

STUDIOHAUS TORONTO

STEELPORT

HAMILTON, ONTARIO

Website and Media Proposal

PREPARED FOR

Slate Asset Management

PREPARED BY

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DATE

12 August 2026

Can you work in Azure?	Yes. We can work in the current stack, in GitHub and Visual Studio Code, deploying to Azure. We would rather move you to WordPress and give the site a proper CMS, set out on page 4. Either way works.
Can you produce the graphics and renderings?	Yes. All of it in house, under one art direction. Three maps on page 6, three renderings on page 7. Both are priced on their own so either can start immediately.
What does it cost, and how long?	Maps \$6,500. Renderings \$20,000. Website \$42,000. All three, \$68,500. The site is live in eight weeks and the renderings land in ten.

One thing about the brief

Taken together, your list is not a set of edits. It is a new site.

Two new pages. The nav moving from a dropdown to a horizontal bar. New modules on all three existing pages. The masterplan link back. A site plan and a page for each of the three districts behind that.

Done one at a time on the current build, each of those is its own development cycle with its own cost. Done as one project, the total comes down, and you get a site that can take the longer lead items without starting over.

Your team writes the content. We do the rest.

ALL THREE COMPONENTS

\$68,500^{CAD}

Graphics, renderings and the website. Each can be approved on its own.

Three maps page 6	\$6,500
Three renderings page 7	\$20,000
Website page 8	\$42,000

Optional. Ongoing care plan, \$900 per month. Detail on page 9.

Homepage

EXISTING PAGE, REBUILT

YOUR ASK

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

WHAT WE WOULD DO

A full horizontal nav across all sections, with room for the district pages later. This one unlocks the two new pages, so we do it first.

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

A new hero module built for an interview rather than a wide landscape shot. Reworked Vimeo player integration, captions, a poster frame and a proper mobile treatment. The current film moves over intact.

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

We design the layouts to take them. The maps are the package on page 6. We drop renderings in as they arrive and cut in footage we already hold of the site.

To discuss whether we add leasing info here.

We would put an entry point on the homepage and a section behind it, 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.

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

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

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

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

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

Drop the ESG framing here.

Removed here. The substance of it moves to the new Community & Sustainability page.

The Vision

EXISTING PAGE, SUBSTANTIALLY EXPANDED

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

Four new module types, all reusable. Economic impact is a figures block you edit in one place, so jobs, GDP and tax revenue stay consistent everywhere they appear.

Bring back a link to the masterplan.

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

Supportive quotes from the Mayor, Premier and federal ministers.

An endorsement module with portrait, attribution and title. Your team adds and reorders them as more come in.

Close the page with links through to Community & Sustainability.

A paired closing module we reuse 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

A 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 pillars, each with a status, so it reads as progress and not intention. Built to be updated.

Member profiles plus a minutes archive your team posts to directly. This is the kind of content that needs to be updated frequently, which the CMS handles.

Designed with the care it warrants, and built so partners can review and revise the content before and after it goes live.

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, so the search value goes to Steelport.

Timeline entries become a category inside News, so a milestone and its coverage sit together. We migrate the existing timeline, we do not rebuild it.

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 one page layout that all three share, as part of this engagement. Building the pages later is then filling in content, not a new project, and the site plan drops into the masterplan section already built for it.

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

A logo module your team fills in. HCE, universities, DRAC and Invest Ontario go in as each is confirmed.

Everything in the longer lead section is anticipated in the design, so none of it becomes a second project later.

Yes, we can work in the current stack. We think moving to WordPress is the better investment.

You described the workflow. Structural and design changes need development work in Visual Studio Code and a deployment. Some content, like Q&A entries, goes in through the database.

Now look at the brief. 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.

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

Build cost is much the same either way. WordPress is easier to manage from Slate's end.

WHAT MIGRATING ALSO SETTLES

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

It is also the point at which we clear out routes that still sit in the code but are no longer linked from the site. A few of them lead nowhere now, and they get retired or pointed somewhere useful.

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

ON VENDOR INDEPENDENCE

WordPress means Slate is not tied to any one supplier, us included. In three years you can hand the site to any competent shop in the country.

STAYING ON AZURE

We will quote it. Design, graphics and front end all work the same way, and we would work in GitHub and Visual Studio Code. The build line comes in a little lower. Every update in your brief stays a development job, billed as it comes. It is a viable option.

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

A proper content management system

The site gets a full CMS, built into a custom theme. No template, no page builder. Every content type in your brief gets its own set of labelled fields, so adding a milestone means filling in a date, a title, a paragraph and an image. The page handles how it looks. Nobody needs to think about design to publish, and nobody can break a layout by accident.

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
- Building the three district pages
- 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 9, or billed hourly. Neither is required.

WHAT STAYS EXACTLY AS IT IS

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

TRAINING

A working session with whoever is doing the posting. We record it so they can rewatch it, and write a guide using screenshots of your site, not a generic manual. Included in the build, not an add on.

Your PR and marketing team can publish a press release, with images, without contacting us.

Three custom maps built on real geographic data. Priced on their own so you can approve them separately and we can start immediately.

01 **Scale**

Steelport against downtown Hamilton. The current comparison is Central Park, which works internationally but has little local reference. Laying 800 acres over the downtown core gives a local audience an accurate sense of the scale. A layered comparison, not a static map, with a version for the site and a version for print and decks.

02 **Strategic location**

The Golden Horseshoe position, proximity to Canada's AI corridor, surrounding universities, existing industry and workforce access. The most complex of the three. It carries four separate arguments and still has to stay readable. Our approach is one base geography with switchable layers, not four separate maps. It anchors the History & Context page.

03 **Connectivity**

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

WHAT IS INCLUDED

Three maps, each delivered as 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 with the existing material instead of beside it. They are standalone assets, usable in decks and submissions straight away.

WHAT WE NEED

Source data for each map: parcel boundaries and the downtown comparison basis, the corridor and institution list you want shown, and the rail, road and marine specifics. Anything without a source, we flag instead of estimating.

\$6,500 CAD

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

Three views of Steelport at build out, produced under our art direction and in the same design language as the maps and the site.

WHAT DRIVES THE COST

There is no 3D model of Steelport. Everything in frame gets built from the Draft Plan of Subdivision and the Urban Design Report: parcels, massing, roads, rail, the port edge, landscaping, and enough of the surrounding Hamilton context for the images to read accurately.

Before any of that we fly the site. Aerial photography gives us the reference the model is matched to, and the surrounding context that would otherwise be built from scratch. It is usable as photography in its own right.

The model is most of the budget, not the pictures. Once it exists, each view is a camera position, a lighting setup and post production. That is why the third view adds far less than the first two.

ONE DESIGN LANGUAGE

The renderings, the three maps and the site are art directed together. Same palette, same typography, same treatment of the plan. Every asset in this proposal is built to sit alongside the others without looking commissioned from different places.

WHAT YOU GET

Three final images at print and web resolution. Two rounds of revision on each. Grey massing views for approval before anything gets rendered, so the composition is agreed before the expensive stage begins.

INCLUDED AT NO COST

Since we are already on site for the aerial capture, we shoot a full photography set while we are there. Drone stills of the site and the harbour, plus a ground level set. Delivered edited and licensed to Slate, usable on the site, in decks and in submissions.

THE THREE VIEWS

Recommended, and open to discussion:

01 · Steelport in context

A high wide aerial with the harbour, the city and the escarpment in frame. Establishes location and scale. Works as the homepage hero.

02 · The working waterfront

A lower, closer aerial along the port edge with marine and rail activity visible. The view most relevant to a prospective tenant. Works on the leasing section.

03 · Bird's eye plan

A 2D top down view of the full 800 acres, taken straight off the same model. Parcels, phases and land use read clearly. This is the masterplan asset, and the base for the site plan.

COST

Aerial photography capture	\$2,000
Site and context model, built once	\$10,500
Two photorealistic aerials	\$4,500
2D bird's eye off the same model	\$1,500
Art direction and production	\$1,500

Renderings **\$20,000 CAD**

The bird's eye is an orthographic view off the same model, which is why it adds less than a third photorealistic aerial would. Further views, roughly \$3,000 each. Eight to ten weeks from approval, independent of the site schedule.

The model is reusable. We build it once and hold it, so any further views for leasing material, phasing diagrams or the three district pages come off the same model at a fraction of the first cost.

A	Map package	\$6,500
	Scale, strategic location and connectivity, all built on real geography. Web, print and source files, two revision rounds each. Detail on page 6.	WEEKS 1 TO 4

B	Renderings	\$20,000
	Two photorealistic aerials and a 2D bird's eye, under our art direction. Aerial photography captured on site, everything modelled from 2D, grey massing approved before we render. Includes a full site photography set. Detail on page 7.	WEEKS 1 TO 10

01	Discovery and planning	\$5,500
	Your brief turned into a page by page plan of the site, agreed before any design starts.	WEEKS 1 TO 2
	– Working session with your team – Redirect map from every current page – Sitemap and navigation structure – Inventory of everything to migrate – What fields each page type needs – What we track after launch	

02	Design	\$14,000
	Every page and module in your brief, plus one reusable page design for the three districts. Built as working templates, so what you sign off is what gets built.	WEEKS 2 TO 4
	– Homepage with horizontal nav – Masterplan and leasing sections – History & Context, expanded – One page design for the three districts – The Vision, expanded – Desktop, tablet and mobile – Community & Sustainability, new – Reusable module library – News & Updates, new	

03	CMS build and migration	\$18,000
	A full content management system in a custom theme built from the approved design. Every content type set up as labelled fields, all content moved over, and your team trained on it.	WEEKS 4 TO 7
	– Custom build, no template – Healthier Hamilton application form – Labelled fields for every content type – Hosting set up in Slate's name – All existing content and Q&A moved over – Training session and written guide	

04	Search, testing and launch	\$4,500
	Search, accessibility and policy work closed out, then testing and launch.	WEEK 8
	– Page titles and descriptions – Accessibility pass, WCAG 2.1 AA – Search engine setup – Analytics and cookie consent – Every redirect tested – Privacy, terms and accessibility policies drafted – Speed and image optimisation – Launch, then 14 days of monitoring	

Three maps	\$6,500
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Three renderings	\$20,000
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Website, phases 1 to 4	\$42,000
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All three	\$68,500 CAD
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Excludes HST. Content written by Slate. Photography and film quoted separately. Hosting and licences at cost, roughly \$600 a year.

Two optional items. Neither is required to run the site.

Care plan

Optional, month to month, cancel with 30 days notice. Covers maintenance, backups, security and a set amount of change work each month.

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, the three you flagged for down the road. We design the shared page layout now and leave the building until you are ready.

The pattern, the layout and the fields all exist at launch. Publishing a district is then filling in content. No new design work, no development cycle, no second project.

SUMMARY

Three maps	\$6,500
Three renderings	\$20,000
Website, phases 1 to 4	\$42,000
All three	\$68,500 CAD
Care plan, optional, from launch	\$900 / month

Graphics in four weeks. Site live in eight.

A fast track sprint. Phases overlap on purpose and the graphics run alongside, so you have three usable assets by week four and a live site by week eight. This schedule leans on the turnaround commitments on page 11. They are written down because the date depends on them.



Design sign off and content lock both land at the end of week 4. Renderings run alongside and land by week 10.

PAYMENT SCHEDULE

Graphics, on signature	50% · \$3,250
Graphics, on delivery, week 4	50% · \$3,250
Site, on signature	50% · \$21,000
Site, design sign off, week 4	25% · \$10,500
Site, production launch, week 8	25% · \$10,500

Net 30. HST additional. Care plan billed monthly from launch.
Renderings are 50 percent on approval and 50 percent on delivery.

WHAT WE NEED FROM SLATE

For the renderings, the Draft Plan of Subdivision, Urban Design Report and any CAD or survey files. Site access for the aerial shoot, and whoever we need to clear it with.

The terms an eight week schedule runs on, written down.

Client turnaround. To hold eight weeks, review feedback, brand assets, source data and writing edits come back within two business days, consolidated into one response per review. All client written content is locked by the end of week 4. Later than that moves the launch date.

Hosting. Set up on a managed WordPress environment in Slate's name, so ownership sits with you from day one. Hosting and licence fees run roughly \$600 a year, billed directly to Slate.

Migration scope. Covers all core static pages, the active Q&A history, and up to 25 historical news or press entries.

Content. Written by Slate, edited into the site by us. Photography and film are quoted separately.

Revisions. Two rounds per phase. Additional revisions are billed separately. Third party integrations beyond forms and analytics are out of scope. The shared district page design is included. Building the three pages is not.

| An eight week schedule depends on these. We are happy to quote a longer timeline instead.

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 already work with Slate and know Steelport, so there is no ramp up.

We came to web work through film and photography for this sector, so we produce the visual material ourselves instead of commissioning it. The three maps sit squarely in that.

We already hold footage of the site. From the work shot for Slate there is an archive of Steelport material we can cut into the new site. Motion on the homepage, History & Context and the section headers, using real footage of the land instead of stock.

One team. Maps, design and build are all done in house.

RELEVANT WORK

A full project page for the Omar Gandhi designed townhouses at King's Wharf, the closest match to this in tone and calibre, viewable live. Steelport homepage, History & Context and masterplan concepts are already done and can be shared.

WHERE WE ARE STRAIGHT WITH YOU

We are a small studio, not an agency. That is why the site is \$42,000 and not the \$60,000 to \$140,000 a mid sized agency would quote for the same brief. It is also why we only take a few projects at a time. This quote assumes a start before the end of September, and eight weeks assumes one project this size in the studio at once. That is what you would be reserving.

WHY AN EIGHT WEEK SPRINT WORKS

Design concepts for the homepage, History & Context and the masterplan section are already done for Steelport. That takes out the ramp up a new studio would need and lets us move from discovery into production in week two instead of week six. The time comes out of the front of the project. Testing and accessibility stay where they are in week 8.

Next steps

01 · START THE GRAPHICS

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

02 · A SHORT CALL

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

03 · REFINE AND START

The phases come apart on purpose, so we can re cut the scope to suit. We can start within a week of signature.

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