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# Public Consultation Strategy

**Mayfield Tullamore Secondary Plan  
Caledon, ON**

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# **1.0 Purpose of Consultation**

## **1.1 Introduction**

This Public Consultation Strategy report has been prepared in support of an Official Plan Amendment (“OPA”) to amend the Town of Caledon Official Plan to create a new Secondary Plan. The lands subject to the OPA application are bound by Dixie Road to the west, Old School Road to the north, Torbram Road to the east, and Mayfield Road to the south (“Subject Lands”). Within the Subject Lands, Tullamore manages sixty-two (62) parcels of land totaling approximately 607 hectares (the “Tullamore Lands”).

The Mayfield Tullamore Secondary Plan is envisioned to become a compact, transit-supportive complete community with a range and mix of land uses, including residential uses that encourage a range of densities, dwelling types and relative affordability to serve the needs of current and future residents.

Figure 1.1 Subject Lands



## 1.2 Purpose

As part of the public consultation process, the applicant and project team will provide project-related information to relevant stakeholders including the Town of Caledon for the purpose of public viewing and accessibility. We will be seeking feedback related to the project submission from all interested parties to help inform future decisions.

## 2.0 Key Messages

We plan to convey key messages to the public during the consultation process including:

### Complete Community

- A range and mix of housing is planned to be accommodated in the Secondary Plan with an estimated 7,800 units comprised of ground-oriented housing forms, to mid-rise to high-rise. Housing will be located in proximity to daily necessities with neighbourhood centres being the focus and hub of activity
- The Secondary Plan is planned to achieve a density of ~78 people and jobs per hectare which contributes to the achievement of the overall Designated Greenfield Area density target in the Town (67.5 people and jobs per hectare)

### Connected Community

- Residents will be within walking distance to transit, active transportation and commercial uses for their daily needs

### Road Network

- The proposed road network consists of a modified grid network that minimizes crossings of the NHS, to the extent possible. The road network will accommodate multiple forms of movement (vehicular, pedestrian and bicycle) and will integrate with the open space network

### Protection of Environmental Features

- The Secondary Plan provides for the protection of ~200ha of land comprised of the NHS. A comprehensive open space and park system is provided for with connections into the NHS that provides ample opportunity for passive and recreation uses

### Urban Design

- Public and private spaces will be governed by a forthcoming Community Design Guidelines that will help create attractive, high-quality and vibrant places

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## 3.0 Desired Outcomes

The desired outcomes of the consultation process will be to provide interested parties with project-related information and satisfy the Town's consultation requirements. We want to provide full, clear and accurate information to all stakeholders to ensure sufficient project information is available to them. Furthermore, we will strive to incorporate public feedback into the secondary plan as warranted.

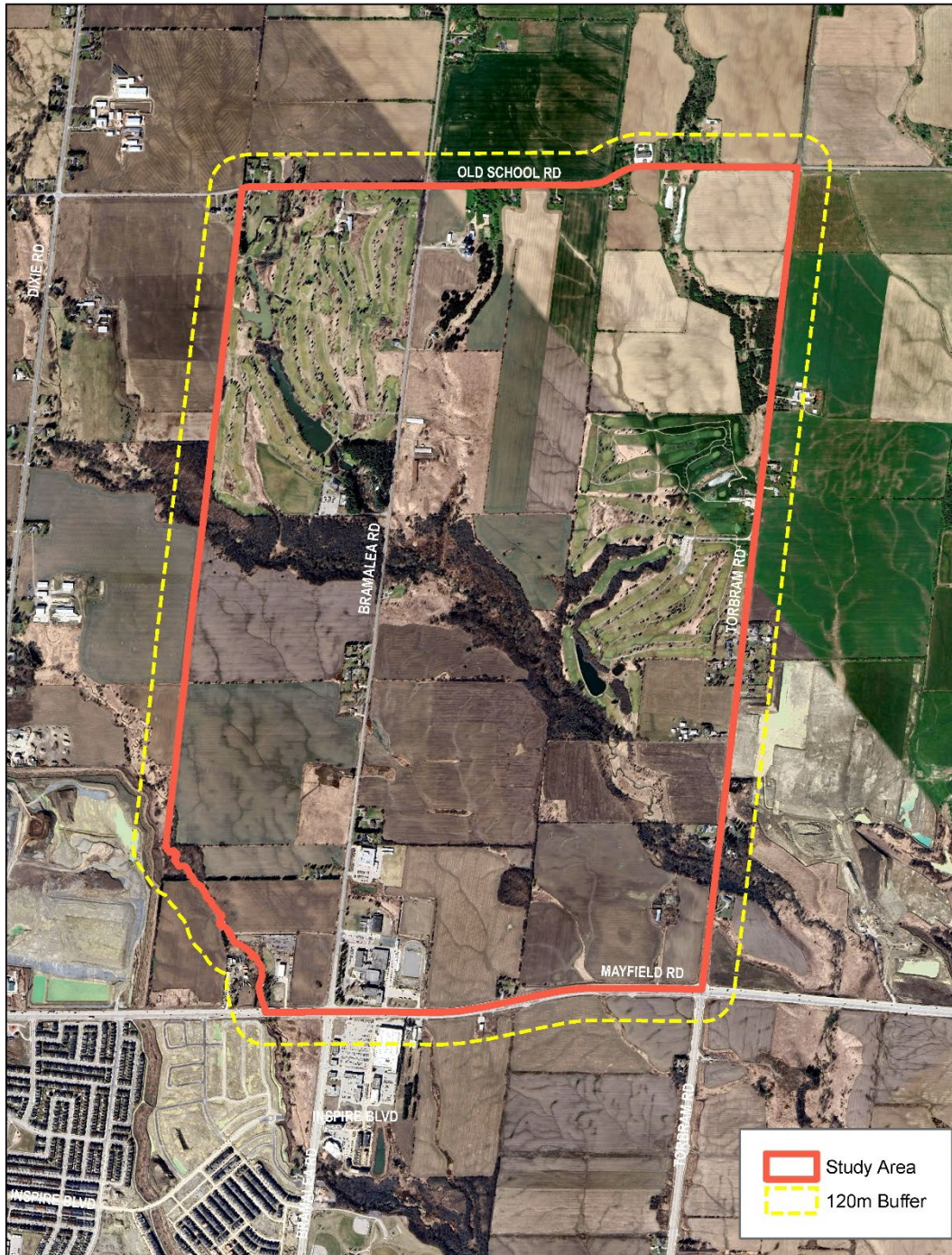
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## 4.0 Scope of Consultation

The scope of the consultation process will include the area within a 120-metre radius from the boundary of the site. The distance determined is based on the prescribed notice area in the Planning Act. This will include stakeholders in the community that may be impacted from the proposed development. There are several uses in the immediate area and groups that will potentially take interest to this development may include:

- Neighbouring residents;
- Agricultural operations;
- Commercial stores;
- Adjacent business owners;
- Peel District School Board; and,
- Town of Caledon

Figure 4.1 Area of Impact





## 5.0 Audience

As noted in the previous section, the audience will include all stakeholders within a 120m radius of the site (the impact area). To consider the demographic profile of the impact area, we have taken data from the Town of Caledon Neighbourhood Profile for the Newtonbrook West neighbourhood. Below is a brief overview of the Newtonbrook West neighbourhood and key information that will be used to inform engagement approaches. The neighbourhood profile is compared to the City of Toronto as a whole to highlight the community’s defining characteristics.

Table 5.1 Mayfield Tullamore & Caledon Neighbourhood Profiles

Demographic Indicator	Neighbourhood	Town of Caledon
<b>Housing</b>		
<i>Household Size</i>	3.8	3.2
<i>1 Person Households</i>	10%	13%
<i>Renter Households</i>	18%	11%
<b>Housing Mix</b>		
<i>Single- and Semi-detached</i>	74%	88%
<i>Row House</i>	25%	8%
<i>Duplex</i>	1%	1%
<i>Apartment, less than 5 storeys</i>	0%	2%
<i>Apartment, 5 storey or more</i>	0%	1%
<b>Commuting</b>		
<i>Public Transit to Work</i>	1%	1%
<b>Language</b>		
<i>Knowledge of English</i>	95%	97%
<b>Income</b>		
<i>Median Household Income</i>	\$127,000	\$133,000

\* Sourced from Statistics Canada, 2021 Census of Population.

Reviewing the neighbourhood demographics, it can be concluded:

- The majority of residents in the area speak or have knowledge of the English language;
- A small number of residents do not currently commute to work via public transit;
- The average household size indicates the neighbourhood is family-oriented;
- The median household income is similar to the Town of Caledon as a whole; and,
- Other aspects of the surrounding neighbourhood are generally in line with that of the Town of Caledon as a whole.

While this demographic data applies to the larger neighbourhood, the impact area is expected to be representative of what is shown. The information gathered through the neighbourhood profile will be used to inform the appropriate engagement approaches.

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## **6.0 Matters to be Addressed**

### **6.1 Pre-Application Consultation / Previous Meetings**

Malone Given Parsons Ltd. previously met with Town of Caledon, Region of Peel and Toronto Region and Conservation Authority staff through a Pre Application Consultation Meeting on June 6, 2024. A submission checklist for the secondary plan application was provided, which will be form the basis for the future DART submission.

Malone Given Parsons Ltd. has also had subsequent follow-up meetings with Parks staff on June 27, 2024 and July 11, 2024 in order to discuss comments on the parks and open space system proposed in the secondary plan. The matters brought up in these meetings including the location of a future community centre, the distribution and location of parks, will all be addressed through the formal submission.

### **6.2 List of Matters to Be Addressed**

Issues to be addressed through consultation include the following:

- Planning policy considerations within the draft secondary plan related to the general policy framework, built form, heights, transportation, compatibility and land uses
- Project Timeline: where we are in the process and what the timeline for project milestones will be.
- Future Planning Approvals: following the secondary plan approval process, what further applications will need to be submitted
- Other matters that stakeholders, including the public, bring to our attention.

The consultation process is a continuous process and the matters to be addressed can be updated as needed depending on issues that arise.

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## **7.0 Proposed Participants and Their Role**

### **7.1 Applicant**

The applicant will be present at all consultation meetings related to the Official Plan Amendment applications.

### **7.2 Consultants**

The Project Team is made up a group of consultants including designers, planners, engineers, environmental engineers, etc., who will participate at various points in the process as required based on their area of expertise. Specifically, they will be present to answer questions pertaining to their area of expertise.

### **7.3 Town Staff**

The applicant welcomes Town Staff to participate in the consultation efforts proposed. Their role would be to provide the public with information regarding the current and evolving policy, the Town's process, and answer questions related to the Town's processes and requirements.

### **7.4 Ward Councillor**

The applicant welcomes the local councillors (Councillors Sheen and Maskell) to participate in all consultation efforts for this proposed development. To date she has been consulted on a pre-application basis. We will continue to seek her advice and input throughout the process The applicant will be present at all consultation meetings related to the Official Plan Amendment applications.

### **7.5 Community**

The applicant will be present at all consultation meetings related to the Official Plan Amendment applications.

## 8.0 Communication & Consultation Strategy

The consultation strategy will be to engage stakeholders and other interested parties through the Town's Public Consultation process as part of the development application process.

The project details will be available for full public viewing via the Town of Caledon's website (Current Applications webpage), which allows users to download submission materials. All members of the public will be able to view project information through the Town's website or in-person at Caledon Town Hall.

The primary method of consultation will include the statutory Public Meeting (date to be determined) required by the Planning Act. The impact area will be notified of the development application and public meeting date by the installation of the "Notice of Application" sign on the properties by the applicant. The posted sign will be in accordance with the Town of Caledon's guidelines for development application signs.

A Public Open House is also planned to be scheduled at the discretion of the Town Planning staff. The local community will be invited to publicly comment on the proposal, prior to the statutory Public Meeting (date to be determined). Similar to the statutory public meeting, the impact area will be notified of the meeting.

It is also expected that a Technical Advisory Committee will be set up with multiple meetings to be held over the duration of the development review process. A stakeholder committee will be chaired by the assigned Town Planner and will have senior representation from the following:

- Town (various departments)
- Town's Consultants
- Toronto and Region Conservation Authority
- Region of Peel
- Peel District School Board
- Dufferin-Peel Catholic District School Board
- Landowners
- Landowners' Consultants

Stakeholder committee members will serve as the liaison between their respective agency/organization and the committee. Members are responsible for coordinating and representing their agency's position.

The stakeholder committee will provide advice to the Town and its consulting teams on the overall secondary planning process. The purpose of this committee is to ensure that

all of the major stakeholders in the study area have a forum and opportunity to make their interests known. It is also to keep parties up-to-date on the status of the planning process and timelines for achieving key milestones, as well as to highlight issues and progress that is made on any related studies.

Two technical advisory committee meetings will be required and will generally correspond with the timing of the public open house and statutory public meeting

We will also receive all comments from the public through the assigned Town Planner on the application. Other meetings will be held on an as-needed basis including receiving feedback through the Ward Councillor for the area, agency meetings and any other open house/community consultation meetings.

The Town Planner assigned to the application will be listed on the development application sign and available for communication with any interested parties. Stakeholders can express comments and questions about the project directly to the assigned Town Planner on the application.

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## **9.0 Evaluation**

As feedback from stakeholders is received, necessary updates to the secondary plan will be made through subsequent document submissions. We will ensure the process is transparent by providing stakeholders with responses to comments and questions brought up through the consultation process. Any changes to the project will be clearly noted and responses to comments will be provided along with updated submission materials.