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Project Name: Keswick Secondary Plan
Project No.: 2143
Date: Tuesday, June 1, 2021
Subject: Keswick Secondary Plan Summary Report

The Phase 2 Summary report outlines the work that has been conducted to date and a summary of what we have heard throughout the consultation process in Phase 2 of the Keswick Secondary Plan. It also provides an overview of the key changes in the Draft Secondary Plan and outlines key directions.

Workshop #2: Design Options and Principles

A public workshop was held on Saturday, January 18, 2020. The workshop was three hours long, and approximately 25 participants attended. A presentation was given that summarized the input received to date and the draft vision and guiding principles, followed by an introduction of the three focus areas that were the subject of the workshop activity. The presentation was followed by an interactive workshop activity where concepts for the focus areas, and urban design and architectural control guidelines for development throughout Keswick, could be openly discussed. The design input for each of the focus areas yielded the following suggestions – for Focus Area 1 (Woodbine North of Ravenshoe), participants noted a preference for higher density development and smaller scale retail, live/work, and light industrial uses along the Woodbine Avenue corridor. The need for seniors housing and design approaches that facilitate safe animal movement across and under the roadway were also mentioned. With regards to Focus Area 2 (Woodbine North of Church), improving street, parks and open space connections, cultivating pedestrian networks and diversifying land uses and built forms were the key topics of discussion. Finally, in Focus Area 3 (The Queensway South of Glenwoods), the importance of increasing heights and density at the intersection of The Queensway and Glenwoods and respecting the character and natural heritage features of the area, as well as the residential uses nearby, were points of conversation.

Online Survey #2

Online survey #2 was launched to gather public feedback on the land use and design concepts created in collaboration with members of the public at Workshop #2. The survey was launched through the Metroquest Platform and ran from February 24, 2020, to April 15, 2020. There were 74 respondents, producing 1334 total data points. With regards to Focus Area 1 (Woodbine North of Ravenshoe), respondents desired more shopping, commercial establishments, affordable housing and low-rise buildings on Woodbine; as well as the retention of wildlife corridors, connection of development with public/open space, and facilitating pedestrian-oriented streetscapes. In Focus Area 2 (Woodbine North of Church), respondents noted a preference for apartment style living with green space and community gardens, housing adjacent to mixed use areas, the relocation of bicycle paths to smaller and less busy streets and were in support of building heights exceeding 6 stories. The desire to incorporate a nature reserve into natural areas to keep wetland intact was expressed, along with public education regarding stormwater and habitat. Finally, in Focus Area 3 (The Queensway South of Glenwoods),



respondents stated the need to ensure that human scale is maintained at street level for taller buildings, that lighting and safety for trails are considered, and that development on Queensway is dedicated for use by a multitude of users, not just residents (i.e., it should be a gateway to the waterfront and a destination).

Steering Committee Meeting #3

The third meeting for the Steering Committee was held on February 26, 2020. At the meeting, a work plan update was provided, the results of online survey #1 were shared, and an overview of workshop #2 was presented. In addition, two roundtable discussions were facilitated. The first was regarding the draft vision and guiding principles. The second discussion pertained to the outcomes of workshop #2. The discussions were facilitated with questions regarding whether or not the committee believed the draft vision and guiding principles appropriately reflected the preferred future development of Keswick, if the committee agreed with the direction of the workshop concepts, and what may be missing or should be changed. Finally, next steps were outlined, which included the ongoing survey #2, continuing work on the first Draft of the updated Secondary Plan and Urban/Architectural Design Guidelines, and an update of background reports (as needed).

Steering Committee Meeting #4

The fourth meeting for the Steering Committee was held on August 11, 2020. At the meeting, a work plan update and review of what has been done to date were provided, York Region's Municipal Comprehensive Review was discussed, and the Draft Secondary Plan and Draft Urban and Architectural Design Guidelines were presented, which included a brief overview of the key changes. Following, a roundtable discussion was facilitated. In this discussion, comments were made regarding the need to ensure that guidelines contribute to the heritage and character of Keswick, the need to strike a balance between providing affordable housing and quality design, concerns that opportunity for intensified development along Woodbine may take away development demand from The Queensway corridor, and the desire to establish a more respectful and fine grain urban fabric in areas with single-detached houses adjacent to mixed-use and commercial districts. The meeting concluded with a presentation of the next steps, which included refining the draft secondary plan for public release, preparing a report and presentation for Council, the preparation of consultation materials, workshop #3 and conducting online survey #3.

Steering Committee Meeting #5

The fifth meeting for the steering committee was held on October 15, 2020. The purpose of this meeting was to present an overview of the proposed revisions to the draft secondary plan in anticipation of public release and to request the Steering Committee to recommend to Council that the Draft Keswick Secondary Plan, as revised, be released to the public for review. At the meeting, a summary of "What We've Heard" was shared, outlining comments received from a range of sources. The comments covered a wide range of topics and levels of detail, from looking at the foundational growth management numbers to detailed revisions to individual policies. All comments were reviewed and considered, resulting in an improved Draft Secondary Plan appropriate for formal public and agency review and comment under the Planning Act. Eight major changes to the Draft Secondary Plan were also presented, which included:

1. Clarifying the relationship between the Secondary Plan and the Official Plan;



2. Establishing key differences between the Secondary Plan and Urban Design and Architectural Control Guidelines;
3. Clarifying growth management numbers;
4. Managing the scale of built form;
5. Defining the Greenlands System;
6. Addressing the Cook's Bay Shoreline and Maskinonge River;
7. Defining public service facility terminology; and,
8. Establishing neighbourhood supportive uses.

The next steps included finalizing the public Draft Secondary Plan (including Guidelines and Schedules), preparing the layout, presenting to Council for public release, releasing a Draft for public and agency review, and conducting a public workshop after the release.

(Note: this meeting was not included in the original work plan)

Council Report & Presentation

On November 11, 2020, a presentation was made to Council to introduce the Draft Secondary Plan prior to its public release, and also fulfilling the requirements set out in Section 26(3) of the Planning Act. The presentation provided a work plan update and work done to date summary, which included the previously noted consultation events and the preparation of the second Draft Secondary Plan for public review. An overview of the Draft Secondary Plan and Draft Urban Design and Architectural Control Guidelines was then presented. The presentation concluded by outlining the next steps, which included the public release of the Draft Keswick Secondary Plan for public and agency review, and the facilitation of public workshop #3 and online survey #3.

Overview of the Publicly Released Draft Secondary Plan

The purpose of the Keswick Secondary Plan is to manage growth and development, while ensuring a high quality of life for present and future residents. The Draft Secondary Plan included the following updated vision:

“Over the next 20 years, Keswick will become a more complete, healthy and vibrant community, balancing its existing lakeside character with new development that meets the community’s employment, shopping and entertainment needs, and provides more rental and affordable housing to support a diverse population. As Keswick evolved, new development and investment will prioritize the creation of a stronger sense of community, a well-connected and multimodal transportation network, the protection of natural areas and a commitment to environmental sustainability and resiliency.”

Eight guiding principles were also outlined:

Principle 1: To develop as a complete, healthy, attractive, safe, inclusive and accessible community for the present and future residents of Keswick.

Principle 2: To ensure a balance of low, medium and high density and mixed-use development and intensification to meet the Town’s growth targets and provide a full mix and range of housing options, including affordable and rental housing.



Principle 3: To promote and strengthen community identity and cohesion by supporting mixed use community nodes, a high-quality public realm and stronger connections and public access to the Lake Simcoe shoreline.

Principle 4: To ensure that new development contributes to building resiliency, reflects efficient land use patterns and mitigates the impacts of climate change.

Principle 5: To ensure that new development is integrated with existing land uses in a logical, orderly and efficient manner, and is coordinated with planning for transportation and municipal services.

Principle 6: To ensure the provision of an accessible, efficient, connected and multimodal transportation network, that supports pedestrian-oriented environments and gives priority to the creation of complete streets and the provision of active transportation and transit infrastructure.

Principle 7: To ensure that Keswick develops in a manner that promotes a competitive and adaptable economic environment that protects for future employment generating activities, encourages investment, provides a diversity of business and employment opportunities and incorporates high quality broadband connectivity.

Principle 8: To protect the health and connectivity of the Natural Heritage System and Parks Network, including public parks, open space and natural heritage and hydrologic features and their functions.

The new Draft Secondary Plan was brought into conformity with provincial policies and plans, the Region's Official Plan and the Town's Official Plan and was structured around growth management, building a successful community, land use policies & designations, and providing sustainable services and infrastructure. Based on the vision and guiding principles, the Draft Secondary Plan also included a number of key changes:

- Updated approach to growth management and growth projections (i.e., projections to 2031);
- Updated policies around Additional Residential Units;
- Defined Urban Structure, which reflects the updated policies of the Growth Plan;
- Evolving role of Woodbine Avenue as a mixed-use high density corridor;
- Greater permissions for neighbourhood-supporting uses in Neighbourhood designations;
- Stronger focus on multi-modal transportation;
- Updated Natural Heritage System mapping and policy framework;
- Policy framework for lands along Lake Simcoe and the Maskinonge River; and,
- Lake Simcoe shoreline and source water protection policies.

Workshop #3: Preferred Plan

On December 3, 2020, workshop #3 was held with the general public to allow the opportunity for individuals to provide input on the Draft Keswick Secondary Plan and the Draft Urban Design and Architectural Control Guidelines. The workshop was facilitated virtually at two different times – 1:30 PM and 6:30 PM. The presentations yielded 24 and 18 public attendees, respectively, as well as staff, Councillors and Steering



Committee members. The presentation followed the structure of the presentation given to Council and concluded with the next steps, which now included the commencement of Phase 3 (i.e., the Final Secondary Plan). After the presentation, attendees were invited to share their thoughts.

In the discussion following the first presentation, the following key themes were present in the questions, concerns and thoughts of attendees: the need for enhanced natural heritage and trail systems, more shopping options in Keswick to ensure residents do not need leave the community to access amenities, and more housing opportunities and types in existing neighbourhoods. Concerns were raised regarding the focus on marinas and tourist areas, the development of the Keswick Business Park and related property tax concerns, natural heritage systems mapping and existing studies, and mixed-use corridor requirements. Attendees also asked for more clarity and/or direction on density calculations, requirements for the development area plans, and certain types of built forms (e.g., back-to-back townhouses, live work units, etc.).

In the discussion following the second presentation, the following key themes were present in the questions, concerns and thoughts of attendees: the importance of parks, waterfront parks and access for residents; the preference for greater acknowledgement of seasonality (e.g., snowmobiles, boating, etc.); concerns about road ecology (i.e., the relationship between roads and the environment); and questions regarding density and timing of plan implementation.

Keswick Secondary Plan Primer

The Keswick Secondary Plan Primer was released in January 2021 in place of the previously planned online survey. Given that the project team was seeking input on a relatively complex draft policy document which would be difficult to fully address through a brief survey, the project team decided that this would be a more effective consultation tool. The intention of the primer was to support the public in providing comments and feedback on the Draft Secondary Plan in a user-friendly format. The Primer provided information on what a secondary plan is and its role in Town decision-making, how to read it, what to consider when making comments and how to submit the comments to the Town for consideration (see the attached).

General comments and themes gathered from public feedback received following Workshop #3 and the release of the Primer relate to the following:

- The desire for a greater mix of uses, including medium and high density residential and commercial uses, and limiting low-rise development;
- Request that mixed use policies be permissible, rather than mandated;
- The need for clarity with regards to the growth management timeline and targets (i.e., to 2031/2041), the definition of intensification, and the approach to greenfield density;
- Clarity with respect to the relationship of hazardous lands to the Environmental Protection designation;
- Concern that there is an over-designation of parkland;
- Objection to the designation of Environmentally Protected Areas, and an objection to the expansion of natural heritage; and,
- Traffic concerns, particularly concerns about traffic congestion and the occurrence of disorderly roadway behaviour as a result of a reduction of space for motorists.



Meeting with the Chippewas of Georgina Island

On February 1, 2021, a meeting was held with the Chippewas of Georgina Island. At this meeting, a work plan update and work done to date summary was provided, followed by a presentation of the Draft Secondary Plan and Draft Urban Design and Architectural Control Guidelines. The presentation concluded with an outline of next steps, including assembling, reviewing and responding to all comments received; revising the Draft Secondary Plan, where appropriate, as part of Phase 3 (i.e., Final Secondary Plan); releasing the revised third Draft Secondary Plan, and hosting a statutory Public Open House.

(Note: this meeting was not included in the original work plan)

Phase 3: Key Directions

Based on the feedback received over the course of Phase 2, the following are key directions to be considered in the preparation of the Final Secondary Plan in Phase 3:

- Provision of a greater mix of uses to ensure Keswick is a viable complete community;
- More opportunities for diversified housing types and built forms;
- Protect and enhance existing natural heritage, trail networks and character of the area;
- Ensure that the needs of all travel modes, including pedestrians, cyclists and motorists are appropriately accommodated; and,
- Maximize connectivity, specifically between streets, parks and open spaces.

Town Seeks Comments

Draft #1 Keswick Secondary Plan (November 2020)

Over the last year and a half, the Town has undertaken extensive public consultation in the form of in-person and virtual public workshops, online surveys and emailed comments. The feedback received through this consultation has been considered in the creation of Draft #1 of the Keswick Secondary Plan. The information below is provided to assist you in understanding what a secondary plan is, how to read it, what to consider when making comments, and how to submit your comments to the Town for consideration.

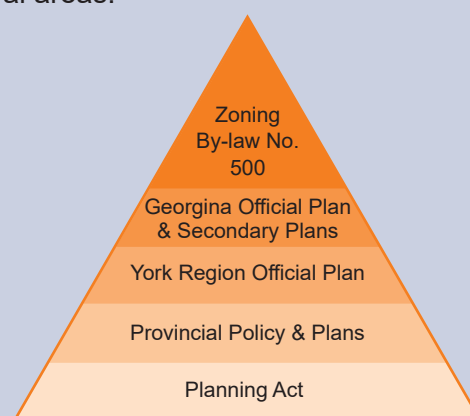
To provide comments email kspr@georgina.ca or see below to speak with a member of the project team.

What is a Secondary Plan?

A Secondary Plan is a long-range planning document that includes detailed policies to guide development within a specific community. Secondary Plans form part of Town-wide Official Plans and include policies related to things such as where different land uses are permitted, the height and density of development, and the protection of natural areas.

Hierarchy of Planning Policy

It is important to understand that planning in Ontario takes place within a multi-level policy hierarchy, as shown to the right. This means local Official Plans and Secondary Plans are required to include certain Provincial and Regional policies. Local Zoning By-laws are the primary tool used to implement the policies and permitted uses in local Official Plans and Secondary Plans.



What is the impact of the Secondary Plan?

All decisions made by the Town of Georgina are required to conform to the policies of the Official Plan, and related Secondary Plans. This includes decisions made by the Town on both Town-initiated projects and private development applications.

Tips for making effective comments

ALL comments received on this draft Secondary Plan will be **carefully reviewed, considered and responded to** by the project team. It should be noted that we cannot make every requested change given that we have to weigh a lot of competing interests and provincial and regional policy requirements. To help us understand your comments, please consider the following:

Be as specific as possible. Let us know **which policy, or which policy section**, you were looking at when you made your comment. This helps us in two ways: **(1)** it lets us know the context of the change you are requesting; and **(2)** a similar policy to what you're asking for may already be in the draft Secondary Plan, and we want to avoid thinking that maybe you just didn't see it.

EXAMPLE 1: *"In policy 6.2.2 a), you should change it to include..." or "Section 4.2.3: Air Quality is missing a policy about..."*

EXAMPLE 2: A comment such as *"Section 7.1.1 a)-c) is confusing and needs to be clarified, maybe the term XXX should be defined"* is easier to understand and respond to than a comment such as *"Parts of this draft Secondary Plan are confusing and more terms should be defined"*.

What's in the draft Secondary Plan and how is it organized?

1.0 Basis of this Secondary Plan

How to read the Secondary Plan and how it relates to other planning documents.

2.0 Vision and Guiding Principles

The future that the draft Secondary Plan is intended to achieve.

3.0 Growth Management

Policies to address:

Density

Intensification

Where Growth is Directed

4.0 Building a Successful Community

Policies to address:

Economic Development

Housing

Sustainability/Climate Change

Cultural Heritage

Lake Simcoe Protection

Source Water Protection

Community Design

5.0 Land Use Policies

Policies to regulate specific land uses which apply regardless of the designation the land use is located in. An example would be policies related to low rise residential uses, which are permitted in various designations. This section also includes general policies that apply to all designations. An example would be policies related to land uses which are prohibited in all designations.

6.0 Land Use Designations

All lands in Keswick are regulated by a specific land use designation, based on the type of development that is intended to occur. This section outlines all the land use designations in Keswick, as well as 'overlay' designations which add additional requirements to certain lands. Land use designations regulate what land uses are permitted, the scale of development and how development relates to its surroundings. The land use designations and overlay designations are mapped on **Schedules B and C** of the Secondary Plan.

Land use designations:

Urban Centres

Mixed-Use Corridor 1

Mixed-Use Corridor 2

Existing Neighbourhood

New Neighbourhood

Tourist Commercial

Institutional/Community

Environmental Protection Area

Parks and Open Space

Overlay Designations

7.0 Providing Sustainable Services and Infrastructure

Policies to address:

Transportation

Servicing

For example, this section includes specific policies related to roads, walking, cycling, trails, public transit, parking, sanitary sewage, water supply, and stormwater management.

8.0 Implementation

Tools available to the Town to implement the policies of the Secondary Plan.

9.0 Interpretation

Guidance is provided on how to interpret the Secondary Plan, including definitions of all *italicized* terms located throughout the Plan.

What should you be looking for? Hints for reviewing the draft Secondary Plan

TIP: If you can't find a policy addressing your issue, and are reviewing the electronic 'PDF' document, try the 'Find' function to search for key terms by clicking CTRL-F on your keyboard.

- > Think about **what land use planning-related issues are most important to you** and look for policies that address them. Are there any policies related to the issue? Do you think the strength of the policy and/or wording is appropriate? Does it apply to all of Keswick or to the correct location? Do you think achieving the policy is realistic?
- > If there are several issues that are important to you, are they all addressed? **Is there a potential conflict between them and if so, was the right balance found in the policies?**
- > Does the vision generally capture the type of **change you'd like to see for Keswick's future? What about the guiding principles?**
- > Does the growth management approach **make sense to you?**
- > If you are **interested in how a specific area or property may be developed over time**, take a look at Schedules B and C to find which land use/overlay designations apply, and then find the related policies in Section 6.0. Do you think that the range of permitted uses is appropriate? Do you agree with the intent for the area?
- > Are there any policies or sections that are **confusing or unclear?** Are there any **additional terms that should be defined?**
- > It's important that this Secondary Plan is **easy to understand and navigate for the residents of Keswick**. The design and layout are not final so let us know if you have any suggestions to make this document more readable.
- > If you're not sure about something in the draft Secondary Plan, or have any questions, get in touch with a member of the project team to discuss. Contact information is provided below.

**Thanks for taking the time to review Draft #1
of the Keswick Secondary Plan.**

Any Questions? Want to send in comments?

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Or contact:

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For more information and project updates,
check out our webpage:

georgina.ca/kspr