



# REGIONAL CENTRE PACKAGE B - COMMUNITY ENGAGEMENT PLAN

**HALIFAX**



## ABOUT THIS DOCUMENT

The Regional Centre Package 'B' Community Engagement Strategy (Package 'B' Strategy) outlines the ways and means by which staff at the Halifax Regional Municipality (Municipality) will engage with the community and stakeholders on the second phase of the Regional Centre Plan project.

The Regional Centre Plan project was re-initiated in January 2015 with a revised and updated Community Engagement Strategy (2015 Strategy), which was approved by Regional Council in the same year (*the Purple Document*). The 2015 Strategy was also endorsed by the Community Planning and Economic Development Standing Committee and the Community Design Advisory Committee. It sets the overarching vision of community engagement for the project through the following four (4) goals:

- Goal 1.** Be consistent and draw on the strength of the HRM Community Engagement Strategy.
- Goal 2.** Respect the work done by staff and the public in earlier engagement.
- Goal 3.** Build trust that will enable staff and the public to engage in effective city building.
- Goal 4.** Provide a clear framework for actions and allow for all [Council] bodies to observe measured success.

The 2015 Strategy identified key steps for community engagement, key stakeholders, relationships to other consultation work and projects conducted by the Municipality, as well as a broad range of engagement opportunities. Those steps included four (4) distinct phases of engagement, which were implemented as part of the overall engagement on the project in 2015-16 and the Package A engagement in 2018.

The first steps of the process were achieved through community consultation on the Purple Document in 2015-16. Those consist of:

- Step 1:** Engage and Define (Purpose, Vision, Core Concepts, and Alternatives for Growth).
- Step 2:** Learn Together (Urban Structure and Framework Document).

The following steps were implemented through the Package A community consultation process in 2018:

- Step 3:** Check-in and Feedback (Draft Plan & Land Use By-law for Regional Centre Plan Package A).
- Step 4:** Adoption Path Processes (Final proposed Package A Plan and Land Use By-law).

Similar to Package A, the community engagement process for Package B will focus on Steps 3 and 4. This will result in the full adoption of the Regional Centre Secondary Municipal Planning Strategy (Plan) and Land Use By-law.

This document will build on the engagement momentum, as well as the vision and engagement goals created by Package A. It is also an opportunity to continue provide the community with an understanding of the **goals** of the engagement plan, engagement **actions** that will take place, and the ways in which staff and the community will **measure** the success of the process.



Photo credits: TJ Maguire; River Heim, Maritime River Photography

# BACKGROUND

## Regional Centre Context

The Regional Centre is the political, cultural and economic heart of the Municipality, and Nova Scotia’s capital city. It is an area of 33 square kilometres, which encompasses the Halifax Peninsula and Dartmouth within the Circumferential Highway, including Downtown Halifax and Downtown Dartmouth. It is the urban core of the region with a dense population, commercial industries and districts, and major institutions that are driving the social, cultural and economic development of the Municipality. Although it accounts for only 0.6% of the Municipality’s land area, it has a population of 96,619 (24.2% of the total, Statistics Canada 2016 Census). Recognizing the importance of the Regional Centre, the Municipality has adopted a vision and eight (8) guiding principles for this area to form the basis of land use planning and development.

The Regional Municipal Planning Strategy (Regional Plan) targets at least 25% of regional growth in the Regional Centre, provides a vision and eight guiding principles for the preparation of a new Plan for the area, and establishes four (4) objectives to enhance the Regional Centre:

1. Adopt a Regional Centre Plan, which achieves the vision statement and guiding principles endorsed by Regional Council.
2. Adopt heritage plans and programs that further preserve and enhance the viability of heritage properties, streetscapes, and districts.
3. Prepare capital and operating expenditure programs that enhance development within the Regional Centre, with emphasis of resources on downtown Halifax and Dartmouth, and take advantage of opportunities to strategically leverage other public and private sector investments.
4. Create financial and regulatory incentives to stimulate desired growth.

## Centre Plan Vision Statement - 2014 Regional Plan

The Regional Centre is the civic, cultural and economic heart of the Halifax Regional Municipality. It is a prosperous and resilient community that supports the needs, health and well-being of a diverse and growing population. New growth is located strategically to support the creation of complete communities, human scale design, and pedestrian comfort. The Regional Centre is the core of the best mid-sized city in Canada that welcomes all who want to live, work, play and learn here.

**The Regional Centre**

*The Regional Centre is the urban core of the Halifax Regional Municipality and includes the Halifax Peninsula and Dartmouth within the Circumferential Highway.*



## Centre Plan Guiding Principles - 2014 Regional Plan

The eight guiding principles for preparing the Regional Centre Plan are established in the 2014 Regional Plan.

- (I) Sustainable**
  - Design, plan and build with respect for economic, environmental, social and cultural sustainability.
  - Create resilient communities that adapt to evolving opportunities and need.
- (II) High Quality**
  - New development should be of high quality and compatible with other high-quality developments.
  - Promote high quality architecture and urban design that respects great heritage resources, including neighbourhoods.
- (III) Heritage and Culture**
  - Heritage resources, including heritage districts, buildings, landscapes and cultural heritage, should be recognized, used, protected and enhanced.
  - Ensure lasting legacies (buildings, open spaces and streets) are maintained, and new ones are created.
- (IV) Movement**
  - Integrate land use planning with transportation planning in such a way that alternatives to driving become an easy choice. Transportation options should be efficient, pleasant and readily available.
  - All streets should present an inviting barrier-free environment that considers the comfort, convenience, safety and visual interest of pedestrians.
  - The Regional Centre, in all ways, should be conducive to, and supportive of, active transportation movement. It should provide people with choices that are viable alternatives to driving.
- (V) Complete Neighbourhoods**
  - Support safe, mixed-use and diverse neighbourhoods, including: affordable housing and a variety of tenures; residential, commercial, employment uses; and visually and physically accessible amenity space, including schools and parks within walking distance.
  - Ensure the necessary public services and amenities to support quality of life, cohesive communities and creative places.
- (VI) Growth and Change**
  - Ensure that new developments respond to the natural, cultural, historical, and urban character of their context.
  - Direct change and intensification to areas that will benefit from growth.
  - Every new building should contribute to the betterment of the public realm.
  - Design should support accessibility, active transportation and transit (i.e. streets, land uses, neighbourhoods, open spaces, circulation systems).
- (VII) Process**
  - Foster a culture of support for the building / construction of quality urban design.
  - Recognize and reward design excellence.
  - Involve neighbourhood communities in local planning matters.
  - Maintain opportunities for public participation in the implementation of HRM by Design.
  - Foster predictable outcomes that have been tested to be achievable and fair.

#### **(VIII) Connected**

- Prominent views to prominent natural and built features should be recognized, protected and enhanced.
- Enhance safe and appealing connections within the Regional Centre including to and from the waterfront, open spaces and neighbourhood.

Given the complexity of the project, in June 2017, Regional Council approved a framework for the Plan, and a direction of adopting the Plan in two phases:

- **Package A** to establish planning policies and land use By-law regulations for areas of mixed-use development (Centres, Corridors, Higher Order Residential Areas, and Future Growth Nodes); and
- **Package B** to establish planning policies and land use By-law regulations for areas identified as Established Residential Areas, Industrial and Institutional Employment Lands, and Parks and Open Spaces.

## **The Regional Centre Plan and Land Use By-law – Package A:**

On September 18, 2019, Regional Council approved the Regional Centre Secondary Municipal Planning Strategy (Plan) and Land Use By-law for lands within Package A. These planning documents contain policies and regulations that seek to reflect the aspirations of the community. They also seek to balance multiple aspects of the public interest, such as strategic growth, predictability, and economic development with diverse housing choices and urban design that inspires, reflects the local context and prioritizes pedestrians.

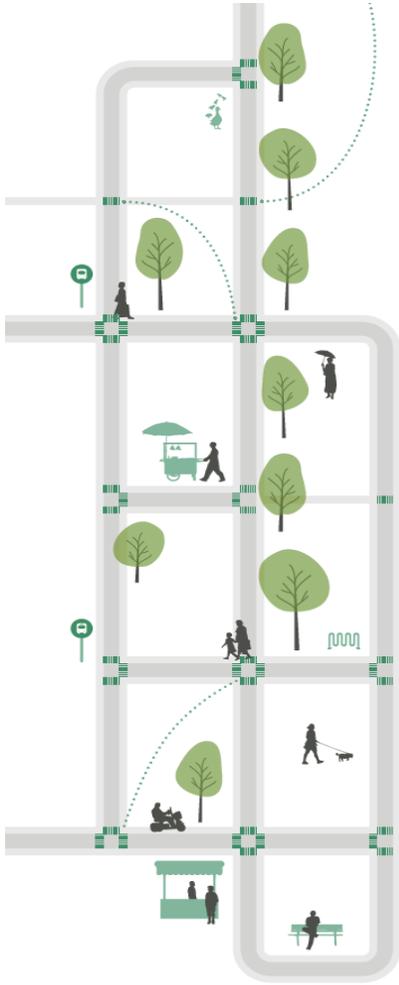
The Plan places a high priority on the quality and accessibility of open spaces, as well as the protection and celebration of cultural and heritage resources. The Plan also seek to integrate land use with mobility, housing affordability, and environmental protection. Inclusion, resilience and innovation are themes that are reflected in policies related to permitted uses, mixed-use zoning, the diversity of housing and built forms, accessibility considerations, urban agriculture, environment and engagement processes.

The Plan provides the Vision for the Regional Centre, as follows:

***The Regional Centre is the civic, cultural and economic heart of the Halifax Regional Municipality. It is a prosperous and resilient community that supports the needs, health, and well-being of a diverse and growing population. New growth is located strategically to support the creation of complete communities, human scale design, and pedestrian comfort. The Regional Centre is the core of the most liveable mid-sized municipality in Canada. It welcomes all who want to live, work, play and learn here.***

In support of the Vision, the Centre Plan focuses on the following four (4) Core Concepts, which were established through the extensive public consultation in 2015:





### 3. Pedestrian First

Pedestrians first policies prioritize the needs and comfort of pedestrians in all seasons. The intent of the Centre Plan is to create safe, comfortable and enjoyable environments for people of all ages and abilities. It seeks to provide land use and design policies for:

- Connected streets, short blocks, four-way intersections, hard surfaced pathways and an extensive sidewalk network;
- Sidewalks, paths and other pedestrian connections should link to key destinations such as retail and services, employment centres, schools, and public transit stops;
- Urban trees, parks and other open spaces, lively storefronts, and places to rest and visit make walking easier and more enjoyable; and
- Design standards supporting pedestrian activity by providing mobility choices that balance the needs and safety for all modes of transportation, with a commitment to encouraging greater active transportation opportunities.

### 4. Strategic Growth

To encourage socially, economically and environmentally responsible growth, this Plan is designed to accommodate at least 40% of the Municipality's growth within the Regional Centre by the year 2031. Increasing the density and diversity of people, shops and services in the Regional Centre will support appealing, resilient and safe communities.

It is the intention of the Centre Plan to distribute growth throughout the Regional Centre in context-specific forms.



The Regional Centre Land Use By-law is organized to enable regulations focused on local context and built form, have the user in mind, and are online-ready. The planning documents include:

- **a new Regional Centre Plan** for growth areas within the Regional Centre (Downtown Dartmouth), Centres, Corridors, Higher Order Residential Areas and Future Growth Nodes) will partially replace the existing community level plans;
- **a new Regional Centre Land Use By-law** which will be the principal tool for implementing the land development policies of the Regional Centre Plan as it establishes regulations for permitted land uses and structures;
- **a site plan approval process for the regulation of site, building and heritage conservation design** based on design requirements for developments, and which is to largely replace the development agreement process;
- **a Regional Centre Urban Design Manual (Appendix 2)** to implement planning policies related to development agreements for large lot development, comprehensive development districts, and heritage development agreements. The Manual encourages overall design excellence;
- **development agreement criteria** for Future Growth Nodes, registered heritage properties, and non-conforming uses;
- **significant public views** are identified and recognized in the Plan through the protection of key Public Views, View Planes and Ramparts from the Halifax Citadel, Viewplanes from Dartmouth Common, and View Corridors;
- **nine (9) new Heritage Conservation Districts** are included in addition to those already in place or proposed in the Downtown Halifax Secondary Plan area;
- **protection and additional flexibility for registered heritage properties**, which are zoned to encourage their preservation but are provided with a development agreement option;
- **incentive or bonus zoning** policy and regulatory framework ties additional density to a set number of public benefits; and
- **amendments to current planning documents** to implement the Plan, including minor amendments to the Regional Plan and the Subdivision By-law.

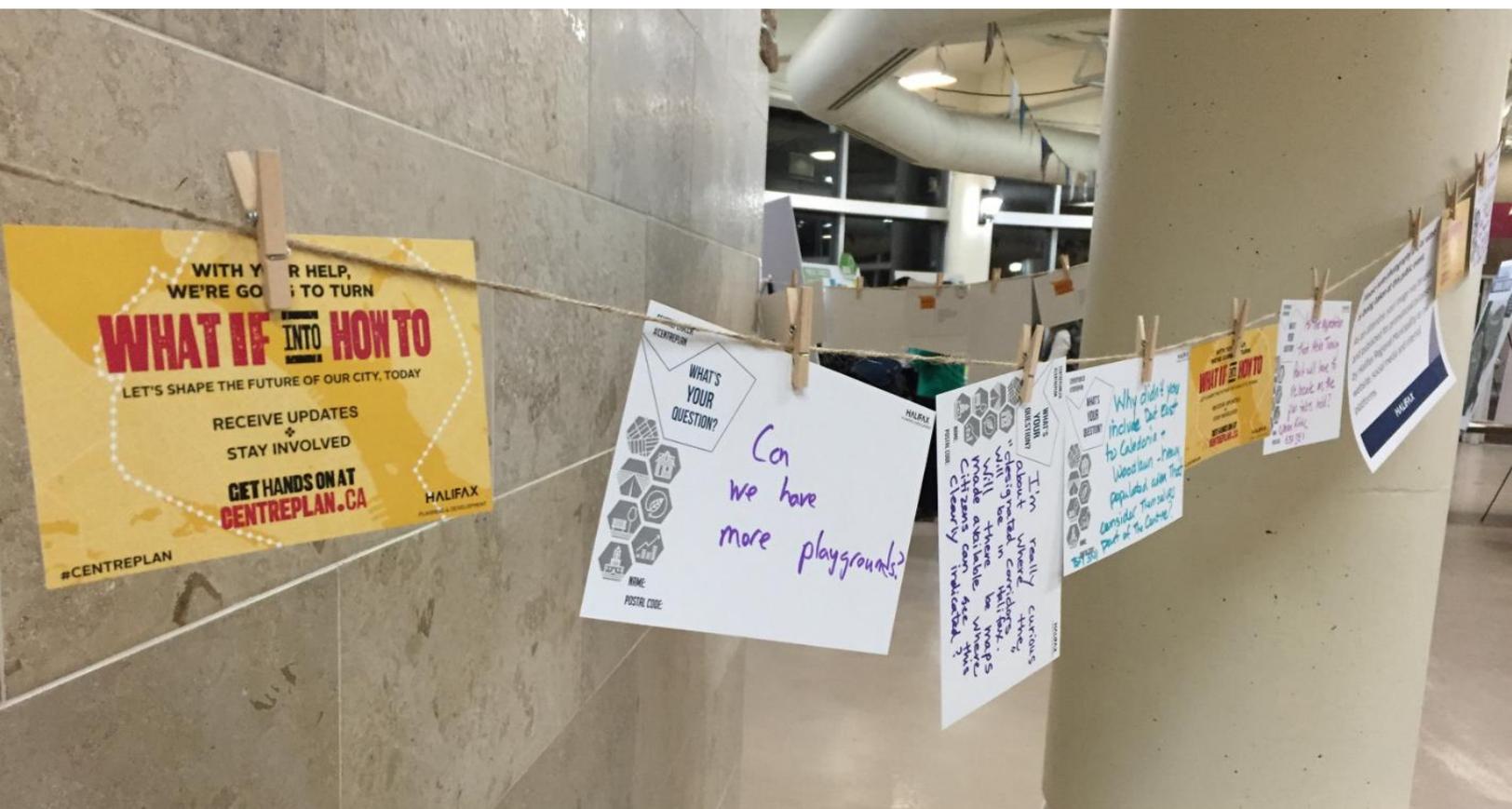


## Regional Centre Package A Community Engagement Overview

The level of engagement was measured and reported on as each phase was completed for the first phase of the project, Package A. The process was also guided by the Community Design Advisory Committee (CDAC) comprised of community volunteers, and Councillors. CDAC played a key role in defining the community engagement process, reviewing public and stakeholder feedback, and providing strategic policy advice to staff. Staff also provided updates to Community Councils and Standing Committees of Council at key steps of the process. In addition to many individual meetings, Table 1 provides a summary of other activities:

Type of Event	Number of Events Held	Type of Event	Number of Events Held
Public Open Houses	14	Stakeholder Workshops	10+
Community Workshops	8	Road Show Presentations	50+
Pop-up Meetings	15	Storefront	10 weeks and 400 visits
Walking Tours	20	Correspondence	500+
Survey Participation	141	Survey Submission	326
Shape Your City Halifax Website	Approx.26,500 unique visitors and 24, 300 Downloads. Refer to Attachment N.		

**Table 1: Summary of Community Engagement Events (2015-2018)**



## THE CENTRE PLAN

WITH YOUR HELP,  
WE'RE GOING TO TURN

**WHAT IF** INTO  
**HOW TO**

LET'S SHAPE THE FUTURE  
OF OUR REGIONAL CENTRE

#centreplan

centreplan.ca

HALIFAX

Capitol

### NORMAN NEWMAN MARKET

Devoted in memory of Norman Newman, 1925-2003  
Norm owned and operated Capitol Stores Limited in the Halifax Dartmouth area, having taken the business over from his father, Abe, and his uncle in the late 1940s. He was a hands-on operator who believed in buying directly from the farmers and the wholesalers. Norm operated the chain in Dartmouth and Halifax, which had grown from 6 small stores to several larger supermarkets. He sold the company to Atlantic Superstores in 1986.

Halifax Landing  
Landing in Downtown

# PACKAGE B - THE NEXT STEPS

Staff are currently preparing to engage the community and present for Council’s consideration planning documents for Package B lands with a target of Fall 2020.

This engagement program recommends *who* to engage and consult with, as well as *how and when* consultation should be completed for the second phase of the Centre Plan Project (Package B). A series of engagement methods and tactics have been recommended as part of this approach to enable staff to consult with residents and stakeholder groups within the consultation timeframe, as well as receive meaningful feedback needed to bring Package B to final adoption phases.

With any project that is as technical and complex as a new set of land use policies and regulations, key messages must be crafted for the various stakeholder groups that are affected.

## Project Governance

The Centre Plan project is being advanced by the Planning and Development Business Unit and is supported by the work of the Community Design Advisory Committee (CDAC).

The role of CDAC will continue to provide a key communication and link between Regional Council and the community, and to advise on the delivery of a Community Engagement Strategy for the Centre Plan. At the conclusion of the Community Engagement Program, CDAC will submit a recommendation report to Regional Council through the Community Planning and Economic Development (CPED) Standing Committee. While the Centre Plan project does fall under the oversight of CDAC, Community Councils, CPED Standing Committee of Council, Heritage Advisory Committee (HAC), as well as Design Advisory Committee (DRC), staff will work with the Municipal Clerk to ensure all other Advisory Committees are fully informed of reports and notices of public engagement.

## The Regional Centre Plan and Land Use By-law – Package B:

The preparation of planning policies and By-law regulations relating to lands within Package B will include completing a detailed phase of community engagement with multiple sessions and meetings, and finalizing of policies and provisions relating to:

- Downtown Halifax;
- Established Residential areas;
- Employment Lands (Institutional, Commercial and Industrial);
- Water Access Lands (water lots);
- Parks and Open Space lands; and
- Amendments to policies and By-law regulations of Package A, as directed by Regional Council.



## Key Stakeholders

Staff identified key stakeholder groups under the following categories:

- General public;
- Established neighbourhood residents;
- Diversity communities, including individuals with shared characteristics such as Indigenous, African Nova Scotian, racial, ethnic, linguistic, cultural, social, socio-economic, religious, and persons with disabilities;
- Community organizations;
- Design and Development community;
- Universities and colleges;
- Smaller Institutions;
- Education and Health Institutions;
- Government property owners;
- Crown Corporations; and
- Industrial property owners.





## Engagement Tools & Techniques

The Strategy recommends techniques that will optimize staff's effort in providing robust and effective communication and consultation. The engagement tools and tactics presented here are suggested based on needs currently identified and expected to arise as the draft Centre Plan and the Land Use By-law for Package B are released. The Strategy strives to engage the stakeholders, community groups and organizations, as well as the general public at the right time and be receptive to their feedback.

The Strategy creates a framework for the tools and tactics to be implemented within the recommended timeframe, and to be initiated in the recommended order that they are proposed. A total of eight (8) engagement tactics are presented as follows:

   **HRM Websites**

     **Social Media**

    **Email and Phone Responses**

   **Pre-Consultation**

    **Pop-ups**

   **Stakeholder Meetings**

   **Public Consultation Meetings**

   **Stakeholder Days *(by appointment)***

Together, the identified tools and tactics target a number of stakeholders and have been structured to achieve a spectrum of information sharing and information gathering.





## HRM WEBSITES

Centreplan.ca | Shapeyourcityhalifax.ca | Halifax.ca

<b>WHAT</b>	Update HRM websites with surveys and content as they become available
<b>WHO</b>	Stakeholder groups identified under <i>Package B - The Next Steps</i> section
<b>WHEN</b>	Ongoing
<b>WHERE</b>	N/A
<b>WHY</b>	To share background and relevant information such as previous studies complete, project contact, calendar of events, current status, and release of project materials and draft planning documents
<b>HOW</b>	<ul style="list-style-type: none"> <li>✓ Ensuring that project websites remains active and up to date.</li> <li>✓ Materials are to be uploaded after every project milestone (e.g. Package ‘B’ release, materials from public meetings and pop-ups, Zoning information “1-pagers”, etc.)</li> </ul>
<b>MATERIALS NEEDED</b>	All materials produced for other engagements Surveys on Package B



## SOCIAL MEDIA

Facebook | Twitter | Instagram

<b>WHAT</b>	Update social media pages with content as it becomes available
<b>WHO</b>	Stakeholder groups identified under <i>Package B - The Next Steps</i> section
<b>WHEN</b>	Ongoing
<b>WHERE</b>	N/A
<b>WHY</b>	To share relevant information such as calendar of events, current status, and release of project materials and draft planning documents
<b>HOW</b>	<ul style="list-style-type: none"> <li>✓ Ensuring that social media posts are focused on event promotion and updates on the status of the project.</li> <li>✓ Providing links to online surveys</li> <li>✓ Ensuring that information relating to materials are posted after finalizing every project milestone (e.g. public meeting events, pop-up, Package “B” release, etc.)</li> </ul>
<b>MATERIALS NEEDED</b>	All materials produced for engagements Materials and images modified for online audience



## EMAIL AND PHONE RESPONSES

<b>WHAT</b>	Continue to respond to email and telephone inquiries on project-related matters
<b>WHO</b>	Stakeholder groups identified under <i>Package B - The Next Steps</i> section
<b>WHEN</b>	Ongoing
<b>WHERE</b>	N/A
<b>WHY</b>	To share relevant information such as calendar of events, current status, and release of project materials and draft planning documents
<b>HOW</b>	<ul style="list-style-type: none"> <li>✓ Responding to inquiries on project-related matters and direct those contacting the Centre Plan team to available online material.</li> <li>✓ Utilizing existing contact information such as designated email addresses for eblasts.</li> </ul>
<b>MATERIALS NEEDED</b>	Ensure project website remains active and up to date, and provide a place to direct the public for updates and background information on the project.



## PRE-CONSULTATION

<b>WHEN</b>	November 2019 - January 2020
<b>WHAT</b>	Municipal staff to present to various stakeholder groups on project-related matters.
<b>WHO</b>	Stakeholder groups identified under <i>Package B - The Next Steps</i> section
<b>WHERE</b>	Different types and formats of meetings will be held at various locations
<b>WHY</b>	Inform/respond to questions and requests from stakeholder groups, as well as provide information relating to events.
<b>HOW</b>	<p>The Centre Plan team will:</p> <ul style="list-style-type: none"> <li>• present to organized community and professional groups on the Centre Plan project. A presentation will be created and tailored to meet the needs/interests of the group receiving the presentation;</li> <li>• attend community organization and townhall meetings to answer questions that groups may have;</li> <li>• track all correspondence in a central location; and</li> <li>• provide information on: <ul style="list-style-type: none"> <li>○ Project updates;</li> <li>○ Package “B” document format/layout;</li> <li>○ Opportunities for future engagement; and</li> <li>○ Education on planning frameworks and land use regulations.</li> </ul> </li> </ul>
<b>MATERIALS NEEDED</b>	<ul style="list-style-type: none"> <li>• High level PowerPoint presentation to engage groups prior to release of Package “B”</li> <li>• Information on “Zoning 101”</li> <li>• Hand out (1-pager) for “Zoning 101” education series</li> <li>• Information brochure on the project</li> </ul>



## POP-UPS

<b>WHAT</b>	Create a 'pop-up' setup in different locations within the Regional Centre plan boundary, specifically within the established residential areas, to provide information to the residents on the project. The pop-ups will be staffed with planners from the Centre Plan team equipped with drafts of the Regional Centre planning documents materials. The intent is to allow and accommodate for drop-ins from members of the public, community members, and stakeholders interested in learning more about the project.
<b>WHO</b>	Stakeholder groups identified under <i>Package B - The Next Steps</i> section
<b>WHEN</b>	During 1-2 weeks in March 2020
<b>WHERE</b>	Staff will create multiple pop-ups in different areas and neighbourhoods in the Regional Centre, including in community centres, shopping centres and libraries. Pop-ups will be planned in different key locations
<b>WHY</b>	<p>The intent is to:</p> <ul style="list-style-type: none"> <li>• optimize staff resources in engaging with stakeholders and the public;</li> <li>• highlight and provide transparency and access on the project;</li> <li>• have print information/material centrally located and available for display and hand-out; and</li> <li>• keep communication open between Centre Plan staff and all stakeholder groups and the general public.</li> <li>• Provide a forum for the public to speak directly with the Centre Plan team and provide feedback on what is important to them about Package B.</li> </ul>
<b>HOW</b>	<ul style="list-style-type: none"> <li>✓ Find locations of central areas in neighbourhoods in Halifax and Dartmouth that are visible and accessible to the public during day time hours.</li> <li>✓ Communicate locations and hours of operation with the public via media blasts, online content, and social media.</li> </ul>
<b>MATERIALS NEEDED</b>	Print material for display and handouts as they become available.



## STAKEHOLDER MEETINGS

Community | Industry

<b>WHAT</b>	Host sessions based on themes and designations under Package ‘B’. These sessions will address a series of issues focused on the draft Regional Centre planning documents. The first session will be an introduction to Package “B” material, and any additional sessions will focus on a specific designation under Package “B”.
<b>WHO</b>	<ul style="list-style-type: none"> <li>• Community stakeholders, including members from community groups and organizations, neighbourhood groups, Business Improvement Associations, etc.</li> <li>• Industry stakeholders, including professionals actively involved in city building, and who have the technical expertise to review planning policies and land use regulations. Stakeholders include developers, designers, consultants, architects, and urban designers.</li> </ul>
<b>WHEN</b>	During 1-2 weeks in March 2020
<b>WHERE</b>	Planning and Development Offices in Halifax and Dartmouth
<b>WHY</b>	<p>The intent is to:</p> <ul style="list-style-type: none"> <li>• present content of draft Plan and Land Use By-law for Package “B”;</li> <li>• collect feedback on the draft planning documents;</li> <li>• create an opportunity for stakeholders to ask key questions and provide input on focused area types;</li> <li>• host events in a valuable manner for all parties; and</li> <li>• keep industry stakeholders involved and informed throughout the consultation period, which will clarify the feedback process.</li> </ul>
<b>HOW</b>	The sessions will include a presentation, and clarification of the planning process. The sessions will also provide an opportunity to touch on specific topics identified in earlier engagement that warrant further discussion and more information.
<b>MATERIALS NEEDED</b>	<ul style="list-style-type: none"> <li>• PowerPoint presentation, handouts sharing the details of Package “B” including 1-pagers on zones.</li> <li>• Meeting materials: Information panels, maps, comment cards (if necessary), staff to record conversations held.</li> </ul>



## PUBLIC CONSULTATION MEETINGS

<b>WHAT</b>	Large-scale public information sessions
<b>WHO</b>	Stakeholder groups identified under <i>Package B - The Next Steps</i> section
<b>WHEN</b>	<p><b>Session 1*:</b> March 23, 2020 - General Overview of Package ‘B’</p> <p><b>Session 2*:</b> March 26, 2020 – Downtown Halifax</p> <p><b>Session 3*:</b> March 30, 2020 – Established Residential (Dartmouth)</p> <p><b>Session 4*:</b> April 2, 2020 – Established Residential (Halifax)</p> <p><b>Session 5*:</b> April 6, 2020 – Institutional</p> <p><b>Session 6*:</b> April 9, 2020 – Industrial</p> <p>*Dates are subject to change</p>
<b>WHERE</b>	The meetings will be held in various neighbourhoods in the Regional Centre, including in community centres and libraries such as Halifax Central (e.g. Olympic Hall), Halifax South (e.g. Parkland Hall), Halifax North (e.g. NSCC, Leeds Street), Dartmouth South (e.g. NSCC Waterfront), Dartmouth North (e.g. Dartmouth North Library), Penhorn/ Dartmouth East (e.g. Mic Mac Canoe Club)
<b>WHY</b>	<p>The intent is to:</p> <ul style="list-style-type: none"> <li>• present content of draft Plan and Land Use By-law for Package “B”;</li> <li>• answer Q&amp;As;</li> <li>• collect feedback on draft planning documents;</li> <li>• give an opportunity for with attendees to speak with a planner on specific topics.</li> </ul>
<b>HOW</b>	<ul style="list-style-type: none"> <li>• Presentation by Planning staff</li> <li>• Informative poster boards positioned in stations</li> <li>• Comment stations at poster boards and round table (likely in middle)</li> </ul>
<b>MATERIALS NEEDED</b>	<ul style="list-style-type: none"> <li>• Sign-in sheet</li> <li>• PowerPoint Presentation</li> <li>• Informative Poster boards</li> <li>• Large interactive map</li> <li>• Printed copies of draft planning documents</li> <li>• Handout sheet / comment cards</li> </ul>



## STAKEHOLDER DAYS *(by appointment)*

<b>WHAT</b>	Individual meetings with interested parties <i>(by appointment only)</i> .
<b>WHO</b>	Stakeholder groups identified under <i>Package B - The Next Steps</i> section
<b>WHEN</b>	Ongoing
<b>WHERE</b>	Planning and Development Offices in Halifax and Dartmouth
<b>WHY</b>	To provide opportunity for stakeholders to have individual one-on-one meetings with Centre Plan staff
<b>HOW</b>	Meetings with stakeholders during specified dates to discuss areas of concern (could be site specific, or in general)
<b>MATERIALS NEEDED</b>	<ul style="list-style-type: none"> <li>• Central administrative body booking all appointments</li> <li>• Meeting room</li> <li>• Printed maps and drafts of planning documents</li> </ul>



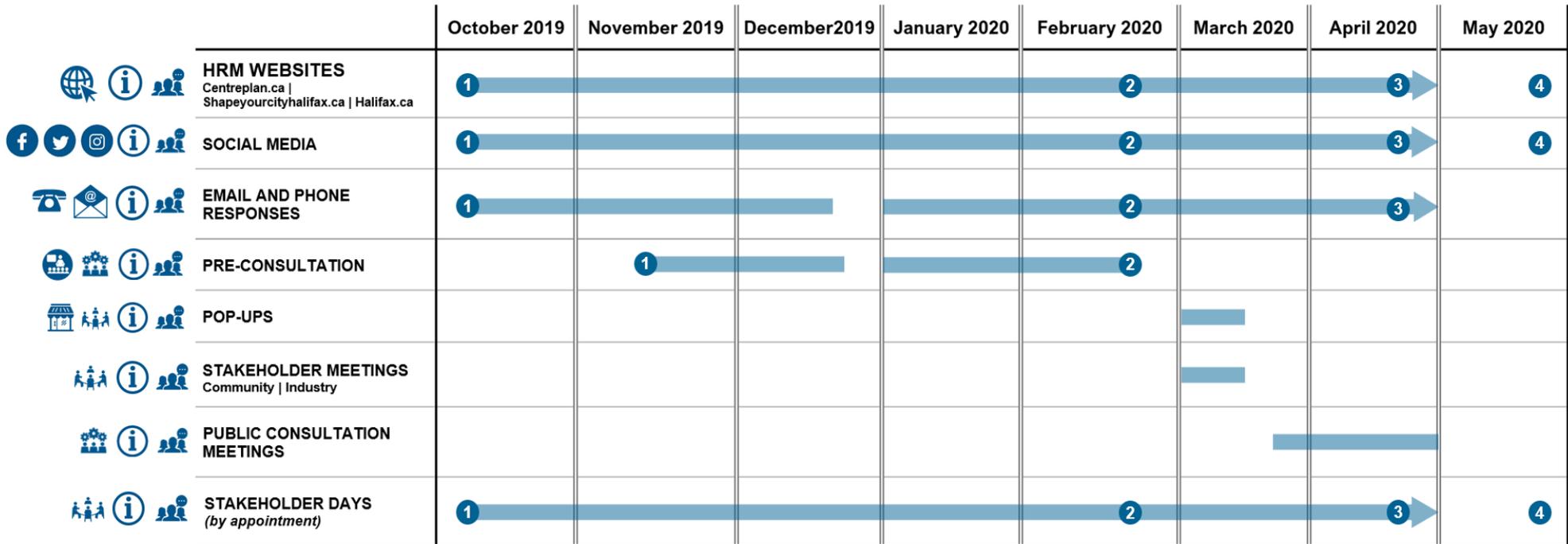
## Engagement Timeline

The anticipated release date for Package B is February 21, 2020. The review and consultation on the draft planning documents for Package B is expected to take place between February and April 2020.

It is important to note although the formal consultation events recommended as part of this Package B Strategy are set to conclude in March, engagement and information sharing will continue to be part of the formal adoption process.

Figure 2 illustrates the anticipated community engagement timelines and milestones for Centre Plan Package B.





**Figure 2 – Community Engagement Timeline and Milestones for Centre Plan Package B**

- 1 Prior to the release of Draft Regional Centre (Package B) Planning Documents:**
  - Provide information on background work, previous and future workplans, current project status; and
  - Advertise for upcoming engagement events.
- 2 After the release of Draft Regional Centre (Package B) Planning Documents:**
  - Publish Package B on websites;
  - Direct email and phone inquiries to Centreplan.ca;
  - Print copies of the Plan and Land Use By-law and make available for viewing at different pop-ups; and
  - Alter Public Consultation Meeting presentations to reflect Package B themes and designations.
- 3 Final Day for Input:**
  - Continue to provide information on work completed to date, project status, and anticipated timelines;
  - Inform public of further opportunities for participation vial formal adoption process.
- 4 What We Heard Report Presentation to CDAC**



# the nook on gottinge

COFFEE · BEER · GOOD EATS





## Evaluation Tools

To understand the success of engagement tactics and consultation efforts, the following are different evaluation tools that will be utilized.



### (1) Web Trend and Social Media Analysis:

This tool includes monitoring the number of website visits and access, as well as tracking website hits and searches. It also includes the use of web analytics to determine the amount of volume of visits and the amount of time spent there.



### (2) Comment Summary:

The project team will record and measure input from stakeholders, community members, and the municipal response.



### (3) Attendance & Recording Input

Tracking the number of attendees in all meeting sessions, including industry and community stakeholders, as well as recording questions or comments received will enable the Centre Plan team to evaluate, address and respond to the issues highlighted.



CREIGHTON ST





## Key Messages

### What is the Regional Centre Plan (Centre Plan Package B)?

- The 2014 Regional Plan establishes long-range, region-wide planning policies outlining where, when and how future growth and development should take place in the Municipality. It identifies the Regional Centre as a desirable location for future growth at an appropriate density and scale.
- The Regional Plan's vision for the Regional Centre is that of a distinct urban region with a high quality of life, an economic hub and a global destination for tourism.
- Future development within the Regional Centre is key to the ongoing social and economic health of the region and the Province.
- The overall goal of the Centre Plan is to:
  - provide a planning framework that enables the Regional Centre to become one of the most liveable communities in Canada; and
  - accommodate growth in the right locations, to foster complete communities with access to multiple services and attractions, and place pedestrians first in a human scaled environment.
- The preparation of planning policies and By-law regulations relating to lands within Package B will include completing a detailed phase of community engagement with multiple sessions and meetings, and finalizing of policies and provisions relating to:
  - Downtown Halifax;
  - Established Residential areas;
  - Employment Lands (Institutional, Commercial and Industrial);
  - Water Access Lands (water lots);
  - Parks and Open Space lands; and
  - Amendments to policies and By-law regulations of Package A, as directed by Regional Council.
- The Regional Centre Plan (Package B) will be implemented through the Regional Centre Land Use By-law, as well as through the Regional Subdivision By-law, Municipal Priority Plans, and other municipal programs and capital initiatives that may be adopted by Council over time.
- The Regional Centre Plan (Package B) identifies development approval mechanisms for different categories of development proposals, including development permits, site-plan approval, development agreements, and more detailed neighbourhood planning processes through proposed Heritage Conservation Districts.
- The Package B process will result in a comprehensive plan for the Regional Centre, including Packages A and B lands.

## What is the Purpose?

The purpose of the Regional Centre Plan (Package B) is to:

1. Express a Vision: It provides a civic vision based on the input of diverse communities and stakeholders in the creation of the Plan, and provides an invitation for the public's ongoing engagement in the implementation process;
2. Guide Municipal Decisions: It provides direction for municipal decision-making on development proposals and provides policy support for municipal initiatives related to opportunities and challenges specific to the Regional Centre. It also provides guidance for future updates that can continue to achieve the vision and key objectives, or respond to new challenges and opportunities;
3. Provide Clarity for Strategic Growth: It provides direction on growth and change, and how it can be supported. It can also provide direction and clarity for businesses, land owners, developers, organizations, community groups and residents regarding future development;
4. Guide Urban Design: It provides a vision and Urban Design Goals to inform built form regulations and design requirements for shaping public realm and building design, as well as developments in heritage contexts; and
5. Provide Clear and Efficient Development Approval Processes: It enables different planning tools available in the *Halifax Regional Municipality Charter (HRM Charter)* to simplify and modernize land use policies and regulations.

## Engagement Tactics and Materials Matrix

	HRM Websites	Social Media	Email/Phone Responses	Pre-Consultation	Pop-ups	Stakeholder Meetings	Public Meetings	Stakeholder Days	
FAQ	HRM Websites will house electronic copies of all materials as they are created for events.	•	Materials will be used as needed by staff to provide email and phone support for inquiries.	•	The pop-ups will house paper copies of all materials as they are created for events.	•	•	•	
Calendar of Events		•		•					
Pre-Release Presentation				•					
Pre-Release One-Pager				•					
Pre-Release Zoning 101 One-Pager				•					
Sign-In Sheet				•		•			
Post-Review Period Presentation		•							
Post-Review Period One-Pager									
Map of Package “B” Designations		•		•		•			
Map of Package “B” Zones		•							
Public Comment Form									
Summary Page of Each Zone		•							
Printed/PDF Plan		•							
Printed/PDF LUB		•							
Panels		•				•		•	•

