



**THE CORPORATION OF THE
TOWN OF GEORGINA**

**KESWICK SECONDARY PLAN REVIEW
TECHNICAL ADVISORY COMMITTEE**

AGENDA

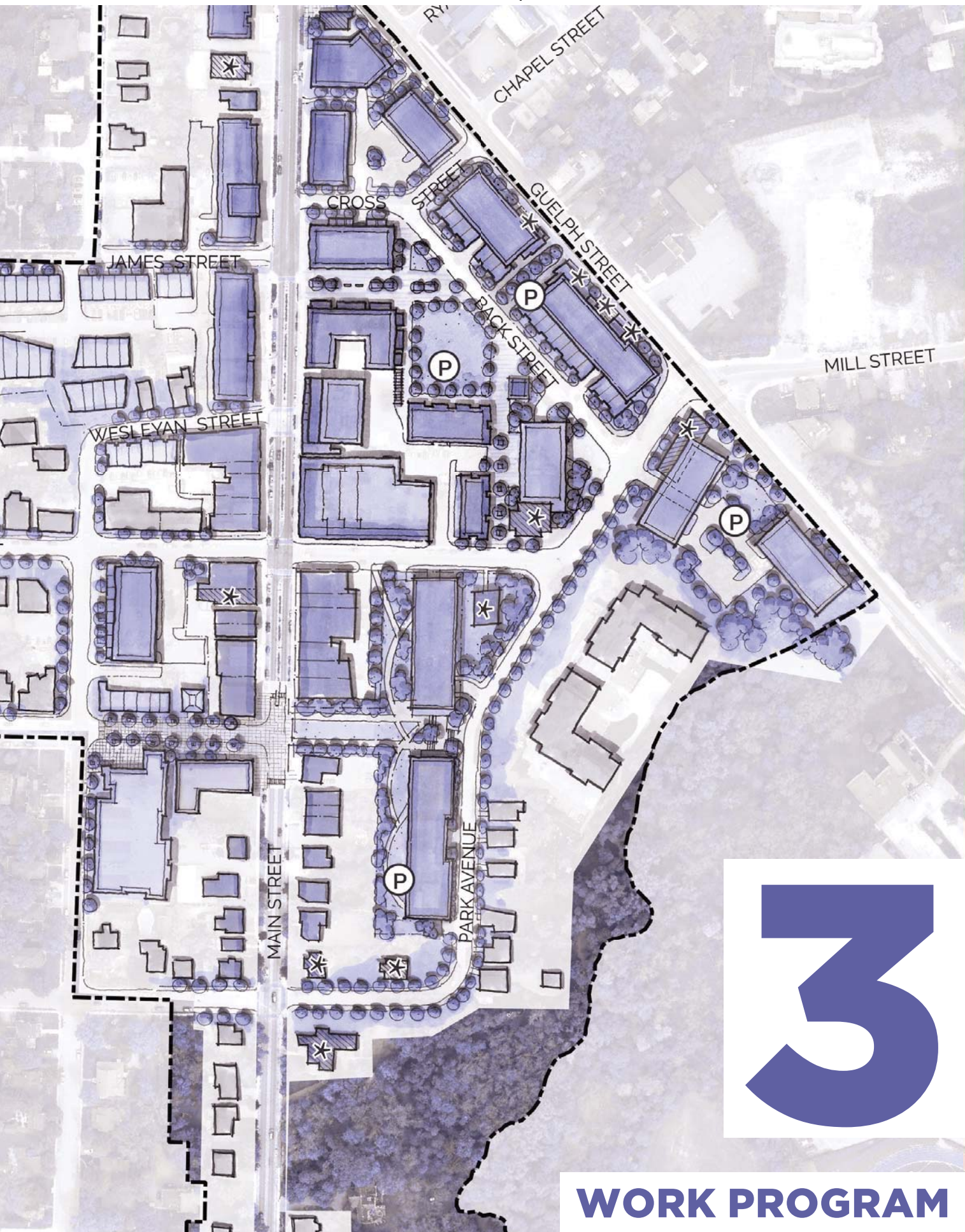
Meeting No. 1
Wednesday, July 31, 2019
3:00 PM – 4:30 PM
The LINK Event Room
20849 Dalton Road, Sutton

1. Roundtable Introductions (5 min.)
2. Changes in Provincial planning context (10 min.)
3. Review Work Program and schedule (15 min.) – **pages 1 to 10**
4. Discuss Consultation Strategy and milestone dates (15 min.) – **pages 11 to 19**
5. Opportunity for Technical Advisory Committee members to inform the team about key issues to be explored during the secondary plan review from the perspective of: (25 min.)
 - a. Growth, development and housing
 - b. Parks and community benefits
 - c. Natural heritage
 - d. Cultural heritage
 - e. Commercial and employment uses
 - f. Transportation

g. Infrastructure

6. Other Business

7. Next Meeting – Late September, 2019. Date, time and location to be determined



3

WORK PROGRAM

OVERVIEW

Our work program is based on the objective to transfer knowledge and build the capacity of all stakeholders in the review and review of the Keswick Secondary Plan. It is comprised of a number of methods to engage Staff and the broader community, centred on the comprehensive consultation process featuring *one community open house, two workshops, three online surveys, one statutory open house, and one statutory public meeting*. The work program, with background work, deliverables and a detailed explanation of how each of the tasks will be carried out, is set forth below. Information regarding the length of time per task, team member allocation and number of hours is included in the subsequent Gantt Chart and Time-Task Matrix. The work program for this project has been divided into three phases.

The Keswick Secondary Plan Review will take approximately 12 months to complete according to the proposed work program as outlined below. We are able to commence work on the study as soon as a decision has been made with an estimated project kick-off of mid-June 2019.

As always, we remain flexible to refinements and alternative approaches to tasks and scheduling, as may be determined during project initiation or as the process unfolds. Ultimately our objective is to ensure that the organization of tasks, sequencing and timing results in the best possible outcome for the Keswick Secondary Plan Review.

PHASE 1

TECHNICAL BACKGROUND

1.1 Kick-Off Meeting

Phase 1 will initiate with a Project Kick-Off Meeting with Town Staff and the Technical Advisory Committee. This meeting will be used to review the draft 'agreed upon' Work Program Report, confirm the timelines, discuss the Committee's expectations for the Review as well as to discuss the project's background material and preliminary Public Consultation Strategy. Following this meeting our Team will also meet with the Steering Committee to introduce the project and outline the work plan, roles and our preliminary approach to consultation.

2

1.2 Review Work Program & Background Material

The Team will review the background documents provided by the Town, as well as finalize and submit the Work Program Report.

1.3 Public Consultation Strategy

The Team will draft and finalize a Public Consultation Strategy that will illustrate the multiple engagement tools and strategies the Team will use throughout the project to collaborate with Staff, stakeholders and the public, including online engagement, meetings with special interest groups, strategies to inform and educate the public, attendance at local events and how to address emerging issues.

1.4 Draft Background Reports

The Team will initiate the research and data collection required for the preparation of background reports, including site visits as appropriate. These background reports will set the foundation for a comprehensive review of the Secondary Plan and identify any opportunities or constraints for Keswick's future development. After the completion of the first draft of each Background Report, the Team will circulate the preliminary documents to the Town for comment.

Planning Review Report

This report will summarize our review of existing planning studies and documents, including the existing Keswick Secondary Plan, Georgina Official Plan and Provincial and Regional documents, with a focus on required conformity exercises with new plans and policies. In addition, the report will include a review of existing and proposed land uses in the area, opportunities and constraints for development and intensification and an analysis of the potential impact future development could have on the area. In particular, this report will further include a growth management and land budgeting analysis, including an analysis of population and employment densities and forecasts, to provide a foundational understanding of the ability of Keswick to accommodate new growth.

Urban Design Report

The Urban Design Report will examine the existing urban design conditions and opportunities, as well as the existing Urban Design Guidelines and their effectiveness. This review will consider massing, the layout of building heights, the relationship with the public realm and connectivity for all

means of mobility (i.e. cyclists, pedestrians, transit-users, car users) to assess how future development will facilitate movement across the community, and to surrounding areas. Finally, the report will look into gateway and view/vista opportunities for the Keswick planning area.

Commercial Land Analysis

Our Team will undertake a review of the areas identified in the Keswick Secondary Plan that could support commercial and mixed-use development, including the three Urban Centres, the Urban Corridors, the Tourist Commercial Areas, the Neighbourhood Centres and the Commercial/Employment Lands. We will review their site and access characteristics from a market perspective, including accessibility, exposure to traffic, parcel size and configuration, intensification opportunities, and proximity to complementary and competing land uses. We will then define a trade area for commercial uses in Keswick, which will recognize the differing draws from the various parts of the urban structure.

Following this first step, we will undertake a per capita space market analysis to determine the amount of space that could be supported in future years. As part of this analysis, we will review population projections for Keswick and the Town as a whole and assess the extent and growth potential of the seasonal population base and tourism to the area. Based on this analysis, we will identify the overall need by major store categories, including food store retail, non-food store retail, restaurants/fast food, personal services, other services and tourism related retail.

Based on the market analysis and the site evaluation, we will identify how commercial space should be distributed across the existing and future commercial structure. In particular, we would consider:

- Intensification opportunities along The Queensway South, the Urban Centres and the Urban Corridors;
- The potential for larger scale and automobile-oriented uses along the west side of Woodbine Avenue, and whether surplus lands may exist to allow for conversion to residential uses;
- The potential for new commercial sites in new growth areas; and,
- The potential for new or expanded tourism related retailing.

3

Employment Land Analysis

Our Team will review the site and accessibility opportunities for employment land uses within the Keswick Secondary Plan Area. Although our focus will be on Keswick, we will also consider the Keswick Business Park and how the new water allocation to the business park will influence the demand for and type of facilities that would be attracted to the west side of Woodbine Avenue. We will then review the employment projections for the Town and identify the employment lands that would be required to support the future employment.

For the lands on the west side of Woodbine Avenue within the Keswick Secondary Planning Area, we will identify:

- Commercial and other services that could support the Keswick Business Park;
- The change in demand for employment land uses resulting from the development of the Keswick Business Park; and,
- Employment land uses that may be more appropriately developed on the west side of Woodbine rather than within the business park.

Natural Heritage

Our Team's background work on the natural heritage policy and mapping for the Keswick Secondary Plan Review will include a review of a broad range of data sources to ensure the resulting mapping and policies are defensible, effective and meet the needs of the Town. This work will involve the following tasks:

- Compile and review background documents, reports and mapping. Key documents to review include:
 - Growth Plan (2017)
 - Greenbelt Plan (2017)
 - Lake Simcoe Protection Plan (2009)
 - South Georgina Bay Lake Simcoe Source Protection Plan (2015)
 - York Region Municipal Comprehensive Review
 - Town of Georgina Official Plan (2018)
 - LSRCA current regulations and policies
 - LSRCA GIS layers – existing conditions and constraints
 - MNRF LIO GIS layers – existing conditions and constraints
 - MNRF NHIC – species at risk

- Prepare preliminary existing conditions and constraints mapping based on background data sources and aerial photograph interpretation;
- Complete reconnaissance level (windshield) surveys to confirm/refine the natural feature boundaries;
- Identify and map key natural heritage and key hydrologic features and functions within the study area, including core areas, linkages, buffers and restoration/enhancement opportunities;
- Complete a species at risk (SAR) screening exercise and determine the presence/absence of potential SAR habitat within the study area; and,
- Prepare a “defensible” natural heritage system (NHS) map, which defines where future development can and cannot occur. The NHS framework will comply with the Region of York and Provincial NHS mapping, with refinements where required and justified.

Transportation

The Team will undertake a review of the framework that guides development and infrastructure in the secondary planning area, as well as the transportation data and other information provided by the Town. This preliminary background review will examine how transportation demand, development charges and environmental and economic factors impact the transportation network and operations of Keswick, including the identification of sustainable transportation options.

1.5 Prepare Consultation Material

The Team will prepare a powerpoint presentation, as well as a series of display boards/activity sheets and online engagement material, designed to display our understanding of the Keswick Secondary Plan Area and the work completed to date.

1.6 Small Group Meetings

Earlier in the day of the Community Open House, the Team will facilitate a series of meetings with the Technical Advisory and Steering Committees, as well as key agencies and interest groups/stakeholders identified in cooperation with the Town. The meetings will start with a presentation on the background material and preliminary understanding of the area, after which the Team will facilitate a discussion to gain input on the development of a vision statement and objectives, and the update of the existing goals for the secondary planning area.

1.7 Community Open House

The Team will facilitate a Community Open House, where we will present background information on the Keswick Secondary Plan Review, the project intent, next steps and announce the upcoming launch of the first online survey. The Open House will also include activities designed to provide input on the development of a vision statement and objectives and an update of the existing goals for the secondary planning area.

The Community Open House will be planned to maximize attendance by holding two back-to-back sessions to better meet a wide range of schedules/availability.

1.8 Online Survey #1

After the Community Open House and Small Group Meetings, our Team will release the first online survey, which will seek input on the vision statement, objectives and goals, as well as investigate potential elements to be included in the Secondary Plan concepts.

1.9 Community Open House Summary Report

The Team will prepare a report to summarize the feedback received from the public during the Small Group Meetings, Community Open House and Online Survey. This summary report will also include the vision statement, objectives and goals to guide the review of the Secondary Plan, developed based on the public input.

1.10 Council Presentation

To conclude Phase 1, we will present the Background Reports and Community Open House Summary Report to Council for their approval and outline the next steps.

PHASE 2

CONCEPT DEVELOPMENT

2.1 Conference Call with Town Staff

The Team will participate in a conference call with Town Staff to discuss the progress so far, next steps, and high level direction for concept development.

2.2 Prepare Consultation Material

The Team will prepare consultation material for the first workshop, including an engaging presentation and activity sheets. The intent of the first workshop will be to draft various concepts for the secondary planning area.

2.7 Initiate Final Documents

Draft Preferred Land Use Plan

Based on feedback received from the public, stakeholders, committees and Town Staff, as well as our own evaluation based on the established criteria, our Team will finalize the preferred concept plan and use this as the basis for a draft Preferred Demonstration Plan and Land Use Plan for the secondary planning area.

Update Background Reports

Based on the concept plan options and, ultimately, the draft Preferred Land Use Plan, our Team will revise and/or finalize existing deliverables. In particular, we will undertake the following.

a. Natural Heritage

Our Team will evaluate and identify the potential impacts of the different concept plan options on natural heritage system (NHS) features and functions. Subsequently, the Team will provide a mitigation strategy and environmental management plan for the Preferred Land Use Plan to ensure that an appropriate level of protection is provided to the NHS. Finalizing the Natural Heritage Evaluation Report will further include the following:

- Provide recommendations for appropriate buffers from NHS features, including adjacent land triggers;
- Identify and map NHS restoration/enhancement opportunities, including buffers, linkages, riparian corridors, and shorelines;
- Review and provide key input to the natural heritage policies of the Keswick Secondary Plan, including the protection of the surface water and groundwater regime, as it relates to Lake Simcoe;
- Complete natural heritage policy review to ensure the Keswick Secondary Plan conforms with the hierarchy of Provincial and Regional planning documents, and LSRCA regulations/policies; and,
- Document findings and recommendations in a Natural Heritage Evaluation Report.

b. Transportation

The Team will review the transportation frameworks for the different concept plan options, considering the objective to plan for a transportation system which is integrated, functional and appropriate. This involves a focus on optimizing access and development, while minimizing impacts on people, streets, and the environment. As the draft Secondary Plan policies evolve, our transportation

We will also prepare criteria based on the vision statement, objectives and goals, to be used in evaluating the concept plans, and begin the draft of the second online survey, which will be finalized and released after the first workshop.

2.3 Workshop #1 - Draft Concepts

The Team will facilitate a Workshop with the public and stakeholders, which will be designed to be as inclusive and interactive as possible using a variety of graphics, presentation, and small group discussions. As needed, the Team may also facilitate small group meetings prior to the Workshop. The Workshop will begin with a presentation outlining the findings to date, potential approaches to concept development and the evaluation criteria. The public and stakeholders will then be divided among several tables with designers from the Team to design a concept for the area. We will ensure that each discipline is represented with our various Team members. The goal is to develop a variety of concept plans that illustrate different approaches to the continued growth and development of Keswick.

Depending on attendance at the Community Open House, and in consultation with Town Staff, we may hold back-to-back sessions to maximize participation opportunities.

2.4 Online Survey #2

Following the first workshop, we will refine and/or consolidate the draft concept plans, and finalize and release the second online survey. This second survey will outline and seek input on the various concepts plans and their characteristics, to contribute to developing the preferred concept plan for the secondary planning area.

2.5 Workshop #1 Summary Report

The Team will prepare a report to summarize the feedback received from the public and stakeholders during the first workshop and the second online survey.

2.6 Steering and Technical Advisory Committee Meetings

The Team will facilitate back-to-back meetings with the Steering and Technical Advisory Committees to present and discuss the draft concept plan options, public input and preliminary direction towards a preferred concept plan. The purpose of these meetings is to obtain input and technical insight as we prepare the preferred concept plan with respect to feasibility, Town/agency priorities, constraints, and local knowledge/acceptance.

specialists will further provide advice and input on the draft transportation and sustainable development policy framework, with a focus on integrating a full spectrum of transportation mode options and in particular, implementing opportunities for transportation demand management.

Secondary Plan Draft #1

Our Team will prepare a draft updated Keswick Secondary Plan with the required schedules and submit this draft to Town Staff for review. The Secondary Plan will incorporate information from the various reports and will highlight the draft Preferred Land Use and Demonstration Plans, while providing a policy framework to direct future development. Once Town Staff have provided comments, we will revise Draft #1 accordingly prior to public release.

2.8 Steering and Technical Advisory Committee Meetings

The Team will meet with the Steering and Technical Advisory Committees to go over the Preferred Demonstration and Land Use Plans, present the highlights and key directions of the draft Secondary Plan and obtain feedback. We will further discuss the upcoming Public Workshop #2 with the Steering Committee.

2.9 Prepare Consultation Material

The Team will prepare consultation material for the second workshop, including an engaging presentation and presentation boards/activity sheets. The intent of the second workshop will be to examine the Preferred Demonstration and Land Use Plans for the secondary planning area and the key directions of the draft policies.

We will also draft the third online survey, to be released after the second workshop.

2.10 Workshop #2 – Preferred Plan

The Team will facilitate the second Public Workshop, which will focus on presenting the draft Preferred Demonstration and Land Use Plans for the Keswick Secondary Plan area, and the key directions of the draft Secondary Plan policies. The workshop will be designed to be as inclusive and interactive as possible using a variety of graphics, presentation, and boards/activity sheets. The Workshop will begin with a presentation outlining the work completed to date and presenting the Preferred Demonstration and Land Use Plans. This presentation will be followed by small group table activities facilitated by members of the Team, with the objective of gaining feedback on the draft Preferred Plans and preliminary policy directions.

2.11 Online Survey #3

Following the second Workshop, we will release the third online survey which will outline and examine the Preferred Demonstration and Land Use Plans for the secondary planning area.

2.12 Workshop #2 Summary Report

The Team will prepare a report to summarize the feedback received from the public and stakeholders during the second workshop, and the input from the online survey.

2.13 Phase 2 Summary Report

Our Team will prepare a Phase 2 Summary Report to highlight the key findings from the public consultation activities, the technical report updates, and the development of the Preferred Demonstration and Land Use Plans. In addition, the report will provide key directions for the further work on the policy framework based on feedback from the public, Committees and Town Staff.

PHASE 3

FINAL SECONDARY PLAN

3.1 Meeting with Town Staff

The Team will meet with Town Staff to go over the Draft #1 Secondary Plan, the public input, and next steps.

3.2 Document Preparation

Land Use Planning Justification Report

Our Team will prepare a Land Use Planning Justification Report, which will outline the policy framework within which the secondary planning area exists and defend the planning intuitiveness of the Preferred Land Use Plan. This report will be used to describe how the Secondary Plan will conform to Georgina's Official Plan, 2016.

Design Guidelines

The Design Guidelines, a compilation of Urban Design Guidelines and Architectural Design Guidelines will ultimately be included as a combined appendix to the Plan. The Urban Design Guidelines will examine the opportunities of the Keswick secondary planning area and the Preferred Demonstration Plan, based on the roles for each area identified through the Land Use Plan. We will examine and describe the vision for Keswick from an urban design standpoint, and provide guidelines with respect to the physical form and layout intended for the area, including

massing, the relationship of heights and the public realm and public realm improvements. Connectivity for all means of mobility (i.e. cyclists, pedestrians, car users) both within the secondary planning area and to surrounding areas, streetscaping, landscaping, site access and opportunities for gateways and views/vistas will be further addressed in the Guidelines. The Architectural Design Guidelines will address a full spectrum of building characteristics, including the relationship between the building and the street, appropriate building materials, building access, parking design, massing, green building elements and building design.

Secondary Plan Draft #2

Our Team will revise the Draft Keswick Secondary Plan based on feedback received from meetings with Town Staff and the Technical Advisory and Steering Committees, as well as feedback gathered from the public.

3.3 Meeting with Steering Committee

Prior to the public release of Draft #2, we will facilitate a meeting with the Steering Committee to discuss the draft and obtain additional feedback. Based on direction from the Steering Committee and Town Staff, Draft #2 of the Secondary Plan will be released for public review.

3.4 Prepare Consultation Material

We will prepare the consultation material for the Statutory Open House, as well as draft the material for the Statutory Public Meeting.

3.5 Statutory Open House

The Team will attend the Statutory Open House, which will be formatted as a drop-in event to showcase the revised Secondary Plan. Our Team will prepare presentation boards summarizing the key content of the draft Secondary Plan and supporting reports, along with opportunities for attendees to provide comments.

3.6 Finalize Secondary Plan

The Team will revise the Draft Keswick Secondary Plan and associated documents based on feedback received from the Steering Committee meeting, the Statutory Open House and from Town Staff.

3.7 Prepare Presentation

We will finalize the presentation and any other required consultation material for the Statutory Public Meeting.

3.8 Statutory Public Meeting

The Team will attend the Statutory Public Meeting where our Project Coordinator will present the Keswick Secondary Plan to Council, the public, relevant agencies and Town Staff. We will also be available to answer any questions. Any final revisions will be made to the documents based on feedback received, as needed.

3.9 Council Presentation

The Team will present the final Keswick Secondary Plan to Council for adoption.

PUBLIC CONSULTATION STRATEGY

For the Keswick Secondary Plan Review, we have developed a preliminary Public Consultation Strategy for engaging stakeholders and the public in a conversation around how Keswick can maintain its high quality of life and character as it grows and changes. We look forward to refining this strategy with the Town during Phase 1 of this project. Key elements of our proposed strategy include:

Public Consultation Strategy. Our team will expand on the strategy outlined here, with more detailed stakeholder identification, a confirmed schedule of events, the identification of communications tools, project branding and key messages for each stage.

Project Web Page. A project web page on the Town's website will be developed and used to post project branding, Community Newsletters and updates, presentation materials, reports and feedback mechanisms throughout the project. All project materials will be prepared in web-ready formats to ensure all interested members of the public are able to engage in the process, whether or not they are able to attend face-to-face events.

Email List. A project email list will be developed for distributing project updates and event notifications and for receiving public comments. The email list will be included on all promotional materials associated with the project.

Community Newsletters. A total of six (6) community newsletters will be issued throughout the Secondary Plan process to encourage attendance at workshops and meetings, and to provide project updates at key milestones. The newsletters will be distributed through the project email list and project web page.

Face-to-Face Public Workshops & Meetings.

Complementary to the web presence, stakeholders and members of the public will be invited to attend three public events in addition to statutory meetings, which are scheduled at key moments in the process when input is needed to shape decisions.

During Phase 1 “Technical Background” we will hold an interactive Community Open House. This event will provide an introduction to the Secondary Plan Review process and will include table-based activities for participants to generate input on a vision statement, objectives, goals and key issues.

During Phase 2 “Concept Development”, we will hold a Workshop #1 – Draft Concepts to facilitate the design of development concepts for the Secondary Plan Area. This summit will begin with an information-sharing presentation, followed by design activities organized around small table groups led by designers. Workshop #2 – Preferred Plan will provide the opportunity for a project update and interactive small table group discussions to provide input on the draft Preferred Demonstration and Land Use Plans and preliminary policy direction.

The Statutory Open House and Public Meeting will be used to vet iterative drafts of the Secondary Plan, with opportunities to discuss the Plan, ask questions of the Project Team and provide input.

Steering and Technical Advisory Committee Meetings.

Regular Committee meetings are scheduled to coincide with the public events and at key milestones where input will be most important. These meetings will provide an opportunity for the Town project manager, members of staff, agency representatives, Council members and other Steering Committee members to provide technical and strategic guidance to the project team, as well as insight into the broader public opinion.

Council Meetings/Presentations. Two (2) Council meetings are scheduled to provide project updates to the Town’s councillors, share public/stakeholder feedback, and to obtain endorsement before the project team moves on to the next step. Council meetings are scheduled at the end of Phase 1 (Technical Background), and Phase 3 (Final Secondary Plan). If required, a third Council Meeting may take place at the end of Phase 2 (Concept Development).

Online Engagement. Online engagement is an important component of our approach to public engagement and provides a unique opportunity to reach a wider audience, as well as demographics who would often not come, or are unable to come, to an in-person event. The result of this additional avenue for engagement is more meaningful and representative input which serves to strengthen project outcomes and enables stronger community buy-in.

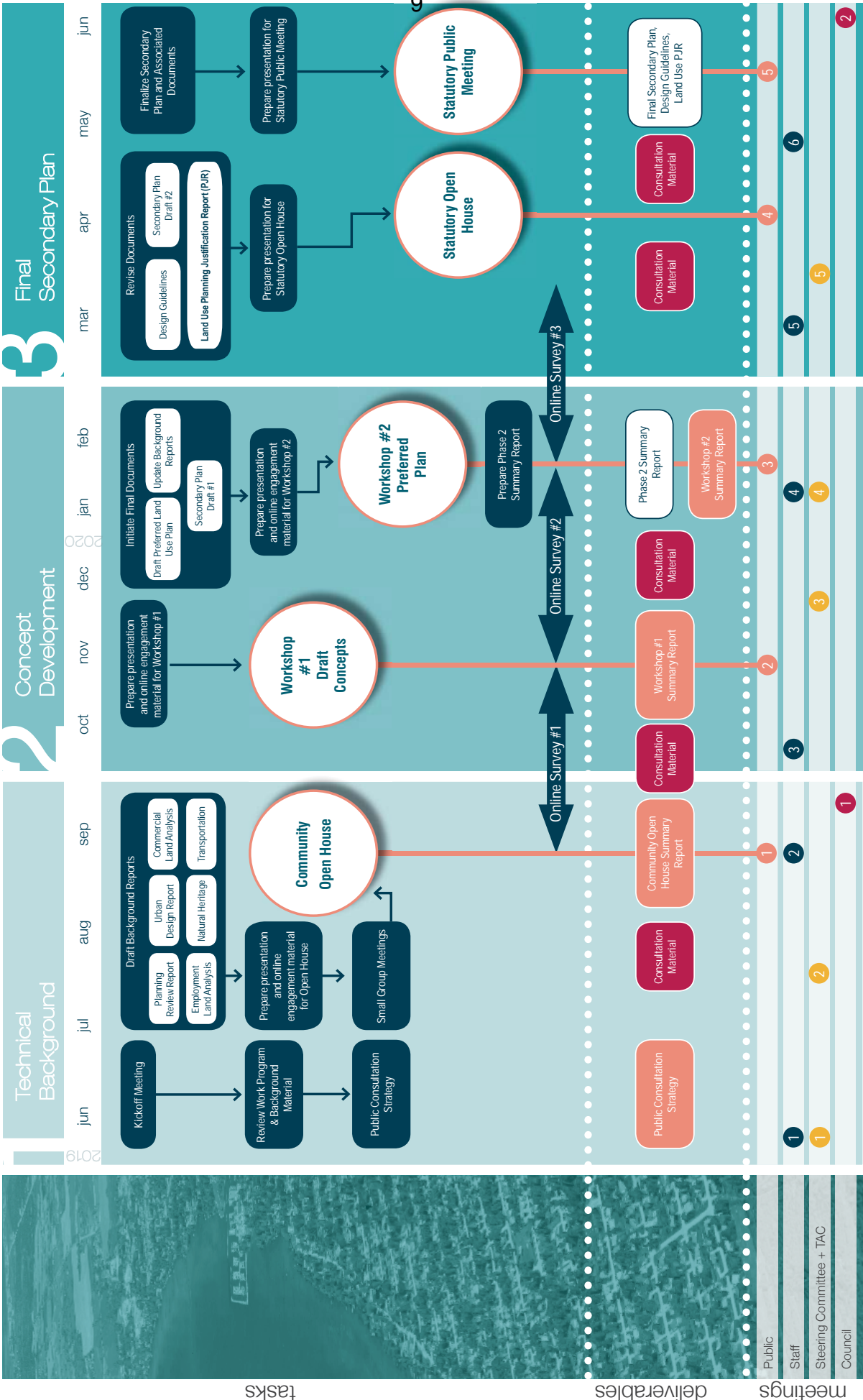
We also recognize the value of using online engagement tools, such as surveys, social media and other applications. For instance, we frequently make use of Metroquest to develop engaging, graphic, informed and highly effective online surveys, and we are familiar with other online survey platforms. We have frequently compiled online survey results in visual, easy-to-read formats to effectively communicate the results to staff, Council and the public.

Our Team will draft and share a total of three (3) online surveys to gather feedback on:

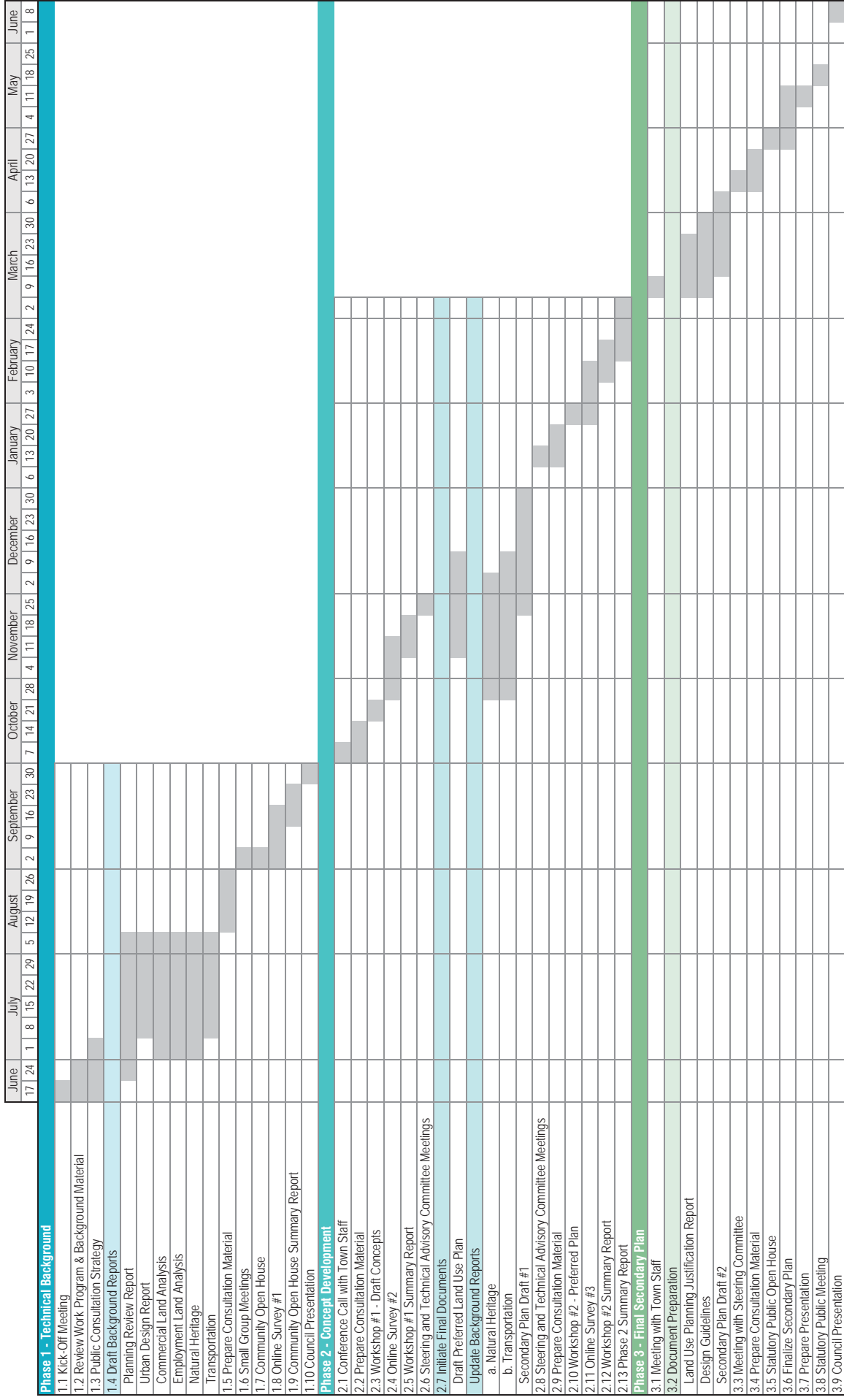
- Vision statement, objectives and goals, as well as elements to include within the secondary plan area;
- Draft Concept Plan options; and,
- Preferred Demonstration and Land Use Plan.



Graphic Work Program



Gantt Chart



INSERT STUDY BRANDING/LOGO

Keswick Secondary Plan Review
DRAFT
Community and Stakeholder Engagement Strategy
 July 25, 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	CONTACT INFORMATION
Margaret Quirk	Mayor	Council	mquirk@georgina.ca 905-806-2564 (c)
Mike Waddington	Councillor, Ward 1	Council	mwaddington@georgina.ca 289-716-7985 (c)
Dan Fellini	Councillor, Ward 2	Council	dfellini@georgina.ca 289-716-6771 (c)
John Rogers	Committee Volunteer	Georgina Resident	jsrsmr@sympatico.ca 905-476-2835
Ted Brown	Committee Volunteer	Georgina Resident	tedbrown1012@gmail.com 905-868-2328
Naomi Davison	Committee Volunteer	Georgina Resident	naomi_davison@msn.com 289-716-0196
Gary Heine	Committee Volunteer	Georgina Resident	garyheine@gmail.com 705-437-3363

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

NAME	POSITION	ORGANIZATION	CONTACT INFORMATION
Harold Lenters	Director of Development Services	Georgina	hlenters@georgina.ca 905-476-4301 x2246
Tolek Makarewicz	Senior Policy Planner	Georgina	tmakarewicz@georgina.ca 905-476-4301 x2297
Velvet Ross	Manager of Planning	Georgina	vross@georgina.ca 905-476-4301 x2251

Dan Buttineau	Director of Recreation and Culture	Georgina	dbuttineau@georgina.ca 905-476-4301 x2236	
Rob Flindall	Director of Operations and Infrastructure	Georgina	rflindall@georgina.ca 905-476-4301 x2233	
Shawn Nastke	Head of Corporate Service Delivery Excellence	Georgina	snastke@georgina.ca 905-476-4301 x2325	
Darren Dunphy	Development Engineering Technologist	Georgina	ddunphy@georgina.ca 905-476-4301 x2441	
Karyn Stone	Manager of Economic Development	Georgina	kstone@georgina.ca 905-476-4301 x2312	
Darlene Carson-Hildebrand	Manager of Finance & Deputy Treasurer	Georgina	dcarson@georgina.ca 905-722-6889 x3520	
Anne Winstanley	Communications Supervisor	Georgina	awinstanley@georgina.ca 905-476-4301 x2206	
Sara Brockman	Senior Planner	York Region, Community Planning	sara.brockman@york.ca 905-830-4444 x 75750	
Jelena Baker	Planner	York Region, Long Range Planning	jelena.baker@york.ca 905-830-4444 x 77808	
Shahid Matloob	Transportation Engineer	York Region, Transportation Planning	shahid.matloob@york.ca 905-830-4444 x 75080	
Vi Bui	Program Manager	York Region, Transportation Planning	vi.bui@york.ca 905-830-4444 x 71585	
Jhapendra Pokhrel	Water/Wastewater Engineer	York Region, Infrastructure Asset Management	jhapendra.pokhrel@york.ca 905-830-4444 x 75512	
Katy Modaressi	Manager	York Region, Capacity Monitoring and Development Approval, Infrastructure Asset Management	katy.modaressi@york.ca 905-830-4444 x 75063	
Melinda Bessey	Acting Director, Planning	Lake Simcoe Region Conservation Authority, Watershed Management	M.Bessey@lsrca.on.ca 905-895-1281 x 151	
ALTERNATE/OPTIONAL ATTENDEES				
Rob Wheeler	Director of Corporate Services / Treasurer	Georgina	rwheater@georgina.ca 905-476-4301 x2299	Finance back-up
Ken McAlpine	Manager of Parks Development & Operations	Georgina	kmcalpine@georgina.ca 905-476-4301 x2296	Ops/Parks back-up/as needed
Owen Sanders	Supervisor of Development Engineering	Georgina	osanders@georgina.ca 905-476-4301 x2451	Engineering back-up

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

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 engagement strategy, and KSPR branding	Confirm work program, community and stakeholder engagement strategy, key dates, and branding	Agenda, Work Plan, Proposal, Terms of Reference, Community Engagement Plan	July 31, 2019
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	TBC (set aside one day, 30 minute sequential meetings)
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	TBC
Meeting #2 with Steering Committee	Round Table Meeting	Presentation summarizing the key findings from background reports on planning, urban design, commercial	Input on the Vision, Design Principles	Power point presentation Work sheets on Vision, Principles	Late September 2019

		land analysis, employment land analysis, natural heritage, transportation Discussion for input on Vision Statement, Planning and Design Principles			
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	Late September 2019
Community	Workshop #1 Two sessions: 4:00 pm 6:30 pm	Presentation summarizing the key findings from background reports on planning, urban design, commercial land analysis, employment land analysis, natural heritage, transportation Table Group discussions for input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Notice/ad for workshop Power point presentation Work sheets on Vision, Principles	Late September 2019
Community	Pop-up consultation	Input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Roll up banner with project branding Displays on Vision Statement, Planning and Design Principles Postcards/ handout	September and October 2019

Public and Council	Presentation	Presentation on the outcome of Workshop #1 and an outline of revisions that may be required to the Secondary Plan		Presentation	October 9, 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	Late October 2019
Community	Pop-up consultation	Input on Concept options	Input on the Concept options	Roll up banner with project branding Displays on Concept Options Postcards/ handout	November 2019
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	Late October 2019
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	Late October 2019
Meeting #4 with Technical Advisory Committee	Round Table Meeting	Discussion of draft #1 Secondary Plan	Draft #1 of Secondary Plan	Power point presentation	Early December 2019
Meeting #4 with Steering Committee	Round Table Meeting	Discussion of draft #1 Secondary Plan	Draft #1 of Secondary Plan	Power point presentation	Early December 2019

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	Late January 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 March 2019
Community	Statutory Open House	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	mid April 2020
Public and Council	Statutory Community Meeting	To present final Secondary Plan and to answer questions	Final input on the Secondary Plan	Presentation	mid May 2020
Public and Council	Presentation	Presentation and adoption of final Secondary Plan	Adoption of the Secondary Plan	Presentation	mid June 2020

Online

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