



# KESWICK Secondary Plan

Public Workshop #1  
October 30, 2019

# 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**



**GIS Mapping**  
**Plan-it Geographical**

tasks

deliverables

meetings

Technical Background

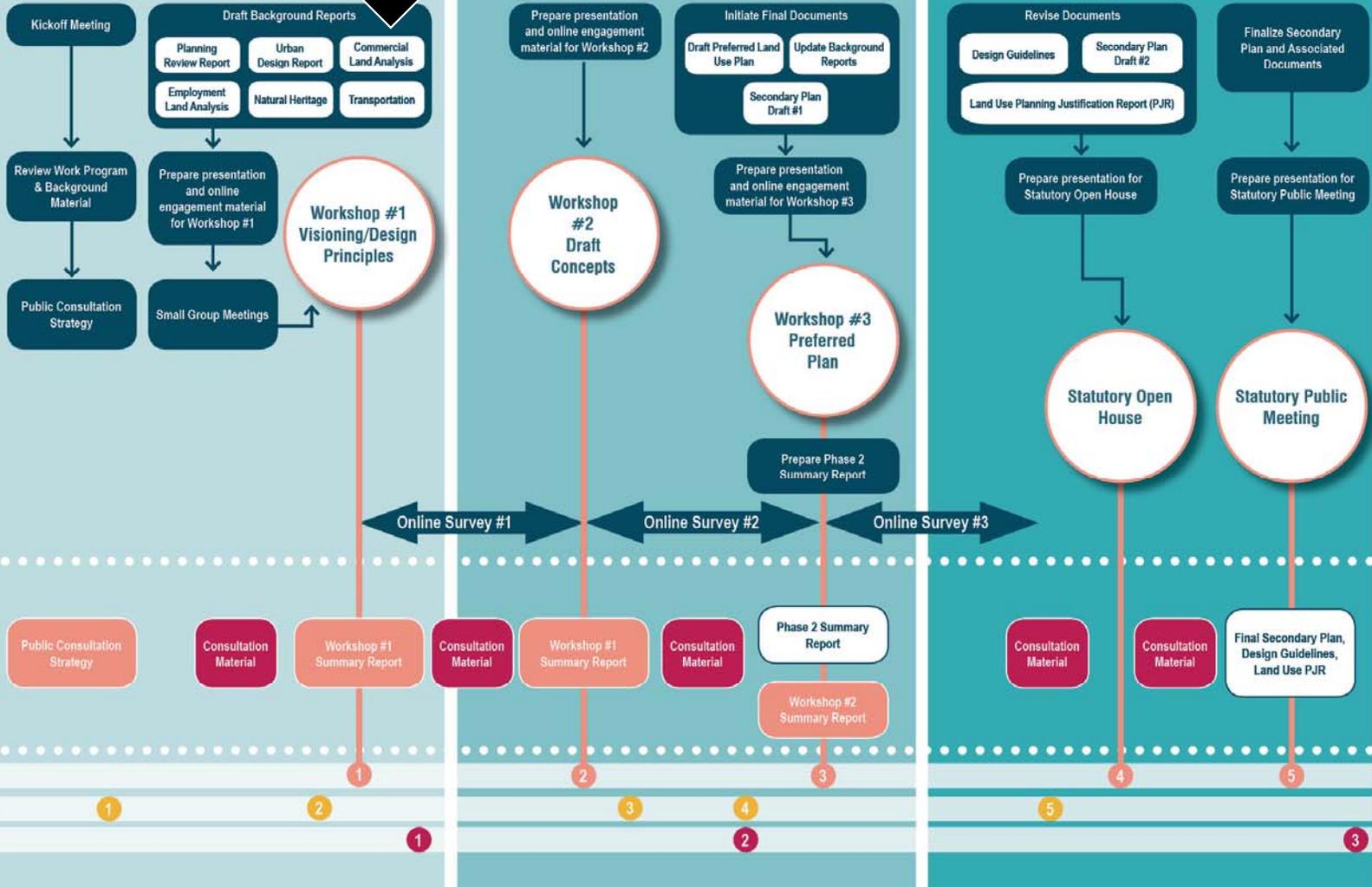
We are here

2 Concept Development

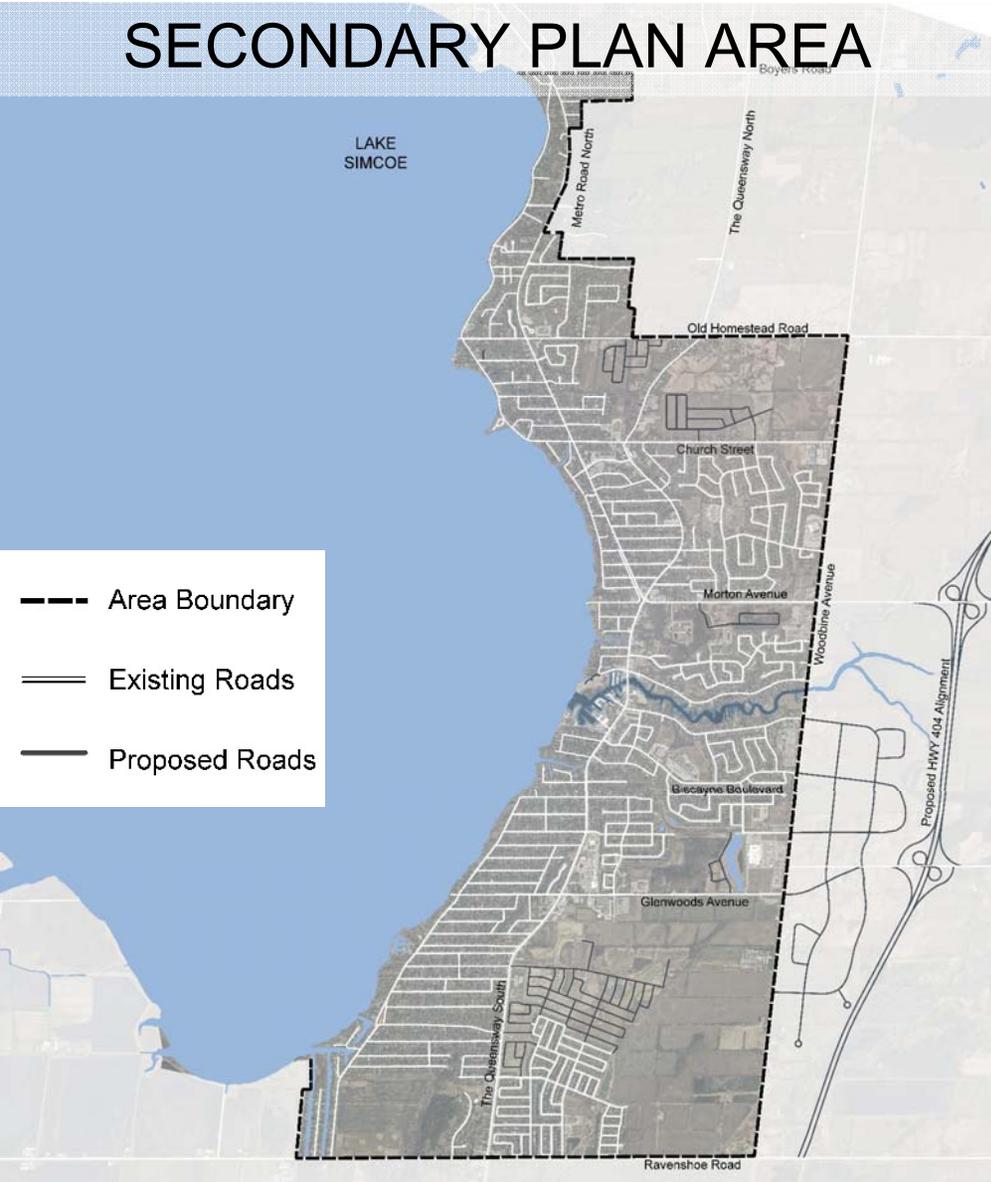
3 Final Secondary Plan

2019

2020



# SECONDARY PLAN AREA



# 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

## 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 Keswick Secondary Plan opportunities for public input. Email: [kspr@georgina.ca](mailto:kspr@georgina.ca) Call: Tolek Makarewicz, Senior Policy Planner, Town of Georgina, 905-476-4301

georgina.ca

## KESWICK SECONDARY PLAN REVIEW

### INVITATION TO PUBLIC WORKSHOP #1

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

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

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

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

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

**SESSION #1**  
4:00 – 6:00 pm

**SESSION #2**  
6:30 – 8:30 pm

For more information and project updates, check out our webpage: [georgina.ca/kspr](http://georgina.ca/kspr)

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

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

## 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 organized 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 concerns that could be addressed through the review. Join us to share your thoughts and ideas for the future of Keswick.

<b>Oct. 16, 2019</b> Environment: 4 p.m. – 5:30 p.m. Transportation: 6 p.m. – 7:30 p.m. ROC Chair: 26479 Civic Centre Rd., Keswick	<b>Oct. 17, 2019</b> Business: 4 p.m. – 5:30 p.m. Housing: 6 p.m. – 7:30 p.m. ROC Chair: 26479 Civic Centre Rd., Keswick
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If you are interested in participating in a focus group discussion, please email [kspr@georgina.ca](mailto:kspr@georgina.ca) or call 905-476-4301, ext. 2297.

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## My Keswick is...

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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](mailto: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](http://georgina.ca/KSPR)

# PUBLIC COMMUNICATIONS



[georgina.ca/KSPR](http://georgina.ca/KSPR)



[kspr@georgina.ca](mailto:kspr@georgina.ca)



[@georginatown](https://twitter.com/georginatown)



[@TownofGeorgina](https://www.facebook.com/TownofGeorgina)

The image shows a composite of digital communication channels for the Town of Georgina. On the left is a website navigation menu with categories such as Animal Services, Boating, Beaches and Fishing, Building and Renovating, Cemeteries, Development Engineering, Events Calendar, Fire and Emergency Services, Health Care, Home and Property, Licenses, Permits and Commissioning, Municipal Law Enforcement, New to Georgina, Parking, Planning and Development (highlighted), Committee of Adjustment, and Heritage Planning. The main content area displays the 'Keswick Secondary Plan Review' page, featuring the 'Plan Keswick' logo and a 'Living Here' sidebar with links to A-Z Services, Regulatory By-laws, and Calendar. Below the website is a screenshot of the Twitter profile for @georginatown, showing 7,230 tweets, 347 following, 3,779 followers, and 1,378 likes. Two tweets are visible: one from October 22 asking for community input on the 'My Keswick is...' vision, and another from October 22 promoting skating programs at the Georgina Ice Palace or Sutton Arena.

# 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.”**

**“Recreational centre, entertainment in this town for our youth.”**

**“A waterfront walkway.”**

**“Not a retail runway (Woodbine) but a walkable, vibrant, community with character.”**

**“Walkable, bikeable, accessible trails along the water.”**

“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.”**

**“More business/manufacturing.”**

# WHAT WE HEARD

On October 16<sup>th</sup> and 17<sup>th</sup> 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 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

# 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

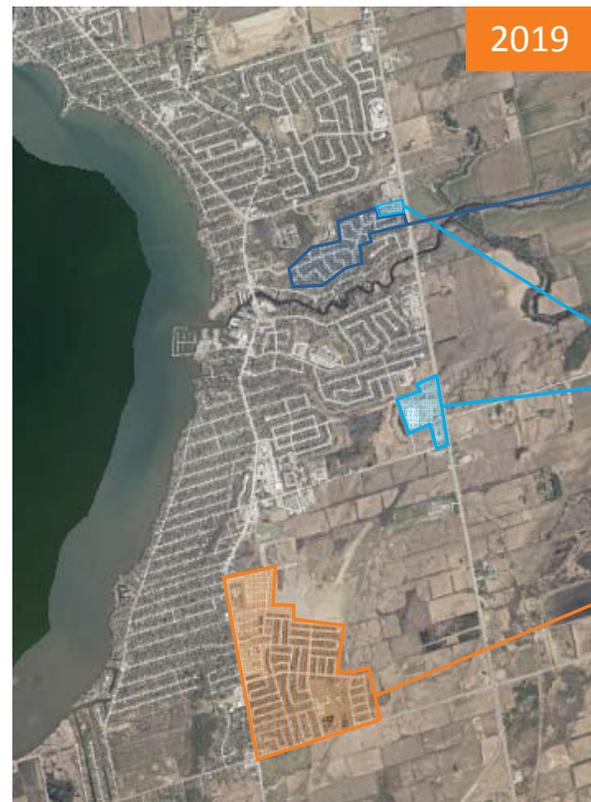
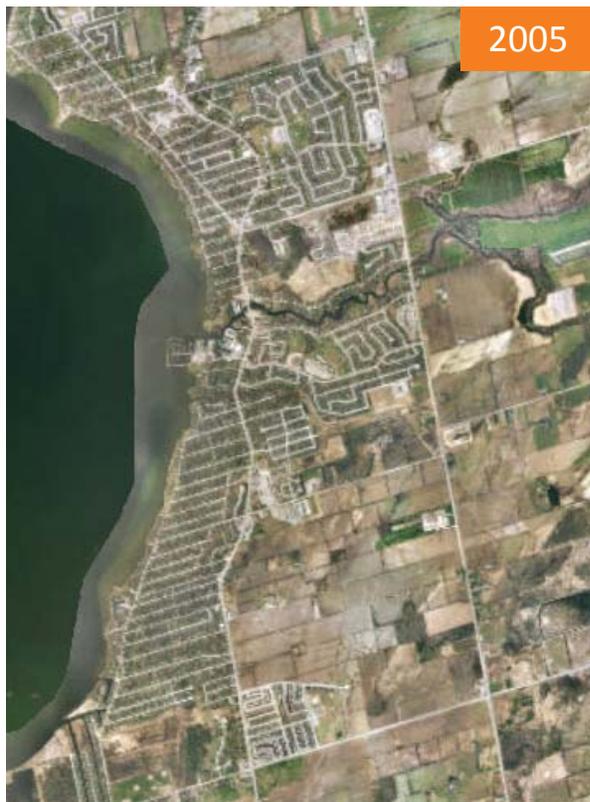
# PHASE 1 BACKGROUND REVIEW FINDINGS

## 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?

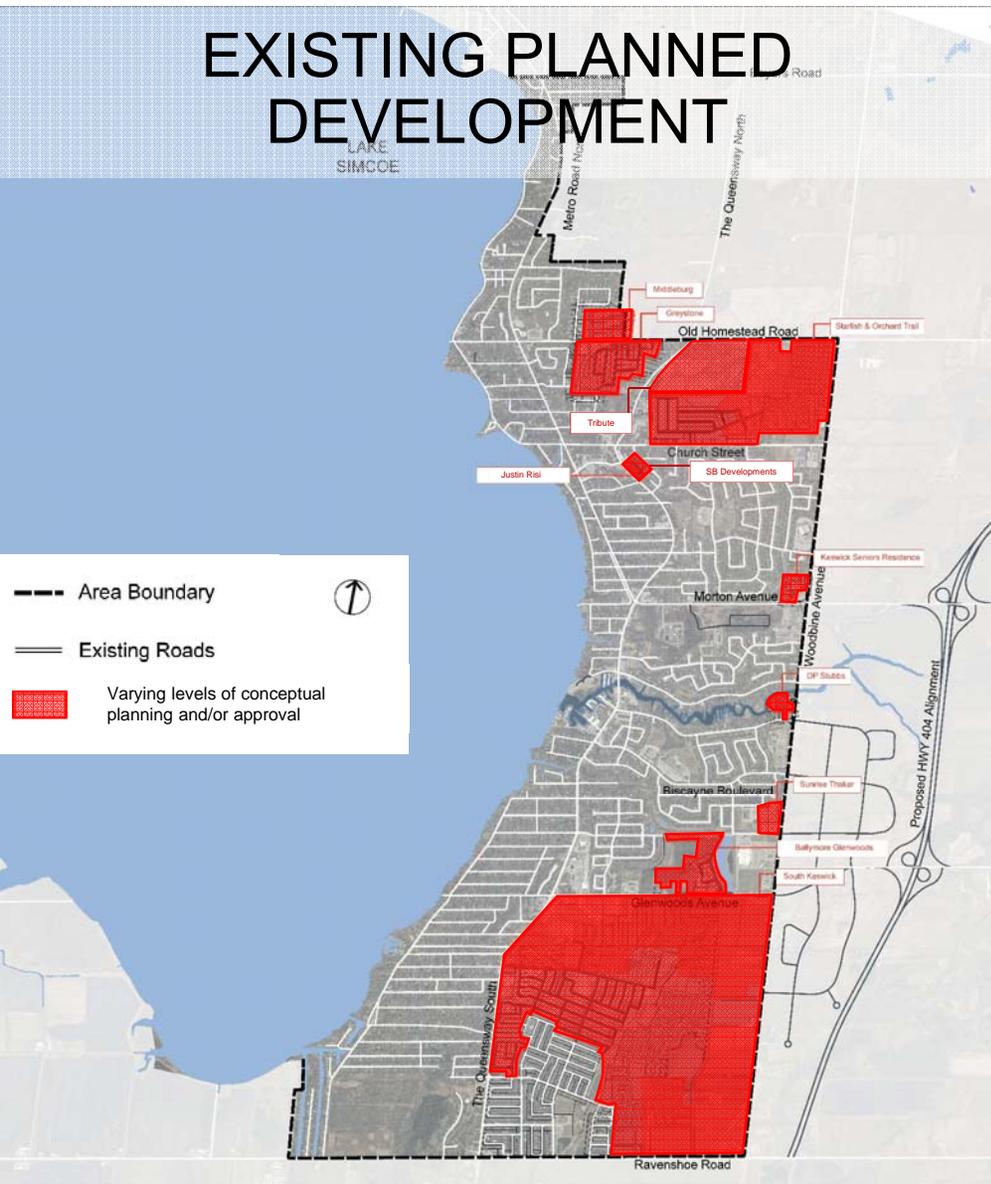


Completion of residential development north of Maskinonge River

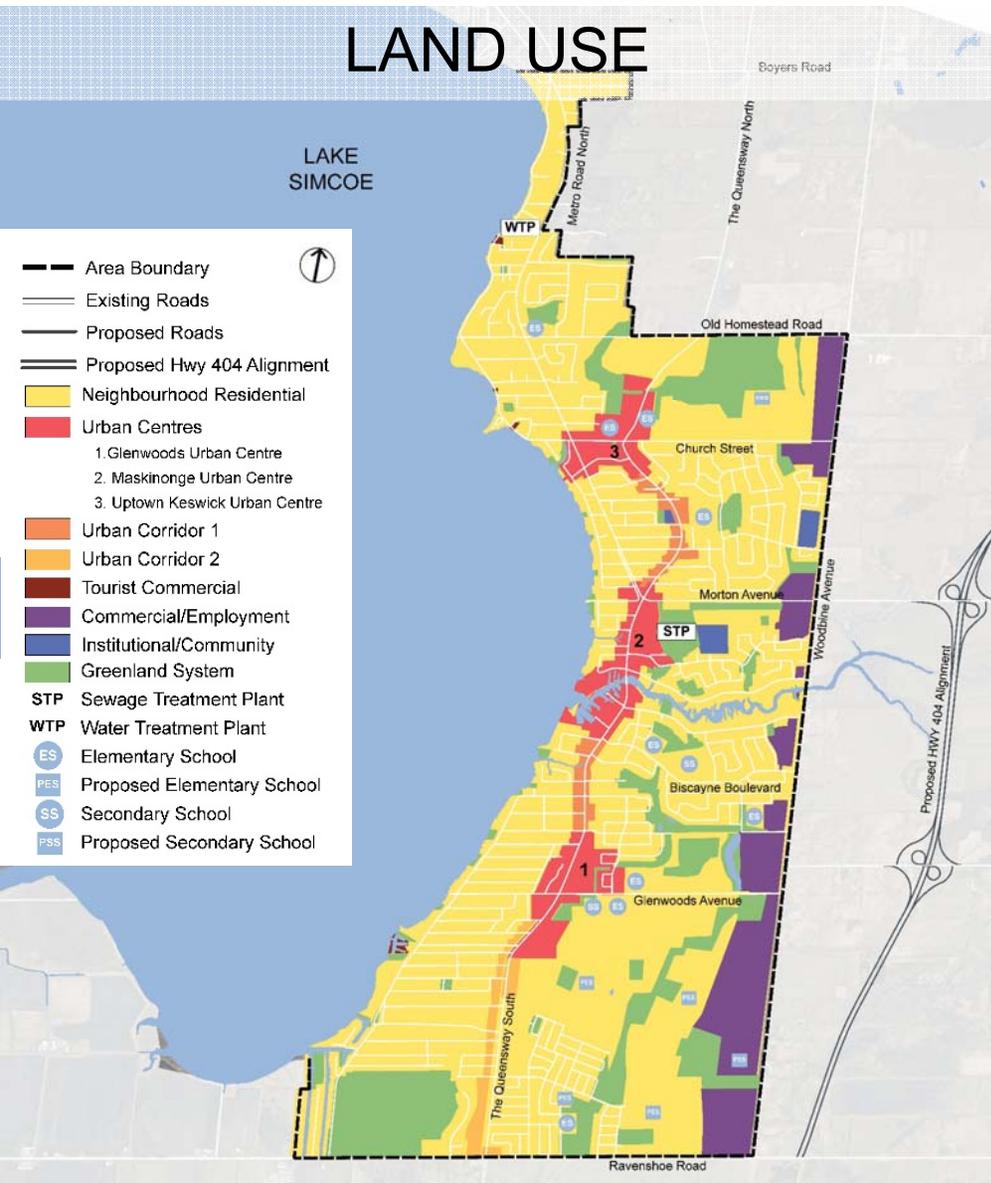
Filling out of commercial development along Woodbine Avenue

Additional development in the south-west

# EXISTING PLANNED DEVELOPMENT



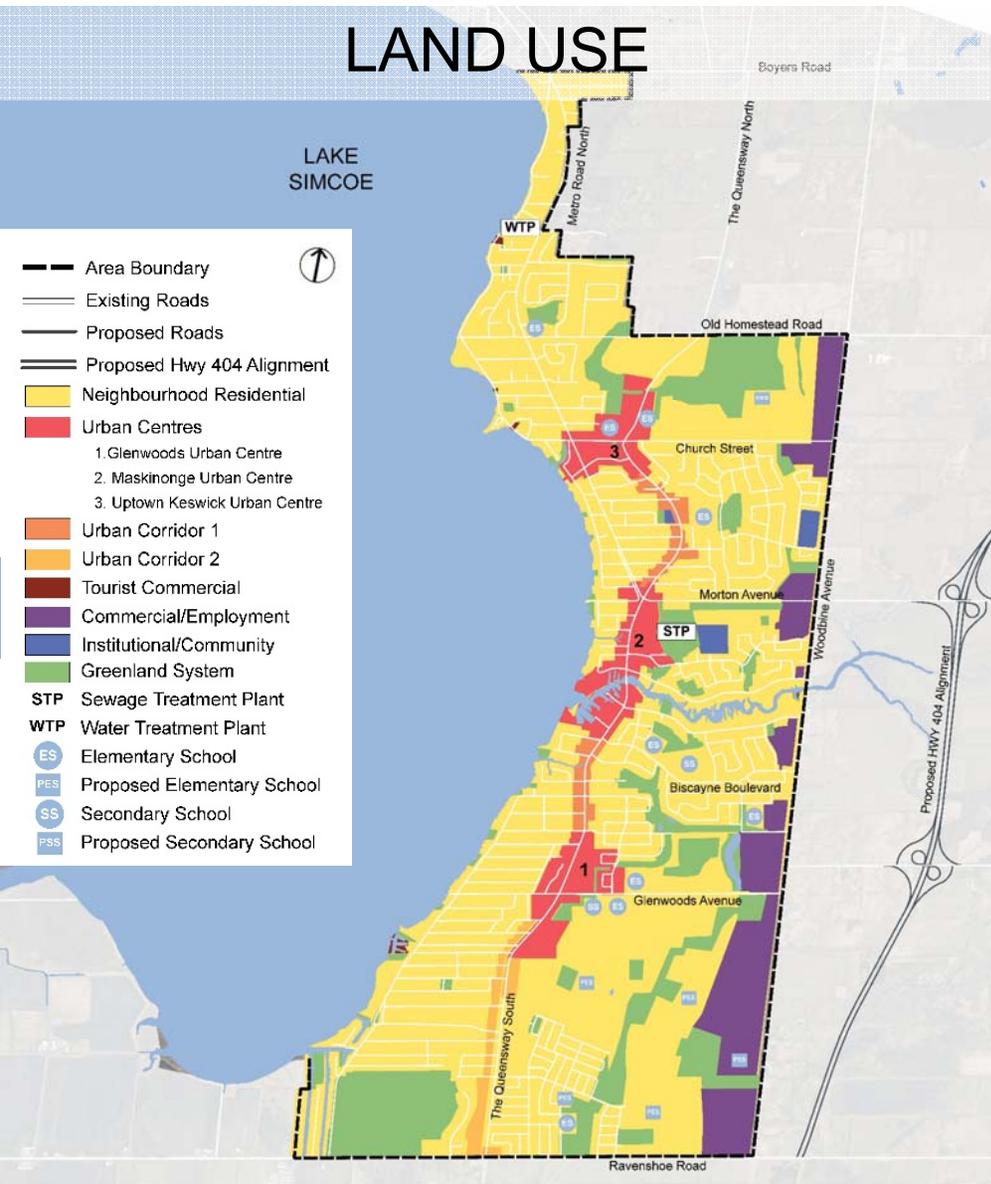
# LAND USE



## 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**.

# LAND USE



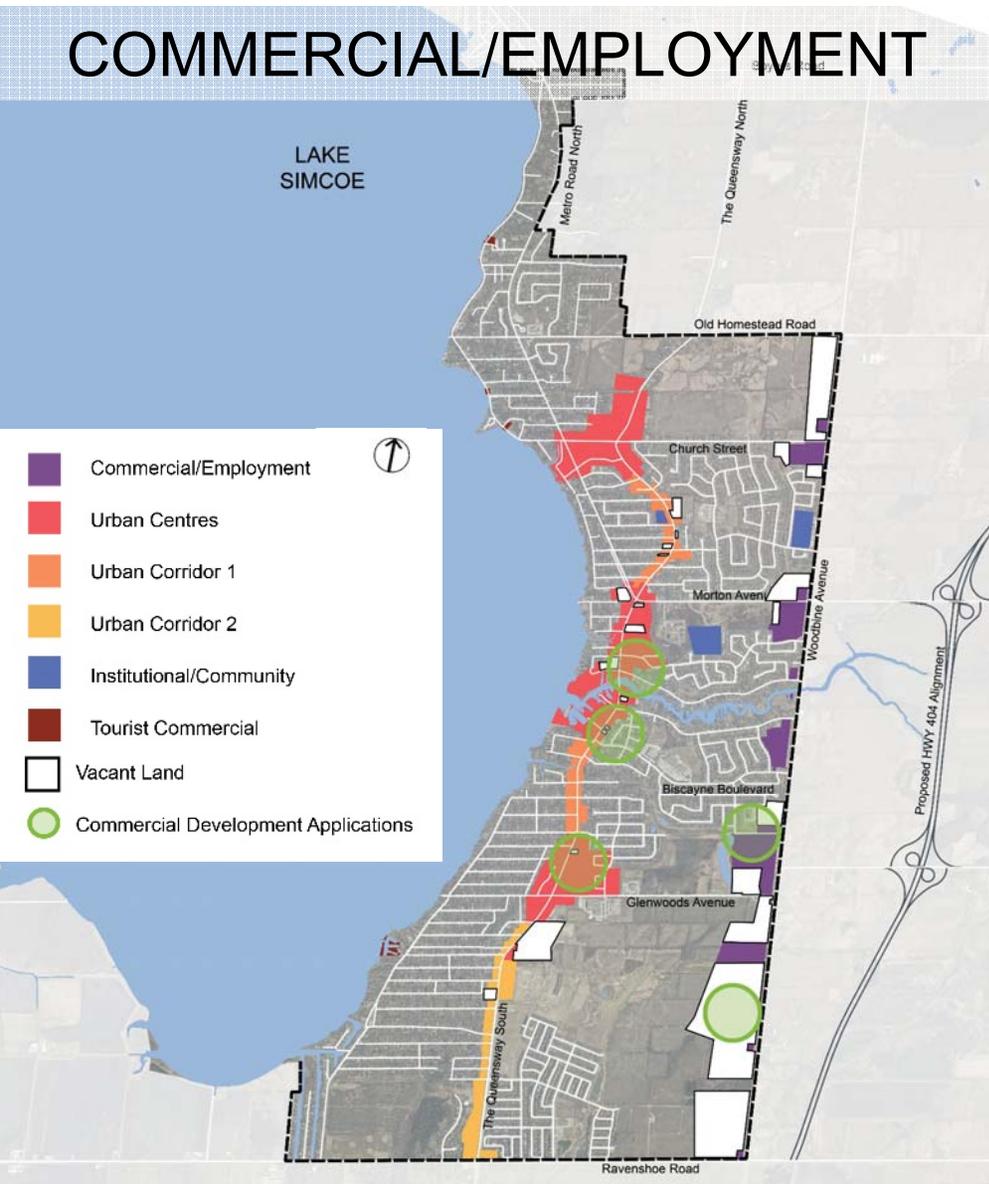
## Opportunities

- 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

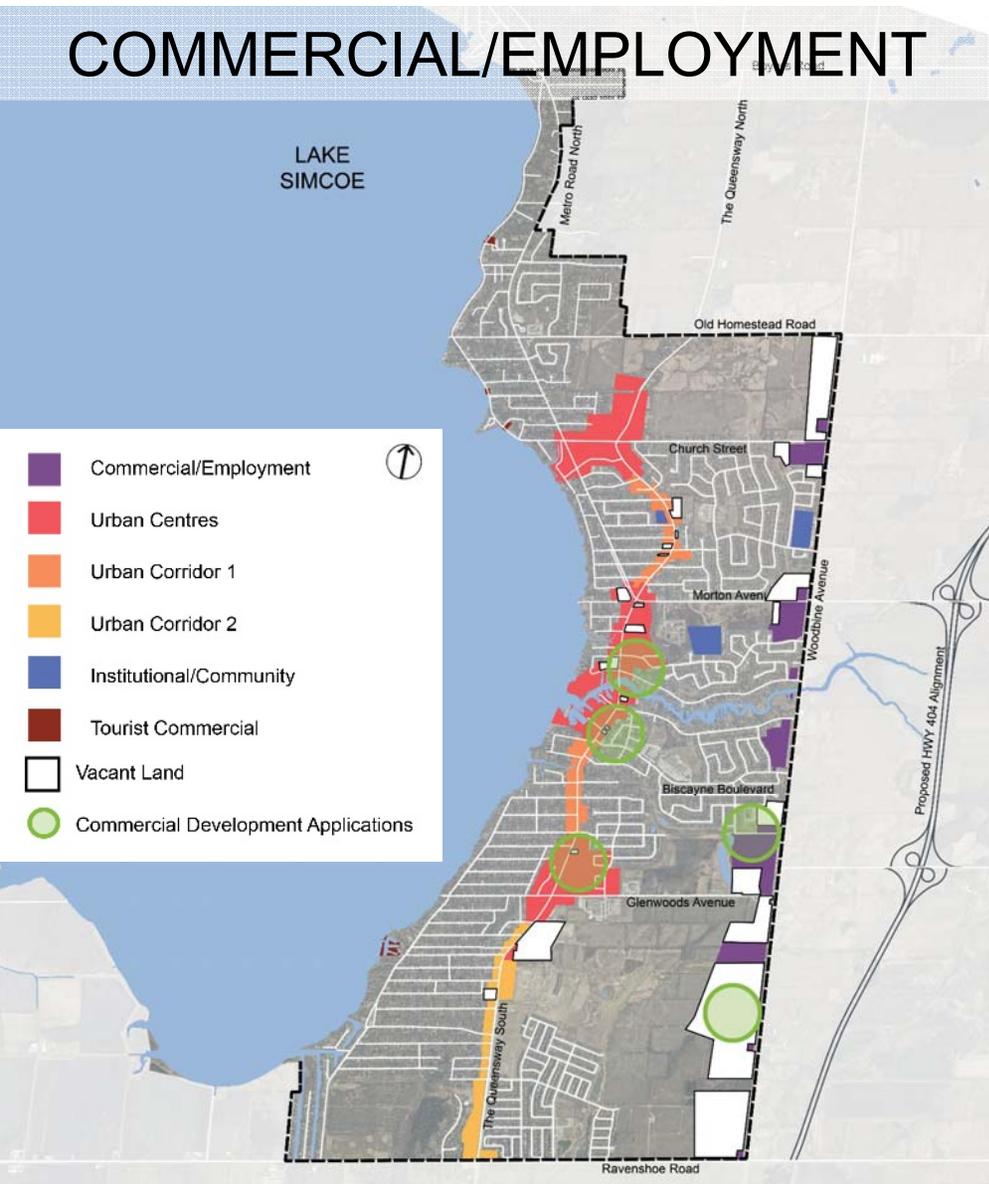
# COMMERCIAL/EMPLOYMENT



## Opportunities

- Expected to account for 66% of the Town's growth from 2019 to 2041; just over **15,000 new residents**.
- Currently **97,242 m<sup>2</sup> (1,046,700 ft<sup>2</sup>)** of retail/service commercial space, with nearly 50% on Woodbine Avenue - **commercial vacancy rate is 2%**.
- Currently **2.9 m<sup>2</sup> (31 ft<sup>2</sup>) of retail/services space/person**, below average. Much of shopping by local residents likely occurs outside of the community.
- 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**.

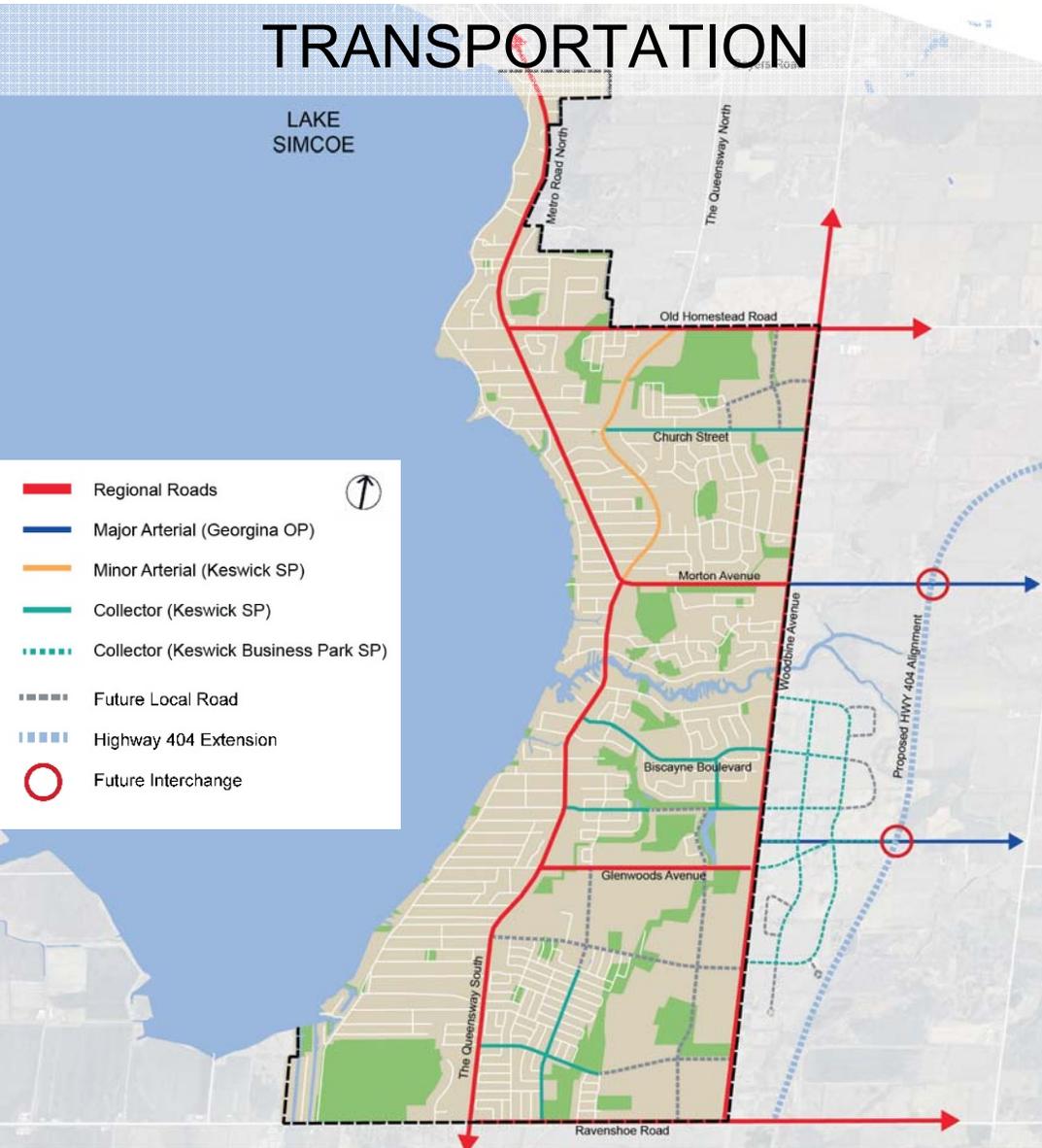
# COMMERCIAL/EMPLOYMENT



## 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**.

# TRANSPORTATION



## Road Network Context

- Existing: vehicle 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

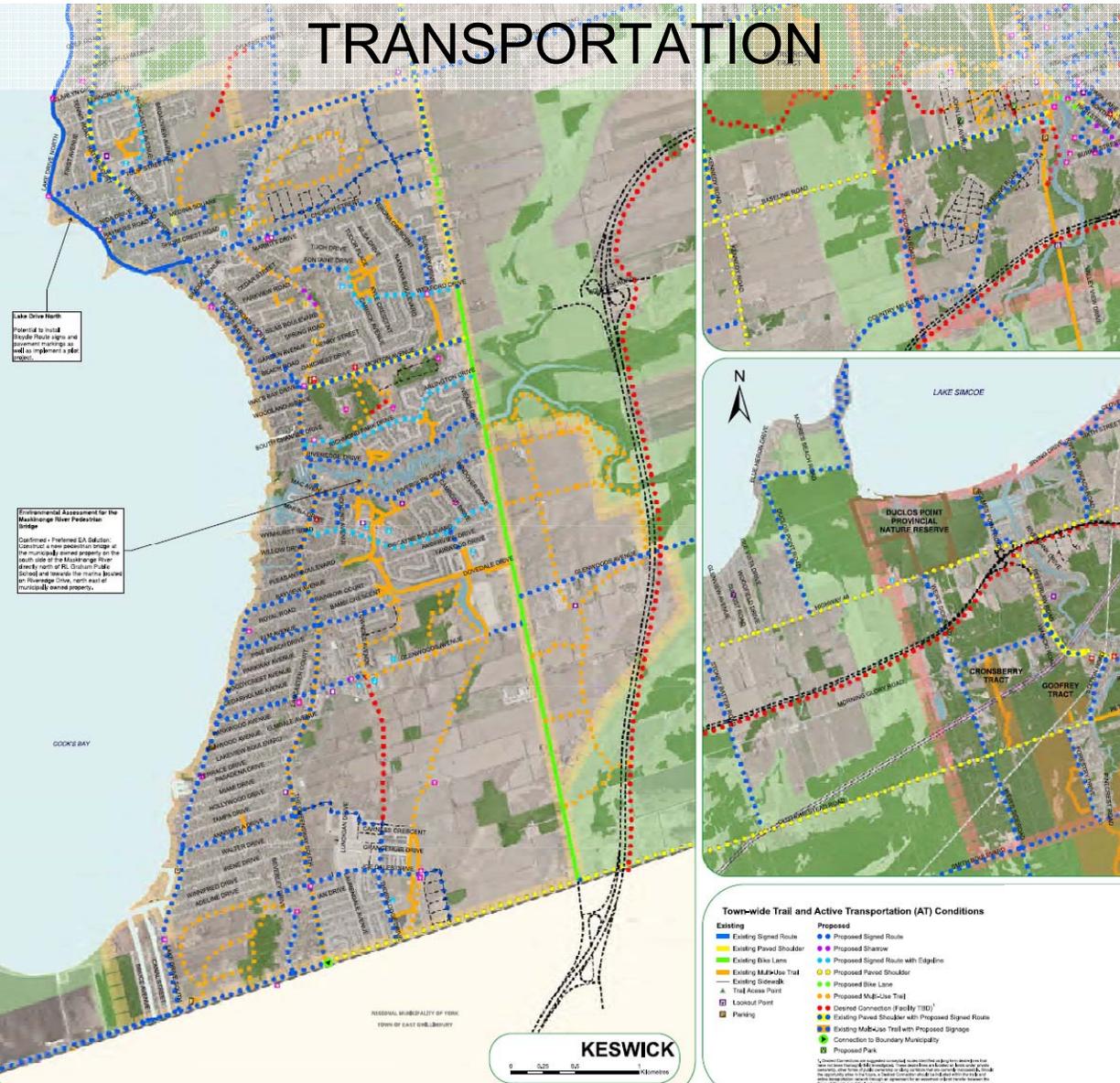
# TRANSPORTATION



## 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

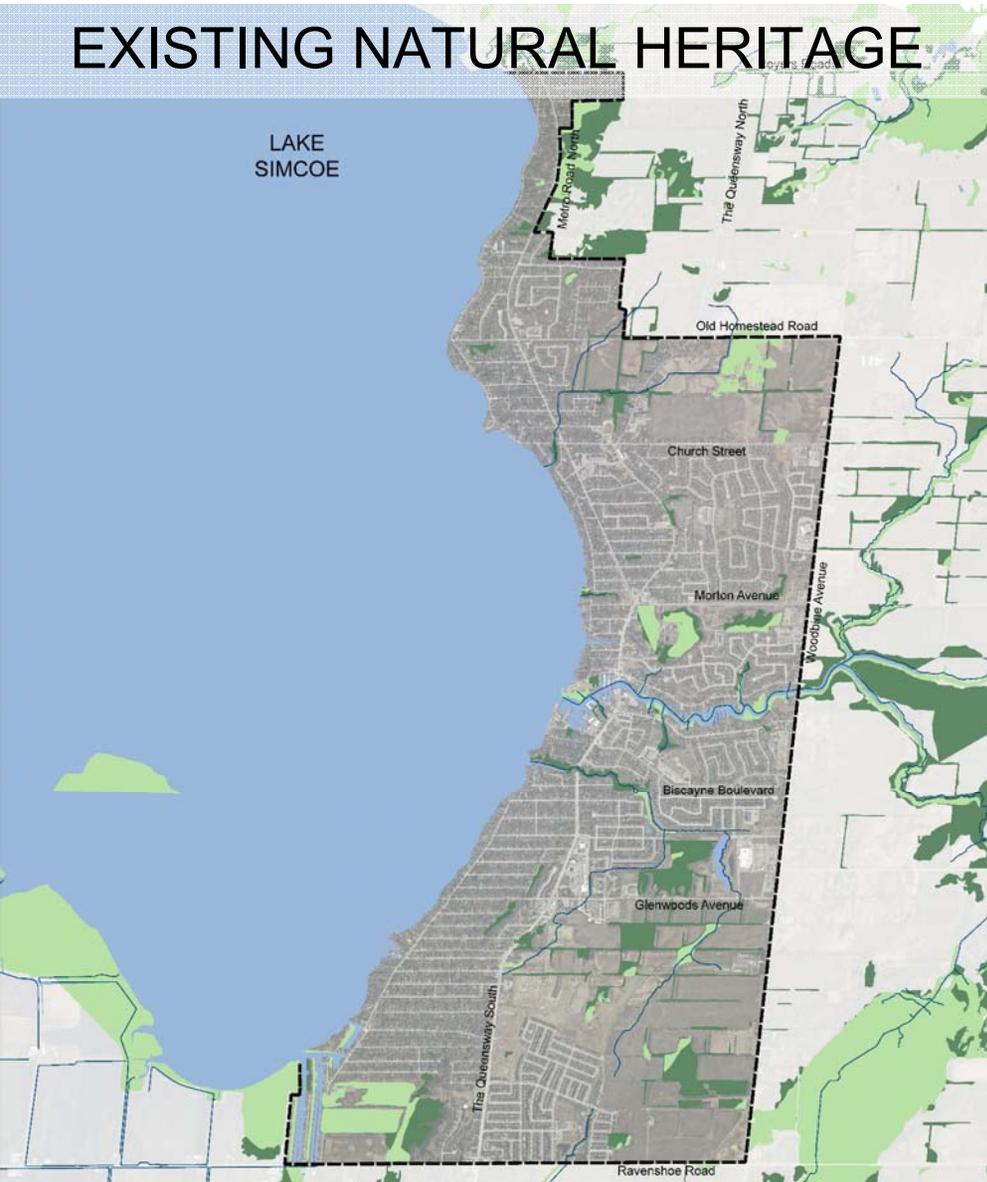
# TRANSPORTATION



## 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

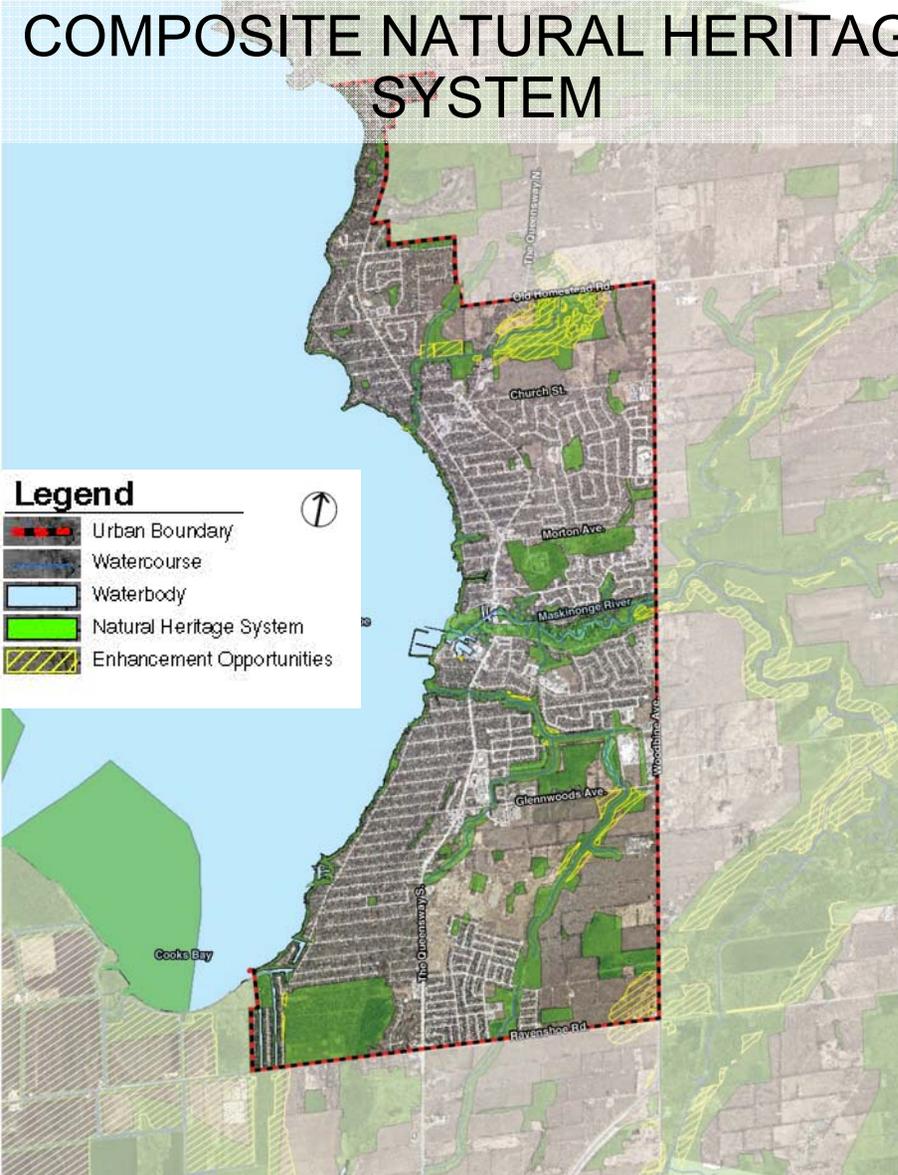
# EXISTING NATURAL HERITAGE



## 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.

# COMPOSITE NATURAL HERITAGE SYSTEM



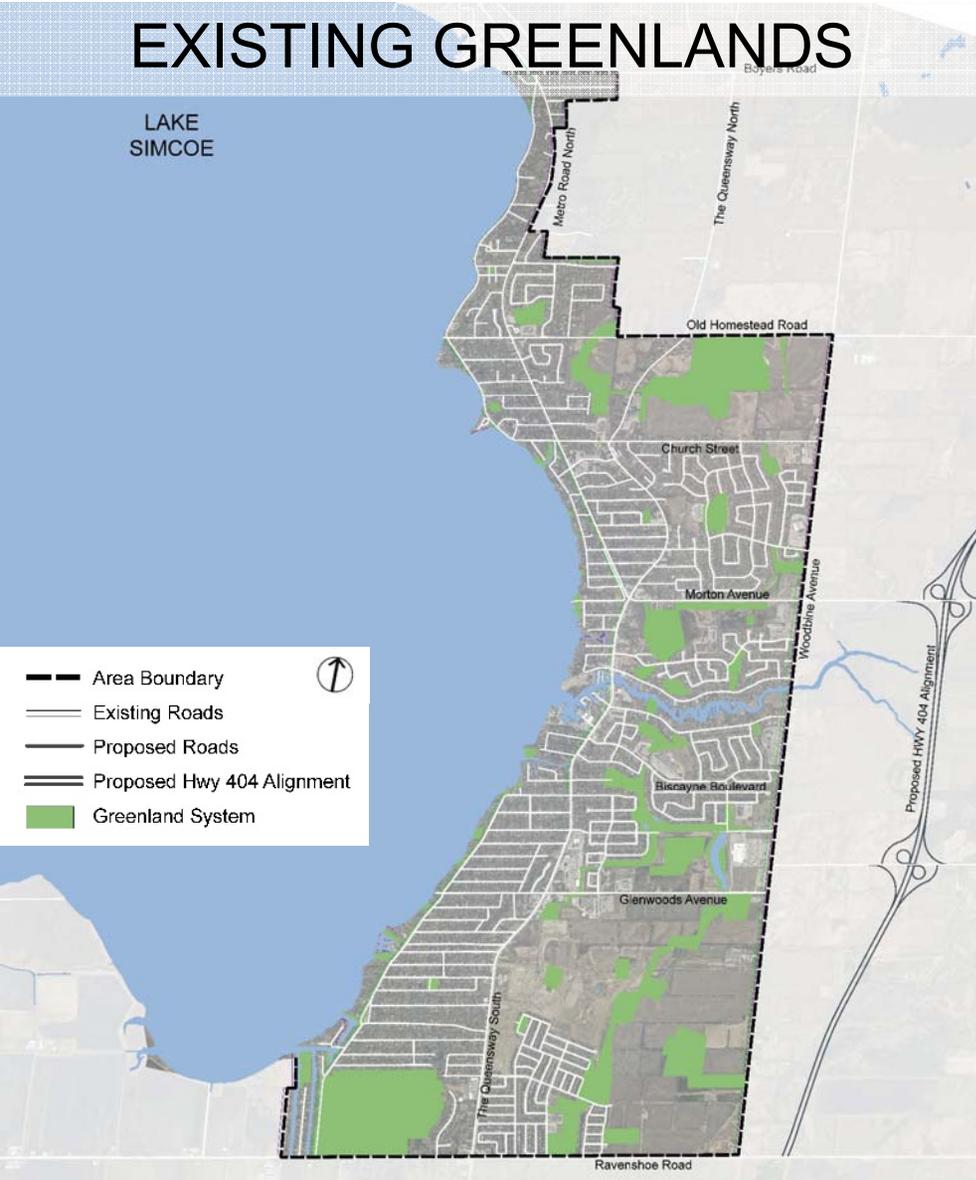
The **recommended Greenlands System** for Keswick includes key natural heritage and key hydrologic features plus corridor and floodplain enhancement opportunities.

## Challenges

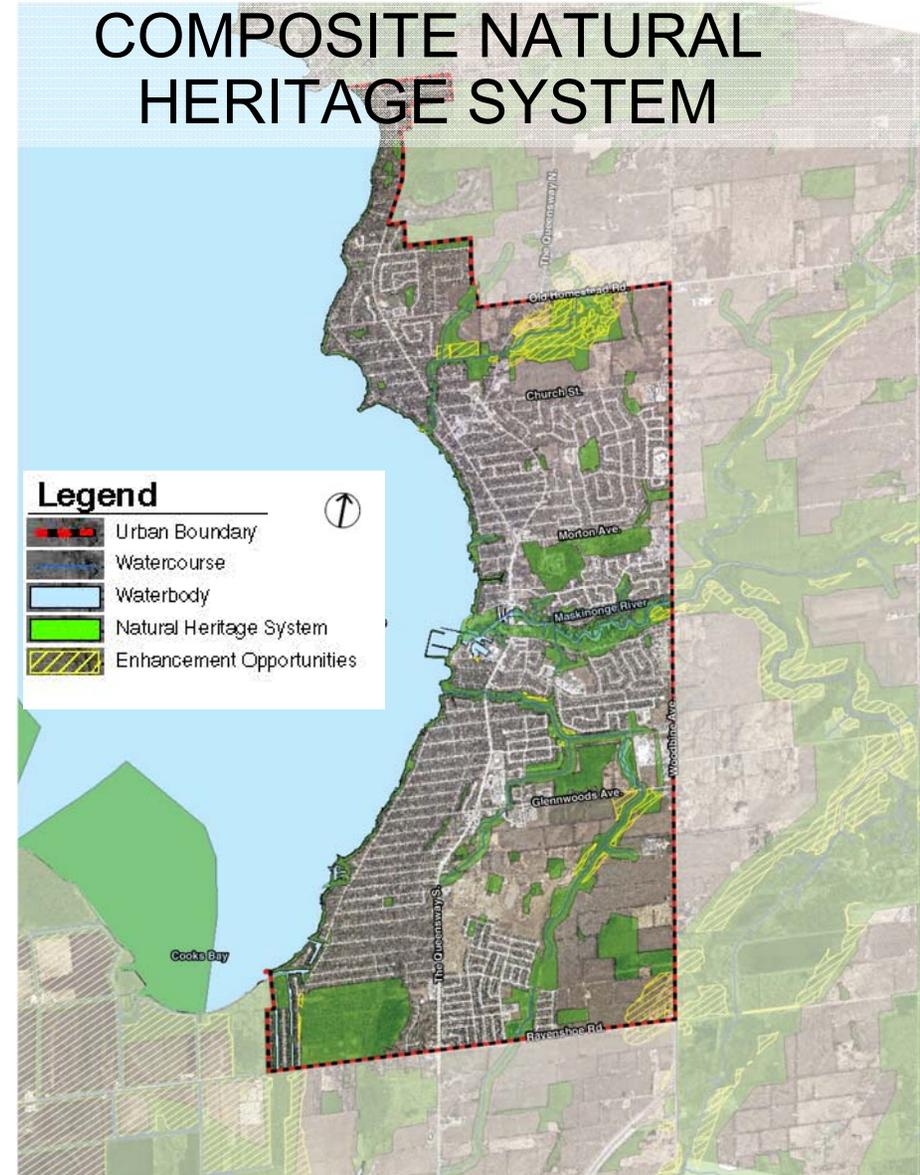
- Maintaining and enhancing **existing linkages** between Greenlands System features.
- Maintaining existing woodland and wetland habitat features, particularly **isolated and/or disturbed/degraded habitat** patches.
- Application of **ecological off-setting** to compensate for the removal of woodlands 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 GREENLANDS

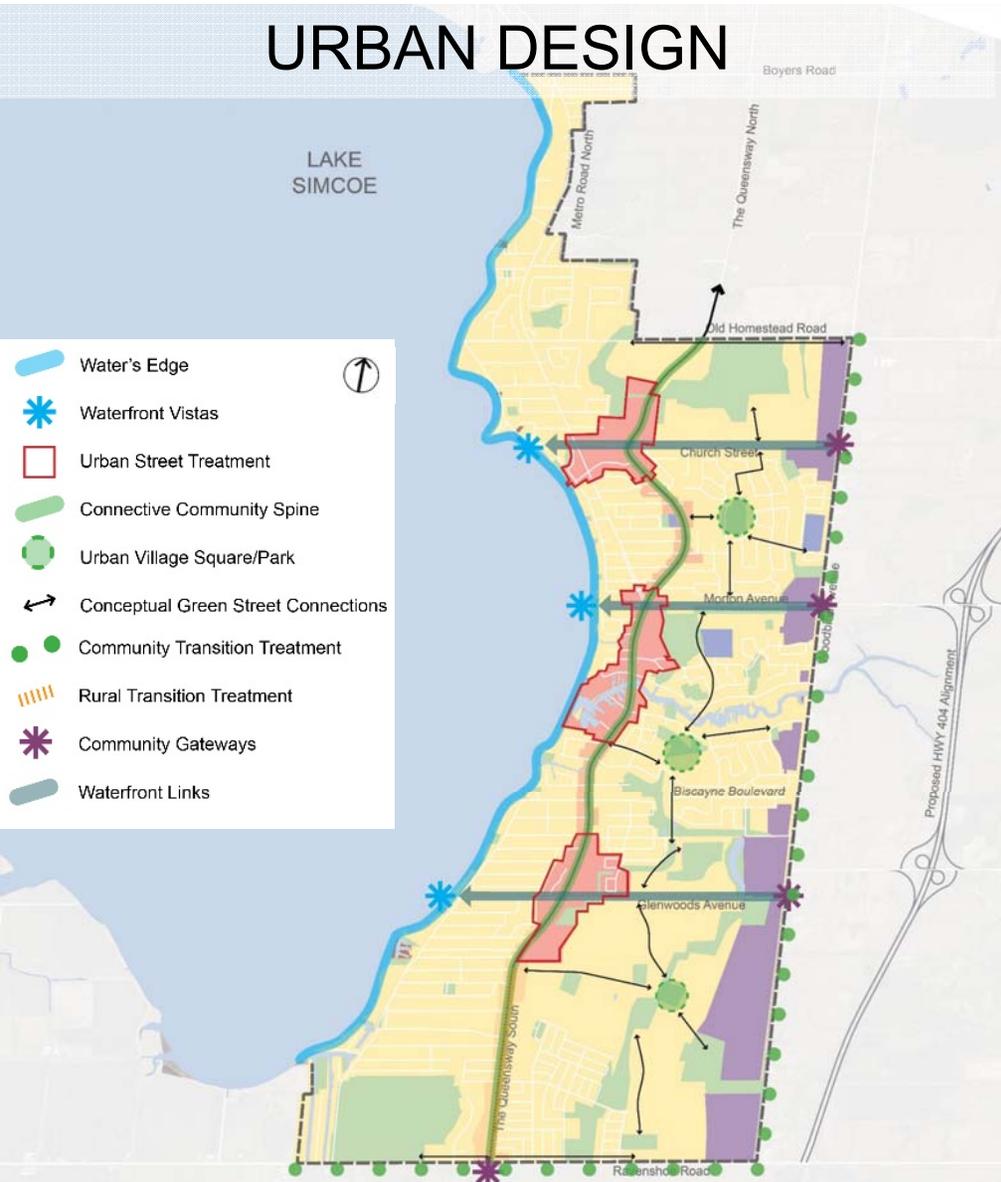
LAKE SIMCOE



# COMPOSITE NATURAL HERITAGE SYSTEM



# URBAN DESIGN



## Opportunities

- 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.



Examples of higher density residential and mixed use buildings



# EXISTING SECONDARY PLAN GOALS

1. To provide an efficient, healthy, attractive, safe, pedestrian-oriented, **accessible and barrier free** community for the present and future residents of Keswick;
2. To promote and strengthen **community identity**;
3. To ensure that new development is **environmentally sustainable**;
4. To ensure that new development is **integrated** with existing land uses in a logical, orderly and efficient manner;
5. To ensure that new development **meets the needs** of present and future residents of Keswick;
6. 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