions.

Research Reports

Develop research reports for each issue theme based on existing policies, best practices and what the best options are for HRM in the long term. Use this research to help frame the discussion throughout the public engagement.

Response to Public Input document

Compile a Response to Public Input document following each round of public consultation. Include comments received via Facebook, the website, email, and regular mail. Include feedback gathered at public engagement events. Respond to questions received during this time and provide clarification in one document. Submit this report to the CDAC, HAC and CPED committees for their information and consideration, and post the report online.

Activity & Description

Policy Direction Committee Reports

Ensure the CDAC, HAC and CPED are fully up to speed on the progress achieved at each phase. Provide the results of the two rounds of public engagement and summary reports proposing policy direction to each committee in addition to the Response to Public Input document. Use these presentations as a means for each committee to inform the next phase of the process. Ensure the committees are kept up to speed on the separate round of public consultation held within identified *Centre Plan Phase 1* opportunity corridors.

Website Updates

Review and archive existing web info on HRMbyDesign pages and Regional Planning pages into one new website: Plan HRM. Regularly post the most up to date info on *RP+5* and *Centre Plan Phase 1* on main page, and provide links to Facebook page, Twitter, etc. and related material.

Fact Sheets

Develop one-pagers for each theme issue that is being explored as part of *RP+5*. Include an overview of the origin and purpose of the review itself to guide discussion on best practices and possible policy amendments. Develop fact sheets for the *Centre Plan* process.

Social Media

Establish a Facebook page for 'Plan HRM' to post up to date information, photos, videos and links of interest. Use to facilitate two-way dialogue with citizens. Use a Twitter account to disseminate engagement opportunities, advise of new online content and post links of interest.

Earned Media

Issue PSA's and story ideas during each phase of the project to leverage local media coverage and increase public awareness and discussion of *RP+5* and *Centre Plan Phase 1*.

Print Advertising

Use traditional print advertising to supplement other forms of promotion including social media, earned media and network liaison groups. Official advertisements and notifications for public hearings are a mandated part of the process.

HRM Business Unit Working Group

As *RP+5* is a corporate priority for completion in fiscal 2012/13, HRM has committed staff from related business units to assist the project team in researching existing HRM policies and procedures, best practices, providing industry contacts and ensuring any new policies or policy amendments are consistent with the corporate direction in the long term.

Stakeholder Meetings

Stakeholder meetings may be scheduled upon request or organized by invitation to address specific issues or problem-solve. All meetings will be tracked and reported to CDAC, HAC, and CPED as part of the public consultation summary reports

Regional Plan Amendments and Centre Plan Phase 1 MPS and LUB Amendments

The final outcome of *RP+5* will be an amended Regional Plan document, with changes highlighted in a separate Regional Plan Amendments document for transparent communication of changes to Regional Council and members of the public. The final outcome of *Centre Plan Phase 1* will be an amendments package to the Halifax MPS, Dartmouth MPS, and Downtown Dartmouth MPS.

Attachment 3:

<u>Communication and Public Engagement Strategy</u> <u>Centre Plan Phase 1</u>

INTRODUCTION

The October 4, 2011 recommendation report initiated RP+5 and the Centre Plan. This attachment details the proposed communication and public engagement strategy for the first phase of the Centre Plan (Centre Plan Phase 1). It includes a description of the purpose and outcomes of each public engagement phase and the tools that will be used to communicate important information. Table 1 Communication and Public Engagement Activity at a Glance for Centre Plan Phase 1 outlines how HRM and the Community Design Advisory Committee (CDAC) will communicate and engage with citizens and key stakeholder groups to continue their involvement in shaping the future of HRM and its neighbourhoods using a variety of consultation and dialoguing tools and opportunities.

CONTEXT

The first phase of the *Centre Plan* will be focused on specific sites and corridors of opportunity within the Regional Centre. It is intended to capitalize on the current and emerging development pressures by encouraging densification on appropriate Regional Centre corridors while protecting the character of existing neighborhoods. Therefore, the public consultation process must consider the unique assets, interests and characteristics of each neighbourhood.

PROJECT GOVERNANCE

The role of the CDAC is to provide a key communication and working link between Regional Council and the community, and to advise on the delivery of a community engagement and communications program for the *Centre Plan*. At the conclusion of the public consultation program CDAC will submit a recommendation report to Regional Council through the Community Planning and Economic Development (CPED) Standing Committee.

CDAC's responsibilities include advising the staff project team on public consultation and communication strategies; (CDAC Terms of Reference, October 4, 2011). Due to the project timelines, key elements of the *Centre Plan Phase 1* process had to be determined prior to the appointment of CDAC, but CDAC will have the opportunity to influence the details of the plan and participate and take a lead role in community engagement.

Internal Committees of Council

While *RP+5* and *Centre Plan Phase 1* will fall under the oversight of the CDAC and CPED Standing Committee of Council, staff will work with the Municipal Clerk's Office to ensure all other Standing Committees of Council, Community Councils, Regional Council Advisory Committees and Community Council Advisory Committees are notified of all interim reports as well as notices of public engagement and other updates.

PURPOSE

The Centre Plan Phase 1 Communication and Public Engagement Strategy will achieve three objectives:

- 1. To develop a fair, transparent and inclusive public engagement process that will shape the *Centre Plan* along key corridors by providing a variety of focussed engagement opportunities for affected neighbourhoods;
- 2. To develop clear, transparent and timely communication on:
 - the need to expedite the Centre Plan given current economic climate;
 - how the *Centre Plan* is linked yet distinct from *RP*+5;
 - how the advancement of the Centre Plan the opportunity to capitalize on current economic pressures for the benefit of local communities;
 - the rationale, geographic scope and timelines for the review; and
 - the future phasing of the *Centre Plan*.
- 3. To ensure that through the review process, the Community Design Advisory Committee (CDAC), Community Planning and Economic Development (CPED) Standing Committee, Regional Council, Community Councils, other Council Advisory Committees, and HRM departments, have a full understanding of public feedback, facts, and plan amendment proposals.

STAKEHOLDERS

It is assumed that the *Centre Plan Phase 1* will be of interest to all HRM citizens, but in particular to property owners, residents and business owners located within or in close proximity to the identified *Centre Plan Phase 1* opportunity corridors (Attachment 4). Therefore, public consultation will focus on the specific neighbourhoods where the identified corridors are located. Each area will have a minimum of one meeting/workshop taking place over a 5-week period. Notification to affected property owners and the immediate neighbourhood will take place along with general public notice.

PROCESS

Public engagement for *Centre Plan Phase 1* will occur over three phases, as illustrated in Attachment 1 of this report, Table 1 (in this attachment), and as described below.

Phase 1 – Information sharing January to February 2012

Purpose: To increase public awareness of *Centre Plan Phase 1*, its rationale, key issues, opportunities, process and approach.

Public engagement and communication during Phase 1 will focus on information sharing (awareness building) with all target audiences about *Centre Plan Phase 1*, its purpose, rationale and process. In particular, information materials will elaborate on how *Centre Plan Phase 1* will build on the success of HRMbyDesign and best practice research from other municipalities. A joint RP+5 and *Centre Plan Phase 1* kick-off event will feature an approach to corridor planning

using urban design principles. Media tools, including a new website and blog, Twitter and Facebook accounts will be launched. Analysis of individual corridors will be released as it becomes available.

Outcomes: By the end of Phase 1, the public will become familiarized with the issues, opportunities, and approach to the *Centre Plan Phase 1* process, and how it is linked yet distinct from RP+5. Citizens and stakeholder groups will know where to get information about the review process and how to get involved.

March to July 2012

Purpose: To provide the public, affected residents and property owners with a fair, transparent and inclusive public engagement process to shape the *Centre Plan Phase 1* along key opportunity corridors.

This five-week public consultation will be tailored to each corridor and community where the opportunity sites are located. It is imperative that additional corridors not be added to the scope of the project to meet the project timeline. Information materials will be available in advance of the public events. Interactive public meetings/workshops will include staff presentations, visual materials and an opportunity for the public to manipulate and modify proposed designs. One meeting/public workshop will be scheduled in each community to discuss staff proposals and propose modifications. Additional meetings/workshops may be scheduled. All comments will be captured in a summary report organized around each neighbourhood.

Outcomes: A summary and response to public input document and draft Halifax, Dartmouth, and Downtown Dartmouth MPS Plan amendments, will be presented to the CDAC, HAC, and CPED Standing Committees and shared with the public.

Phase 3 – Approval

August to October 2012

Purpose: To present the *Centre Plan Phase 1*, including amendments to the Halifax MPS, Dartmouth MPS, and Downtown Dartmouth MPS for Council decision and ministerial approval.

The final phase involves the formal approval process by Regional Council. Council will initiate the approval process by giving first reading to the amendment package and by setting a date for a public hearing. At the hearing, members of the public will have the opportunity to present their views to Council on the *Centre Plan Phase 1* amendments. Following the hearing, Council will debate and discuss all of the information before them and then vote on whether or not to approve the amendments, or request additional information to assist them in making a final decision. Should the amendments be approved, they will be submitted to the provincial government for review and approval by the minister of Service Nova Scotia and Municipal Relations.

Outcomes: At the end of this final phase, an amended Halifax MPS, Dartmouth MPS, and Downtown MPS should be approved by Regional Council and the Province.

Table 1: Communication & Public Engagement Activity at a Glance for Centre Plan Phase 1

| Centre Plan ph1 | Engagement Activities | Ongoing Activities |
|-----------------------------------|---|--|
| Phase 1 Jan – Feb 2012 | Kick-off event Information sharing Communication and Public Engagement Strategy approved by CPED | Website |
| Phase 2 Mar – July 2012 | Information sharing 5-week public consultation period Stakeholder meetings Summary and Response to Public Input Report Recommendation Report to CDAC and CPED | Blog JJ Facebook |
| Phase 3 Aug – Oct 2012 | Recommendation Report to Regional Council First Reading Public Hearing Regional Council Ministerial Approval | لب Twitter لب Written Submissions |





