

File No. W22068

July 5, 2024

PUBLIC ENGAGEMENT STRATEGY FOR TRENDS DEVELOPMENT INC.
PROPOSED PLAN OF SUBDIVISION AND ZONING BY-LAW AMENDMENT
12909 KENNEDY ROAD, TOWN OF CALEDON
FILE NO. PRE-2023-0248 & PRE-2023-0305

1. Introduction

- Candevcon Group Inc. is submitting this Public Engagement Strategy on behalf of Trends Development Inc., for a Draft Plan of Subdivision and Zoning By-Law Amendment for a proposed subdivision at 12909 Kennedy Road, Part Lot 22, Concession 2 E.H.S. in the Town of Caledon. The property is part of the Mayfield West Secondary Plan Expansion area that is subject to an Official Plan Amendment to permit the desired land use designations (File No. POPA 2021-0009). The subdivision comprises a total area of 36.87 hectares. The Draft Plan of Subdivision that include various residential types, limited retail, a community park and natural heritage. The Zoning By-Law is being prepared to permit the land uses and appropriate lot dimensions. The proposed land use breakdown consists of the following:
 - 232 single detached dwellings at 27.54 units per hectare;
 - 56 semi-detached dwelling units at 43.75 units per hectare;
 - 95 street townhouse units at 52.77 units per hectare;
 - 228 stacked townhouse units at 80.28 units per hectare;
 - Approximately 108 apartment units in mixed use buildings;
 - Affordable housing block conveyed to the Region of Peel;
 - Community Park of 1.92 hectares;
 - Natural Heritage System;

Several new collector and load roads are proposed to provide access into the subdivision and connectivity throughout it. The purpose of this report is to create a Public Engagement Strategy to inform and receive feedback from the public and stakeholder groups within the community.

2. Purpose of Consultation

- We are confirming the intention of the Owner to participate throughout the complete public consultation process, which includes attending mandatory public meetings under the Planning Act as well as providing open house or virtual public meetings for the immediate community of Mayfield West to share information about the process (if so, required by the Town).

3. Key Messages

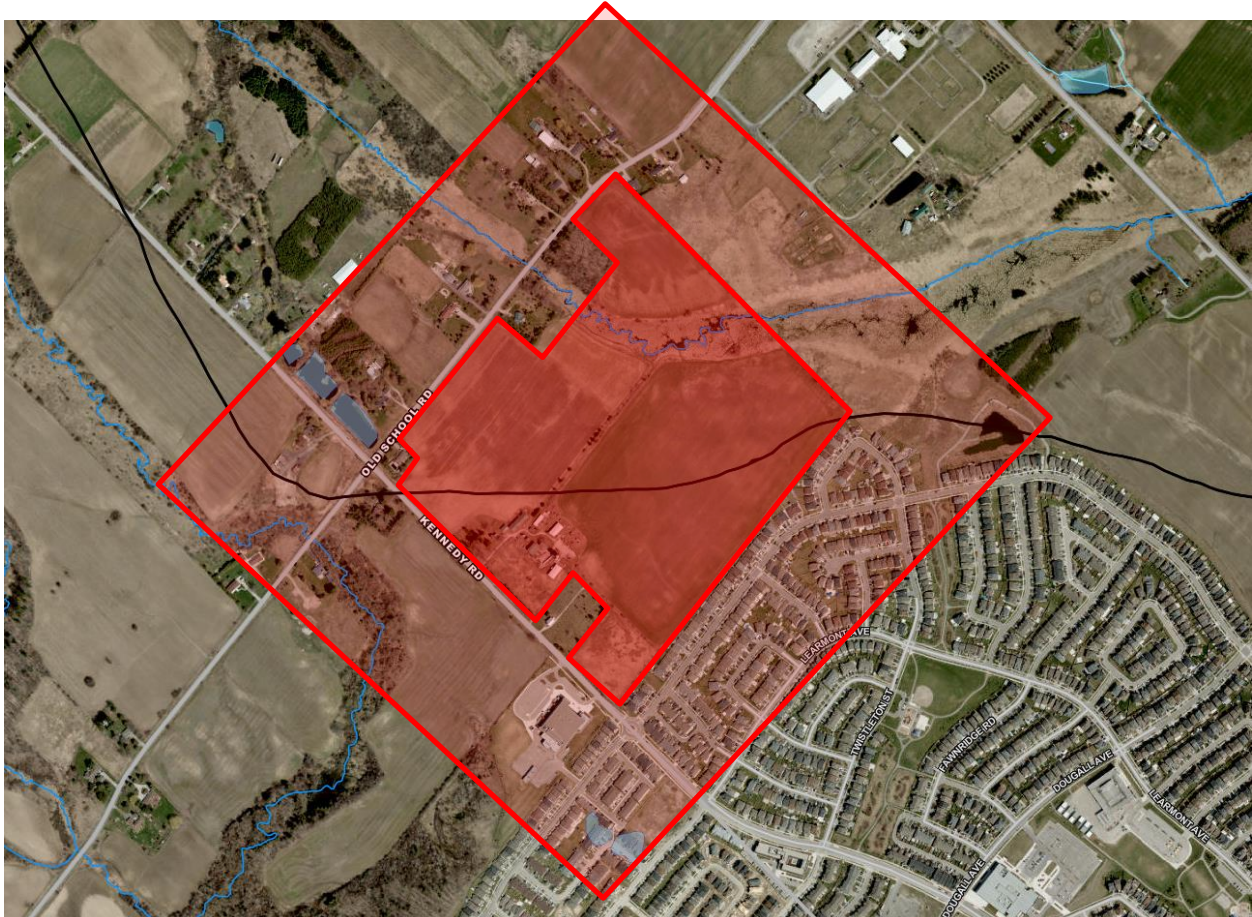
- The development of a diversified housing stock that meets the intent of the town policies and is compatible with the overall character of the Secondary Plan.
- The development satisfies growth targets by adding new residents and jobs to the underutilized land north of Mayfield West Designated Greenfield Area.
- Provision of parks and protection of natural heritage promotes key policies for environmental stewardship and open space benefits;
- The provision of improved transit and active transportation infrastructure on new streets throughout the subdivision.
- Implementation of an affordable housing block.

4. Desired Outcomes

- At the end of the consultation period, the desired outcome is for the community to gain an understanding of the proposed development and the opportunity to provide input. We also intend to show how development of the site provides the addition of housing types that are seamlessly integrated in the Mayfield West community.

5. Scope of Consultation – Area of Impact

- The consultation of the application will adhere to the 240-metre notice requirement for planning consultations as set out in the Planning Act.



- Built Form - will align with future developments in the Secondary Plan while addressing matters of design, configuration and function of buildings and streetscapes;
- Housing Type – a range of low to high housing types that provides a compact form of multi-generational living units for families;
- Transportation – bus transit and active transportation infrastructure will be facilitated throughout new streets in the subdivision to connect and encourage future residents to travel sustainably.
- Local Economic Growth – new commercial retail will satisfy the demand for goods and services from new residents.
- Natural Features – appropriate buffers have been integrated in the Plan to provide adequate reserve space for the Humber River tributary.

6. List of Matters to be Addressed

- Project Description
- Mayfield West Secondary Plan Expansion Phase Three Area
- Design and Built Form
- Traffic and Servicing
- The Development Process and Estimated Timeline
- The Consultation Process and Engagement Approaches
- Incorporation of Feedback

7. Communication & Consultation Strategy – Tools, Methods and Techniques

- Open House / Public meetings to provide information about the project to members of the community and stakeholders and to receive feedback and create discussion on any issues.
- A virtual public meeting via video conference call if in-person attendance is not possible.

8. Evaluation – Feedback and Next Steps

- We will maintain open communication with town staff and the general public as the application is being processed by staff. Should there be any inquiries about the application, assistance can be provided by contacting the Town of Caledon, or by contacting the undersigned.

9. Conclusion

- Candevcon Group Inc. and Trends Development Inc. are committed to engaging with the community throughout the duration of the planning process. The goal of the Public Engagement Strategy is to ensure that members of the community and interested parties have the opportunity to be informed on the proposal, ask questions and provide input that will be taken into careful consideration as the proposed development is being reviewed by city staff.