

Municipality of Clarington  
**Soper Hills Secondary Plan**

COMMUNITY  
ENGAGEMENT  
PLAN

September 2020



## **TABLE OF CONTENTS**

<b>1. INTRODUCTION .....</b>	<b>1</b>
<b>2. THE SECONDARY PLAN PROCESS.....</b>	<b>1</b>
2.1 PURPOSE OF THE REPORT .....	1
2.2 MUNICIPAL CLASS EA PROCESS.....	2
<b>3. ROLES AND RESPONSIBILITIES .....</b>	<b>3</b>
3.1 CONSULTANT TEAM .....	3
3.2 MUNICIPAL STAFF .....	3
3.3 STAKEHOLDERS AND PUBLIC.....	3
<b>4. PROJECT BRANDING .....</b>	<b>4</b>
<b>5. FORMAT AND GOALS OF ENGAGEMENT EVENTS.....</b>	<b>5</b>
5.1 STEERING COMMITTEE MEETINGS.....	5
5.2 PUBLIC ENGAGEMENT EVENTS: PICS - OPEN HOUSE - PUBLIC MEETINGS.....	7
<b>6. ONLINE ENGAGEMENT .....</b>	<b>10</b>
6.1 PROJECT WEBSITE .....	10
6.2 ONLINE ENGAGEMENT .....	10
6.3 SOCIAL MEDIA .....	11
<b>7. RESPONSE TO ENGAGEMENT .....</b>	<b>11</b>
<b>8. SUMMARY.....</b>	<b>11</b>

# 1. INTRODUCTION

This report provides an overview of the community engagement process that will be undertaken for the Soper Hills Secondary Plan Study. This document has been created to provide a clear outline and explanation of the community engagement process as it is fundamental to the success of the secondary planning process and a pillar of the Municipality's undertaking.

This report acknowledges the changed reality of engagement as a result of the global COVID-19 pandemic and reflects changes required to the work plan to accommodate differing engagement tools and activities.

## 2. THE SECONDARY PLAN PROCESS

### 2.1 PURPOSE OF THE REPORT

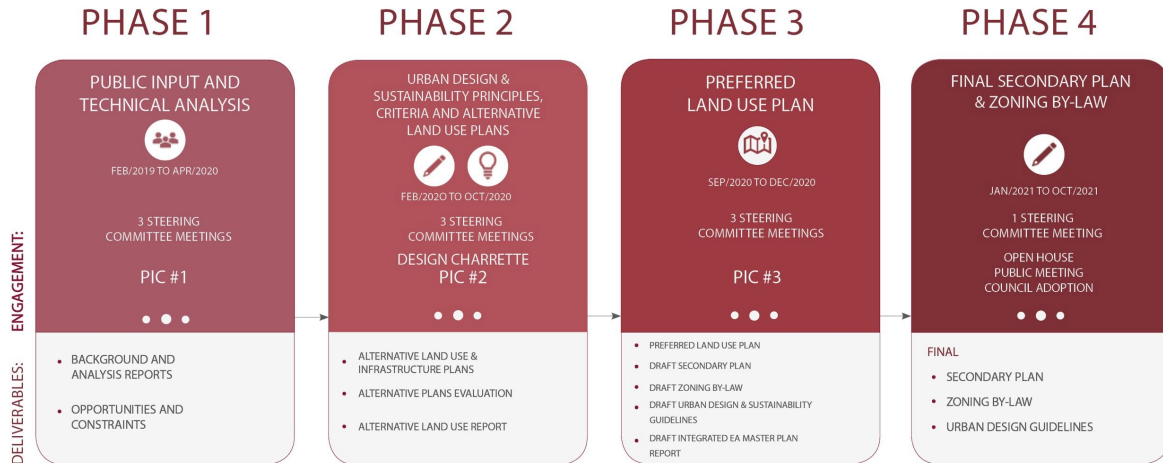
The secondary plan process will occur over a two year time period divided into four phases, as explained below.

In **Phase 1**, the Study Team will undertake background research and analysis and prepare the opportunities and constraints analysis that will lay the framework for Phase 2, as well as introduce the study to the public and initiate the EA process.

In **Phase 2**, the Study Team will undertake a best practice review; develop urban design and sustainability principles; prepare and evaluate alternative land use concepts; host a design charrette and Public Information Centre (PIC); and undertake online engagement to garner input on the process.

In **Phase 3**, the Study Team will select the preferred land use plan and get public input on the same. We will also prepare the secondary plan policies, urban design guidelines, and a zoning by-law, as well as finalize the Transportation Network Report and Functional Servicing Report.

In **Phase 4**, the Study Team will bring the study deliverables to Council as part of the statutory approval process.



While the timelines in this graphic reflect the revised schedule, timelines moving forward are tentative given uncertainty related to the COVID-19 pandemic and may be subject to change.

## 2.2 MUNICIPAL CLASS EA PROCESS

The following table outlines how the EA Process will be met in each step of the Secondary Plan process.

Point of Contact	Municipal Class EA Process (Phases 1 and 2)	Study Notice Considerations
PIC #1 (Opportunities and Constraints)	Notice is mandatory, PIC is discretionary.	Notice of PIC will serve as Notice of Commencement under Municipal Class EA.
PIC #2 (Alternative Land Uses)	Discretionary, but typically included.	Notice of PIC will satisfy Municipal Class EA consultation requirements
PIC #3 (Preferred Land Use)	Mandatory.	Notice of PIC will satisfy Municipal Class EA consultation requirements.
Notice of EA Study Completion	Mandatory posting of final Class EA Master Plan Report for public review.	A separate notice is recommended specifically for the completion of the Municipal Class EA for the road network at the conclusion of Phase 3 of the Secondary Plan.

## 3. ROLES AND RESPONSIBILITIES

### 3.1 CONSULTANT TEAM

The consultant team's responsibilities during the secondary plan process include:

- Undertaking the technical and professional work outlined in the proposal that culminates in a secondary plan and other deliverables as outlined in the RFP;
- Scheduling regular calls with the Municipality's project manager to discuss progress and any questions that arise;
- Providing ongoing support to Municipal Staff in their preparation of reports, presentations, etc. on study progress for Council's information;
- Providing information for the Municipality's website related to the project;
- Providing ongoing documentation of adhering to EA and Planning Act process requirements; and
- Circulating agendas, deliverables and presentation/engagement materials for the Steering Committee's review and comment at a minimum of two weeks in advance of meetings.

### 3.2 MUNICIPAL STAFF

Municipal staff's responsibilities during the secondary plan process include:

- Reviewing and signing off on of materials submitted as part of the project;
- Collecting and forwarding comments received to the Municipality for response by the project team, as appropriate/needed;
- Preparing notifications for public events with the consultant team's input as needed;
- Undertaking the day to day management of the project website; and
- Scheduling and booking rooms/venues for public engagement events and Steering Committee meetings.

### 3.3 STAKEHOLDERS AND PUBLIC

The public will:

- Provide comment to the Project Team, as desired, through PIC attendance and written comment.



## 4.PROJECT BRANDING

To provide strong recognizable project branding consistent colour theme and logos will be used across project materials including presentations, PIC boards and reports. This includes using the Soper Hills Secondary Plan stamp and Clarington's logo, as seen below, and any other desired branding colours and/or templates.



As part of the template for public engagement materials, the contact information for the consultant team lead Paul Lowes and the Clarington project leads Greg Bunker and Carlos Salazar will be made available to the public.

## **5.FORMAT AND GOALS OF ENGAGEMENT EVENTS**

### **5.1 STEERING COMMITTEE MEETINGS**

The workplan has been strategically designed to allow for review of key undertakings and deliverables at important stages in the process. The following outlines the objectives of each of the Steering Committee meetings to illustrate how input will be sought at each key milestone or deliverable.

Meeting Number	Objectives
1	<ul style="list-style-type: none"> <li>• Review project workplan, scope and goals</li> <li>• Discuss work plan/schedule</li> <li>• Discuss background information and data needs</li> <li>• Discuss alignment of Subwatershed Study + EA</li> <li>• Discuss PIC #1</li> <li>• Discuss Engagement Strategy, including online engagement</li> </ul>
2	<ul style="list-style-type: none"> <li>• Review Background and Analysis Reports</li> </ul>
3&4 (combined)	<ul style="list-style-type: none"> <li>• Discuss PIC #1 summary</li> <li>• Discuss Opportunities and Constraints Analysis</li> <li>• Discuss Illustrated Urban Design and Sustainability Principles</li> <li>• Discuss upcoming Design Charrette</li> </ul>
5	<ul style="list-style-type: none"> <li>• Discuss Alternative Land Use and Infrastructure plans</li> <li>• Discuss Evaluation Criteria and Measures</li> </ul>
6	<ul style="list-style-type: none"> <li>• Discuss evaluation of Alternative Land Use Plans</li> <li>• Discuss upcoming PIC #2</li> <li>• Discuss online engagement of Alternative Land Use Plans</li> </ul>
7	<ul style="list-style-type: none"> <li>• Discuss PIC #2 summary</li> <li>• Discuss draft Preferred Land Use Plan</li> <li>• Discuss Transportation Network Report</li> <li>• Discuss upcoming PIC #3</li> </ul>
8	<ul style="list-style-type: none"> <li>• Discuss PIC #3 Summary</li> <li>• Discuss refined Preferred Land Use Plan</li> <li>• Discuss refined Draft Sustainability Plan</li> <li>• Discuss Draft Secondary Plan</li> <li>• Discuss Urban Design and Sustainability Guidelines</li> <li>• Discuss Functional Servicing Report</li> </ul>
9	<ul style="list-style-type: none"> <li>• Discuss Draft Zoning By-law</li> <li>• Discuss 3D Demonstration</li> <li>• Discuss Draft EA Master Plan Report</li> </ul>



10	<ul style="list-style-type: none"> <li>• Discuss Draft Planning Rationale Report</li> <li>• Discuss upcoming Statutory Open House</li> <li>• Discuss upcoming Statutory Public Meeting</li> <li>• Discuss final copies of all documents</li> </ul>
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## 5.2 PUBLIC ENGAGEMENT EVENTS: PICS - OPEN HOUSE - PUBLIC MEETINGS

Public engagement events will be conducted through an inclusive approach with materials designed to be clear, approachable, and visually interesting. Opportunity for comment will be provided in varying formats including written submissions, workshop activities, one on one conversations, and group question and answer sessions. This variety of formats will result in a process that encourages and allows as many people as possible to understand and participate in the process. The following table outlines the proposed objectives, format, attendees, and timeline for the secondary planning process’s public engagement events.

Event	Objectives	Format
Phase 1	Phase 1	Phase 1
PIC #1	<ul style="list-style-type: none"> <li>Introduce the public to the Study process and opportunities for input.</li> </ul>	<ul style="list-style-type: none"> <li>Drop in open house with display boards, no formal presentation.</li> <li>Workshop activity that encourages input on what people would like to see in the Soper Hills Secondary Plan.</li> </ul>
Phase 2	Phase 2	Phase 2
Virtual design charette	<ul style="list-style-type: none"> <li>Review and revise draft alternative land use and servicing concepts.</li> </ul>	<ul style="list-style-type: none"> <li>Owing to social distancing requirements related to COVID-19, what was an in person charette has been updated to be a virtual charette with the landowners group and agencies. The format will consist of a virtual meeting where SGL presents draft alternative concepts and participants discuss and suggest changes.</li> <li>Engagement with the public on the draft alternatives will occur online, as described in Section 6 of this report.</li> </ul>
PIC #2	<ul style="list-style-type: none"> <li>Present the Alternative Land Use Plans and the preliminary evaluation of the alternative plans to the public.</li> <li>To garner feedback on the alternatives and the evaluation in order to influence the ranking of the option.</li> </ul>	<ul style="list-style-type: none"> <li>The Alternative Land Use Plans will be presented by Paul Lowes and Catherine Jay using power point, followed by a break out activity with maps and facilitators at each table.</li> <li>Each table will have multiple maps showing location options for one element or land use type (e.g. Transportation, Residential, or Open Space &amp; Trails etc.) for participants to identify their preferred location of that land use.</li> <li>Note, this PIC may be converted to an online format, pending the status of COVID-19 and social distancing requirements .</li> </ul>
Phase 3	Phase 3	Phase 3

PIC #3	<ul style="list-style-type: none"> <li>• Present the Preferred Land Use Plan to the public and garner input on the same prior to preparing the related policies.</li> </ul>	<ul style="list-style-type: none"> <li>• The Preferred Land Use Plan will be presented by Paul Lowes and Catherine Jay using power point, followed by a break out activity with maps and facilitators at each table.</li> <li>• Each table will have a different map with the location of one land use/group of land uses highlighted for discussion.</li> </ul>
Phase 4	Phase 4	Phase 4
Statutory Open House	<ul style="list-style-type: none"> <li>• Present the Secondary Plan, Zoning By-law and Urban Design and Sustainability Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible drop in style event with staff and consultant team on hand to answer individual questions with no formal presentation.</li> </ul>
Statutory Public Meeting	<ul style="list-style-type: none"> <li>• Present the Secondary Plan and Zoning By-law Amendment.</li> </ul>	<ul style="list-style-type: none"> <li>• Formal power point presentation by Paul Lowes before Council providing a review of the secondary plan and zoning by-law amendment, the key technical elements and, the changes made based on input from the open house.</li> <li>• Followed by a question and answer period</li> </ul>

## 6. ONLINE ENGAGEMENT

### 6.1 PROJECT WEBSITE

The project website will be used as a key communication tool and feedback mechanism for the public to learn about the project and provide comment. Currently the Soper Hills Secondary Plan website includes a project description, a map of the study area, the March 6th public information centre time and location, a notice of study commencement, a list of related studies and background documents, and an invitation to e-mail Soper Hills with comments.

As the project advances, scheduled web updates will provide the public with information on the project, progress of the study, outcomes of public consultation sessions, and updates on upcoming events. All report deliverables resulting from the study will be provided to the Municipality so the materials can be added to the project website upon completion of each phase.

Materials that Clarington may decide to post on the website include public engagement presentations, reports, photos from public engagement events and related summaries of the events. The draft secondary plan, adopted secondary plan and the approval date of the secondary plan can also be posted on the website upon their completion.

### 6.2 ONLINE ENGAGEMENT

Based on the feedback from the Town, online engagement for the project was postponed for Phase 1.

As a result of the need to re-think the charette planned in Phase 2 on account of COVID-19 social distancing requirements, online engagement will be used in Phase 2 to present the draft alternative concepts to the public and non-participating landowners. This online engagement replaces the public portion of the charette originally planned in Phase 2. Using an online engagement tool, the three alternatives will be presented to the public in an interactive format that allows opportunity for the public to comment on the plans in a structured questionnaire format.

During Phase 2 further online engagement will occur after PIC #2 to encourage input from those who cannot or do not wish to attend said PIC. We suggest continuing to utilize Bang the Table's "Survey" tool to garner public input on the Alternative Land Use Plans presented during PIC #2, but other online survey tools are available. The maps depicting the Alternative Land Use Plans from PIC #2's workshop activity can be attached to survey questions requesting feedback on the location and types of land uses.

## 6.3 SOCIAL MEDIA

Social media may play a role in public engagement of the Soper Hills Secondary Plan Study.

Clarington has both an active Twitter account: @ClaringtonON and an active Facebook account @MunofClarington.

As the study progresses, both of these accounts may be used to spread awareness of the engagement opportunities to connect the public to the project, especially while social distancing continues. For example, when the online engagement goes live to present the alternative land use plans to the public, awareness of the site may be advertised through both Twitter and Facebook accounts.

## 7. RESPONSE TO ENGAGEMENT



Summaries will be created of each public engagement event, the associated online engagement process and of the feedback garnered from the public. These summaries can be posted on the project website and/or included in reports.

Any specific comments provided on the draft and final deliverables (Secondary Plan, Zoning By-law etc.) will be incorporated into a response matrix which clearly lays out the comments submitted and how each of the comments was either incorporated into the materials or why it was not. An example of this format from SGL's work on the Green Lane Corridor Secondary Plan for the Town of East Gwillimbury is provided on the following page in **Figure 1**.

## 8. SUMMARY



The community engagement process for The Soper Hills Secondary Plan Study will occur throughout the study and provide a variety of opportunities and formats for feedback to be received through charrettes, online platforms, written comment, open houses, statutory meetings and one on one conversations.

**Figure 1: Example Comments Matrix for providing a clear and accountable response to public feedback**

#	Name	Comments	Response
	<p>Public Open House Comments Workbook</p> <p>May 2, 2017</p>	<ul style="list-style-type: none"> <li>- The pedestrian retail near Yonge Street is continuous in Option 2 but broken up on Option 1 and may not be as attractive to shoppers.</li> <li>- The extension of Bayview Parkway in Newmarket to Green Lane, in Option 1 would be controversial, to change the existing use of the park.</li> <li>- The Neighbourhood Park in Option 2 are better placed beside schools and roads that are not as busy than in Option 1.</li> <li>- Linking the Community Park to the NHS makes most of limited resource.</li> <li>- The west Community Park near Green Lane is appropriate for the high-density development.</li> <li>- Trail system in Option 1 is longer than Option 2. When the trail is adjacent to the road there needs to be physical separation from traffic for safe pedestrian and bike travel.</li> <li>- 2<sup>nd</sup> Concession would be ideal for separated bike lanes as it would have connections to the GO station &amp; Commercial area.</li> <li>- Additional east-west collector road a good attempt to reduce the congestion on Green Lane. North-South connections are generally good. Option 2 road connections to Green Lane are better aligned for traffic flow and reduced congestion.</li> <li>- Option 2 High School placement on Main St/2nd Concession is appropriate since it is at two main cross roads but not as busy as Green Lane. Option 1 road network will result in increased congestion on Green Lane and the high school placement will impede traffic flow.</li> <li>- Option 1 has more commercial along Green Lane near the GO station, thus reducing traffic flow.</li> <li>- Like Yonge and Green Lane development of a pedestrian only shopping area in Option 1.</li> </ul>	<ul style="list-style-type: none"> <li>- The Pedestrian Oriented Retail configuration is based on the Option 2 configuration, with one central Pedestrian Oriented Retail space.</li> <li>- Bayview Parkway has been extended in the Preferred Option to connect from Newmarket to Green Lane and it travels along a sanitary sewer alignment with very limited area in the park.</li> <li>- Park are distributed across the Secondary Plan area, and are configured as a mix of Option 1 and Option 2 parks.</li> <li>- The Community Park is located centrally abutting the NHS. The western Community Park is only separated from the trail by the school; there is an opportunity for a trail connection.</li> <li>- This Community Park is in a similar location in the Preferred Land Use Plan</li> <li>- The trail system proposed is a hybrid of the Option 1 and Option 2 trail system.</li> <li>- 2<sup>nd</sup> Concession Road is identified as a Cycling Route in the York Region Official Plan. Bike lanes were recently constructed on 2<sup>nd</sup> Concession north of Green Lane, which increase connectivity to the GO Train Station.</li> <li>- The Preferred Land Use Plan road configurations are based on Option 2 road configurations.</li> <li>- The High School Location in the Preferred Land Use Plan follows that of the Option 2.</li> <li>- The Preferred Land Use Plan has Commercial Mixed use near the GO Station.</li> <li>- A Pedestrian Oriented Retail area has been included in the Preferred Land Use Plan</li> </ul>
25	Public Open House #3 Comments Workbook	<ul style="list-style-type: none"> <li>- A modern, well maintained soccer facility would be great for both indoor and outdoor practice.</li> <li>- Trails, forests, golf courses, modern and large community centre.</li> <li>- It is not completely clear from the posters how water will be supplied to the Green Lane Secondary Plan area. Is it the plan to have well based system (Queensville aquifer) or have lake bank supply via Yonge St/Leslie St combination.</li> </ul>	<ul style="list-style-type: none"> <li>- Open space, trails and parks are provided through the Secondary Plan area. Programming of these will occur at a later time.</li> <li>- The study area is primarily supplied with water from a number of Regional groundwater wells which primarily draw water from the Yonge Street Aquifer, supplemented with water sourced from Lake Ontario. Existing, active water supply infrastructure in the study area is limited to existing watermains on Green Lane at and west of Yonge Street, on Leslie Street, and installed as part of the recent development west of Leslie Street. There are plans to construct a new watermain on</li> </ul>