

What We Heard Report #1
Phase 1 Public Consultation





in association with
urbanMetrics
BA Group
PLAN B Natural Heritage
Plan—it Geographical

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1.0 INTRODUCTION

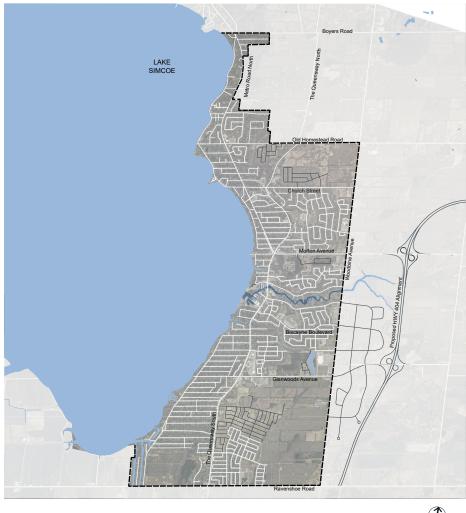
Project Purpose

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.

Keswick Secondary Plan Review Study Area



--- Secondary Plan Boundary

Existing Roads

— Proposed Roads



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.



Keswick Secondary Plan Review

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.

Keep up to date on the progress of the **Keswick Secondary Plan Review and** opportunities for public engagement.

Email: kspr@georgina.ca

Call: **Tolek Makarewicz**

Senior Policy Planner Town of Georgina 905-476-4301, ext. 2297









georgina.ca/KSPR



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



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.

Oct. 16, 2019 Environment: 4 p.m. – 5:30 p.m. Transportation: 6 p.m. – 7:30 p.m. ROC Chalet 26479 Civic Centre Rd., Keswick Oct. 17, 2019
Business: 4 p.m. – 5:30 p.m.
Housing: 6 p.m. – 7:30 p.m.
ROC Chalet
26479 Civic Centre Rd., Keswick

Confirm your attendance, along with the focus group discussion(s) you would like to participate in, by emailing kspr@geogrina.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



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."



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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 then 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 carports during winter in from 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, doghuoses, 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/Grovery 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

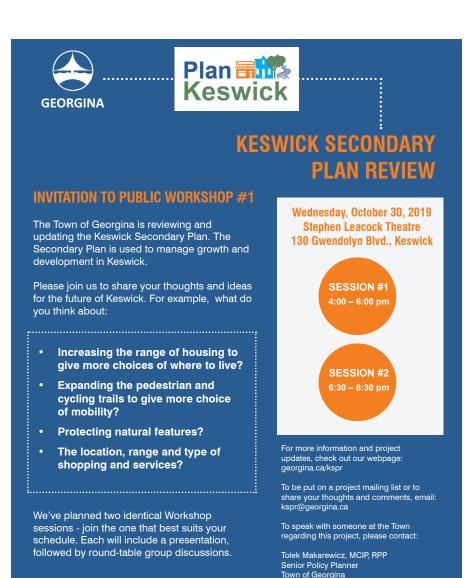
Approximately 25 participants attended the first Public Workshop. Town staff and members of the consultant team, including The Planning Partnership, BA Group and urbanMetrics, were also in attendance to facilitate conversations and present the work completed to date.

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.

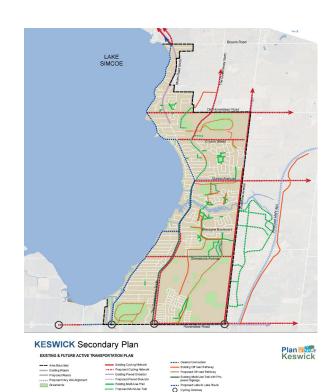


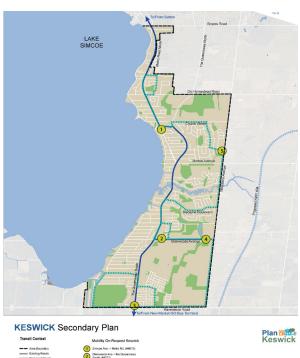
905-476-4301 Ext. 2297

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

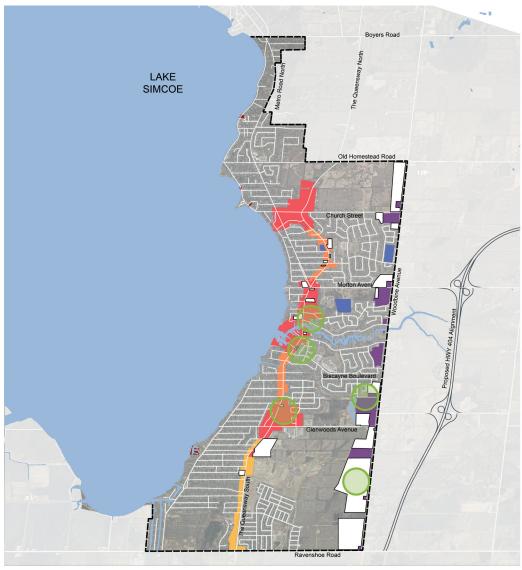






Commercial/Employment

- 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



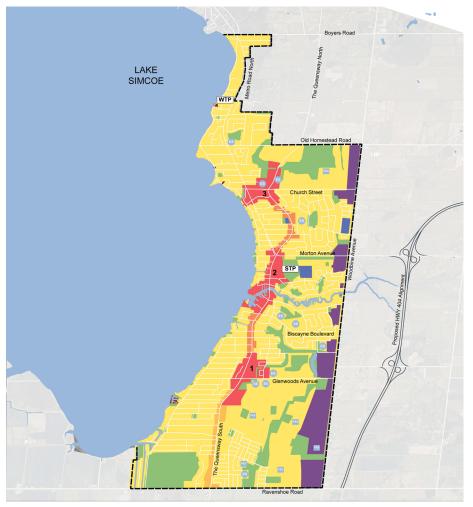
KESWICK Secondary Plan





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



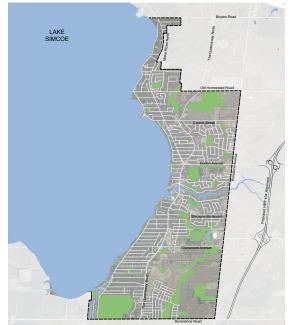
KESWICK Secondary Plan

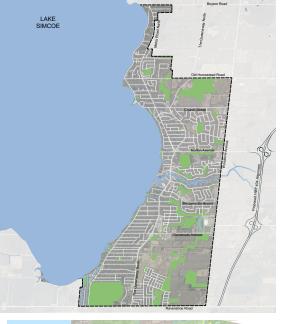




Natural Heritage

- 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

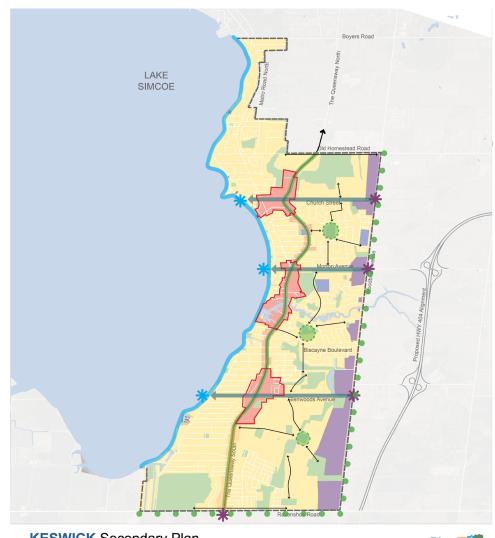
Existing Roads

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



Water Fodge Water Transition Treatment Water Transition Treatment



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

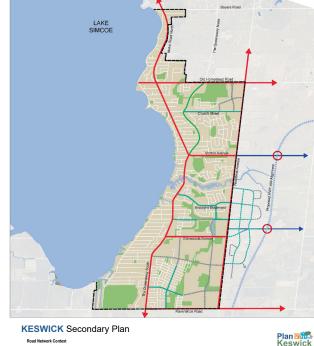
- Existing cottage developments which hinder access to the waterfront
- Disjointed commercial development, with no recognizable Town Centre
- No normal gradation of housing types which normally surrounds a Town Centre
- Limited non-residential development places a more significant burden on residential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

APPENDIX A TABLE GROUP DISCUSSION WORKSHEETS

PUBLIC WORKSHOP #1 LAKE SIMCOE

KESWICK SECONDARY PLAN REVIEW





Simose Ave. + Metro Rd. (#4079)

Plan Tilla Keswick Road Network Context Minor Arterial (Keswick SP)

Plan = Keswick

TRANSPORTATION

KESWICK Secondary Plan

EXISTING & FUTURE ACTIVE TRANSPORTATION PLAN

ROAD NETWORK CONNECT

EXISTING

• Vehicular volumes are growing with build out of Secondary Plan

PLANNED ROAD NETWORK

- Extension of Highway 404 (EA Approved)
- Highway 404/400 Connecting Link
- Jog Elimination at Woodbine Avenue/ Glenwoods Avenue
- · Widening of Ravenshoe Road to 4 lanes east of Woodbine Avenue
- Planned New Collector Road Network in South Keswick
- · Queensway North Urbanization

TRANSIT CONTEXT

EXISTING

· One Route plus On-Request Transit Route

PLANNED TRANSIT

Plan Final Keswick

- · Regional growth model projects rise in transit activity along Woodbine and The Queensway
- · Improved Access to GO transit buses through area road

ACTIVE TRANSPORTATION CONTEXT

• Town Trails Master Plan being updated

EXISTING FACILITIES

- On-road facilities along Woodbine Avenue to Morton
- Off-road facilities along The Queensway to Morton Avenue
- · Some local off-road trails (discontinuous)

PROPOSED

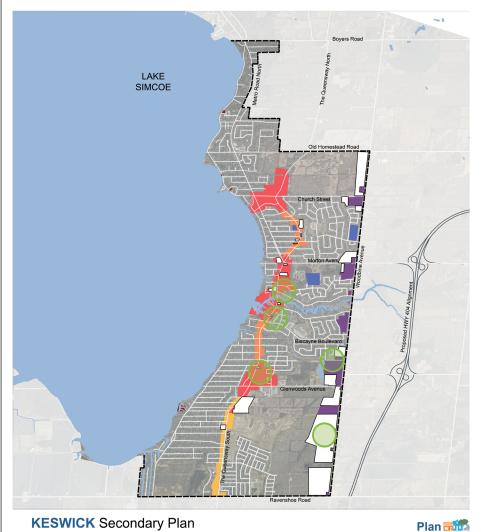
- · Extension of existing arterial facilities northward
- · Signed routes, north-south connectivity of multi-use trails
- · Maskinonge River Crossing

ADDITIONAL ITEMS TO CONSIDER

KESWICK SECONDARY PLAN REVIEW

PUBLIC WORKSHOP #1





COMMERCIAL/EMPLOYMENT OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES

- Expected to account for 66% of the Town's growth from 2019 to 2041; just over 15,000 new residents
- Currently 97,242 m2 (1,046,700 ft2) of retail/service commercial space, with nearly 50% on Woodbine Avenue - commercial vacancy rate is 2%
- · Currently 2.9 m2 (31 ft2) of retail/services space/person, below average. Much of shopping by local residents likely occurs outside of the community
- Currently 97 hectares (240 acres) of vacant commercial land - about 85 hectares (210 acres) on Woodbine Avenue. This would accommodate 241,548 m2 (2.6 million ft2) of retail space at traditional densities, more than the 71,312 m2 (767,600 ft2) required in Keswick by

CONSTRAINTS

- Minimal competitive overlap with commercial uses between the Business Park and the Keswick community limited to offices and ancillary retail/services
- Some commercial/quasi-industrial uses not permitted in the Business Park will likely locate in the Commercial **Employment Area**
- The Business Park may not accommodate the full employment land employment (ELE) needs to 2041 (8,600 new ELE jobs) - it may be necessary to protect the Commercial Employment Area until a more detailed land budget is completed

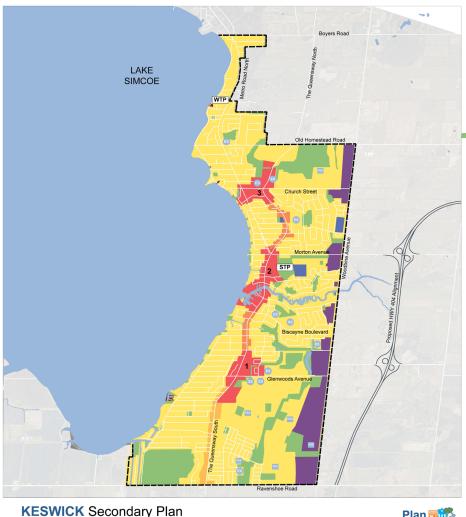
ADDITIONAL ITEMS TO CONSIDER

Keswick Vacant Land

October 31 2019

KESWICK SECONDARY PLAN REVIEW PUBLIC WORKSHOP #1





WTP Water Treatment Plant

Proposed Elementary Schoo Secondary School

Proposed Secondary School

LAND USE **OPPORTUNITIES AND CONSTRAINTS**

OPPORTUNITIES

- Minimum targets of 50 residents + jobs/ha for greenfield development and 50% intensification for residential development
- · Consider higher targets to offset other areas of Town
- Limited unplanned greenfield land remaining emphasis on intensification along corridors and urban centres
- Provide range of housing types, densities, and tenures
- Meet the 25% affordable housing target, including through accessory units and mixed use development
- Development should provide public benefits, and contribute to a high quality public realm
- · 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

CONSTRAINTS

- Impacts of Bill 108
- Coordination with concurrent Regional Municipal Comprehensive Review
- Achieving denser development forms with Keswick's physical constraints (i.e. high water table)
- Minimal transit connections to southern municipalities

ADDITIONAL ITEMS TO CONSIDER

EXISTING LAND USE

=== Existing Roads ----- Proposed Roads Proposed Hwy 404 Alignmen

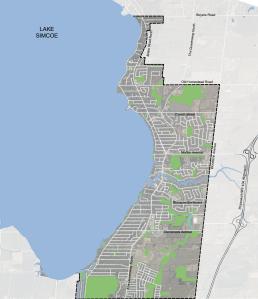
Neighbourhood Residentia Urban Centres Maskinonge Urban Centre
 Uptown Keswick Urban Ce Urban Corridor 1 Tourist Commercial



October 31, 2019

KESWICK SECONDARY PLAN REVIEW

PUBLIC WORKSHOP #1



KESWICK Secondary Plan

GREENLAND SYSTEM

- Existing Roads

KESWICK Secondary Plan





NATURAL HERITAGE OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES

- Enhancement of the Greenlands System through naturalization and/or regeneration of floodplains, and 30 m 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

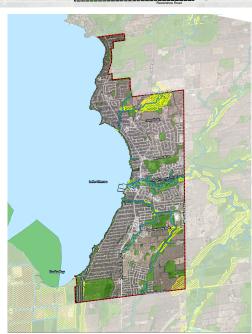
CONSTRAINTS

- · Maintaining and enhancing existing linkages between Greenlands System features
- · Maintaining existing woodland and wetland habitat features, particularly isolated and/or disturbed/degraded habitat patches

Plan **■** Keswick

- Application of ecological off-setting to compensate for the removal of woodlands or wetlands and for net environmental gain
- Avoiding costly LPAT hearings to uphold the policy objectives in the YROP
- Meeting the surface water/groundwater quality/ quantity targets in the Lake Simcoe Protection Plan

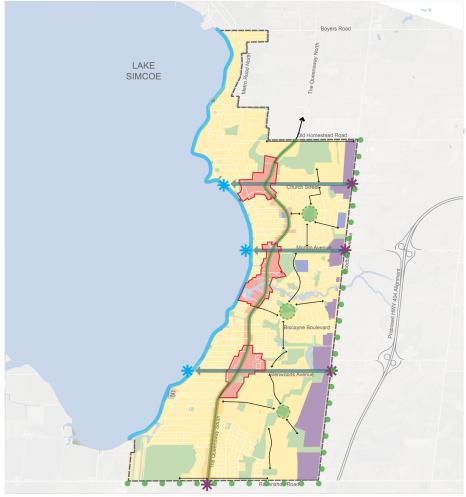
ADDITIONAL ITEMS TO CONSIDER



KESWICK SECONDARY PLAN REVIEW

PUBLIC WORKSHOP #1





URBAN DESIGN OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES

CONSTRAINTS

- Establishing a coordinated vision for Keswick that describes the community's aspirations
- Protecting/enhancing natural features, and broadening opportunities for public engagement
- Planning for 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 connected systems of parks, open space, trails and streets that link to the lake edge

ADDITIONAL ITEMS TO CONSIDER

KESWICK Secondary Plan



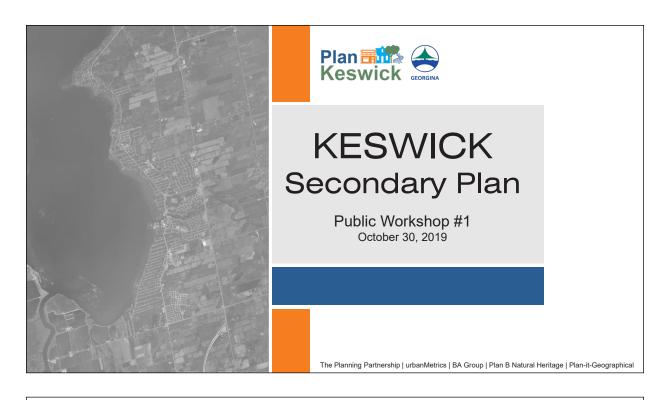








APPENDIX B WORKSHOP #1 PRESENTATION



AGENDA



- 1. Welcome & Introductions
- 2. Project Overview
- 3. Background Review Findings
- 4. Next Steps
- 5. Workshop Activity

PROJECT TEAM



Town of Georgina

Municipal Staff



Land Use Planning & Urban Design (lead)

The Planning Partnership (TPP)



Commercial & Employment Analysis

UrbanMetrics



Transportation

BA Group



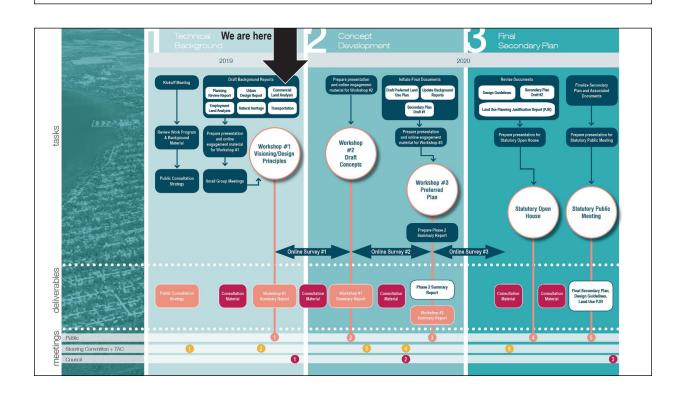
Natural Environment

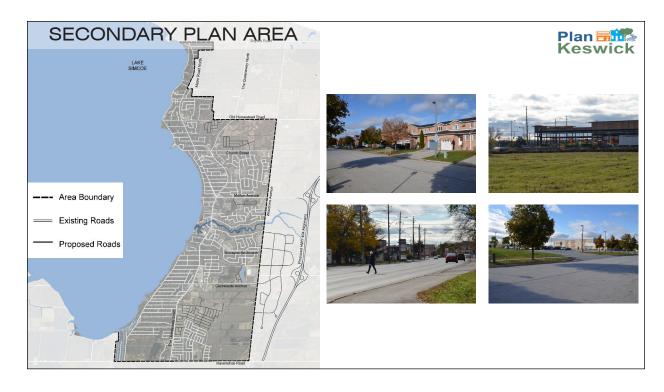
PLAN B Natural Heritage

PLAN®Natural Heritage

GIS Mapping

Plan-it Geographical





PURPOSE



An opportunity to update the existing 2004 policy framework to support a **dynamic mixed use community**, including:

- Crafting a new vision to respond to the evolving context
- Implementing the new provincial policy framework
- Providing a land use planning framework for new development and redevelopment
- Reviewing the multi-modal transportation network, natural areas and urban design guidelines





WHAT IS A SECONDARY PLAN?

A **policy document** that is prepared under the Planning Act and forms part of the Official Plan.

A document that includes detailed local development policies that **guide growth in a defined area**.

A Secondary Plan establishes:

- The mix of land uses
- The height and density of development
- The road network, as well as trails and transit routes
- The parkland system
- Protection for the natural heritage system

SECONDARY PLAN UPDATE CATALYSTS



New development reshaping Keswick since 2004

Significant changes to the Provincial policy context:

- Provincial Policy Statement 2014 & new draft released
- Growth Plan 2019
- Lake Simcoe Protection Plan 2009
- South Georgian Bay Lake Simcoe Source Protection Plan, 2015
- Greenbelt Plan 2017
- Bill 108

York Region is currently undertaking a **Municipal Comprehensive Review** to update its Official Plan

CONFORMITY EXERCISE



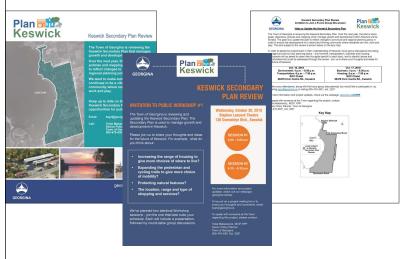
(REGIONAL & PROVINCIAL)

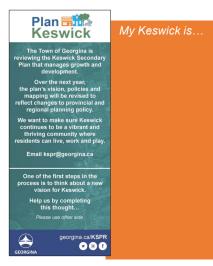
Policy changes are needed to bring the Secondary Plan into **conformity** with the Provincial and Regional planning policies, including:

- · Growth management
- · Protection of employment areas
- · Range of housing options and affordable housing target
- Infrastructure, transportation and land use planning coordination
- Climate change mitigation
- Supporting a multi-modal transportation network
- Natural heritage protection and Endangered Species Act

PUBLIC COMMUNICATIONS







PUBLIC COMMUNICATIONS

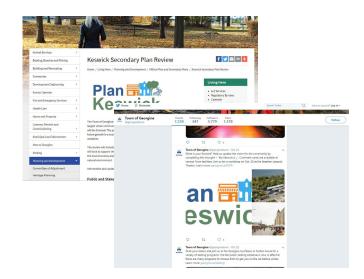












MY KESWICK IS...

"Safe - Initiatives in the community for youth."

"Where there is a 'centre of town'."

"A hub/public space to gather...like riverwalk commons in Newmarket."

"Affordable housing for all — rental and owned."

"A balance of encouraging sports, knowledge AND the arts in our kids."

"More walking and biking paths in the south end." "A waterfront walkway."

"Not a retail runway (Woodbine) but a walkable, vibrant, community with character."

"Walkable, bikeable, accessible trails along the water."

Plan **His** Keswick

"Giving back to the residents. Ensuring that beaches are cleaned up and accessible to residents."

"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."

"Rental buildings to accommodate seniors who wish to downsize and young couples looking for a first-time home...within walking distance to commercial."

"A place with good public transportation."

"Recreational centre, entertainment in this town for our youth."

"More business/manufacturing."

WHAT WE HEARD



On October 16th and 17th we held Focus Group Meetings to discuss **Housing**, **Transportation**, **Environment** and **Business** issues and opportunities in Keswick.

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 onstreet 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

WHAT WE HEARD cont'd



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



PHASE 1 BACKGROUND REVIEW FINDINGS

Five topics for discussion:

- 1. Land use planning
- 2. Employment and commercial analysis
- 3. Transportation
- 4. Natural heritage
- 5. Urban design



WHAT HAS CHANGED SINCE THE FIRST SECONDARY PLAN?



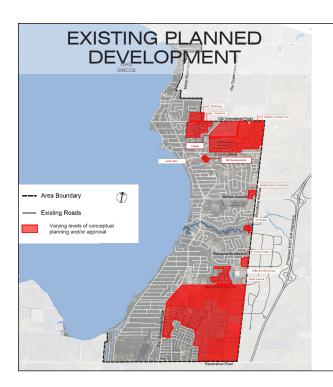




Completion of residential development north of Maskinonge River

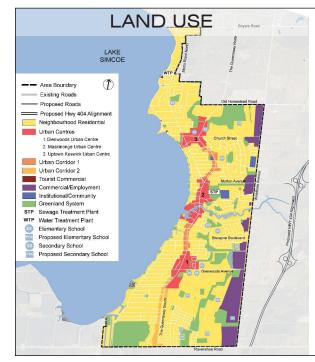
Filling out of commercial development along Woodbine Avenue

Additional development in the south-west



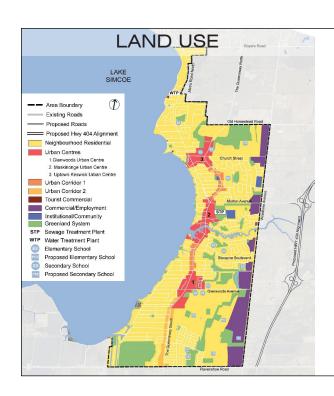






Opportunities

- Minimum targets of 50 residents + jobs/ha for greenfield development (~60% singles/semis) and 50% intensification for residential development.
- Consider higher targets to offset other areas of Town.
- Limited unplanned greenfield land remaining emphasis on intensification along corridors and urban centres.
- Provide range of housing types, densities, and tenures
- Meet the 25% affordable housing target, including through accessory units and mixed use development.
- Development should provide public benefits, and contribute to a high quality public realm.

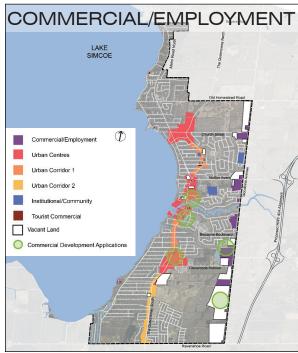


Opportunities

- 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 concurrent Regional Municipal Comprehensive Review
- Achieving denser development forms with Keswick's physical constraints (i.e. high water table)
- · Minimal transit to southern municipalities



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- Currently 97 ha (240 acres) of vacant commercial land - about 85 ha (210 acres) on Woodbine Avenue. This is approximately 3 times what is required in Keswick by 2041.



Challenges

- Minimal competitive overlap with commercial uses between the Business Park and the Keswick community - limited to offices and ancillary retail/services.
- Some commercial/quasi-industrial uses not permitted in the Business Park will likely locate in the Commercial Employment Area.
- The Business Park may not accommodate the full employment land needs to 2041.



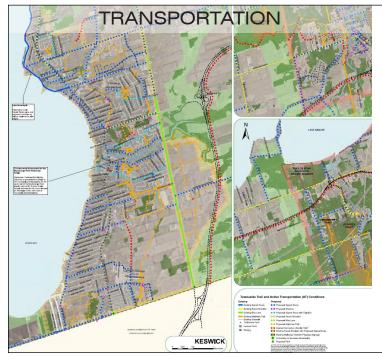
Road Network Context

- Existing: vehicule volumes are growing with buildout of Secondary Plan
- · Planned Road Network:
 - Extension of Highway 404 (EA Approved)
 - Highway 404/400 Connecting Link
 - Jog Elimination at Woodbine Avenue/ Glenwoods Avenue
 - Widening of Ravenshoe Road to 4 lanes east of Woodbine Avenue
 - Planned New Collector Road Network in South Keswick
 - Queensway North Urbanization



Transit Context

- Existing: One Route plus On-Request Transit Route
- Planned Transit:
 - Regional growth model projects rise in transit activity along Woodbine and The Queensway
 - Improved Access to GO transit buses through area road projects



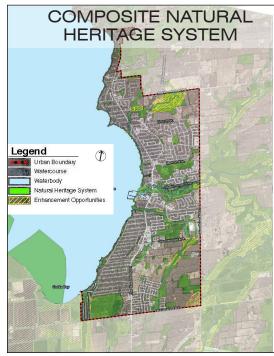
Active Transportation Context

- Town Trails Master Plan being updated
- Existing Facilities:
 - On-road along Woodbine Avenue to Morton
 - Off-road along The Queensway to Morton Avenue
 - Some local off-road trails (discontinuous)
- · Proposed:
 - Extension of existing arterial facilities northward
 - Signed routes, north-south connectivity of multi-use trails
 - Maskinonge River Crossing
 - Lake-to-Lake Route



Opportunities

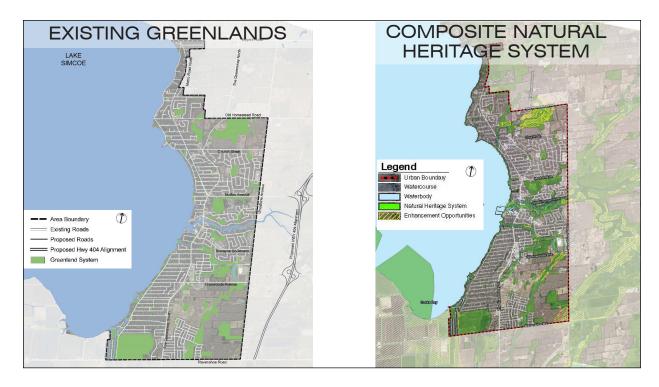
- Enhancement of the Greenlands System through naturalization and/or regeneration of floodplains, and 30 m buffers to key features.
- · Enhancement of existing corridors/linkages
- Enhancement of existing Town Parks and open space lands, particularly along the Lake Simcoe shoreline, riparian corridors, woodlands and wetlands.
- Application of ecological off-setting to compensate for removal of features and for overall net environmental gain.

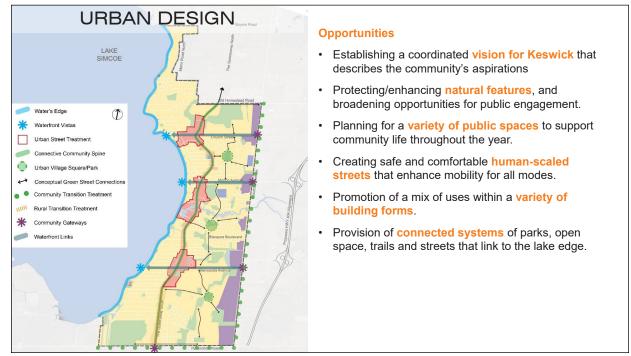


The recommended Greenlands System for Keswick includes key natural heritage and key hydrologic features plus corridor and floodplain enhancement opportunities.

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.
- Application of ecological off-setting to compensate for the removal of woodlands or wetlands and for net environmental gain.
- Avoiding costly approval hearings to uphold the policy objectives in the York Region Official Plan.
- Meeting the surface water/groundwater quality/ quantity targets in the Lake Simcoe Protection Plan.



























EXISTING SECONDARY PLAN GOALS



- To provide an efficient, healthy, attractive, safe, pedestrian-oriented, accessible and barrier free community for the present and future residents of Keswick;
- To promote and strengthen community identity;
- 3. To ensure that new development is **environmentally sustainable**;
- To ensure that new development is integrated with existing land uses in a logical, orderly and efficient manner;

- To ensure that new development meets the needs of present and future residents of Keswick:
- To ensure that Keswick develops in a manner that promotes a competitive and adaptable economic environment that encourages investment and a diversity of employment opportunities; and,
- 7. To **protect the environment**, including the land, air and water and the life it supports.



WORDS/PHRASES TO INCLUDE IN UPDATED GOALS

Balancing greenfield development with intensification

Meeting planned growth targets

Creation of complete communities

Building resiliency

Natural heritage system

Active/multimodal transportation

Complete streets

Employment areas

Mix and range of housing options, including affordable housing

Climate change mitigation

WORKSHOP ACTIVITY



What words or phrases should be part of a vision statement for Keswick?

WORKSHOP ACTIVITY



Table Activities organized around 5 topic areas:

- Land Use Planning
- Commercial/Employment
- Transportation
- Natural Heritage
- Urban Design

*Boards for each topic area

NEXT STEPS



- 1. Online survey
- 2. Summary report to Council
- 3. Phase 2 and Workshop #2 in 2020

