



MEMO

TO: Randall Roth, Senior Planner, Town of Whitchurch-Stouffville
FROM: Gregory Bender, Project Manager and Director, WSP
SUBJECT: Town of Whitchurch-Stouffville Official Plan Review – Public Open House Engagement Summary
DATE: March 30, 2023

This Engagement Summary Memo (the “Memo”) documents the **feedback received during the virtual and in-person Public Open House meetings held on December 12, 2022**, as part of Phase 4 of the Official Plan Review (OPR). This Report is also a way of reporting back to the community on the feedback received. Comments on the Draft Official Plan received from the public, landowners, and agencies provided after the Public Open House (POH) have been documented in a comment response matrix, which is not included in this memo.

Introduction

In 2020, the Town initiated its OPR to prepare a new Official Plan for the Town. The OPR work plan consists of four (4) phases, as shown in **Figure 1**. Each phase of the OPR included opportunities for the public, stakeholders, and

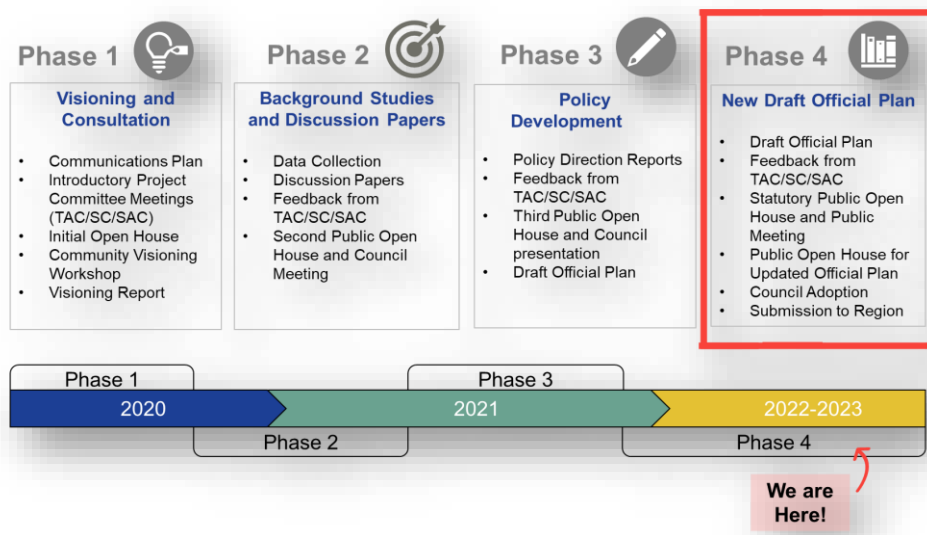


FIGURE 1: OFFICIAL PLAN REVIEW PROJECT TIMELINE

Council to engage in the process and shape the future of growth in the Town to 2051.

The project is currently in **Phase 4** of the OPR study process. Phase 4 of the OPR involves technical writing, reviewing, evaluating, implementing and revising policies for the new Official Plan.

The Draft Official Plan was first released to the public for review on June 16th, 2022, with a second draft Official Plan released to the public in December 2022 (**Figure 2**). Both drafts of the Official Plan were posted on the project page prior to the public meetings to allow for feedback from the public and stakeholders. Comments on the second Draft Official Plan were accepted until January 23rd, 2023.



FIGURE 2: DECEMBER 2022 DRAFT OFFICIAL PLAN COVER

Phase 4 engagement included meetings with the Technical Advisory Committee (TAC), the Stakeholder Advisory Committee (SAC) and Steering Committee (SC), a statutory public open house, and statutory public meetings. These engagement events have been summarized in the Phase 4 Engagement Summary, which can be found on the project webpage cometogetherws.ca/opr. The in-person and virtual Public Open House meetings hosted on December 12th by the Town and the WSP consultant team, provided members of the community an opportunity to offer comments on the updated Draft Official Plan. Further details and feedback from these meetings have been set out in this memo.

Outreach

A variety of tools were used to promote the December 12th Public Open House meetings, which included the following:

- Newspaper advertisements posted in the Stouffville Sun-Tribune on December 1st and December 8th;
- Mobile Signs located at the Fire Hall on Highway 48 (15400 Highway 48) and Main Street and Ringwood Drive (south west corner);
- Posters and postcards located at Town facilities;
- Postcards distributed at the Holiday Market on November 25-26, 2022 (Town booth), Santa Claus Parade on December 3, 2022 (in Town

tote bags) and distributed during the Town’s holiday movies weekend event on December 9th to 11th, 2022;

- Facebook events page posts on the Town’s Facebook page;
- Project webpage posts on cometogetherws.ca/opr; and,
- E-News blasts to the project Interested Parties’ list.

Indigenous Engagement

Town-led Indigenous engagement comprised of correspondence with the Mississaugas of Scugog First Nation, Curve Lake First Nation, Huron-Wendat First Nation, and Georgina Island First Nation with a request to provide comments on the 2nd Draft Official Plan. An initial email was sent on December 9, 2022 with follow-up correspondence on January 16, 2023.

Public Open House

On December 12, 2022, the Town together with WSP hosted a virtual Public Open House meeting from 2:00pm to 4:00pm on Zoom, and an in-person Public Open House session from 6:00 pm to 8:00 pm at Lebovic Centre for Arts & Entertainment – Nineteen on the Park (**Figure 3**). The purpose of the Public Open House meetings was to provide the public and stakeholders with an opportunity to engage with Town staff, ask questions and provide feedback on

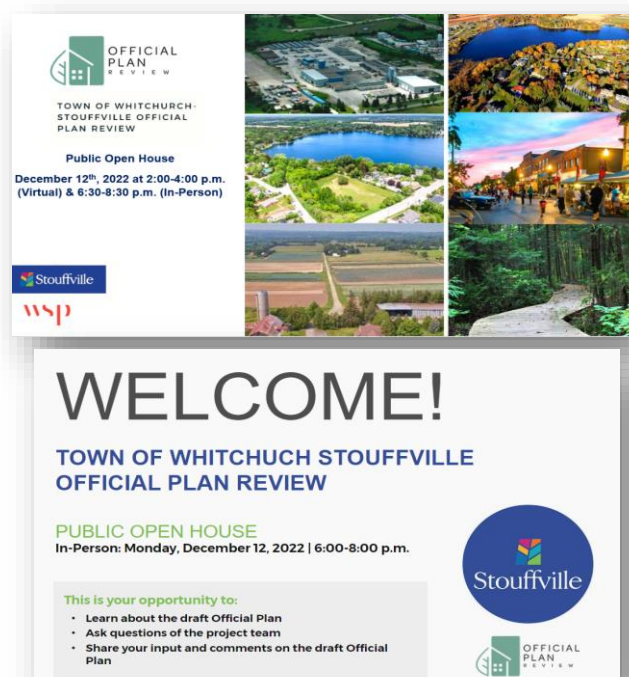


FIGURE 3: VIRTUAL PUBLIC OPEN HOUSE PRESENTATION COVER (TOP) AND IN-PERSON PUBLIC OPEN HOUSE WELCOME

the Town’s updated Draft Official Plan. Both public meetings were attended by members of the public, Town staff, and other stakeholders with 76 individuals participating in the virtual Public Open House and over 33 individuals attending the in-person Public Open House.

Virtual Public Open House

The virtual Open House meeting included a presentation of key policy changes and updates to the Draft Official Plan, how feedback on the first draft OPR was addressed, followed by an opportunity for attendees to ask questions of Town staff and the consultant team using the chat, hand raising, and Q&A functions on “Zoom” a virtual engagement platform.

The virtual Public Open House recording and presentation can be viewed on the project webpage, cometogetherws.ca/opr.

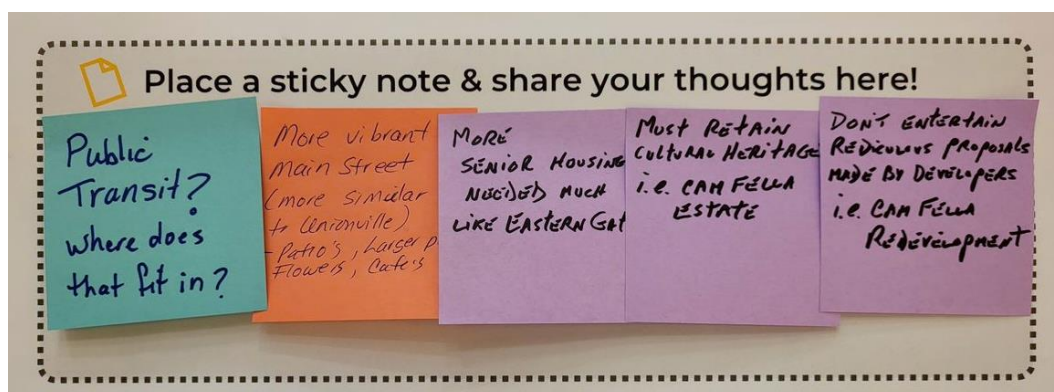


FIGURE 4: SAMPLES OF IN-PERSON PUBLIC OPEN HOUSE BOARD COMMENTS

In-Person Public Open House

The format of the in-person Public Open House was a drop-in style event held at the Lebovic Centre for Arts & Entertainment – Nineteen on the Park, from 6:00 p.m. to 8:00 p.m., with display boards set up around the room which provided information on the vision, guiding principals, growth management, policies for complete communities, natural environment, agricultural system, land use strategies and implementation policies of the updated Draft Official Plan.

Participants were encouraged to walk around the room and provide feedback on the thematic areas of the OPR by posting their comments directly onto the boards (**Figure 4**). Participants could also provide input on comment sheets and submitting these at the end of the POH, or after the meeting, to the Project Team for their review.

The in-person Public Open House Display Boards are posted on the project webpage.

Key Messages

Feedback received during the in-person and virtual Public Open House events are summarized below. This feedback will be used by the Town and the Project Team to inform the Final Official Plan. **Appendix A** contains the comments collected during the in-person Public Open House.

Growth and Economic Development

Chapter 2 of the Draft Official Plan establishes a strategy for managing population and employment growth forecasted to 2051. The strategy involves setting boundaries for different growth areas and designating land use and growth targets for these areas. Input relating to **growth and employment management** included:

- Whitebelt lands are too close to urban areas which are intended for housing and commercial development.
- Secondary Plans should be completed prior to designating specific land uses within the whitebelt lands, as well as when designating whitebelt lands to an urban designation.
- Secondary Plans should contain details that specify density targets that conform to the Official Plan.

Complete Communities

Key messages received related to complete communities highlighted the importance of active transportation, affordable housing, and complete streets. More specifically, the comments were related to:

- Requiring commercial and retail uses at grade to help activate the public realm and the streetscape.
- Ensuring that the Official Plan is in conformity with the York Region Official Plan and affordable housing is promoted in the Town.
- Including targets and policies to increase affordable housing.
- Establishing targets for higher density housing.
- Supporting public transit and active transportation especially along Main Street.
- Developing policies that support a vibrant Main Street with local shops, businesses, plants and other streetscape features similar to what can be found in Unionville in Markham.
- Encouraging seniors' housing to increase inclusivity.
- Protecting the Town's cultural heritage resources.
- Supporting pedestrian friendly streets, such as pedestrian only streets.

General and Housekeeping Items

Feedback included comments pertaining to Official Plan project timelines, and other area of interest including:

- Questions of clarification regarding the location and boundaries of the whitebelt and greenbelt lands and areas within the Town.
- Ensuring that development follows the Town's policies for growth, height, and density.
- Consideration for minimizing variance requirements, such as those for setbacks and minimum heights, except for in areas where the proposed development is located on vacant land.

Other comments received supported the policy updates regarding intensification directed to major intersections such as the Highway 48 Mixed Use Area and the Western Approach Area, and ensuring that development overtime includes a mix of land uses and taller buildings at other major intersections within the Town.

Next Steps

The feedback received during the public open house meetings will be reviewed by the Town and the Project Team and will be considered as the project advances to the final steps.

To learn more about upcoming opportunities and events, please visit the Town's project webpage: cometogetherws.ca/opr.

If you have a question, comment, or would like to be notified of opportunities to get involved in the project, email the Town at the email address below: opreview@townofws.ca .

Appendix A – Feedback Received



111 Sandford Drive
Stouffville, Ontario
L4A 0Z8
t: 905-640-1900
tf: 855-642-TOWN
townofws.ca

COMMENT SHEET

SUBJECT MATTER: Public Open House – Official Plan Review

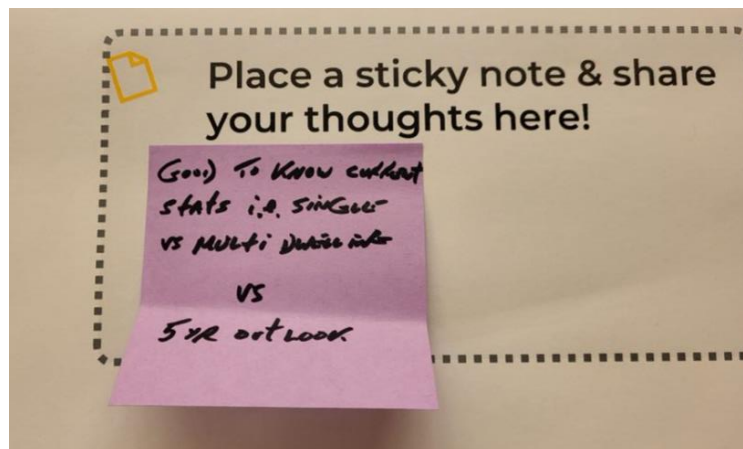
MEETING DATE: Monday, December 12, 2022 (6:00 pm – 8:00 pm)

The 2nd Draft of the Town's New Official Plan is available here: www.cometogetherws.ca/opr

Please provide your comments on the Town's 2nd Draft Official Plan:

MAIN ST SHOULD BE PEDESTRIAN
ONLY ON WEEKS

Please provide your contact information:	Please complete the form and return to:
Name: _____	Randall Roth, Senior Policy Planner, Development Services
Address: _____	Town of Whitchurch-Stouffville
Telephone: _____	111 Sandford Dr., Stouffville ON L4A 0Z8
Email: _____	Phone: 905-640-1910 Ext. 2260 Email: oprreview@townofws.ca



Place a sticky note & share your thoughts here!

Public Transit?
Where does that fit in?

More vibrant Main Street (more similar to Unionville)
- Patios, larger p
Flowers, Cafes

MORE SENIOR HOUSING NEEDED MUCH LIKE EASTERN COT

MUST RETAIN CULTURAL HERITAGE
I.E. CAM FELLA ESTATE

DON'T ENTERTAIN REDUNDANT PROPOSALS MADE BY DEVELOPERS
I.E. CAM FELLA REDEVELOPMENT

Place a sticky note & share your thoughts here!

SHOULD MINIMIZE VARIANCES TO SET BACKS & HEIGHT BYLAWS EXCEPT WHERE DEVELOPMENT IS ON VACANT LAND.

Place a sticky note & share your thoughts here!

HIGHER DENSITY HOUSING S/B INCLUDING PLANS, NOT THE TYPICAL BARRACKS WE ARE SEEING ALONG MAIN ST.

Church-Stouffville Residential Building Permit Activity