

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. DS-2020-0001

**FOR THE CONSIDERATION OF
COUNCIL
JANUARY 15, 2020**

**SUBJECT: KESWICK SECONDARY PLAN REVIEW PHASE 1 STATUS UPDATE
PLANNING DIVISION FILE: 02.195**

1. RECOMMENDATION:

- 1. That Council receive Report No. DS-2020-0001 prepared by the Planning Division, Development Services Department dated January 15, 2020 respecting the Keswick Secondary Plan Review Phase 1 Status Update.**

2. PURPOSE:

The purpose of this report is to provide a Phase 1 status update on the Keswick Secondary Plan Review (KSPR) as it relates to the deliverables and public consultation that have been completed to date, as well as to outline the next steps to be undertaken.

3. BACKGROUND:

On March 6, 2019, staff reported to Council on the proposed KSPR and Steering Committee Formation (Report DS-2019-0016). The purpose of the report was three-fold:

- 1) To provide Council with a high level overview of the major components of the KSPR;
- 2) To request that three members of Council be appointed to sit on the KSPR Steering Committee; and,
- 3) To request Council to authorize the Office of the Clerk and the Selection Committee to commence the selection process to appoint four members of the public to sit on the Steering Committee.

On April 3, 2019, Council passed Resolution No. C-2019-0251 to appoint Councillor Waddington (Ward 1) and Councillor Fellini (Ward 2) to the KSPR Steering Committee. Mayor Quirk also sits on the Committee as an ex-officio member.

On June 26, 2019, through Resolution No. C-2019-0410, Council approved the KSPR Steering Committee Terms of Reference and appointed four members of the public to sit on the Steering Committee.

Also on June 26, 2019, staff informed Council through a Briefing Note that The Planning Partnership (TPP) was selected by the Evaluation Committee as the successful consulting firm to carry out the KSPR. TPP will serve as Lead Consultant for the project, providing policy planning, growth management, consultation and communications, urban and architectural design, GIS mapping, and project management services. TPP will be supported by a sub-consulting team which includes:

- urbanMetrics, a real estate strategy firm, who will provide their expertise on commercial and employment land analysis, as well as act as an advisor with respect to addressing affordable housing;
- BA Group, a transportation consulting firm, who will undertake all transportation-related work, in particular addressing transportation demand management strategies; and,
- Plan B Natural Heritage, an environmental consulting firm, who will complete the required environmental policy and mapping review/update.

As explained in Report DS-2019-0016, Official Plan/Secondary Plan reviews are typically completed in three (3) major phases: 1) Background Research and Analysis; 2) Issues/Options/Policy Direction; and, 3) Drafting of the Plan. The KSPR is currently in the beginning of Phase 2. Below is a summary of what took place during Phase 1.

4. REPORT:

Since staff last reported to Council on June 26, 2019 regarding the consultant selection, the major tasks of Phase 1 have taken place as discussed below.

4.1 DELIVERABLES

4.1.1 Work Program

One of the first tasks completed by the project team was finalizing the work program. The work program provides an outline of the major tasks to be completed in each phase of the project and the general timing of each. Attachment 1 is a copy of the Gantt Chart and Attachment 2 is a copy of the Graphic Work Program. This report represents Task 1.11 (Council Presentation) on the Gantt Chart and Council Meeting 1 on the Graphic Work Program.

4.1.2 Community and Stakeholder Engagement Strategy

Public involvement in the planning process is critical as it leads to more informed, and therefore, better decision-making. A key component of every phase of the KSPR is to engage, educate, and seek feedback from the public. The project team developed a Community and Stakeholder Engagement Strategy which sets out the framework for consultation over the course of the project utilizing various methods of engagement. Attachment 3 is a copy of the Community and Stakeholder Engagement Strategy.

4.1.3 Dedicated Webpage and Email Address

A dedicated webpage and email address have been created for the KSPR. The webpage provides access to information and updates related to the project. The webpage contains an introduction to the project, information about public and stakeholder engagement opportunities, staff reports to Council related to the project, background information and consultant reports, Steering Committee and Technical Advisory Committee information, and frequently asked questions.

The dedicated project email address is utilized to:

1. Receive comments and questions from the public; and,
2. Circulate information, notices and updates to the project's interested parties list.

Webpage: www.georgina.ca/KSPR

Email address: kspr@georgina.ca

4.1.4 Project Wordmark

The project team in consultation with Communications staff developed a wordmark for the KSPR. The wordmark aligns with the Town's corporate brand and accessibility requirements, while creating an identifiable brand image for the project. The wordmark is being used on external communications (notices, letterheads, social media, etc.) and deliverables related to the project.



4.1.5 Background Reports

A major deliverable of Phase 1 has been the preparation of background reports for key components of the review. In total there have been 5 background reports prepared, including:

- Planning Review Report prepared by TPP;
- Commercial and Employment Land Analysis prepared by urbanMetrics;
- Transportation Analysis prepared by BA Group;
- Natural Environment Background Report prepared by Plan B Natural Heritage; and,
- Urban & Architectural Design Guidelines Annotated Table of Contents prepared by TPP.

These background reports outline the current policy framework and existing conditions and identify opportunities and constraints/challenges as it relates to future growth and development within Keswick.

Due to the length of the background reports, they have not been attached; however, they can be viewed online through the project's dedicated webpage (www.georgina.ca/KSPR). Each report is identified below with some of its key findings:

Planning Review Report prepared by TPP

- Opportunities:
 - The provincial Growth Plan requires York Region to have a minimum target of 50 residents and jobs/ha for "greenfield" development and 50% intensification for residential development. The Municipal Comprehensive Review (MCR) currently being undertaken by York Region to update its Official Plan will result in specific minimum targets being assigned to Georgina. From these assignments, the project team will need to determine how future growth will be distributed to the settlement areas within Town. Consideration should be had for assigning higher targets to Keswick to offset other areas of the Town expected to accommodate less growth.
 - Limited unplanned "greenfield" land remain within the Keswick Secondary Plan (KSP) area. Therefore, an emphasis should be placed on intensification along corridors and within urban centres.
 - Provide a range of housing types, densities and tenures.
 - Meet the 25% affordable housing target, primarily through accessory units and mixed-use development.
 - Achieve mixed-use, compact development which supports alternative modes of transportation.
 - Promote best practices for stormwater management and climate change mitigation.
 - Plan streets, spaces and parks to be safe, foster social interaction, and facilitate active transportation.
- Challenges:
 - Coordination with and timing of concurrent Regional MCR taking place.
 - Achieving denser development forms with Keswick's physical constraints (i.e. soil conditions, high water table).
 - Minimal existing transit to southern municipalities

- Municipal sanitary sewer servicing allocation constraints.

Commercial and Employment Land Analysis prepared by urbanMetrics

- Opportunities:
 - Keswick is expected to account for 66% of the Town's growth from 2019 to 2041; being just over 15,000 new residents¹.
 - Currently ~97,200 sq. metres of retail/service commercial space, with nearly 50% of this on Woodbine Avenue. The remaining space is generally located in the urban centres. There is a need for ~60,000 sq. metres of new retail/service commercial space within Keswick by 2041.
 - Currently a retail/service commercial vacancy rate of 2%. This is below a healthy rate, and suggests that there may exist some unfulfilled demand at the present time.
 - Currently ~97 ha of vacant commercial land, with about 83 ha of this located on Woodbine Avenue. This is approximately three times what is required in Keswick by 2041, resulting in an excess supply of ~75 ha of vacant commercial lands, of which a vast majority will exist within the Commercial/Employment designation.
 - There will be up to 8,500 new employment land employees added to Keswick between 2019 and 2041¹. This is a very significant growth for a community the size of Keswick and will likely assist in changing commuting patterns and redirecting retail and service expenditures currently leaving the community.
- Challenges:
 - The Keswick Business Park (KBP) may not accommodate the full projected employment land employment needs of the Town to 2041. As a result, some of the commercial/quasi-industrial uses not permitted in the KBP will likely locate in the Commercial/Employment designation of the KSP.
 - Currently 3.2 sq. metres (34.6 sq. feet) of retail/service space per person, which is below average for similar size municipalities.
 - Most significant competition for the Keswick retail sector is the commercial concentration existing at Green Lane and Yonge Street, and Yonge Street and Davis Drive in Newmarket and East Gwillimbury. This cluster contains most of the major retail tenants operating in the Greater Toronto Area (GTA) and would serve to attract spending from Keswick residents, as well as, limiting the retail draw of Keswick from the south.

Transportation Analysis prepared BA Group

- Road Network Context:
 - Vehicle volumes are growing with the ongoing buildout of Keswick.
 - Future road network improvements:
 - Extension of Highway 404 north of Ravenshoe Road (EA approved).
 - Highway 400/404 connecting link (i.e. Bradford Bypass)

¹ This figure is a projection from urbanMetrics and does not represent the conclusions of the Regional MCR.

- Jog elimination at Woodbine Avenue and Glenwoods Avenue with realignment of Glenwoods Avenue as per the KBP Secondary Plan.
- Widening of Ravenshoe Road to four lanes east of Woodbine Avenue.
- Planned new collector road network in south Keswick.
- The Queensway North urbanization.
- Transit Context:
 - Existing Routes: York Region provides one conventional transit route (Route 50) which connects Keswick to southern York Region, one Keswick local transit route (Rout 51) and a “Mobility on Request” service which provides travel from an address in the service area to one of five identified bus stops located in Keswick.
 - Regional growth model projects a rise in transit activity along Woodbine Avenue and The Queensway.
- Active Transportation Context:
 - Existing KSP policies for active transportation respect integration of the planned cycling and trails system, including linking of trails systems, as roads are reconstructed or development opportunities arise.
- Opportunities:
 - There is potential to support integration of active transportation design into the KSP policies for arterial and collector road networks, which would support connecting and completing the planned network of cycling and trail connections within higher order roadways.
 - The future character and design of the Woodbine Avenue / Riverglen Drive intersection may require further consideration given the transition between collector, local, and arterial road networks that is proposed at this intersection.
 - There is an opportunity to continue to support and work with York Region in promoting the Region’s target walking distances and minimizing walking distances to transit stops through policies for the provision of walkways, sidewalks and more direct street patterns consistent with the York Region Official Plan.
 - The policies in the KSP should continue to support the collaboration between the Town and York Region in promoting an active transportation network.
 - The opportunity exists to align with York Region’s objectives to reduce automobile dependence and support active transportation by incorporating further policies that enhance and prioritize opportunities for residents and workers to walk and cycle.
 - There is opportunity to incorporate transportation demand management policies into the parking management policies of the KSP that relate to supporting reduced vehicle demand and encourage the use of transit and active transportation.

Natural Environment Background Report prepared by Plan B Natural Heritage

- Opportunities:

- Enhancement of the Greenlands System through naturalization and/or regeneration of floodplains, and 30 metre buffers to key features.
- Enhancement of existing corridors/linkages.
- Enhancement of existing Town Parks and open space lands, particularly along the Lake Simcoe shoreline, riparian corridors, woodlands and wetlands.
- Application of ecological off-setting to compensate for removal of features and for overall net environmental gain.
- **Challenges:**
 - Maintaining and enhancing existing linkages between Greenlands System features.
 - Maintaining existing woodland and wetland habitat features, particularly isolated and/or disturbed/degraded habitat patches.
 - Meeting the surface water/groundwater quality/quantity targets in the Lake Simcoe Protection Plan.
- **Next Steps:**
 - Confirm and refine the Natural Heritage System (NHS) as a framework for future land use concept plans, considering existing development approvals.
 - Confirm and identify NHS restoration and enhancement opportunities.
 - Prepare Key Natural Heritage Features, Key Hydrologic Features, Greenlands System, Source Water Protection, and Hazard Land mapping in support of secondary plan schedules.
 - Identify ecological off-setting requirements for wetlands, woodlands and buffers.
 - Identify general mitigation and environmental management measures.
 - Review and provide input to natural heritage policies.
 - Identify future study requirements for the development application review stage.

Urban & Architectural Design Guidelines Annotated Table of Contents prepared by TPP

- The existing Urban Design Guidelines focus on revitalization strategies and site-specific initiatives for select areas within Keswick and lack sufficient detail to guide the design of new development. Therefore, the existing Guidelines will be replaced with new Urban & Architectural Design Guidelines with a focus on guiding the design of new development.
- **Opportunities:**
 - Establishing a coordinated design vision for Keswick that describes the community's aspirations.
 - Establishing architectural design guidelines for residential, public/institutional, commercial/mixed-use and green buildings.
 - Protecting/enhancing natural features, and broadening opportunities for public engagement.
 - Create guidelines for the establishment of a variety of public spaces to support community life throughout the year.

- Creating safe and comfortable human-scaled streets that enhance mobility for all modes.
- Promotion of a mix of uses within a variety of building forms.
- Provision of a connected system of parks, open space, trails and streets that link to the lake edge.

4.2 PUBLIC ENGAGEMENT OPPORTUNITIES TO DATE

The project team has organized a number of engagement opportunities to encourage participation in the process. An important objective of the project team was to reach as wide an audience as possible through various means.

To summarize the public consultations which took place through Phase 1, TPP has prepared a “What We Heard Report” (refer to attachment 4). The report provides an overview of each engagement including a brief description, notice that was provided, summary of social media activity, and a summary of the responses, key messages and feedback received. The report also includes the presentation slides and table group discussion worksheets that were used at Workshop #1 as appendixes; however, due to their length, these appendixes have not been attached. The full document can be accessed online through the project’s dedicated webpage.

Below is a brief overview of the three public engagement opportunities undertaken in Phase 1:

“My Keswick is...” Postcard Campaign

- The project team sought input on a new vision for the KSP by distributing postcards to Town facilities in Keswick asking participants to complete the phrase “My Keswick is...” by filling out the back of the postcard and leaving it in dedicated drop-boxes. Postcards and drop-boxes were stationed at the Civic Centre Customer Service Hub (1st Floor) and Development Services Hub (3rd Floor), Keswick Library, Gym at the Georgina Ice Palace, and Club 55 Keswick. This same question was also circulated through the Town’s social media accounts (Facebook and Twitter), with further submissions received through the dedicated email account. The campaign ran from October 7th to October 28th, 2019. Input received from the public is summarized in the “What We Heard Report” (refer to Attachment 4).

Focus Group Discussions

- In order to assist the project team in their understanding of Keswick, focus group discussions were arranged around four key planning topics – environment, transportation, business and housing. Participants were asked to share their thoughts specific to each topic, and to identify issues and opportunities that could be addressed through the review. The focus group discussions were held on October 16th and 17th, 2019, from 4:00 p.m. to 5:30 p.m. and from 6:00 p.m. to 7:30

p.m. at the ROC Chalet. Input received from the public is summarized in the “What We Heard Report” (refer to Attachment 4).

Workshop #1 – Visioning and Background Report Review

- The project team held a visioning and background report review workshop on Wednesday October 30, 2019 at the Stephen Leacock Theatre. There were two sessions, one from 4:00 p.m. to 6:00 p.m. and a second from 6:30 p.m. to 8:30 p.m. The workshop consisted of a presentation by the project team introducing the project, outlining the public consultation to date, and providing an overview of the background reports completed by the team. Following the presentation, the participants were invited to share their thoughts on a vision for the future of Keswick, and if they felt anything was missed through the background review. To gather feedback, large-scale worksheets were placed among five tables, one for each key topic area of Transportation, Commercial/Employment, Land Use, Natural Heritage, and Urban Design. Participants could move between tables providing comments as desired. Members of the consultant team and Town staff were stationed at each table to facilitate discussions, answer questions and receive input. Input received from the public is summarized in the “What We Heard Report” (refer to Attachment 4).

Not discussed in the “What We Heard Report” were the one-on-one meetings the project team conducted with several major landowners/developers within Keswick. The purpose of these sessions was to assist the project team in understanding future planned development within Keswick, predominantly within the remaining greenfield lands, as well as current market trends/demands. The meetings provided insight to the project team with respect to the amount of remaining greenfield lands that have yet to receive development approvals, proposed land use and built form within key locations of Keswick, as well as developers desire to explore higher density built forms including mixed-use developments. The meetings were held on October 16th and 17th, 2019, generally from 10:00 a.m. to 2:30 p.m. at the Civic Centre. In total, the project team met with six major landowners/developers.

4.3 STEERING AND TECHNICAL ADVISORY COMMITTEE MEETINGS

A total of two Steering Committee meetings and two Technical Advisory Committee (TAC) meetings have been held.

The first Steering Committee and TAC meetings were held on July 31, 2019. The purpose of these meetings was to:

- Provide an introduction to the project;
- Discuss changes to provincial planning documents;
- Review and receive feedback on the draft Work Program and Community and Stakeholder Engagement Strategy; and,

- Facilitate a roundtable discussion of key planning considerations as they relate to growth, development and housing, parks and community benefits, natural heritage, cultural heritage, commercial and employment uses, and transportation and infrastructure.

The Steering Committee also appointed a Chair (John Rogers) and Vice-Chair (Naomi Davison) from the public members at the meeting.

The second Steering Committee and TAC meetings were held on October 29, 2019. The purpose of these meetings was to:

- Provide a summary of the project process;
- Review key findings of the background reports and the key opportunities to be addressed through the review;
- Review what we heard in the focus ground discussions and interviews with developers;
- Review of format and agenda for Workshop #1;
- Overview of existing KSP goals;
- Roundtable discussion to gain input on the vision statement, objectives and updated goals; and,
- Discuss next steps following Workshop #1 including Online Survey #1 and preparation for Workshop #2.

The Committees have provided valuable suggestions and input to guide and inform the process to date. The next meetings will be held in late February 2020, the purpose for which will be to review concept development results from Workshop #2.

The agendas, approved meeting minutes/notes and a list of the members for both Committees are posted online and can be accessed through the dedicated KSPR webpage.

4.4 NEXT STEPS

The project team has now progressed into Phase 2 of the KSPR, being Issues/Options/Policy Direction, and will continue to move the project forward and undertake the tasks as proposed in the Work Program (Attachments 1 and 2). Milestone tasks within Phase 2 include the preparation of the first draft of the Secondary Plan as well as holding of a special meeting of Council, which is open to the public, to discuss the revisions that may be required pursuant to Section 26(3) of the Planning Act.

As of the preparation of this report, the project team has released Online Survey #1 as it relates to creating a vision statement and guiding principles. Notice advising of the survey has been provided to our interested parties list, various community groups/associations, Town committee members, members of Council, through the Town's social media

platforms, Economic Development and Tourism eNews, and the Town Page in the Georgina Advocate. The survey link is posted on the dedicated project webpage and runs from December 11, 2019 to January 8, 2020.

The project team has also begun to advertise and prepare the consultation material for Workshop #2 which is being held on Saturday January 18, 2020, at the United Church in Keswick (177 Church Street) from 9:30 a.m. to 12:00 p.m. The Workshop is designed to have an introductory presentation followed by roundtable interactive design sessions to explore land use and design options for key undeveloped areas in Keswick. Members of TPP design team will be in attendance to work with residents by sketching their ideas onto paper. Notice of Workshop #2 will be provided in the same manner as noted above for the survey. Additionally, staff will ensure that notices are posted around Town Facilities and various commercial establishments in Keswick. Attachment 5 is copy of the Workshop #2 notice.

5. RELATIONSHIP TO STRATEGIC PLAN:

This report addresses all four strategic goals:

- GOAL 1: “Grow our Economy” – SUSTAINABLE ECONOMIC GROWTH & EMPLOYMENT;
- GOAL 2: “Promote a High Quality of Life” – HEALTHY, SAFE, SUSTAINABLE COMMUNITIES;
- GOAL 3: “Engage Our Community & Build Partnerships” – COMMUNICATION, ENGAGEMENT, COLLABORATION & PARTNERSHIPS; and,
- GOAL 4: “Provide Exceptional Municipal Service” – ORGANIZATIONAL & OPERATIONAL EXCELLENCE.

6. FINANCIAL AND BUDGETARY IMPACT:

There are no financial or budgetary impacts as a result of this report. Specifically with respect to the project budget, as of the completion of Phase 1, the project remains on budget.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Pursuant to the *Planning Act*, there are no public consultation or notice requirements for this report. Refer to Section 4.2 and 4.4 for an overview of the public consultation that has occurred to date and which is scheduled to occur in the near future.

8. CONCLUSION:

Phase 1, Background Research and Analysis, of the KSPR is complete and the project team is now progressing into Phase 2 of the project, Issues/Options/Policy Direction. In accordance with Section 26(3) of the *Planning Act*, the next time staff will report to Council on the KSPR will be at the end of Q1 2020 to hold a special meeting of Council, which is open to the public, to discuss the revisions that may be required to the KSP.

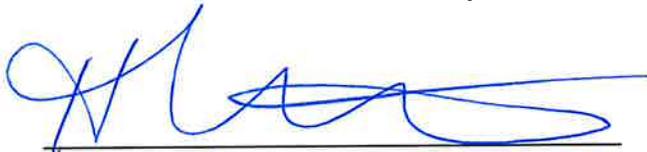
Staff recommend that Council approve the recommendation contained in Section 1 of this report in order to receive the report.

Prepared by:



Tolek A. Makarewicz, BURPI, MCIP, RPP
Senior Policy Planner

Reviewed & Recommended by:



Harold W. Lenters, M.Sc.PI, MCIP, RPP
Director of Development Services

Approved by:



David Reddon
Chief Administrative Officer

January 02, 2020

Attachment 1 – Gantt Chart

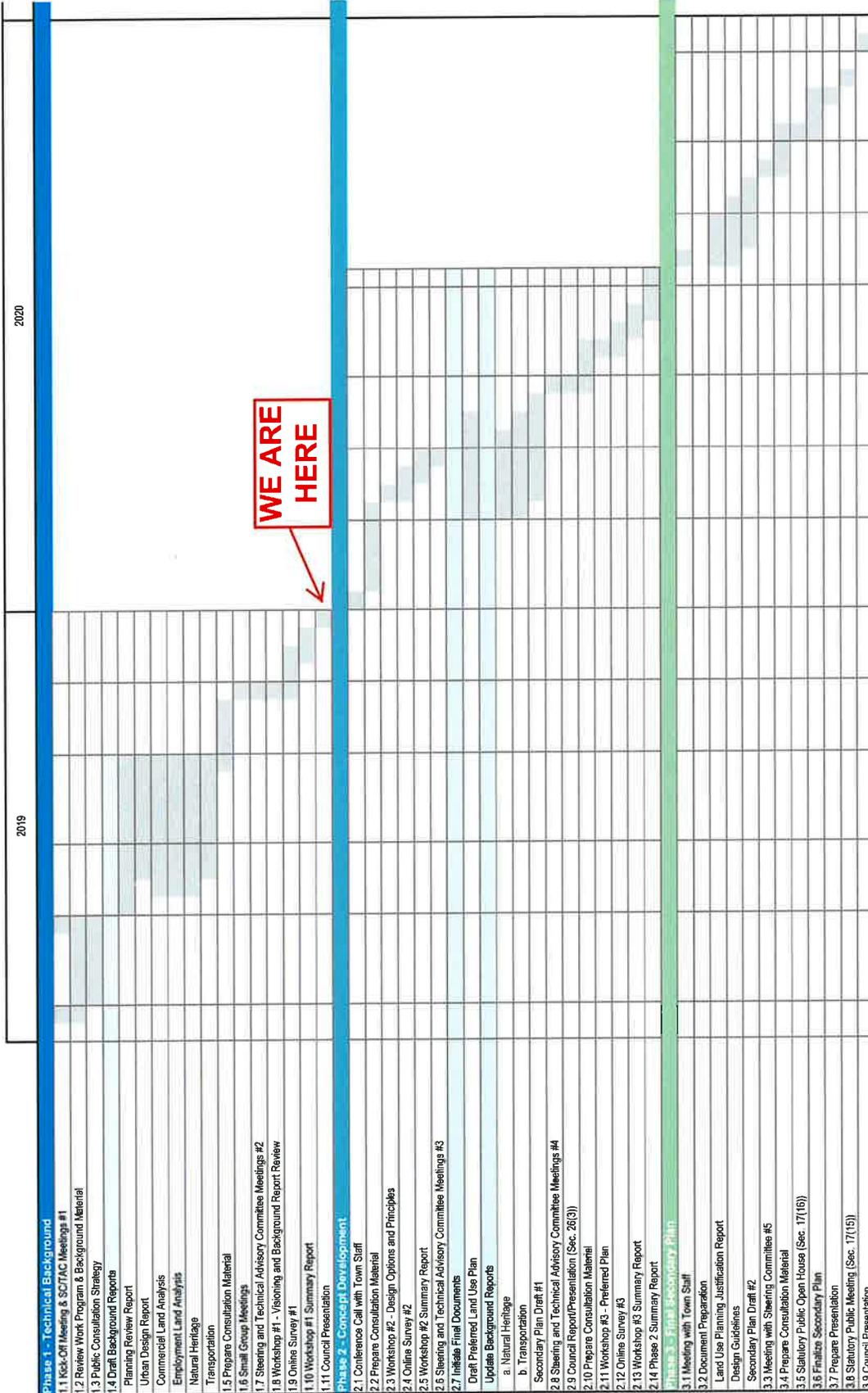
Attachment 2 – Graphic Work Program

Attachment 3 – Community and Stakeholder Engagement Strategy

Attachment 4 – What We Heard Report – Phase 1 Public Consultation

Attachment 5 – Workshop #2 Notice

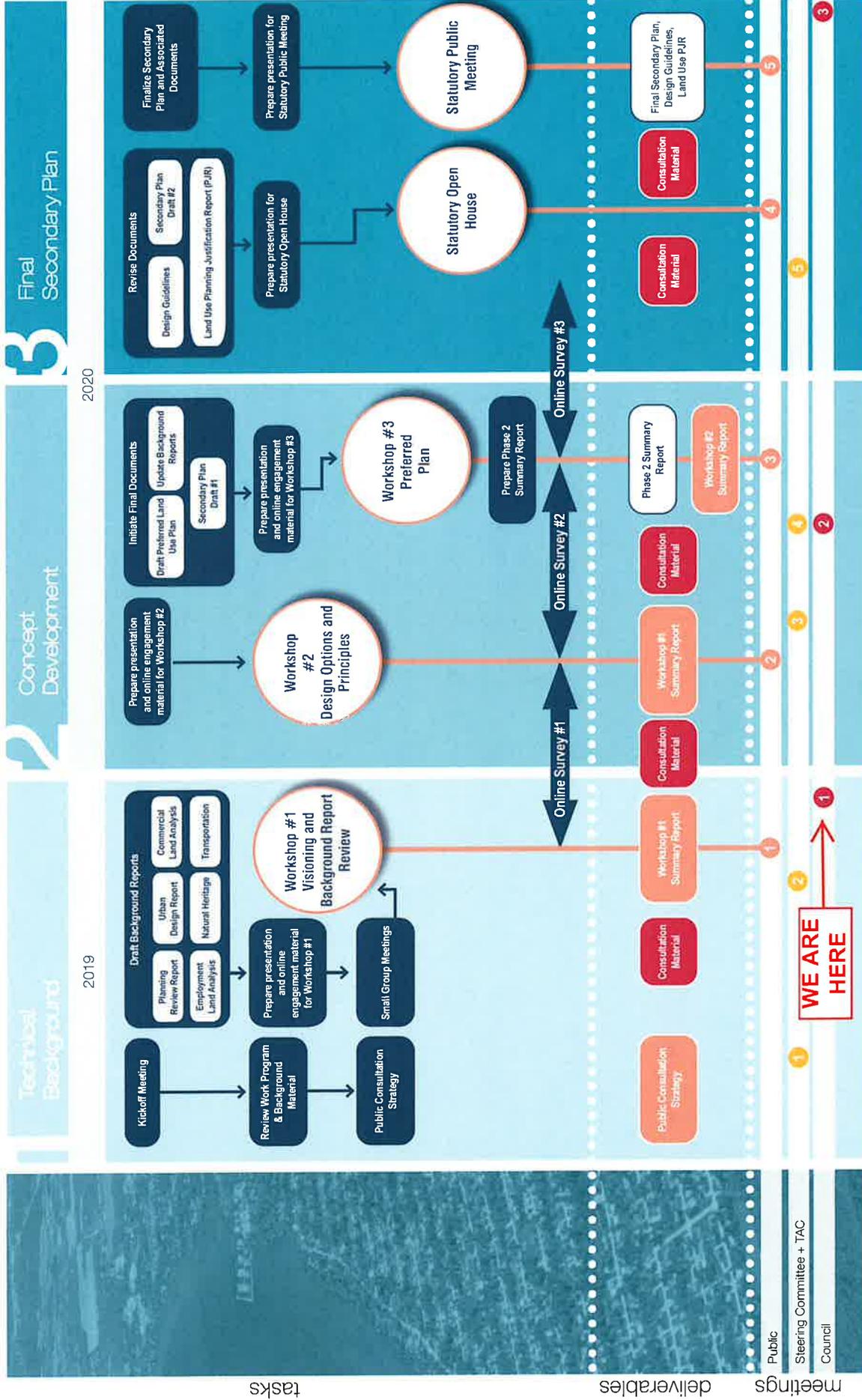
KESWICK SECONDARY PLAN REVIEW GANTT CHART



WE ARE
HERE

The timing of the tasks listed above are for general information purposes and are subject to change as the project develops. To confirm the timing of a specific task, please contact Tolek Makarewicz, Senior Policy Planner, by telephone at 905-476-4301 ext. 2297 or by email at tmakarewicz@georgina.ca.

Graphic Work Program





**Keswick Secondary Plan Review
Community and Stakeholder Engagement Strategy
September 2019**

1.0 Overview

The Town of Georgina is undertaking the Keswick Secondary Plan Review (KSPR) to update the vision, goals and objectives, policies, schedules and appendices, culminating in a refreshed and user-friendly document.

This Community and Stakeholder Engagement Strategy sets out the framework for consultation with the Keswick community (see Section 4.0) over the course of the KSPR. It will evolve to ensure the team is using the most effective tools to obtain input throughout the duration of the Review.

2.0 Oversight of the Review

The Review will be undertaken with the oversight of a core team of Town Staff, a Steering Committee and a Technical Advisory Committee.

The **Steering Committee** will provide input on key deliverables throughout the Review process and will participate in community consultation events. Committee members include:

NAME	POSITION	ORGANIZATION
Margaret Quirk	Mayor	Council
Mike Waddington	Councillor, Ward 1	Council
Dan Fellini	Councillor, Ward 2	Council
John Rogers	Committee Volunteer	Georgina Resident
Ted Brown	Committee Volunteer	Georgina Resident
Naomi Davison	Committee Volunteer	Georgina Resident
Gary Heine	Committee Volunteer	Georgina Resident

A **Technical Advisory Committee** will provide technical expertise throughout the review. Committee members are:

NAME	POSITION	ORGANIZATION
Harold Lenters	Director of Development Services	Georgina
Tolek Makarewicz	Senior Policy Planner	Georgina
Velvet Ross	Manager of Planning	Georgina
Dan Buttineau	Director of Recreation and Culture	Georgina
Rob Flindall	Director of Operations and Infrastructure	Georgina
Shawn Nastke	Head of Corporate Service Delivery Excellence	Georgina
Darren Dunphy	Development Engineering Technologist	Georgina
Karyn Stone	Manager of Economic Development	Georgina
Darlene Carson-Hildebrand	Manager of Finance & Deputy Treasurer	Georgina
Anne Winstanley	Communications Supervisor	Georgina
Ken McAlpine	Manager of Parks Development & Operations	Georgina
Sara Brockman	Senior Planner	York Region
Jelena Baker	Planner	York Region

Shahid Matloob	Transportation Engineer	York Region
Vi Bui	Program Manager	York Region
Jhapendra Pokhrel	Water/Wastewater Engineer	York Region
Melinda Bessey	Acting Director, Planning	Lake Simcoe Region Conservation Authority
ALTERNATE/OPTIONAL ATTENDEES		
Rob Wheater	Director of Corporate Services / Treasurer (Finance back-up)	Georgina
Owen Sanders	Supervisor of Development Engineering (Engineering back-up)	Georgina

3.0 Community Consultation Goals

- To build awareness and understanding of the purpose of the Secondary Plan Review;
- To effectively engage residents and community groups in the Secondary Plan Review process;
- To encourage participation and input through a variety of face-to-face and online forums; and,
- To generate broad-based support for the updated Secondary Plan.

4.0 Key Stakeholder and Community Group Audiences

The following are key stakeholders expected to have interest in the Study and will be consulted throughout the KSPR:

- Town of Georgina Council;
- Town of Georgina staff;
- Steering Committee;
- Technical Advisory Committee;
- Residents;
- First Nations/Aboriginal Communities (e.g. Chippewas of Georgina Island First Nation);
- Community groups (see below);
- Developers and landowners (or their representatives);
- Business owners in Keswick;
- Schools Boards and schools; and,
- Town's Advisory Committees: Agricultural, Economic Development, Environmental, Georgina Safe Street, Georgina Heritage, Georgina Trails and Active Transportation and Georgina Waterways.

The following are the key community groups to be consulted during the Secondary Plan Review:

- Georgina Kinsmen;
- Georgina Chamber of Commerce;
- Keswick and District Lions Club;
- Optimist Club of Keswick;
- Club 55, Keswick;
- Georgina Developers Association; and,
- Uptown Keswick BIA.

Other stakeholders and community groups not listed above may be identified during the course of the KSPR and will be consulted.

5.0 Key Messages

Clear and consistent messages will be used throughout the Review. Messages will be further refined and developed in coordination with the team as the project evolves:

- There have been substantial changes to Provincial and Regional planning policy that must be reflected in the Keswick Secondary Plan.
- York Region has commenced a municipal comprehensive review of their Official Plan. The timing of the KSPR is planned to ensure the updated Secondary Plan will be in conformity with the Region's new Official Plan.
- The KSPR will seek to support a complete community where residents can live, work and play by encouraging a range and mix of housing options, including mixed-use, affordable and rental housing, strengthening the local economy, ensuring access to goods and services, and supporting active living through parkland, open space and recreational opportunities.
- The Secondary Plan Review will ensure that growth is planned to make efficient use of servicing capacity to contribute to a successful community.
- A linked open space/greenlands system is a fundamental element of Keswick's urban fabric, providing recreational opportunities, environmental preservation and stormwater management.

6.0 Key Tactics to be used

A variety of tools and tactics will be used to engage and communicate with stakeholders and the community.

Engagement will occur through public workshops and meetings, face-to-face forums and online in each phase of the KSPR:

- Meetings with Councillors, Town staff, Steering Committee and Technical Advisory Committee;
- Meetings with landowners/business owners;
- Public Workshops;
- Focus group meetings organized by topic: heritage/culture, environment, active transportation, commercial/employment;
- Focus group meetings for specific demographics/interest groups: seniors, youth, specific cultural groups, developers;
- Pop-up information stations at local events and/or Town facilities;
- Online input through social media and email contributions; and,
- Online input using the Metroquest survey platform (hard copies can also be made available).

We will regularly communicate through:

- Updates posted online to the dedicated KSPR web page;
- Town newsletters;
- Updates shared in media briefs for local media; and,
- Email blasts to the study's list of interested parties and circulated through the network of social media contacts.

We will also provide a written report summarizing "what we heard" at the completion of each phase of the KSPR. The report will be posted on line to the dedicated KSPR web page.

7.0 Responsibilities

Town of Georgina

- Work in collaboration with the Consulting Team to schedule meetings with the Steering Committee and Technical Advisory Committee and arrange for meeting facilities;
- Circulate meeting agendas and take minutes for Steering Committee and Technical Advisory Committee meetings;

- Schedule the community consultation events, book the facility and arrange for refreshments;
- Place the notices, advertise the events at least 2 weeks in advance of the community events;
- Set-up and manage the project web page;
- Informally liaise with Council, as necessary;
- Consolidate input received through online posts and a dedicated email address and provide to the consultant for tracking;
- Provide members of the community with acknowledgements that their input through email or letters was received;
- Post to and manage social media according to Town's protocol;
- Provide available contact information for relevant community/interest groups, agencies, staff, and key stakeholders; and,
- Conduct pop-up consultation stations at local Town events and/or at Town facilities.

Consulting Team

- Prepare agendas for Steering Committee and Technical Advisory Committee meetings;
- Prepare project material/presentations for community consultation events;
- Prepare newspaper notices and invitations to community consultation events;
- Lead and facilitate consultation events;
- Provide content for project web page and social media;
- Provide online survey using Metroquest platform;
- Prepare summaries of community input in each phase of the work program; and,
- Prepare and provide the Town with material for the pop-up consultations.

8.0 Phase-by-Phase Consultation

The timing of the consultation events listed below are for general information purposes and are subject to change as the project develops. To confirm the timing of a specific consultation event, please contact Tolek Makarewicz, Senior Policy Planner, by telephone at 905-476-4301 ext. 2297 or by email at tmakarewicz@geogina.ca.

Phase 1 Technical Background

Communication Objective(s)

- *Inform the community about the KSPR, that the study has been initiated and identify ways in which they can provide their input;*
- *Involve the community in the review of background information; and,*
- *Involve the community in the development of the vision and guiding principles.*

Stakeholder Group	Forum for involvement	Purpose	Expected Output/ Outcome	Materials Required	Timing
Meeting #1 with Technical Advisory Committee	Round Table Meeting	Introduce the KSPR, the draft work program, project schedule, and the community and stakeholder engagement strategy	Confirm work program, community and stakeholder engagement strategy, and key dates	Agenda, work program, proposal, Terms of Reference, community and stakeholder engagement strategy	July 31, 2019
Meeting #1 with Steering Committee	Round Table Meeting	Introduce the KSPR, the draft work program, project schedule, the community and stakeholder	Confirm work program, community and stakeholder engagement strategy,	Agenda, Work Plan, Proposal, Terms of Reference, Community Engagement Plan	July 31, 2019

		engagement strategy, and KSPR branding	key dates, and branding		
Landowners, Developers	One on one meetings	Discuss development interests, plans, etc.	Information relating to specific development interests, copies of plans, comments on concerns/ issues to be addressed/ considered by the team	Air photo of Keswick	October 16 and 17, 2019
Focus Group Meetings	Round table meetings	Topic focused: heritage/culture, environment, active transportation, commercial/ employment Demographic focused: youth, seniors	Focused conversations on topics in relation to KSPR	Air photo of Keswick	October 16 and 17, 2019
Meeting #2 with Steering Committee	Round Table Meeting	Presentation summarizing the key findings from background reports on planning, urban design, commercial land analysis, employment land analysis, natural heritage, transportation Discussion for input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Power point presentation Work sheets on Vision, Principles	October 29, 2019
Meeting #2 with Technical Advisory Committee	Round Table Meeting	Presentation summarizing the key findings from background reports on planning, urban design, commercial land analysis, employment land analysis, natural heritage, transportation Discussion for input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Power point presentation Work sheets on Vision, Principles	October 29, 2019
Community	Workshop #1 Two sessions: 4:00 pm	Presentation summarizing the key findings from	Input on the Vision, Design Principles	Notice/ad for workshop	October 30, 2019

	6:30 pm	background reports on planning, urban design, commercial land analysis, employment land analysis, natural heritage, transportation		Power point presentation Work sheets on Vision, Principles	
		Table Group discussions for input on Vision Statement, Planning and Design Principles			
Community	Pop-up consultation	Input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Roll up banner with project branding. Vision Statement and Design Principles Postcards/handout	October or November 2019
Public and Council	Presentation	Presentation on the background reports, outcome of Workshop #1 and outline next steps.		Presentation	December 11, 2019
PREPARE WHAT WE HEARD REPORT FOR PHASE 1					

Online

- Launch web page and social media
- Launch project specific email kspr@georgina.ca
- Keswick-wide post card/or through social media..."my Keswick is..."
- Post the vision and principles
- Metroquest survey on the vision and principles

**Phase 2 Concept Development
Communication Objective(s)**

- *Involve the community in the development of options for the Keswick Secondary Plan.*

Stakeholder Group	Forum for involvement	Purpose	Expected Output/ Outcome	Materials Required	Timing
Community	Workshop #2 Two sessions: 4:00 pm 6:30 pm	Design charrette to develop optional concepts: concepts will explore variables re: land use, natural heritage, transportation, culture/heritage, urban design	Optional concepts	Notice/ad for workshop Power point presentation Base maps, charrette materials	End of January 2020

Community	Pop-up consultation	Input on Concept options	Input on the Concept options	Roll up banner with project branding. Concept Options Postcards/ handout	February 2020
Meeting #3 with Technical Advisory Committee	Round Table Meeting	Presentation and discussion on the charrette results and the optional concepts	Input on the optional concepts	Power point presentation	Early February 2020
Meeting #3 with Steering Committee	Round Table Meeting	Presentation and discussion on the charrette results and the optional concepts	Input on the optional concepts	Power point presentation	Early February 2020
Meeting #4 with Technical Advisory Committee	Round Table Meeting	Discussion on draft #1 Secondary Plan	Draft #1 of Secondary Plan	Power point presentation	Early March 2020
Meeting #4 with Steering Committee	Round Table Meeting	Discussion on draft #1 Secondary Plan	Draft #1 of Secondary Plan	Power point presentation	Early March 2020
Council	Special Meeting (Sec. 26(3) of <i>Planning Act</i>)	Discuss changes that may be required, present draft #1 Secondary Plan, request Council to authorize release of draft for public/ agency comment	Council authorization for public/ agency release of draft 1 Secondary Plan for review and comment	Power point presentation	Late March 2020
Community	Workshop #3 Two sessions: 4:00 pm 6:30 pm	To obtain input on the Preferred Land Use Plan and draft #1 Secondary Plan	Input on the Preferred Land Use Plan and draft #1 Secondary Plan	Agenda, presentation, workshop worksheets	Early April 2020

PREPARE WHAT WE HEARD REPORT FOR PHASE 2

Online

Updates on web page and social media
Metroquest survey on the optional concepts
Post the draft #1 of Secondary Plan
Post the presentation

**Phase 3 Final Secondary Plan
Communication Objective(s)**

- *Involve the community in the review of the Draft and Final Secondary Plan.*

Stakeholder Group	Forum for involvement	Purpose	Expected Output/ Outcome	Materials Required	Timing
Meeting #5 with Steering Committee	Round Table Meeting	To review draft #2 Secondary Plan	Input on the final Secondary Plan	Agenda, Power point presentation, final Secondary Plan	Late May 2020
Community	Statutory Public Open House (Sec. 17(16) of <i>Planning Act</i>)	To present draft #2 Secondary Plan	Clarification of questions and receive input on Secondary Plan	Notice/ad for Statutory Open House Displays of the Secondary Plan	Early June 2020
Public and Council	Statutory Public Meeting (Sec. 17(15) of <i>Planning Act</i>)	To present final Secondary Plan and to answer questions	Final input on the Secondary Plan	Presentation	Early July 2020
Public and Council	Presentation	Presentation and adoption of final Secondary Plan	Adoption of the Secondary Plan	Presentation	Early August 2020

Online

Post the draft #2 Secondary Plan
 Post the final Secondary Plan
 Post the Open House displays
 Post the presentation



Plan
Keswick

KESWICK SECONDARY PLAN REVIEW

What We Heard Report #1 Phase 1 Public Consultation

Report # DS-2020-0001
Attachment 4
Page 1 of 19

GEORGINA

**The Planning
Partnership**

in association with

urbanMetrics

BA Group

PLAN B Natural Heritage

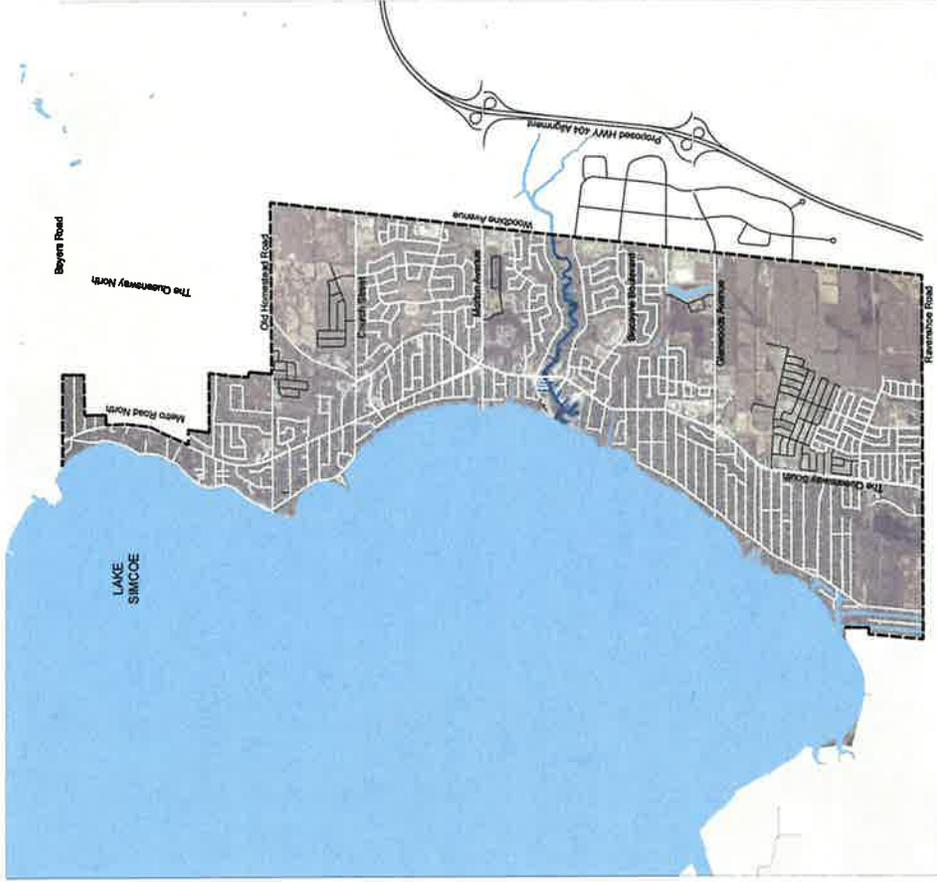
Plan-it Geographical

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Keswick Secondary Plan Review Study Area



1.0 INTRODUCTION

Project Purpose

The Keswick Secondary Plan Review (KSPR) is an opportunity to update the existing 2004 policy framework to support a dynamic mixed use community. This Review will include:

- Crafting a new vision for Keswick which recognizes its evolving context, recent development and role in accommodating future growth.
- Implementing the current planning framework, including the Town of Georgina Official Plan and Provincial policies.
- Providing an updated land use planning framework for new development and redevelopment.
- Reviewing and updating the multi-modal transportation network, natural areas and urban design guidelines.

The KSPR is currently in Phase 1 – Technical Background – of a three phase project. This Phase includes the inventory and analysis of land use, commercial/employment land needs, built form, natural features and transportation in the Keswick Secondary Plan area to be used as the basis for understanding opportunities and constraints for development.

2.0 PHASE 1 CONSULTATION OVERVIEW

As part of Phase 1 of the Keswick Secondary Plan Review, the project team organized a number of ways to engage the public and encourage involvement in shaping Keswick's future vision. An important objective was to reach as wide an audience as possible. To this end, notices were posted in both Town facilities and other community locations, as well as circulated online through the Town's social media accounts. The Town also set up a dedicated project webpage and email to help inform the public on the project progress.

Webpage: georgina.ca/KSPR

Email: kspr@georgina.ca

Twitter: @georginatown

Facebook: @TownofGeorgina

LinkedIn: Town of Georgina

Three key engagement opportunities were designed and implemented during Phase 1:

1) Focus Groups

Four Focus Group discussions were held at the ROC Chalet during the evenings of October 16th and 17th, 2019 with interested members of the public. A notice was sent out to encourage prospective participants to confirm their attendance for one or all of the Focus Groups, organized around the four topics of: Environment, Transportation, Business and Housing. Participants could also attend on a drop-in basis.

Notice: *Posted in the Georgina Advocate on October 3rd, 10th and 17th, on the Town's e-news page on September 30th, included on the project webpage, online on the Town's Upcoming Events listing*

and a media release was issued on October 3rd. The Focus Group Event was also posted on LinkedIn (weeks of October 14th, 21st and 28th), Facebook (October 2nd, 7th, 11th, 15th and 25th) and Instagram (October 10th). Email notifications were sent to all members of Town committees, all interested parties on record, Chippewas of Georgina Island First Nation, Uptown Keswick BIA, Optimist Club of Keswick, Keswick and District Lions Club, Georgina Chamber of Commerce, and Petal Pushers.

2) My Keswick is...

The project team sought input on a new vision for the Keswick community by distributing postcards to Town facilities in Keswick asking participants to complete the phrase "My Keswick is...". This same question was also circulated through the Town's Facebook and Twitter accounts, with further submissions received through the dedicated email.

Notice: *Postcards were available at the Civic Centre Customer Service Hub (1st floor) and Development Services Hub (3rd floor), Keswick Library, Gym at Georgina Ice Palace, and Club 55 Keswick.*

3) Public Workshop #1

The first Public Workshop was held on Wednesday October 30th, 2019 from 4:00 pm to 6:00 pm, and again from 6:30 pm to 8:30 pm, at the Stephen Leacock Theatre (130 Gwendolyn Boulevard, Keswick). The Public Workshop began with a presentation by the consultant team introducing the project, outlining the public consultation to date, and providing an overview of the background review completed by the team. Following the presentation, participants were invited to share their thoughts on a vision for the future of Keswick, and if they felt that anything was missed through the background review. For this activity, large-scale worksheets were distributed among five tables, one for each of Transportation, Commercial/Employment, Land Use,

Natural Heritage and Urban Design. Members of the consultant team and Town staff were stationed at each table to facilitate discussions, answer questions and receive input.

Notice: Posted in the Georgina Advocate on October 10th, 17th and 24th, on the Town's e-news page on September 30th, included on the project webpage, online on the Town's Upcoming Events listing and a media release was issued on October 3rd. Notice of Workshop #1 was also posted on LinkedIn (weeks of October 14th, 21st and 28th), Facebook (October 2nd, 7th, 11th, 15th and 25th) and Instagram (October 10th). Email notifications were sent to all members of Town committees, all interested parties on record, Chippewas of Georgina Island First Nation, Uptown Keswick BIA, Optimist Club of Keswick, Keswick and District Lions Club, Georgina Chamber of Commerce, and Petal Pushers. Hard copies of the Notice were further posted in the 3rd floor hallway and Development Services Hub, laundromat on The Queensway, various convenience stores along the Queensway, gas stations (Shell at 5 corners and Petro Canada at Ravenshoe), and Zhers.

Summary of Social Media Activity

Social media messages about the Keswick Secondary Plan Review were posted nine times on Facebook and Twitter throughout September and October, once on Instagram, and three times on LinkedIn.

- On Facebook, the posts received a total of three likes, 13 shares and two comments.
- On Twitter, the posts received a total of three likes and four retweets.
- On Instagram, the post received four comments and 17 likes.
- On LinkedIn, the posts received a total of 20 likes.

3.0 SUMMARY OF FOCUS GROUP KEY MESSAGES

Overall, approximately 15 participants attended one or more of the Focus Group discussions, which were facilitated by members of the consultant team (The Planning Partnership) and Town staff. The input received through these discussions is summarized below:

Environment

- Protect and enhance green spaces and connectivity
- Better stormwater management & innovative solutions
- Improved shoreline management and water quality
- Stronger requirements for green buildings & climate change mitigation
- Better public education
- Residential naturalized landscapes

Transportation

- Parking concerns & challenges with on street parking
- Shared parking opportunities?
- Work with Metrolinx for better transit connections
- More high quality trails & lake to lake cycling route; connective bridges
- Better and safer pedestrian routes, including wider sidewalks and a more complete network



GEORGINA



Plan Keswick

Keswick Secondary Plan Review
Invitation to Join a Focus Group Discussion
Help us Update the Keswick Secondary Plan

The Town of Georgina is reviewing the Keswick Secondary Plan. Over the next year, the plan's vision, goals, objectives, policies and mapping which manage growth and development within Keswick will be revised. The goal is to update the plan to reflect changes to provincial and regional planning policy in order to ensure the development of a vibrant and thriving community where residents can live, work and play. The land subject to the review is shown below on the key map.

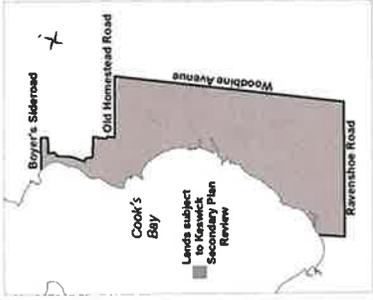
In order to assist the project team in their understanding of Keswick, focus group discussions are being arranged around four key planning topics – environment, transportation, business and housing. Participants will be asked to share their thoughts specific to each topic, and to identify issues and opportunities that could be addressed through the review. Join us to share your thoughts and ideas for the future of Keswick.

<p style="text-align: center;">Oct. 16, 2019</p> <p>Environment: 4 p.m. – 5:30 p.m. Transportation: 6 p.m. – 7:30 p.m. ROC Chalet 26479 Civic Centre Rd., Keswick</p>	<p style="text-align: center;">Oct. 17, 2019</p> <p>Business: 4 p.m. – 5:30 p.m. Housing: 6 p.m. – 7:30 p.m. ROC Chalet 26479 Civic Centre Rd., Keswick</p>
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Confirm your attendance, along with the focus group discussion(s) you would like to participate in, by emailing kspr@georgina.ca or calling 905-476-4301, ext. 2297.

For more information and project updates, check out the webpage: georgina.ca/KSPR

To speak with someone at the Town regarding this project, contact:
Tolek Makarewicz, MCIP, RPP
Senior Policy Planner, Town of Georgina
905-476-4301, ext. 2297



Key Map

Business

- Need to make better use of vacant properties
- Better public open spaces
- Town could provide some infrastructure in the return for opening up of some Business Park lands for development
- Difficult to compete with employment lands to south
- Higher quality streetscaping to attract investment

Housing

- Accommodate apartments in mixed use developments throughout Keswick
- Difficulties with lot configurations along The Queensway
- Need incentives for affordable housing
- Minimum heights along major corridors
- Consider higher density residential along Woodbine
- Neighbourhood opposition to higher density housing
- Need more age in place opportunities
- Concern about servicing allocation rules
- Urban design guidelines to protect character of existing neighbourhoods
- Opportunity for accessory apartments

4.0 MY KESWICK IS...RESPONSES

The following "My Keswick is..." responses were received from Facebook, Twitter, email and as hard copy submissions. These responses provide a preliminary impression of the types of community elements which are important to residents and how they would like to see Keswick evolve, as well as identify some areas of concern. Together with other input received during Phase 1, these responses will be considered in the development of a new vision for the Keswick Secondary Plan.

"My Keswick is not a retail runway (Woodbine) but a walkable, vibrant, community with character.

So many developing communities, Peterborough's Landsdowne Avenue vs historic downtown for example, fall victim to moving all their retail and destinations to a single runway corridor which desolates the downtown core and destroys community feel. When destination anchors like LCBO or hardware stores leave, the rest quickly follow - which has been evident over the past 10 years.

Don't get me wrong — compared to Sutton or even Pefferlaw, Keswick's downtown / Simcoe Ave / Queensway core is terrible. It's old, dated, sparse - but could be so much more with proper urban design vision and development incentives. We need a place that is vibrant, walkable, a destination. Keswick does not have any of these characteristics - it is truly the epitome of auto centric / dependent bedroom community and nothing more when nothing is within walking distance for 75% of the community."

"My Keswick is where I enjoy my duck hunting season and year-round fishing. I've been living in Keswick for over 25 years and I'm so proud of our heritage of hunting and fishing."



The Town of Georgina is reviewing the Keswick Secondary Plan that manages growth and development.

Over the next year, the plan's vision, policies and mapping will be revised to reflect changes to provincial and regional planning policy.

We want to make sure Keswick continues to be a vibrant and thriving community where residents can live, work and play.

Email kspr@georgina.ca

One of the first steps in the process is to think about a new vision for Keswick.

Help us by completing this thought...

Please use other side



georgina.ca/KSPR



My Keswick is ...

“My wife and I have been residents of Keswick for 28 years. While we have enjoyed living here we believe there are chronic problems that have impacted our community negatively.

- 1) higher taxes than comparable communities.
- 2) a long standing reputation for the most difficult and slowest building department to deal with.
- 3) no lakeside development plan to increase potential economic benefits that most waterfront communities prioritize. Run down public lake access points like Boyers Sideroad which are attracting drug users vs neighbourhood use.
- 4) no zoning protection of established neighbourhoods from party house rentals.
- 5) low local employment, probably as businesses go elsewhere due to my first two points.”

“My Keswick is SAFE:

- Initiatives in the community for youth – the biggest problem locally being that youth are very bored and are reverting to stealing, breaking into cars and other illegal behaviours to fill their time.

My Keswick is giving back to the residents:

- Ensuring that beaches (even privates ones) are cleaned up and priority is given to residents for parking and accessible to residents. Fines should be issued for those that are littering, playing overly obnoxious music at the beaches where residents cannot enjoy the beach at all. We didn't even attempt to this year because of the ignorance of others!”

“My Keswick is a balance of encouraging sports, knowledge AND the arts in our kids.”

“My Keswick is more walking and biking paths in the south end.”

“My Keswick is recreational centre, entertainment in this town for our youth.”

“My Keswick is fixing the roads.”

“My Keswick is a good indoor walking track.”

“My Keswick is where I love to be, it is my go to location for dinners out, has lots of options for entertainment, trails and lakes for outdoor activities, and all of my shopping needs are covered without having to leave.

I do not feel that Keswick currently embodies this statement, I would love to see more infrastructure within the town that doesn't involve building of more homes with no support for them. When you look at other municipalities of a similar size we seem to be quite behind (ex: Stratford, Orangeville, & Orillia).

Before investing in more home building I would urge the focus to shift to having residents of Georgina stay and spend their dollars in Georgina. We are lacking the following:

- A downtown core (one of a kind stores, & cafes)
- Sit down restaurants (chuck's roadhouse, Kelsey's, etc.)
- Increased Entertainment Options (Escape Room, Starbucks, Board Game Cafe, Remote Working Space)
- Shopping (Winners, Homesense, Sportchek)
- An Outdoor trail or Boardwalk along the waterfront - currently there is no public waterfront to draw tourists & locals to spend money
- The Multi Use Recreation Complex in Keswick

As it stands I would love to not have to feel like I need to go to Newmarket to meet my shopping & entertainment needs. Old Keswick & the Woodbine corridor have added a few stores since moving to Georgina 10 years ago but there is still a long way to go. We are building homes too quickly and the commercial infrastructure is not on pace with the residential for a municipality of 40,000+ residents.”

“My Keswick is a good public transportation system within town and to areas south of us; affordable housing for all – rental and owned; walkable, bikeable, accessible trails along the water! (Lake Simcoe, Maskinonge); more business/manufacturing opportunities for local jobs/holding the line on taxes.”

“My Keswick is a French Immersion High School and a plan for gifted high school students (so they don’t have to travel to Newmarket).”

“My Keswick is already wonderful but here are a few thoughts:

- MURC – yes please! (walking track, pool, art space, STEM/library space)
- A waterfront walkway/more public access to lake and preferably a nice café on the water
- A “centre” of town (I know this is tough, our town is so disjointed) or maybe more of a hub/public space to gather –outdoor amphitheatre/market space (like Riverwalk commons in Newmarket) again, preferably on the lake
- Fewer pizza/nail shops/fast food, more ethnic restaurants, a book store
- Co-op artist’s space for visual artists, writers, musicians, etc. (dare to dream!)
- Longer hours for our library”

“My Keswick is:

- Parking pads on the front lawn
- Temporary carpools during winter in front of the house
- Installing underground sewers and underground hydro lines on Frederick Street but not sidewalks
- Connecting the trails with a pedestrian bridge over the M- River

- Reducing the restrictions to allow more of the lawn/lot to be covered by accessory buildings such as sheds, micro-homes, bunkies, doghouses, fences, walled gardens...
- Developing access/services for electric vehicles
- A pedestrian mall with the height and storefront uniformity as a village magnet for tourism and hub for residents - “villa”
- More public swimming and skating please
- Starbucks, Longos/Grocery Gateway, law firms, hospital, green incentives
- Trees, landscaped medians, green signage, green roof/wall, solar power
- A high-speed, frequent transit to Newmarket and EG GO and indoor GO parking”

5.0 PUBLIC WORKSHOP FEEDBACK

Approximately 25 participants attended the first Public Workshop. Town staff and members of the consultant team, including The Planning Partnership, BA Group and urbanMetrics, were also in attendance to facilitate conversations and present the work completed to date.

During the Table Group activity, participants were encouraged to provide feedback, ask questions, and review the findings from the background reports as outlined in the presentation and on table worksheets under the heading "Additional items to consider". The tables were organized by the five (5) topic areas :

- Transportation;
- Commercial/Employment;
- Land Use;
- Natural Heritage; and,
- Urban Design.

Each table was facilitated by a member from the consultant team and municipal staff who guided discussion, recorded feedback, and answered questions related to the topic.

A record of the input received during the Table Group activity is outlined on the following pages.

Plan Keswick

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KESWICK SECONDARY PLAN REVIEW

INVITATION TO PUBLIC WORKSHOP #1

The Town of Georgina is reviewing and updating the Keswick Secondary Plan. The Secondary Plan is used to manage growth and development in Keswick.

Please join us to share your thoughts and ideas for the future of Keswick. For example, what do you think about:

- Increasing the range of housing to give more choices of where to live?
- Expanding the pedestrian and cycling trails to give more choice of mobility?
- Protecting natural features?
- The location, range and type of shopping and services?

We've planned two identical Workshop sessions - join the one that best suits your schedule. Each will include a presentation, followed by round-table group discussions.

Wednesday, October 30, 2019
Stephen Leacock Theatre
130 Gwendolyn Blvd., Keswick

SESSION #1
4:00 - 6:00 pm

SESSION #2
6:30 - 8:30 pm

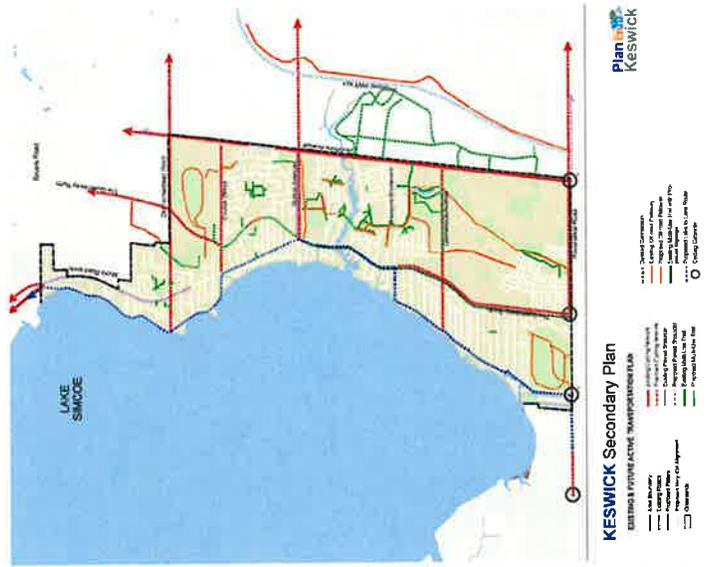
For more information and project updates, check out our webpage: georgina.ca/kspr

To be put on a project mailing list or to share your thoughts and comments, email: kspr@georgina.ca

To speak with someone at the Town regarding this project, please contact:
Tolek Makarewicz, MCIP, RPP
Senior Policy Planner
Town of Georgina
905-476-4301 Ext. 2297

Transportation

- Active transportation:
 - Design should consider safety, having places for rest areas and refreshment (e.g. food trucks/ice cream etc.)
 - Bikes on both sides
 - Slow down cars
 - Parking/pedestrian issues and conflict with traffic on Lake Drive
- Better mobility for seniors
- How do we accommodate parcel deliveries? (Amazon)
- Support for traffic calming
- Better lighting along streets to improve pedestrian safety
- Access/services for electric vehicles
- Pedestrian bridge over Maskinonge River to connect trails
- Transfers, train and Route 50 connectivity
- High-speed, frequent transit connection to East Gwillimbury and Newmarket GO
- Indoor parking, especially at GO stations
- Green medians with landscaping and trees for shade (cooler)
- Pedestrian malls
- Permit parking pads on the front lawn and carports
- Traffic calming measures



Commercial/Employment

- Want to buy local
- First floor commercial
- Height restrictions and uniformity (e.g. signage)
- Pedestrian malls
- Electric vehicle charging station
- Better internet infrastructure
- Hospital
- Consider more mixed use development on Woodbine south of Glenwoods to be closer to 404
- Gateways along Woodbine
- Have Simcoe Avenue area be a higher density mixed use area
- More commercial along The Queensway (on street parking)
- Simcoe Street could be beautiful for a pedestrian mall
- Regional DC's

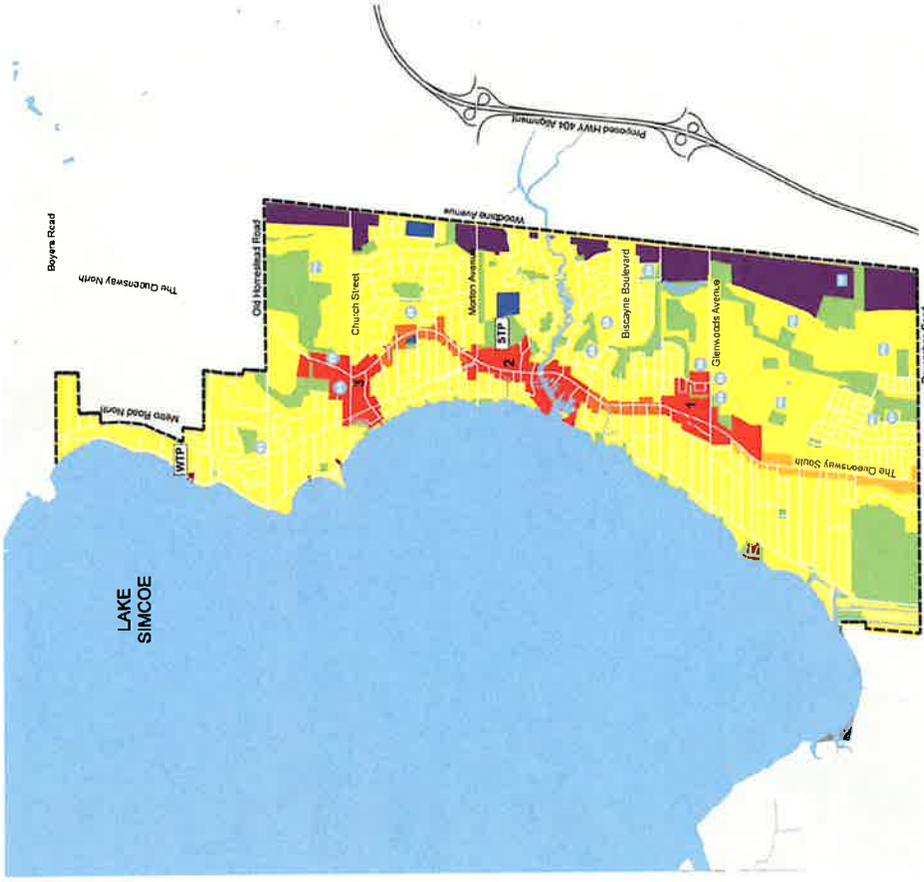


KESWICK Secondary Plan



Land Use

- Streamline process for garden suites and accessory apartments in accessory buildings
- Mixed use opportunities (i.e. retail and rental opportunities)
- Enhancing and beautifying green space and protected areas
- Corridors and urban centres should be the focus of growth and intensification
- Connecting greenspace from north Keswick to south Keswick – the connection over the Maskinonge River is important
- Increased lot coverage permissions for residential properties to allow for accessory buildings, micro-homes, sheds, garden suites
- Policies to allow for pedestrian malls and/or village hub for residents and tourists to enjoy
- More opportunities for public access to Cooks Bay for swimming and skating
- Policies to support green buildings, sustainable development, LID initiatives – stronger wording and incentives
- Opportunities for and policies to support a wide variety of health care services in the community
- Enhance telecommunications and broadband throughout the community
- More rental (including non-subsidized) for downsizing opportunities
- Stronger town centre structure with commercial and higher density residential uses
- More 4 storey+ buildings similar to the new Seniors Centre
- Allow for mixed-income housing opportunities
- Consider suitability of Woodbine corridor for development that would require underground parking (perhaps soil conditions are better)
- If Keswick wants to attract more tourism, needs to develop more of a destination
- Granny flats
- Townhomes with commercial block like Markham
- Long term upkeep of greening/plantings on commercial properties



KESWICK Secondary Plan

EXISTING LAND USE

- Area Boundary
- Existing Parks
- Precinct Roads
- Proposed Hwy 404 Alignment
- Neighbourhood Residential
- Urban Centres
- Townhouse/Urban Centre
- Urban Corridor 1
- Urban Corridor 2
- Town Centre Core
- Industrial/Community

- Greenfield Systems
- Change Treatment Plant
- WTP
- Proposed Hwy 404 Alignment
- Proposed Elementary School
- Proposed Secondary School
- Proposed Secondary School

Natural Heritage

- Restoration
- Funding for multiple changes – priorities?
 - Fiscal impacts – who pays?
- Overlap problems e.g. Carbon emissions from major construction program, mitigation
- Ensure the rebuild of homes do not use 33% of lot – due to flooding concerns
 - Lower % - less impermeable surfaces, more low impact development, rock gardens, “zoning”
- Civil matter/Earth works concerns for homeowners
- Pine beach “rewilding” – water centre Annabel Slaight
 - Low impact development gardens
- Beach areas – combine the committees to become more tourist inviting e.g. each beach to host a group (ATV, skiers, kite boarders) – or turn the lands back to the Town, open the resident memberships, create parking, redo shorelines and volunteering
- Town of Georgina to help organize the systems
- Tree policy must be updated
- Should land use consider the use by species other than human species?
 - We need to ask for more skilled builders – who are able to provide thermal exchange heating for all buildings; and also more updated skills in providing solar features. We need more builders who can provide houses that are much closer to net zero energy than current builders in Georgina
 - Where trees are cut down, they must be replaced by a sufficient number of trees, of a sufficient age, to provide that there be no loss in the amount of carbon dioxide being absorbed

KESWICK Secondary Plan

GREENLAND SYSTEM

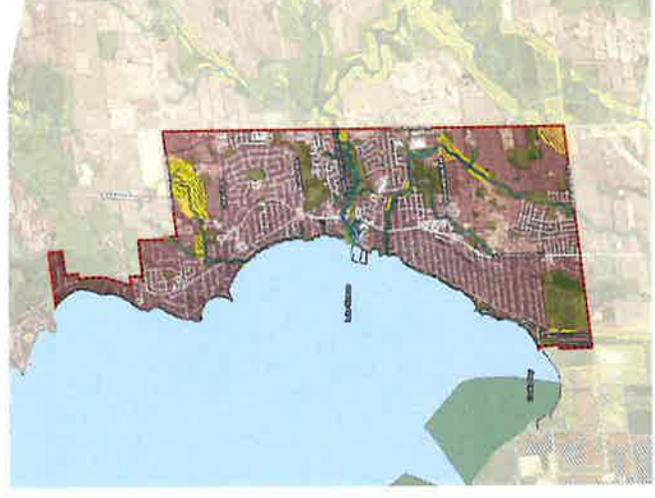
- Area Boundary
- Existing Roads
- Proposed Roads
- Proposed Hwy 404 Alignment
- Greenland System



KESWICK Secondary Plan

DRAFT Composite Natural Heritage System

- Urban Boundary
- Watercourse
- Waterbody
- Natural Heritage System
- Enhancement Opportunities



Cultural Heritage

- Policies to support and protect cultural heritage (eg. Chippewas, trading post) and prevent replacement with urban sprawl
 - Eg. Preserve historical buildings, storefronts
- Protect Georgina Pioneer Village and Archives
- Take as a precedent the beautiful landscape of the McMichael Art Gallery at Woodbridge/Highway 27 (housing the Group of Seven work)
- Keep urban development within the historical cultural milieu

Urban Design

- Community gateway at Woodbine/Ravenshoe
- Extension of Simcoe Street commercial west to lake
- Pedestrian mall and uniform building fronts
 - Even bits only for a weekend
- More public skating and swimming
- Residential infill, get more of lot covered by accessory buildings to allow for a secondary suite
- Encourage passive energy design
- Allow for innovative design solutions for intensification
- Parkettes with benches
- Benches on corners
- More on-the-street restaurants



KESWICK Secondary Plan



Discussion Notes

Due to a smaller group of participants, the second 6:30 pm session concluded with a flexible group discussion and Q&A. A summary of the Q&A and related discussions is included here.

Why has the Keswick Business Park not started yet after 11 years?

- Waited for 404 extension (which is now open)
- Most landowners waiting for major tenants, rather than breaking up properties
- Bradford Bypass (Highway 404-400 link) would also help with accessibility
- North portion of Business Park is draft approved, landowner now has to fulfill the conditions, which the Town is encouraging that they do as quickly as possible
- Some servicing allocation has been set aside for the Business Park
- The development of these lands is important to contribute to a “complete community”
- Town is working to get the lands designated as “Provincially Significant”
- More commercial and employment will provide more balanced tax revenue for Town
- Would like to have more ‘shop local’ opportunities in Keswick, and not have to travel to Newmarket for many purchases.

What is the timeframe for the Highway 404-400 link?

- There is no dedicated funding but the Province recently restarted the EA
- Region’s position is that it’s needed in the 10-15 year horizon, so that is likely the best case scenario

Will the new Keswick Secondary Plan propose stricter guidelines for development approval, or more flexibility?

- It is all about finding the appropriate balance
- No answer yet, but this process is about make that decision

How fast do things/development move in Keswick?

- Largely depends on the motivation of landowners/market changes
- The Keswick Secondary Plan will take 1 year, after which it must be approved by the Region. The Region will ensure that the Secondary Plan conforms to Provincial requirements. Objective is to create a ‘made in Keswick’ Plan within the restrictions of the Provincial framework
- Town staff provided an overview of the Town’s approval process and how delays can occur
- Should note that Bill 108 has significantly shortened the approval timelines for planning applications

Is there anything in the works to widen Glenwoods?

- Making that determination will be part of the transportation portion of the Secondary Plan Review work
- There is a plan to realign the road to accommodate the Keswick Business Park Secondary Plan road network

Are there any restrictions on foreign investors buying up land?

- No, there are not

Is there the potential for developing Keswick as a retirement community?

- We cannot plan for specific demographics, have to meet the needs of all residents/future residents
- Development industry will make their own decisions on how to market their developments

Are there restrictions on height?

- Yes, the different designations in the current Secondary Plan have different maximum permitted heights (i.e. max of 6-8 storeys in the Urban Centres and 11 m in the Neighbourhood Residential designation)
- This is something that will be under review through this project

Will speed bumps be considered on trails to prevent abuse by motorized vehicles?

- Motorized vehicles not permitted on trails, so they are acting illegally – more of an enforcement issue
- This type of issue is not in the scope of the Secondary Plan Review process, but the Town certainly could explore creating barriers in problem areas
- Have to be careful not to then create barriers for legitimate trail users (i.e. wider tricycles) – sometimes enforcement is the best approach

What is the status of the MURC?

- It is in its initial phases
- Land has been secured on Woodbine Avenue through a draft plan of subdivision, retained a consultant and in the process of designing the site

6.0 ADDITIONAL CORRESPONDENCE

In addition to the opportunities to provide input outlined above, the project team received two emailed comments with respect to the future of Keswick. Key messages from this correspondence include the following.

Opportunities

- Stronger guidance to encourage additional rental buildings to accommodate downsizing seniors and young couples, located within walking distance of commercial uses
- Consider opportunities for non-luxury condominium buildings, 3 storeys or higher (similar to The Oaks in Sutton)
- As most land around The Queensway is used up with low-rise housing, should consider policies to promote a Town Centre along Woodbine where opportunities for higher rise residential development remain
- Prioritize creation of a complete community, particularly additional local employment and retail opportunities which permit residents to 'shop local'
- Support the creation of a traditional main street with local shops, to enhance the "small town feel", which could include a central square/parkette - there is currently no centre or heart to the community
- Preserve and enhance the natural areas and trails within Keswick
- Recommend that more stores/shopping malls be developed near Church Street and Woodbine Avenue

Challenges

- Existing cottage developments which hinder access to the waterfront
- Disjointed commercial development, with no recognizable Town Centre
- No normal gradation of housing types which normally surrounds a Town Centre
- Limited non-residential development places a more significant burden on residential property taxes, impacting affordability



GEORGINA



KESWICK SECONDARY PLAN REVIEW

INVITATION TO PUBLIC WORKSHOP #2

The Town of Georgina is reviewing and updating the Keswick Secondary Plan, which is used to manage growth and development in Keswick.

Please join us for an opportunity to work alongside members of the design team in an interactive session to explore land use and design options for key undeveloped areas in Keswick, such as:

- **Woodbine Avenue north of Church Street**
- **The area around the new Multi-Use Recreation Complex**
- **The Queensway south of Glenwoods Avenue**

**Come and share with us
what's important to you.**

**Saturday January 18, 2020
United Church, Room #1
177 Church Street, Keswick
9:30 am to 12:00 pm**

**Will begin with a brief
presentation at 9:30 am
followed by
interactive design sessions**

For more information and project updates, check out our webpage:
georgina.ca/kspr

To be put on a project mailing list or to share your thoughts and comments, email:
kspr@georgina.ca

To speak with someone at the Town regarding this project, please contact:

Tolek Makarewicz, MCIP, RPP
Senior Policy Planner
Town of Georgina
905-476-4301 Ext. 2297