

PROPOSAL · AUGUST 2026

Everything in your brief, and a site your team can run.

Response to Karolina Nowak's 12 August scope. Three strategic graphics, the full page by page build out, and a platform that lets your team publish without a deployment.

PREPARED FOR

Slate Asset Management
Steelport, Hamilton, Ontario

PREPARED BY

Studiohaus
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VALID UNTIL

30 September 2026

Can you work in Azure?

Yes. We can work within the existing stack, in GitHub and Visual Studio Code, deploying to Azure. We also think there is a better answer, set out on page 4. Either path is open.

Can you produce the three graphics?

Yes, and we would start there. Scale, strategic location and connectivity. Priced separately on page 6 so you can approve them on their own and we can begin while the rest is decided.

What does it cost, and how long?

\$6,500 for the graphics, four weeks. \$43,000 and sixteen weeks for the full build out of your brief. Both together, \$49,500.

One observation on the brief

Read as a whole, your list is not a set of edits. It is a new site.

Two new pages. A nav restructured from a dropdown to a horizontal architecture. New modules across all three existing pages. A masterplan link brought back. District pages and a site plan behind that.

Delivered as a sequence of changes to the current build, each of those is a separate development cycle. Delivered as one piece of work, they cost less together than apart and you end up with a site that can absorb the longer lead items without another project.

Your team writes the content. We design it, build it, and hand you the keys.

GRAPHICS PACKAGE

\$6,500^{CAD}

Three graphics. Four weeks. Can start on its own.

FULL BUILD OUT

\$43,000^{CAD}

Your complete brief, redesigned, rebuilt and migrated. Sixteen weeks.

Optional. Ongoing care plan, \$900 per month. Detail on page 8.

Nothing in this proposal asks you to rewrite content. You said your team can write it, and the writing on the current site is already good.

Homepage

EXISTING PAGE, REBUILT

YOUR ASK

Move the nav from a dropdown to a horizontal architecture, so Community and News get top level visibility.

Replace the hero video with the Steven interview. Move the current hero to History & Context.

A few more renderings and maps, DRAC and infrastructure, to round out the visuals.

To discuss whether we add leasing info here.

WHAT WE WOULD DO

A full horizontal nav across all sections, with room for the district pages later. This is the change that unlocks the two new pages, so it comes first.

New hero module built for a talking head rather than a landscape plate, with captions, a poster frame and a proper mobile treatment. Current film relocated intact.

Layouts designed to receive them. We can produce the maps as part of the graphics package and place renderings as they arrive.

Our recommendation is a homepage entry point plus a dedicated section, so a prospective tenant has somewhere to land. Happy to leave it out.

History & Context

EXISTING PAGE, SUBSTANTIALLY EXPANDED

Make the history and heritage more visual. The site at its industrial peak, and the deterioration since.

Cover legacy infrastructure: power capacity, water systems, noise context, environmental remediation.

Use this page for what is around the site: Golden Horseshoe, AI corridor, universities, industry, workforce.

Drop the ESG framing here.

A visual timeline treatment built for archival photography, with then and now comparisons. This page carries the most design opportunity in the brief.

A modular infrastructure section, each item its own editable block so you can add to it as remediation progresses.

This is graphic 02. The strategic location piece anchors this section, with supporting copy from your team around it.

Removed, and the substance of it relocated to the new Community & Sustainability page rather than lost.

The Vision

EXISTING PAGE, SUBSTANTIALLY EXPANDED

New modules: the three uses including district energy, public space, waterfront, economic impact.

Bring back a link to the masterplan.

Supportive quotes from the Mayor, Premier and federal ministers.

Close the page with links through to Community & Sustainability.

Four new module types, each reusable. Economic impact is built as a figures block edited in one place, so jobs, GDP and tax revenue stay consistent everywhere they appear.

A masterplan entry point on this page, and a masterplan section behind it, laid out so the plan can be read on screen rather than downloaded.

An endorsement module with portrait, attribution and title, ordered and added by your team as more come in.

A paired closing module, reusable across pages so every page ends somewhere useful.

Community & Sustainability

NEW PAGE

YOUR ASK

A Healthier Hamilton, what has been delivered, and a way for the community to apply for support.

Sustainability commitments, on a framework similar to Microsoft's, including Red Jar engagement.

Who is on the CAC, with meeting minutes and summaries if possible.

A section on support from Indigenous communities.

WHAT WE WOULD DO

Programme section plus an application form with routing, confirmation and a record your team can work from. The form is the part that needs building properly.

A commitments framework laid out as trackable pillars, each with status, so it reads as progress rather than intention. Built to be updated.

Member profiles plus a minutes archive your team posts to directly. This is the kind of content that is painful to maintain without a CMS and easy with one.

Designed with the care it warrants, and built so the content can be reviewed and revised by partners before and after publication.

News & Updates

NEW PAGE

Earned media, press releases, op eds, and short development updates.

The project timeline could roll into this page.

One post type with categories, so all four live together and filter apart. Published on your own domain, where the search value accrues to Steelport.

Timeline entries become a category within News, so a milestone and its coverage sit together. Existing timeline content migrated, not rebuilt.

Longer lead

DESIGNED FOR NOW, BUILT WHEN YOU ARE READY

Layout and components for the three districts, advanced manufacturing and logistics, AI, and clean energy, plus a site plan and eventually a page each.

Economic incentives and designations added to Vision as announced.

Tenant and stakeholder logos on Vision as they come together.

We design the district template during this engagement so the pattern exists. Building the three pages later becomes content entry rather than a new project, and the site plan drops into the masterplan section already built for it.

Handled by the figures and modules block above. No development work when the announcements land.

A logo module your team populates. HCE, universities, DRAC and Invest Ontario added as each is confirmed.

Everything in the longer lead section is anticipated in the design, so none of it becomes a second project. That is the main reason to do this as one build rather than as a series of edits.

Yes, we can work in the current stack. We would rather move the site to WordPress, and the reason is in your own brief.

You described a workflow where structural and design changes require development work in Visual Studio Code and a deployment, while some content, like Q&A entries, can go in through the database.

Now look at what the brief asks for. CAC meeting minutes as they are published. Sustainability commitments as status changes. Endorsement quotes as ministers add them. Tenant logos as each is confirmed. Economic incentives as they are announced. Press releases and development updates on an ongoing basis.

Almost every item on your list is content that changes on someone else's schedule. On the current stack each of those is a ticket, a code change and a deployment. On WordPress each is a form your team fills in.

The build cost is broadly similar either way. The difference is what the next three years cost, and who has to be available for them.

WHAT MIGRATING ALSO SETTLES

A rebuild is also the cheapest moment to put in the housekeeping: page level titles and descriptions, a sitemap, search visibility for the new sections, accessibility to WCAG 2.1 AA, and the privacy, terms and consent set that a site collecting names, emails and marketing consent is expected to carry.

It is also the moment to clear out routes that still sit in the code but are no longer linked from the site. A few of them now lead nowhere, and a rebuild is when they get retired or redirected somewhere useful.

None of these are large on their own. All of them cost more handled one at a time than handled together, and none need new content from your side.

ON VENDOR INDEPENDENCE

WordPress means Slate is not tied to any one supplier, including us. In three years the site can be handed to any competent shop in the country. Worth saying plainly in a document where we are the ones asking for the work.

IF YOU WOULD RATHER STAY ON AZURE

We will quote it. Design, graphics and front end work proceed the same way, and we work in GitHub and Visual Studio Code alongside your developer. Expect the build line to come in slightly lower and the ongoing cost of the brief's recurring content to sit with whoever holds the deployment pipeline. We are not going to pretend that is a bad option. It is simply a different place to spend the money.

Every existing URL is redirected either way. Nothing that has been shared, printed or linked stops working.

A custom theme, built from scratch

Not a template and not a page builder. Every content type in your brief is set up as its own set of labelled fields, so publishing a milestone means filling in a date, a title, a paragraph and an image. The page takes care of how it looks. Nobody has to think about design in order to publish, and nobody can accidentally break a layout.

YOUR TEAM, WITHOUT US

- Publish press releases, op eds and updates
- Post earned media as it runs
- Add timeline milestones
- Post CAC minutes and summaries
- Update sustainability commitment status
- Add endorsement quotes and portraits
- Add tenant and stakeholder logos
- Update economic figures in one place
- Swap renderings, maps and photography
- Answer and publish Q&A submissions
- Edit copy on any page
- Manage Healthier Hamilton applications

US, WHEN YOU WANT IT

- New page types and templates
- The three district pages, when ready
- Structural navigation changes
- Design work on new sections
- Platform updates and backups
- Performance and search reporting
- Additional graphics
- Photography and film

Covered by the care plan on page 7, or billed hourly. Neither is required for the site to run.

WHAT STAYS EXACTLY AS IT IS

The brand and its restraint. The writing, which your team owns and which is better than most projects at this scale manage. The engagement section's structure, which works. The Q&A and its full answer history, migrated intact. Every existing URL, redirected.

TRAINING

A working session with whoever will be posting, recorded so it can be rewatched, plus a written guide using screenshots of your actual site rather than a generic manual. Included in the build phase, not an add on.

The test we are designing against: your comms lead can publish a press release with a photograph and a pull quote, on a Friday afternoon, without calling anyone.

Quoted as a standalone package so you can approve it on its own, and we can begin while the larger scope is decided.

01 Scale

Steelport against downtown Hamilton. The comparison people already reach for is Central Park, which works internationally and means little locally. Overlaying 800 acres on the downtown core makes it land for a Hamilton audience, a councillor and a prospective tenant in a single image. Built as a layered comparison rather than a static map, with a version for the site and a version for print and deck use.

02 Strategic location

The Golden Horseshoe position, proximity to Canada's AI corridor, surrounding universities, existing industry and workforce access. The hardest of the three, because it has to carry four arguments without becoming a diagram nobody reads. Our approach is a single base geography with switchable layers rather than four separate maps. Anchors the History & Context page.

03 Connectivity

Road, rail and port. The most concrete of the three and the one a tenant reads first. Dual Class 1 rail, highway access, deep water marine, and the drive time reach into the North American market. Designed so the same asset works in a leasing deck, a submission and on the site.

WHAT IS INCLUDED

Three graphics, each delivered in a web version, a print version and an editable source file that stays with Slate. Two rounds of revision on each. Built in the Steelport identity so they sit alongside the existing material rather than next to it. Delivered as standalone assets, usable immediately in decks and submissions whether or not the site work proceeds.

WHAT WE NEED

Source data for each: parcel boundaries and the downtown comparison basis, the corridor and institution list you want represented, and the rail, road and marine specifics. If a source does not exist for something, we will tell you rather than estimate it.

\$6,500 CAD

Four weeks from receipt of source data. Can run entirely independently of the site work.

A	Graphics package Scale, strategic location and connectivity. Standalone, approvable on its own, usable immediately. – Three graphics, fully designed – Web, print and source files – Two revision rounds each – Steelport identity throughout	\$6,500 WEEKS 1 TO 4
01	Discovery, architecture and content model Your brief turned into a sitemap and a field level content model, so nothing gets discovered late. – Working session with your team – Horizontal nav and IA documentation – Content type and field specification – Redirect map from all current URLs – Migration inventory – Analytics and measurement plan	\$5,500 WEEKS 1 TO 2
02	Design Every page and module in your brief, plus the district template for later. Built as working responsive templates, so what you approve is what gets built. – Homepage with horizontal nav – History & Context, expanded – The Vision, expanded – Community & Sustainability, new – News & Updates, new – Masterplan and leasing sections – District page template – Desktop, tablet and mobile – Component and pattern library – Two rounds of revision included	\$15,000 WEEKS 2 TO 8
03	Build and migration Custom theme from the approved design, every content type built as labelled fields, all existing content migrated, and your team trained on it. – Custom theme, no page builder – Labelled fields for every content type – Full content and Q&A migration – Healthier Hamilton application form – Hosting setup and configuration – Training session and written guide	\$18,000 WEEKS 7 TO 14
04	Optimisation, QA and launch Search, accessibility and policy items closed out, then testing, launch and two weeks of monitoring. – Metadata and structured data – Sitemap, robots and canonicals – All redirects tested – Performance and image optimisation – WCAG 2.1 AA pass – Analytics, consent, Search Console – Policy documents for your counsel – Launch and 14 days monitoring	\$4,500 WEEKS 13 TO 16
	Graphics package, standalone	\$6,500
	Site build out, phases 1 to 4	\$43,000
	Both	\$49,500 CAD

Excludes HST. Content written by Slate. Excludes photography and film, quoted separately. Excludes hosting and licence fees, billed at cost, approximately \$600 per year.

Neither of these is required for the site to run. Both exist so the site does not drift once it is yours.

Care plan

Optional, month to month, cancel with 30 days notice. Project sites tend to drift within a year of launch without one, usually because nobody owns the maintenance rather than because anything goes wrong.

Core, theme and plugin updates

Daily offsite backups, 30 day retention

Security monitoring and uptime alerts

Two hours of changes monthly

Quarterly performance and search report

Priority response, one business day

\$900 CAD per month

Industry practice is 15 to 20 percent of build cost annually. This sits at the bottom of that range.

The three district pages

Advanced manufacturing and logistics, AI, and clean energy. Your brief puts these further out, so this proposal designs the template now and leaves the building until you are ready.

That means the pattern, the layout and the fields all exist at launch. When a district is ready to publish, someone fills in the fields and the page appears. No new design work, no development cycle, no second project.

If you would rather we build them, budget roughly **\$1,200 per page**. If your team populates the template, nothing, which is the point of building it this way.

ANYTHING ELSE

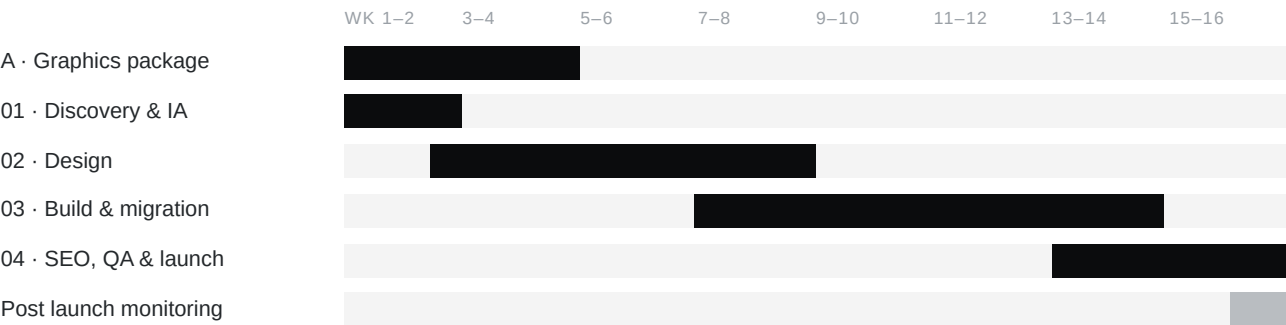
New sections, additional graphics, photography and film are quoted as they come up. Nothing in this proposal locks you into further work.

SUMMARY

Graphics package, standalone	\$6,500
Site build out, phases 1 to 4	\$43,000
Both	\$49,500 CAD
Care plan, optional, from launch	\$900 / month

Graphics in four weeks. Full site in sixteen.

The graphics run first and independently, so you have three usable assets a month from now regardless of what happens with the rest. Phases overlap deliberately, which is how a brief this size fits sixteen weeks without cutting scope.



Assumes content, imagery and feedback are returned within five business days at each review point. The two gates that matter are design sign off at the end of week 8 and content lock at the end of week 12.

PAYMENT SCHEDULE

Graphics, on approval to proceed	50%
Graphics, on delivery	50%
Site, on signature	40%
Site, on design approval, week 8	30%
Site, on launch	30%

Net 30. HST additional. Care plan billed monthly from launch.

WHAT WE NEED FROM SLATE

A single approver empowered to sign off design. Written content, per your note that your team can write it. Brand assets and the current photography library. Source data for the three graphics. The Steven interview footage. Renderings, maps and the masterplan drawing as they become available. Legal review of the policy documents we draft.

ASSUMPTIONS AND EXCLUSIONS

Content is written by Slate and edited into the site by us. Photography and film are separate, though we would happily quote them. Renderings are supplied. Third party integrations beyond forms and analytics are out of scope. Two rounds of revision per phase, additional rounds at \$165 per hour. The three district pages are designed but not built. Content supplied late may move the launch date, and we will flag it before it does rather than after.

We already know this project.

Studiohaus works with developers and institutional asset managers on the visual and digital side of large real estate projects. We have an existing relationship with Slate and existing familiarity with Steelport, which means no ramp up and no learning the story from scratch.

We came to web work through film and photography for this sector, which is an unusual route and a useful one. A project site lives or dies on how the place is shown, and the three graphics in your brief are exactly the kind of work that route prepares you for.

You get one team accountable. Graphics, design and build are the same people, so nothing is lost in a handoff, and there is no one to point at when something needs fixing.

RELEVANT WORK

Recent work includes a full project page for the Omar Gandhi designed townhouses at King's Wharf, the closest match to this in tone and calibre, which can be viewed live. Steelport homepage, History & Context and masterplan design concepts are already complete and can be shared on request.

WHERE WE ARE STRAIGHT WITH YOU

We are a small studio, not a large agency. That is why this is \$43,000 rather than the \$60,000 to \$140,000 a mid sized agency would quote for the same brief, and it is also why we take on a limited number of projects at a time. This quote assumes a start before the end of September.

Next steps

01 · START THE GRAPHICS

The easiest decision in this document. \$6,500, four weeks, three assets you can use in decks and submissions immediately, independent of everything else.

02 · A SHORT CALL

Thirty minutes on the Azure question and the site scope. We will walk through the design concepts already done for Steelport. Nothing to prepare on your side.

03 · REFINE AND START

If some of the brief is not a priority, we will re cut it. The phases are deliberately separable. We can begin within two weeks of signature.

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