



GEORGINA

Keswick Secondary Plan Review Phase 1 Status Update

Report DS-2020-0001

Pages 43-84 in the Council Agenda

January 15, 2020



Consulting Team

LEAD CONSULTANT

- The Planning Partnership – Policy, Growth Management, consultation and communications, and urban and architectural design

SUBCONSULTANTS

- urbanMetrics – commercial/employment land analysis
 - BA Group – Transportation demand management
 - Plan B Natural Heritage – Environmental policy and mapping
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Major Phases of a Secondary Plan Review

Phase 1: Background Research & Analysis

Phase 2: Issues/Options/Policy Directions

Phase 3: Drafting of the Plan



Steering and Technical Advisory Committees

Steering Committee

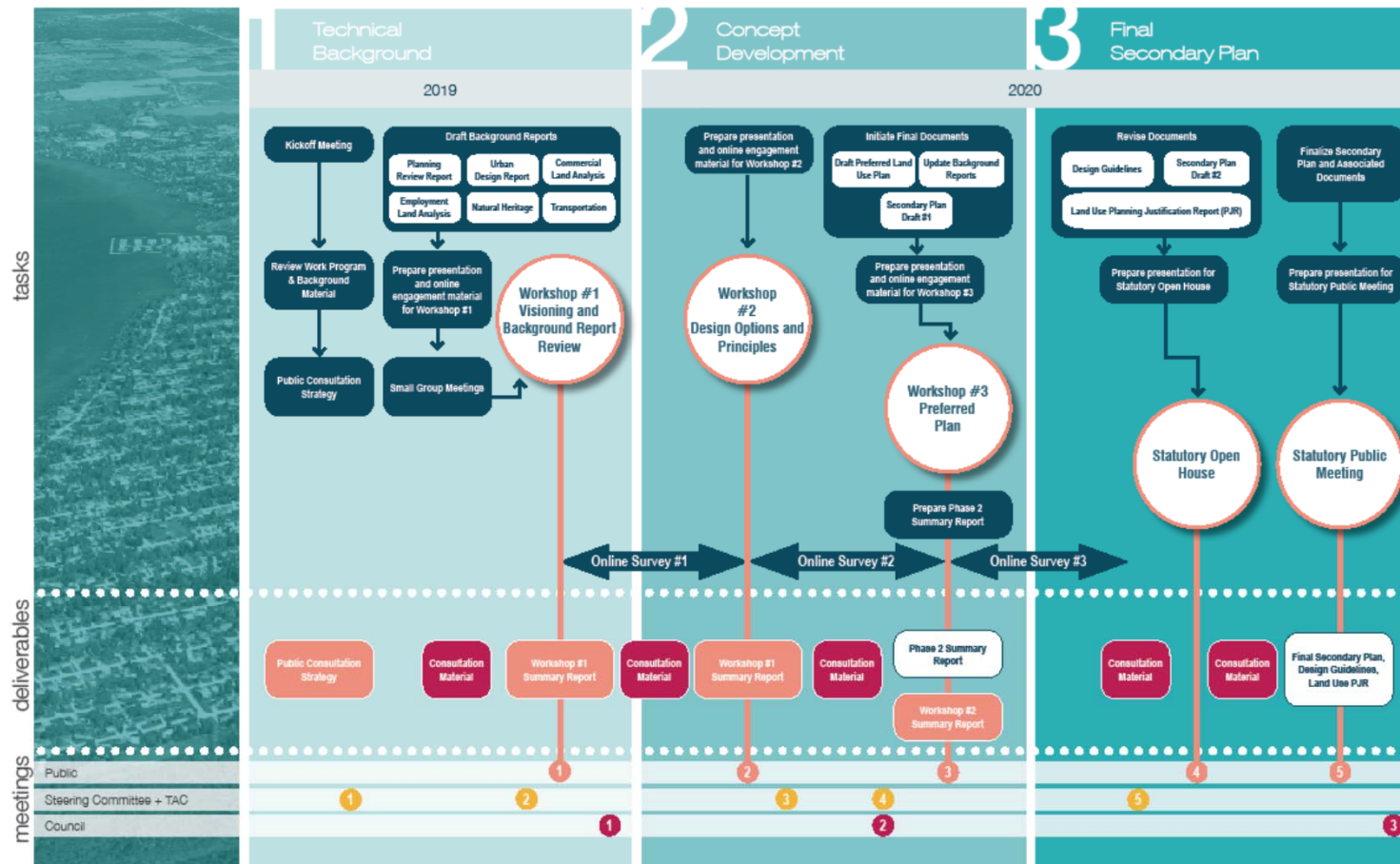
- 3 members of Council
 - Mayor Quirk, Councillor Waddington, and Councillor Fellini
- 4 public members

Technical Advisory Committee

- Representatives from Town Departments, York Region and Lake Simcoe Region Conservation Authority
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Work Program

Graphic Work Program





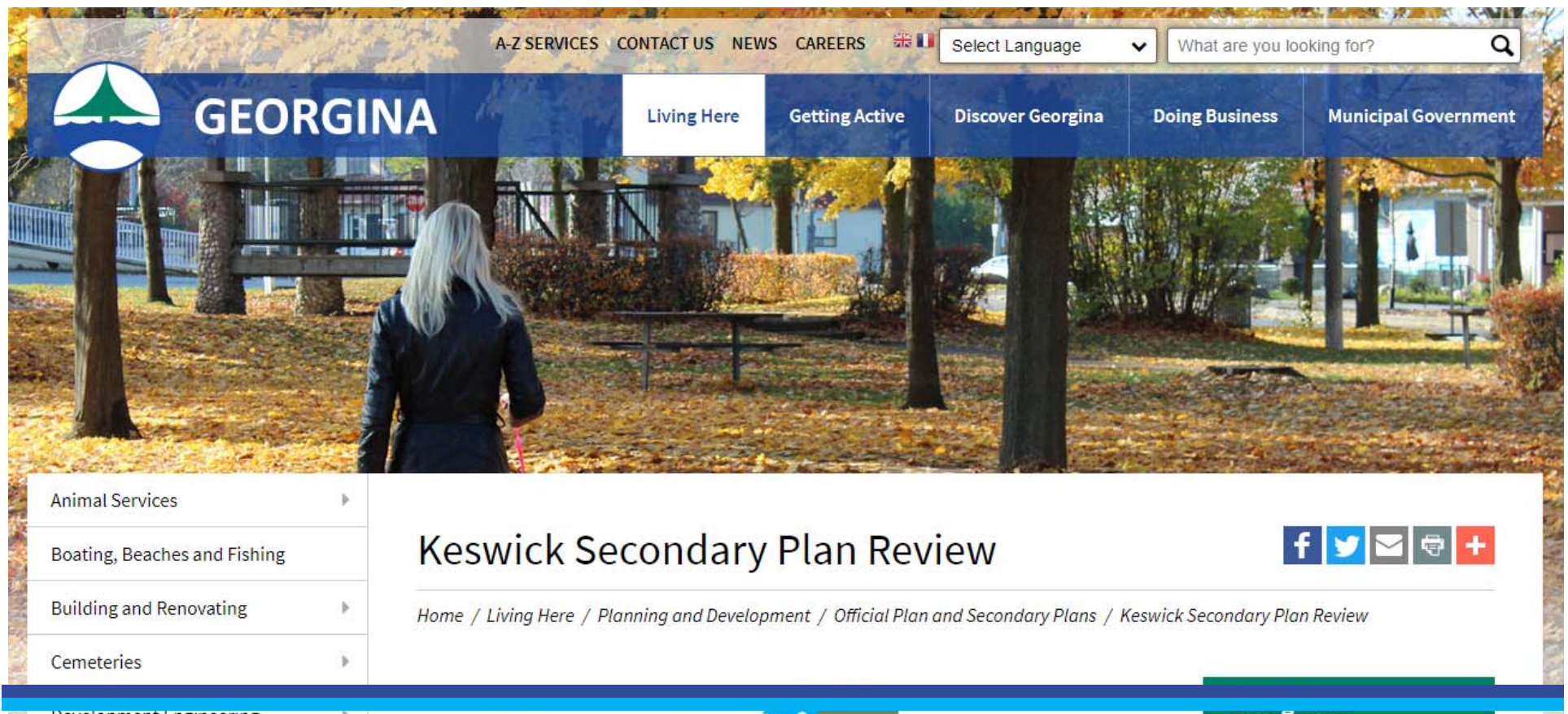
Community and Stakeholder Engagement Strategy

- Strategy establishes a framework for public consultation
- Identifies:
 - Consultation Goals
 - Key Messages
 - Key Stakeholders
 - Methods of Communication
 - Phase-by-Phase Consultation Breakdown



Dedicated Webpage and Email Address

- www.georgina.ca/KSPR
- kspr@georgina.ca





Project Wordmark

Plan 
Keswick





Background Reports

- Planning Policy and Growth Management Review
 - Commercial and Employment Land Analysis
 - Transportation Review
 - Natural Environment Report and Mapping
 - Urban and Architectural Design Guidelines Annotated Table of Content
 - What We Heard Report #1 – Phase 1 Public Consultation
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Public Engagement Opportunities

- “My Keswick is...” Postcard Campaign
 - Seek input on a new vision
 - Focus Group Discussions
 - Environment, Business, Housing, and Transportation
 - One-on-One Meetings with Developers/Major Landowners
 - To understand future planned development within Keswick
 - Workshop #1 – Visioning and Background Report Review
 - Presentation and interactive round-table workshop
 - Survey #1 – Vision Statement and Guiding Principles
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Next Steps



KESWICK SECONDARY PLAN REVIEW

INVITATION TO PUBLIC WORKSHOP #2

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

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

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

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

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

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

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

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

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

Tolek Makarewicz, MCIP, RPP
Senior Policy Planner
Town of Georgina
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