

# KESWICK Secondary Plan

Public Workshop #2  
January 18, 2020

The Planning Partnership | urbanMetrics | BA Group |  
Plan B Natural Heritage | Plan-it-Geographical

# AGENDA

## 9:30 PRESENTATION

1. Where are we – work plan update
2. What we've heard so far
3. Envisioning future development – 3 areas of focus
4. Precedents
5. Update of urban and architectural guidelines

## 10:00 WORKSHOP ACTIVITY

## 11:15 RESULTS OF THE WORKSHOP PRESENTATION

## 11:45 WRAP UP AND NEXT STEPS

tasks

deliverables

meetings

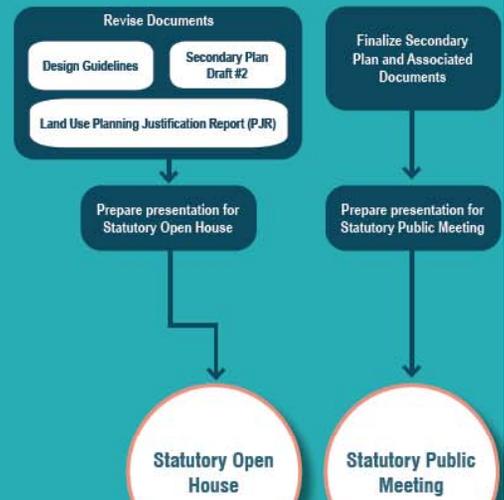
### 1 Technical Background

### 2 Concept Development

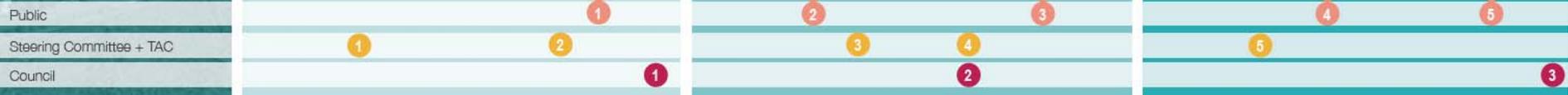
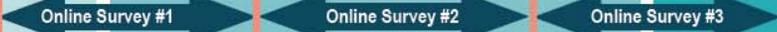
### 3 Final Secondary Plan

2019

2020



We are here



# WHAT WE HEARD – Public Workshop #1

On October 30<sup>th</sup> we held the first Public Workshop to provide an overview of our background review, discuss issues and opportunities and generate input on a new vision for Keswick.

**Public input is summarized below:**

## Transportation

- Enhance amenities, infrastructure and safety for active transportation
- Accommodate evolving needs (e.g. online shopping deliveries, electric vehicle charging)
- Traffic calming and higher quality streetscaping/greening
- Enhance transit connections
- Improve pedestrian connectivity over the Maskinonge River

## Commercial/Employment

- Provide greater range and choice for local shopping
- Encourage commercial uses on first floor
- Attractive/consistent street edge/facades
- Consider more mixed use development on Woodbine, south of Glenwoods
- Gateways along Woodbine
- More commercial along The Queensway with on-street parking
- Simcoe Ave as a higher density mixed use area or pedestrian mall

# WHAT WE HEARD – Public Workshop #1 cont'd

## Land Use

- Facilitate garden suites/accessory apartments
- Mixed use and mixed income opportunities
- Enhancing/beautifying green spaces, enhanced public access to Cooks Bay
- Focus growth/intensification in corridors and urban centres
- Develop as a stronger destination
- Policies to support green buildings and other sustainable development initiatives
- Increased rental housing options
- Stronger town centre structure with commercial and higher density residential
- More 4+ storey buildings
- Explore alternative parking strategies

## Natural & Cultural Heritage

- Ensure that flooding risks are considered in new development
- Explore increased use of low impact development and rock gardens
- Consider coordinating with beach committees to be more tourist inviting, open up memberships
- Update tree policy, ensure an appropriate tree replacement requirements
- Consider development impacts on wildlife
- Attract more skilled builders to construct more green, net zero buildings
- Protect cultural heritage and prevent replacement with sprawl

# WHAT WE HEARD – Public Workshop #1 cont'd

## Urban Design

- Community gateway at Woodbine/Ravenshoe
- Extension of Simcoe Street commercial west to lake
- Uniform building front and pedestrian mall (even if only for weekends)
- More public skating/swimming
- Promote residential infill, facilitate secondary suites
- Encourage passive energy design
- Allow for innovative design solutions for intensification
- Facilitate development of parkettes and enhanced street furniture
- Support restaurant uses with patios

# WHAT WE HEARD – Emailed Comments

## Summary of emailed comments:

### Opportunities

- Encourage more **rental buildings** within walking distance of commercial uses
- Opportunities for non-luxury 3+ storey condominiums
- Promote a town centre along Woodbine since too much low density housing along The Queensway
- Prioritize a complete community with local employment and shopping
- Support a traditional 'main street' to establish a heart for the community
- Preserve and enhance natural areas and trails

### Challenges

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

# KEY MESSAGES

- Encourage **mixed use development**
- Need more **places to shop**
- Need more **housing options**, including rental units to meet life cycle needs
- Want a **stronger town centre/corridors** to create a focus for the community
- Better support and **facilities for walking and cycling**
- Integrated open space system, which **mitigates flood risks**

# WHAT WE HEARD – Online Survey #1

Following the Public Workshop #1 in October, an online survey was launched to generate additional public input on a vision statement and guiding principles for the Keswick Secondary Plan.

## **101 Survey Responses**

- 74 social media
- 27 website

# WHAT WE HEARD – Online Survey #1 cont'd

How much do you agree with these phrases for Keswick's vision statement?

Strongly Agree/Agree

Vibrant community where you can live, work and play 89%

Protect natural features 86%

Improved transportation links for transit, pedestrians and cyclists 83%

Sustainable and resilient community 83%

Beautiful streets and public gathering spaces 82%

High-quality public access to the water's edge 80%

Meets employment, shopping and entertainment needs 69%

Higher density, mixed use development in appropriate locations 62%

Provides more rental and affordable housing options 60%

# WHAT WE HEARD – Online Survey #1 cont'd

**Please rank these phrases in order of preference.**

higher  
↓  
Combined ranking  
↓  
lower

- Vibrant community where you can live, work and play**
- Meets employment, shopping and entertainment needs**
- Protect natural features**
- High-quality public access to the water's edge**
- Beautiful streets and public gathering spaces**
- Improved transportation links for transit, pedestrians and cyclists**
- Provides more rental and affordable housing options**
- Sustainable and resilient community**
- Higher density, mixed use development in appropriate locations**

# WHAT WE HEARD – Online Survey #1 cont'd

Provide any additional words or phrases that should be captured in the vision statement for Keswick's Secondary Plan.

Lake, public waterfront,  
Georgina lakeside living

Community identity, town centre

Vibrant, thoughtful planning,  
consideration for all

Progressive

Indigenous

Community amenities,  
cycling infrastructure,  
parks

Family focused, focus on  
youth, building a better  
future

Employment options close to  
home, affordable for small  
business success

Diversity of attractions,  
sustainable tourism

Unique proximity to  
both city and lake

Environmental respect,  
long term vision

Diverse, welcoming, equitable, respectful

Protected forests, clean lake,  
sustainable, habitat protection

Cottage country,  
heritage, small town feel

Community on the water enjoying  
its natural heritage together

Faster progress,  
growth

An inclusive, ethical community  
for today and tomorrow

More housing choices,  
shopping and entertainment,  
complete community

Accessible,  
safe, healthy

# WHAT WE HEARD – Online Survey #1 cont'd

Tell us how much you agree with these phrases for Keswick's guiding principles.

Strongly Agree/Agree

Preservation of the natural heritage system	84%
Complete, healthy, attractive, safe, and pedestrian-oriented community	82%
Efficient development in new neighbourhoods with coordinated transportation and municipal services	79%
Efficient and accessible transportation including roads, transit routes, pedestrian, cycling and snowmobile routes	79%
Competitive economic environment	78%
Diversity in the supply of residential buildings, unit sizes and tenures to accommodate residents in all stages of life	72%
Promote intensification, infill and redevelopment within key areas with new development that is sensitively integrated with existing neighbourhoods and built-up areas	68%

# WHAT WE HEARD – Online Survey #1 cont'd

**Q5: Provide any additional words or phrases that should be captured in the guiding principles for Keswick's Secondary Plan.**

**Diversity is valued and affirmed**

**Connected community, technology and physical. Mixed use trails between communities**

**Visionary, environmentally aware and sensitive**

**Convenient, more retail and restaurants**

**Affordability, affordable rental**

**Simple and peaceful living**

**Cycling mecca, green space, MURC**

**Incorporate good planning principles**

**Accessible trail system, publicly accessible lakeside and river system trails/boardwalks**

**Attract employers, business friendly, tourism**

**Shop and live locally, develop a more centralized HEART of the town with a public gathering place**

**A place for everyone, equity, inclusion, supportive**

**Accessibility for seniors**

**Focus on creating public spaces on the water to provide waterfront community feeling**

**Less subdivisions and more infrastructure**

**Beautification and maintenance of lakefront, and older communities, desirable**

**Preservation of nature and beauty of Keswick, protect trees, lake, air quality**

# DRAFT VISION

Keswick will emerge as a **complete and vibrant community, balancing its small town charm** 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**.

Higher density, mixed use development along The Queensway and Woodbine Avenue, coupled with enhanced streetscaping and public gathering spaces, will establish a stronger sense of community. A **network of complete streets** improve transit for a multi-modal transportation network, **encouraging more active transportation and transit use**.

Keswick will **strengthen its connection to the waterfront** by ensuring that the place of public access are focal points, and an interconnected network of natural areas will meet recreational needs and **protect sensitive natural features**.

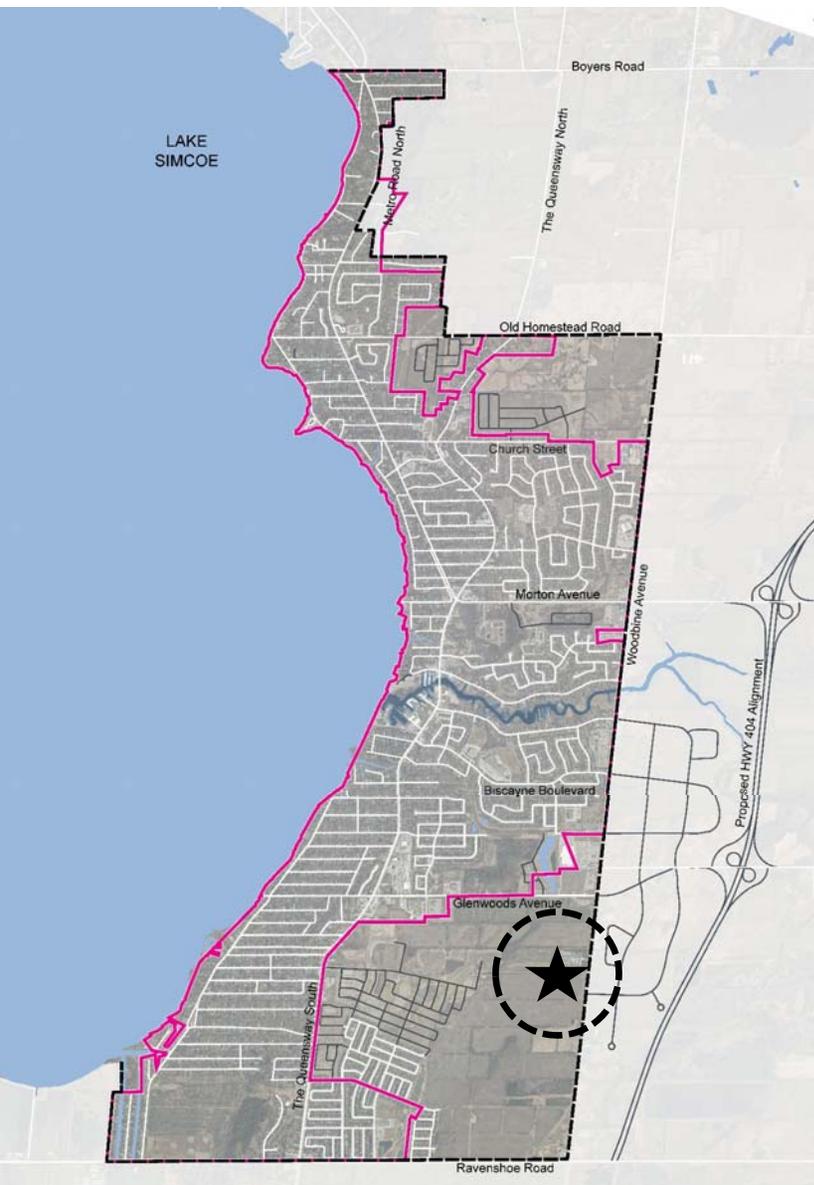
Green buildings and climate change mitigation strategies will contribute to a **progressive, more resilient and sustainable Keswick**.

# EIGHT DRAFT PRINCIPLES

1. To develop as a **complete, healthy, attractive, safe, inclusive, pedestrian-oriented and accessible community** for the present and future residents of Keswick;
2. To ensure a balance of greenfield 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;
3. To promote and strengthen **community identity and cohesion** by supporting mixed use community nodes, a high quality public realm and stronger connections to the waterfront;
4. To ensure that new development contributes to building resiliency, reflects efficient land use patterns and **mitigates the impacts of climate change**;

# DRAFT PRINCIPLES cont'd

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**;
6. To ensure the provision of an accessible, efficient, connected and multi-modal transportation network, that gives priority to the creation of **complete streets and the provision of active transportation and transit infrastructure**;
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 and provides a **diversity of employment opportunities**; and,
8. To protect the **health and connectivity of the greenlands system**, including key natural heritage and hydrological features and their associated functions.



# Envisioning Future Development

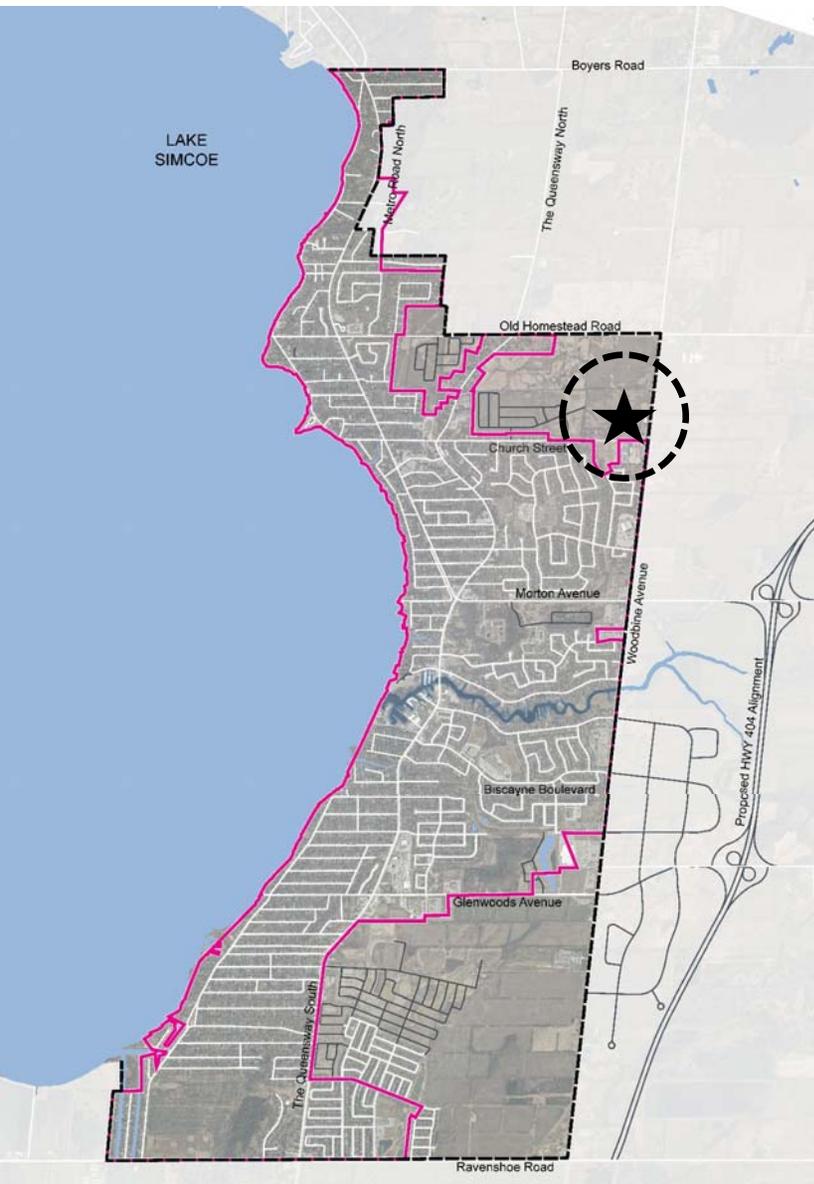
## 3 Areas of Focus

1. Woodbine south of Glenwoods Avenue where the new Multi Use Recreation Centre (MURC) is planned

### Guidelines for concept development:

- Incorporate the MURC
- Support a mixed use corridor along Woodbine Ave.
- Explore how to integrate new uses and higher density residential to create a mixed use node
- Transition to the adjacent planned low rise residential development

- Area Boundary
- Built Boundary
- Existing Roads
- Proposed Roads



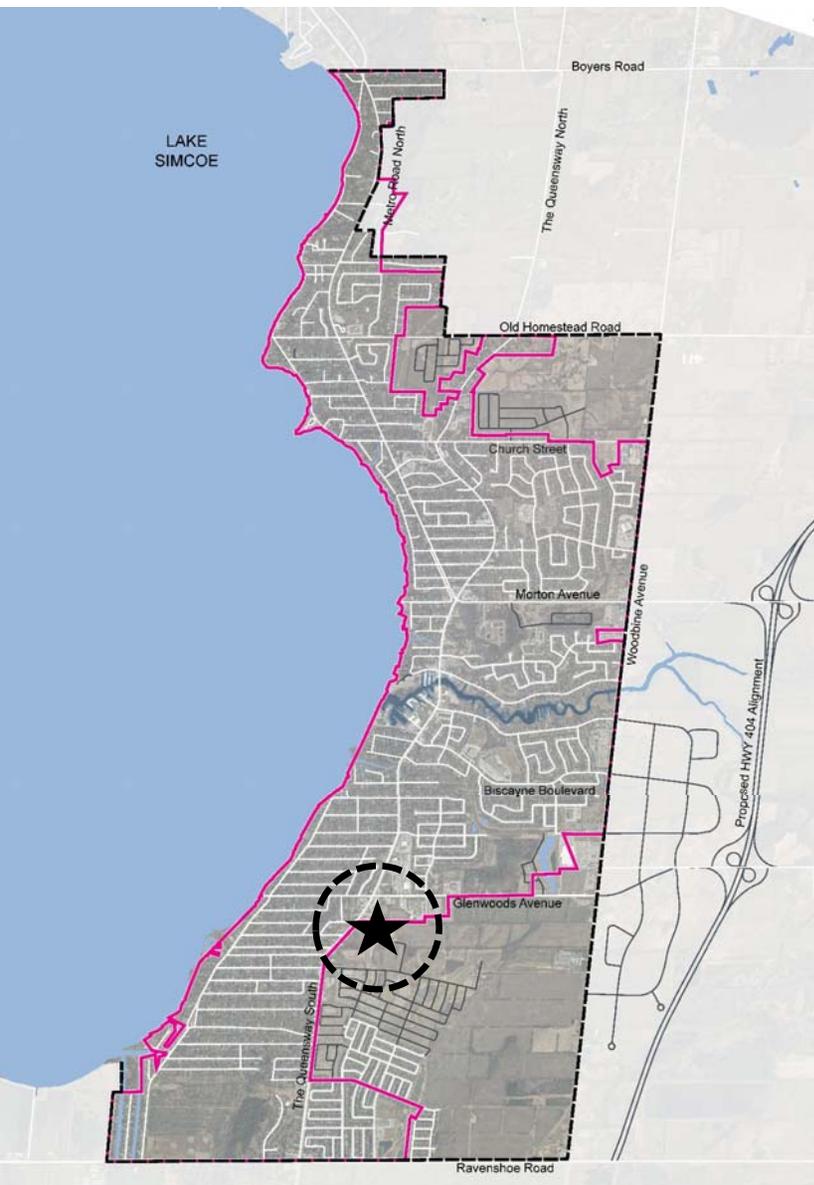
# Envisioning Future Development

## 3 Areas of Focus

### 2. Woodbine north of Church Street

#### Guidelines for concept development:

- Incorporate a mix of housing types and heights
- Support a mixed use corridor along Woodbine Ave., including residential uses in mixed use buildings
- Create appropriate frontage along Church Street
- Transition to the adjacent existing and planned low rise residential development
- Consider highlighting views over farmland



# Envisioning Future Development

## 3 Areas of Focus

### 3. The Queensway south of Glenwoods

#### Guidelines for concept development:

- Re-examine the mixed use centre proposed in the existing Secondary Plan and consider revisions
- Ensure strong links to adjacent neighbourhoods
- Foster appropriate frontage along Glenwoods Avenue and The Queensway
- Promote a higher density, mixed use node as a focal point, supported by a high quality public realm

- Area Boundary
- Built Boundary
- Existing Roads
- Proposed Roads



# Precedents: Built Form



# Precedents: Urban Open Space



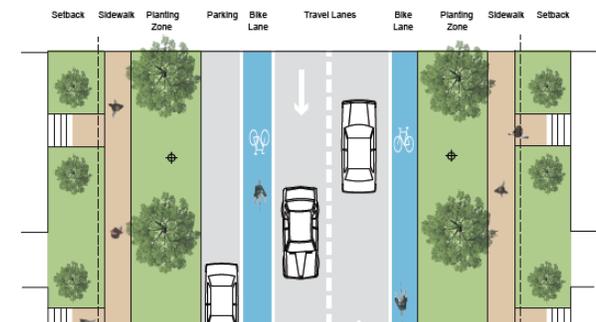
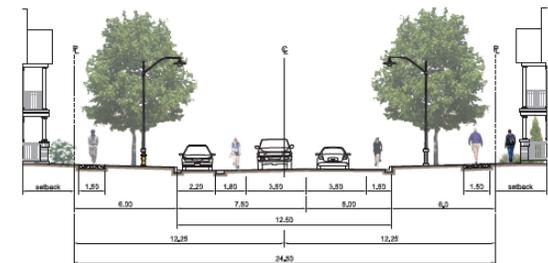
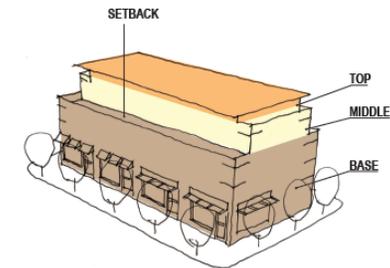


# Precedents: Urban Streets



# UPDATE OF URBAN AND ARCHITECTURAL DESIGN GUIDELINES

- **Urban structure/community character**
- **Design guidelines for the public realm**
  - Streetscapes/roads/transit-supportive design
  - Parks, open spaces and stormwater management facilities
  - Gateways
  - Pedestrian and cycling path system
- **Design guidelines for the private realm**
  - Residential
  - Public/institutional
  - Commercial/mixed use
  - Green buildings
- **Design guidelines for special character areas**



# WORKSHOP ACTIVITY

Tables have been set up to gather **input on each of the 3 focus areas**. Please join whichever table(s) you are interested in to work with members of the project team on **future development concepts**.

A 4<sup>th</sup> table has also been set up to gather input and discuss **ideas for urban and architectural design guidelines**.

## Tables

1. Woodbine south of Glenwoods Avenue where the new Multi Use Recreation Centre (MURC) is planned
2. Woodbine north of Church Street
3. The Queensway south of Glenwoods
4. Urban and architectural design guidelines