

MAY 19, 2021



PUBLIC CONSULTATION STRATEGY- 12507 OLD KENNEDY
ROAD
IN SUPPORT OF A ZONING BYLAW AMENDMENT

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Introduction:

G-force Urban Planners are making an application to Town of Caledon for a Zoning Bylaw Amendment for 12507 Old Kennedy Road, Caledon.

Existing regulations under the Planning Act currently set out minimum requirements regarding the information that must be submitted with each new application. These requirements are usually expanded upon by the relevant municipal official plan in terms of what constitutes a “complete application.” The Province now require that applicants submit a “public consultation strategy” as part of their complete application. (Provincial Government, 2018)

Engaging the Community

The success of any Planning and Development project depends to a large extent on how the Community feels about the project. The Community has the knowledge and self interest to examine in detail aspects of the project that may have an impact on their daily lives. In their desire to push forward a project a developer may lose sight of external issues and potential threats to the Community, in terms of noise pollution, traffic and safety, design and location, size and context, use and form to name a few.

The idea behind a successful engagement strategy involves building credibility and trust in the community, to be able to take their views and concerns seriously and involve them in decision making. This involves making changes to the project in ways that would mitigate concerns, build on ideas from the community and ensure their continued support to the project.

According to an article by DIY-Creative Place making (Artscape, DIY, Artscape’s knowledge sharing website for information and inspiration to support creative placemaking in your community) “A comprehensive consultation process allows community members with ideas and concerns to be heard, and even if community members don’t ultimately agree with the decisions that are made, they have the benefit of understanding the process of getting there, and the trade offs that were weighed”.(artscapediy.org)

While a good community consultation plan should outline a schedule of consultation events and communications, workable milestones, and regular community events, it is important to be able to find an appropriate strategy based on the size of the project. A local project like the one we are proposing does not require a very comprehensive consultation process.

The proposal is for the construction of a 3 single detached dwelling. The Site has an approximate area of 0.2 hectare (2022m²)

In view of the above we are inclined to chose a few of the numerous ways available to engage the Community in the Town of Caledon.

The first and foremost strategy is to partnership with the Town of Caledon to find appropriate venues within Town Hall and have resources, facilities and amenities made available to the public that would augment the public engagement strategy by making the process open to all to attend. In this way we will ensure the accommodation and participation of any challenged stakeholders. Barrier free buildings, easy access by way of pedestrian walkways and public transit and safety require that the Municipality share its expertise and loan its buildings to host some of these engagement events.

Apart from this the Town of Caledon undertakes the following Public Engagement process which by itself are adequate for meeting the requirements under the Planning Act related to Public Engagement.

The Town:

1. Requires postage of a sign notice of application posted on the subject lands at each frontage;
2. Advertises notice of the public meeting in the local paper and on the Town's website;
3. Mails notices of a public meeting to property owners within a 240-metre radius of the subject lands;
4. Hosts a public open house meeting prior to the statutory public meeting held in accordance with the requirements of the Planning Act.

1. Type of Engagement Method

While there are many different approaches to Public Consultation and Engagement, each project needs to define the extent of that engagement. For example, changes to the Planning Act, requires public to be engaged from all walks of life drawing in organizations, businesses and educationist's province wide.

In this instance, we believe that a 200m radius should suffice as the area for engagement, as indicated in Figure 1.

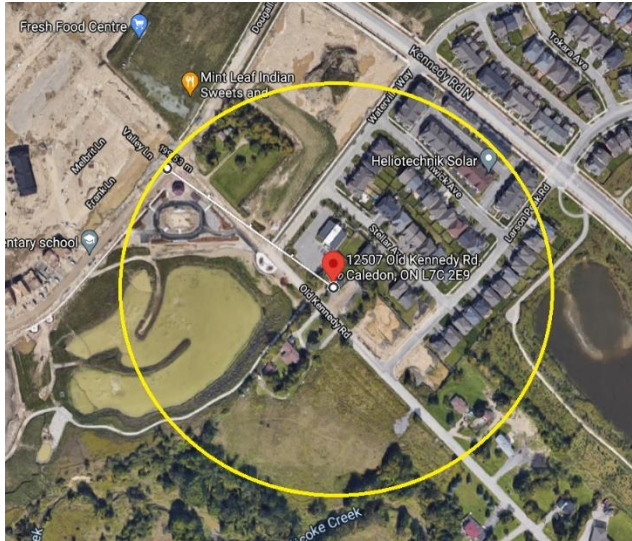


Figure 1: Area of flyer distribution

Though the area represents a fairly large area, consideration will be given to other areas, depending on the method of engagement. For example, if the

Town would consider it appropriate to involve more of its community in the process, they may consider sending out flyers through the mail along with bills or post notices of the events and the proposal on their web site.

1.1. Newsletter/Flyers

This is a reasonably good way of communicating with the public. Flyers will be distributed to most households and businesses in a particular area within the 200m radius shown in Figure 1. The flyer will appraise the residents of coming and any timelines for constructions. All queries can be forwarded to a voicemail and responded to within one business day. Also, the community will be free to approach the Planning Staff for details on the project.

1.2. Information Open House

According to D.I.Y “These sessions are typically held over the course of an afternoon and evening, and are a drop-in format, with information boards and staff on hand to answer questions. This format can be useful in diffusing anger, mistrust or opposition, by providing a very tangible way for people with concerns to be heard, and to have a true one-on-one conversation about the project. It is important for all staff to be well-versed and consistent in the messages provided to the community, so that there is no inconsistency or confusion created. It is also recommended to provide opportunities for feedback, so that people can think about what they learned and provide considered comments by email, mail, etc.” (artscapediy.org)

One Open House will be scheduled in August 2018. This timing is tentative and will need to be fixed with the Planning Staff. Invitations to this event may be hosted on the Town Web site, if so desired and permitted by the Town.

The location and timings once finalized with Planning Staff but will be hosted by us on our web site and Site.

1.3. Signage and Office

We will display the images of the proposed building on a big sign board, with information on contacts, web addresses and details of the project. A location in Caledon will be available where the community can go to seek further information on the project or book residential space

1.4. Web Site

The details of the project will be available on a website that will also be used for sale purposes as also various engagement events scheduled.

Also, the Town will be requested to host some of the information related to:

- Details of the project
- Open information house schedule
- Contact details for information gathering

2. Schedule of Events

The following is the schedule of events that we visualize to engage the Community.

SCHEDULE TO ENGAGE THE COMMUNITY ON AN OFFICIAL/ZONING AMENDMENT APPLICATION			
	EVENT	AREA/TARGET GROUP	TENTATIVE DATES
1	Flyers/Newsletters	200m radius	Mid July 2021 onwards
2	Information Open House (Zoning)	Town of Caledon Residents and Businesses through the Town Web site and e-mail, mail and Newspaper notice by Town as per the application process. Also, on Firms web site.	August or early September, 2021
4	Signage	On Site, Only	July 2021
5	Web Site (Town of Caledon)	Planning Staff	By Consent
6	Web Site of Firm	Town of Caledon- Residents and Businesses	July 2021

It is recognized that despite this strategy being adequate in terms of the type of project that is intended to come up on Old Kennedy Road, the Town may want additional events as per their own policy or subsequent regulations to this effect. In that event, we would be willing to discuss the requirement and include it in the Schedule if a consensus is reached on it being feasible to undertake and within our financial budget.



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