



REPORT TO MAYOR AND COUNCIL

PRESENTED:	JANUARY 25, 2016 - REGULAR AFTERNOON MEETING	REPORT:	16-11
FROM:	COMMUNITY DEVELOPMENT DIVISION	FILE:	6480-21-001
SUBJECT:	FERNRIDGE COMMUNITY PLAN		

RECOMMENDATION:

That Council endorse the boundaries and the engagement strategy for completion of a Fernridge Community Plan, presented as Attachments A and B to this report respectively.

EXECUTIVE SUMMARY:

The Fernridge area has been designated as an urban growth area in the Township's Official Community Plan (OCP) since 1979. The Brookwood/Fernridge Community Plan was adopted by Council in 1987. The Regional Growth Strategy also reflects this designation. At its Regular Afternoon Meeting on January 11, 2016, Council resolved to separate the undeveloped Fernridge area from the developed Brookwood area; and directed staff to complete a Fernridge Community Plan (Minor Update), using the information, public input and findings collected to date. Council also directed staff to bring forward a report on the appropriate boundaries, engagement strategy, work program, related costs and timing for a Fernridge Community Plan.

The proposed boundary for a new and revised Fernridge Community Plan is provided as Attachment A to this report for Council's consideration of endorsement. It has been developed based on the January 11, 2016 resolution of Council to delineate and exclude the existing developed areas of Brookwood to the north; and follows the boundary of the existing Brookwood/Fernridge Community Plan to the south, east and west, and generally consistent with historic boundary delineations contained in the 1994/95 Growth Management reports.

An extensive and comprehensive stakeholder and public consultation program is proposed to ensure development of a robust and supportable Community Plan for Fernridge. The proposed public consultation and communication program is in keeping with current policies and practices; and integrates the recommendations of the Mayor's Standing Committee on Public Engagement. Establishment of a Planning Team; preparation of illustrative videos, newsletters, posters, flyers and signage; organization of community dialogue sessions, facilitated workshops and public open houses; as well as utilization of social media, including the Township's website, e-alerts and engageTOL, will augment current and traditional engagement methods.

The process to complete a new and updated Fernridge Community Plan, as outlined in this report, is projected to take between 12 to 18 months; with an estimated cost of approximately \$150,000. There are adequate funds currently available as part of previous years' approved budgets. It is anticipated that a significant portion of the funds will be allocated to public engagement and communication efforts as detailed in this report and outlined in Attachment B.

PURPOSE:

This report responds to Council's resolution of January 11, 2016 by providing information relating to completion of a Fernridge Community Plan, including those related to costs and timing; and seeks Council's endorsement of the boundaries and public engagement strategy.

BACKGROUND/HISTORY:

At its Regular Afternoon Meeting on January 11, 2016, Council received an options report (Report No. 15-34), dated March 30, 2015, previously considered and deferred pending receipt of the recommendations from the Mayor's Standing Committee on Public Engagement.

Council resolved to direct staff to proceed with an update of the 1987 Brookwood/Fernridge Community Plan, considering all research, input and information collected to date, presented as Option 2 (Minor Update) in the March 30, 2015 report, in conjunction with Option 4 of the said report to separate the plan areas to create a new Fernridge Community Plan to encompass the undeveloped areas.

Based on the above, Council also directed staff to bring forward a report on the appropriate boundaries, engagement strategy, related costs and timing for preparation of a Fernridge Community Plan.

DISCUSSION/ANALYSIS:

The Fernridge area has been designated as an urban growth area in the Township's Official Community Plan (OCP) since 1979. The Brookwood/Fernridge Community Plan was adopted by Council in 1987.

In 2011, a process was initiated to update the Community Plan, involving significant technical work and considerable public input and engagement. In 2014, an update to the Brookwood/Fernridge Community Plan was presented to Council. However, after the public hearing, held in March 2014, Council elected to not proceed with the 2014 Community Plan update.

At its Regular Afternoon Meeting on January 11, 2016, Council resolved to separate the undeveloped Fernridge area from the developed Brookwood area; and directed staff to undertake a "minor update" to the 1987 Plan, based on the input and findings collected to date. Council also directed staff to bring forward a report as soon as possible on the appropriate boundaries, engagement strategy, work program, related costs and timing for a new Fernridge Community Plan.

Council's direction to proceed with a new Fernridge Community Plan is consistent with the Township's OCP, which emphasizes, the need for each community to be designed to provide:

- a mix of land uses (residential, commercial, industrial, institutional and recreational);
- a mix of housing types (single family, duplexes, townhouses and apartments);
- a variety of tenures (fee simple, strata, rental); and
- a variety of transportation modes (pedestrian, bicycle, transit and automobile).

As directed by Council, the Fernridge community planning process would be based on information, data and input collected to date; with a fundamental focus, as one of its primary tasks, to undertake further and more in-depth community and stakeholder consultation, with the help of consultants as required and as detailed below, with the aim of clarifying intent and resolving outstanding issues.

Preparation of a Fernridge Community Plan, as a separate and distinct area from Brookwood, would reaffirm the intent of preserving the existing developed areas in Brookwood, while allowing for neighbourhood planning work and development to proceed in accordance with OCP aspirations in the Fernridge area, reflecting the expressed desire of area residents.

The following sections provide additional details relating to the four specific areas identified by Council as requiring further review, discussion and endorsement.

Boundary:

The proposed boundary for a new and revised Fernridge Community Plan is provided as Attachment A to this report for Council's consideration of endorsement. It has been developed based on the January 11, 2016 resolution of Council to delineate and exclude the existing developed areas of Brookwood to the north; and follows the boundary of the existing Brookwood/Fernridge Community Plan to the south, east and west, and generally consistent with historic boundary delineations contained in the 1994/95 Growth Management reports.

Public Engagement and Communication Strategy:

Outline of a proposed public engagement, consultation and communication strategy is provided as Attachment B to this report for Council's consideration of endorsement. It has been developed based on the Strategy forming the basis of the recommendations from the Mayor's Standing Committee on Public Engagement, utilizing consultants, as needed, throughout the process.

The process to complete a Fernridge Community Plan has been broken down into five stages, which progressively build on previous phases, with community engagement and communication forming key components of each stage. The five stages have been identified as described in more detail below and will include: Definition; Discovery; Visioning; Planning and Adoption, with public engagement, consultation and communication being integrated as key components in each phase.

The engagement activities associated with this process would be appropriately budgeted, with realistic timelines and sufficient resources, as described in more detail below, consistent with recommendations contained in Goal No. 4 of the Strategy presented to Council by the Mayor's Standing Committee on Public Engagement. More generally, the proposed public engagement and communication strategy for the Fernridge Community Plan is intended to:

- involve citizens, interested individuals and community groups, as practical and possible within the defined time and resource parameters of the process;
- engage property owners and the general public in a dialogue and to incorporate their input into the process;
- provide a variety of ways for property owners and residents to participate in reviewing ideas and options; and
- ensure that Council is kept up to date throughout the process with respect to the range of community opinion, technical issues and other relevant information.

Phase 1: Definition

The purpose of this initial phase of the work would be to:

1. ensure all background information and supporting data relating to the project and particularly the boundary is properly understood and adequately communicated with refinements made as necessary;
2. establish a Planning Team consisting of various stakeholders, including property owners, residents, members of the public and various community groups to assist staff throughout the life of the project with raising public awareness, focused and critical input, review of information, identification of community impacts and evaluation of options; and
3. complete a Terms of Reference to ensure clear and common understanding of the scope and parameters of the project.

This stage is predicated with the development of background documents, illustrative videos and social media material for use on the Township's website and other print and digital media outlets to augment established communication methods.

A public Open House will be part of this initial stage, with the aim of:

- raising public awareness about the process;
- framing the process in terms of scope and opportunities;
- educating participants on the policy context and environmental constraints;
- gathering early input and 'big' ideas on issues, opportunities, and the plan;
- developing a contact and e-mail notification list; and
- seeking volunteers to serve on the Planning Team

Community Dialogue discussions with land owners, residents and other interested parties will also take place with the focus on understanding community values, concerns and opportunities, and building trust and working relationships in the community.

Communications to augment those the Township already employs, such as newspaper and website advertisements and direct mail-outs, will include community information signage - 'billboard' style (4' x 8') signage placed in key locations in the community to provide clear notification of the process and public engagement events; enhanced web presence, utilizing "engageTOL", and an email subscription list.

The above proposed steps are consistent with the Public Engagement Strategy for Planning and Development, presented to Council by the Mayor's Standing Committee on Public Engagement.

Specifically, Goal No. 6: "to Broaden and Diversify Community Participation in Engagement" and Goal No. 10, which states that: "the Township would develop accessible information to raise public awareness about planning context and the comprehensive planning approach to development and growth management, using methods such as short educational videos and infographics" and would be prominently communicated during all subsequent phases.

Phase 2: Discovery

Compilation, review, examination and analysis of existing policy framework, baseline information, previous work undertaken, existing conditions and constraints, demographic and land use data, housing stock and neighbourhood character will form part of this stage.

The results will be consolidated into Community, Policy and Technical Profile that will serve as key inputs for public communications and engagement for this phase of the process. The Profile will include a summary of key technical and public feedback information completed.

The consultation, communication and engagement strategy for this phase will include meetings with the Planning Team, facilitated workshops and a public Open House. The focus of these community events will be on developing a 'shared' understanding of the policy and technical context of the Fernridge area. Similar communication strategies applied in the initial phase will also be used for this phase of the Fernridge community planning process.

Phase 3: Visioning

This phase of the process will involve integrating the technical analysis and consultation feedback received in prior phases to the development of ideas, identifying opportunities and generating options for land use and strategic policy directions.

Additional consultation throughout this phase will assist in refining, prioritizing, integrating, synthesizing and consolidating ideas, opportunities and options, and will in turn serve as a key input for public communications and a source for consultation feedback for the concluding public engagement events in subsequent phases of the process.

There will be consultation with area residents, property owners, businesses, the development community, the Planning Team and the broader public.

Public engagement events, using a variety of consultation techniques, will provide numerous opportunities for public input, review and feedback. The Planning Team will continue with engagement activities such as a site tour, housing typology design workshop and meetings to discuss ideas, opportunities and options development. This phase of the process will conclude with an update to Council and another public Open House. Similar communication strategies outlined and applied in previous phases will also be employed in this phase.

Phase 4: Planning

The planning work in this phase will involve integrating the technical analysis and consultation feedback received in the previous phases of the process to prepare a preferred land use plan and proposed plan directions for the community. Further technical analysis is included in this phase in the form of a general servicing scheme and feasibility exercise for an integrated transportation network and utility systems.

Consultation will assist in refining the key deliverables, which will then serve as a key input for public communications and a source for consultation feedback for concluding public engagement events prior to adoption.

Consultation, communication and public engagement will continue to involve the Planning Team and area residents, property owners, businesses, and the development community, generally. The Planning Team's efforts will primarily consist of engagement activities through meetings to discuss the preferred land use plan, policy development and other key deliverables.

This phase will conclude with another update to keep Council informed and a public Open House for the broader public. In preparation for the public Open House, a series of communications, similar to those of earlier phases, will be applied in order to raise community awareness of the pending event.

Phase 5: Adoption

Phase 5, which is the final and adoption phase of the Fernridge Community Plan process, will involve integrating the technical analysis and consultation feedback received in the previous phases and preparing a draft Fernridge Community Plan, including general servicing concept plans and development permit design guidelines; with consultation to assist in refinement of the key deliverables, before the formal adoption process.

Phase 5 of the update planning process will continue to involve consultation with area residents, property owners, businesses, the development community, the Planning Team and the broader public. The Planning Team will continue engagement activities through meetings to discuss the draft Plan and other key deliverables.

Phase 5 of the engagement process will conclude with a Report to Council, requesting Council's consideration of required bylaw readings, and will include the formal Public Hearing.

Costs:

The estimated costs for completing the community engagement and planning work is projected at approximately \$150,000. Adequate funds currently exist, approved by Council as part of the 2015 annual budget process. A projected detailed breakdown of the various phases of the community engagement and plan development process, complete with associated costs, is outlined in Attachment B. It is anticipated that a significant portion of the funds will be allocated to consultation, public engagement and communication activities.

Timing:

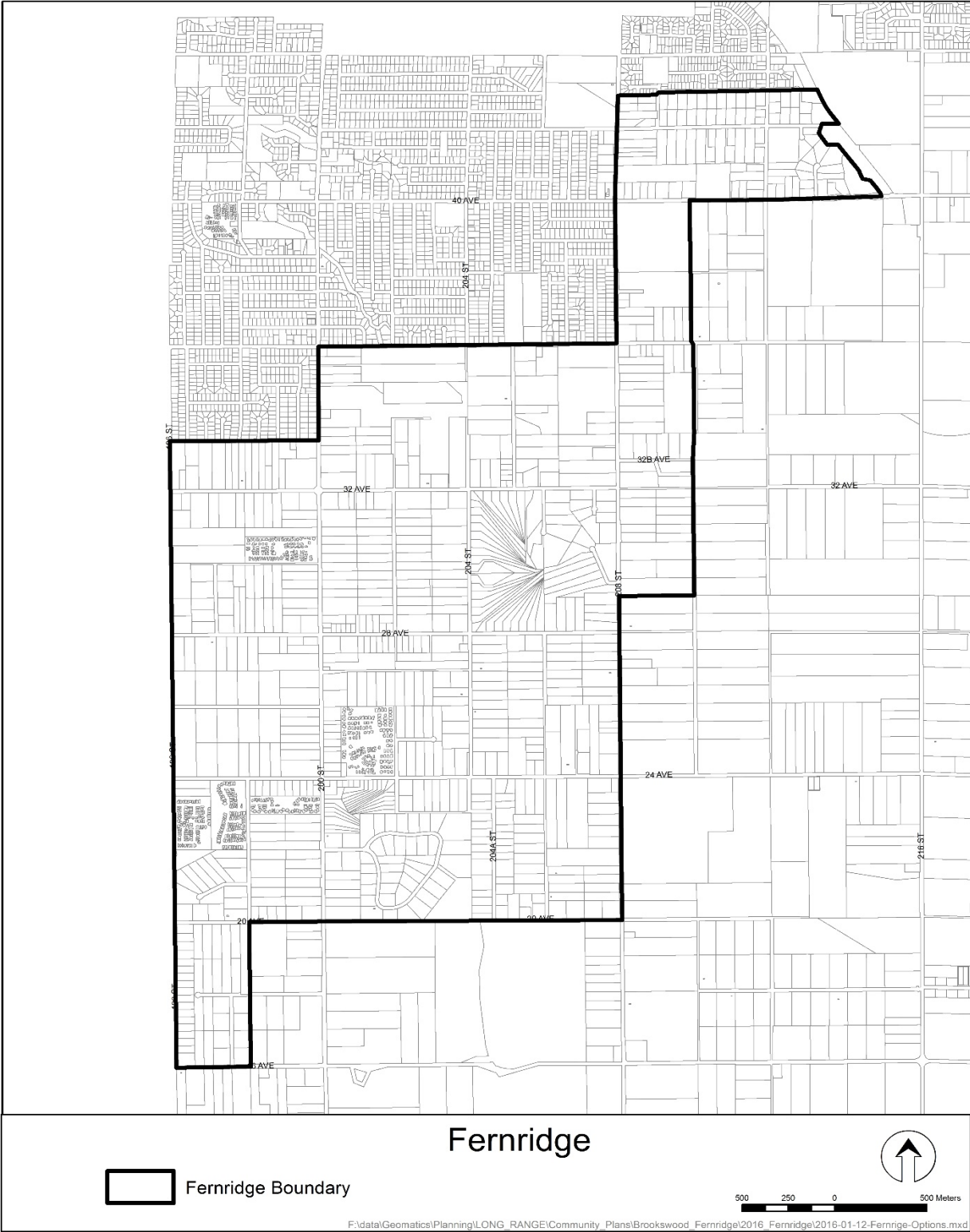
Subject to Council's approval of the Boundary and the proposed public engagement strategy, the process to complete a new and updated Fernridge Community Plan is projected to take between 12 to 18 months.

Respectfully submitted,

Ramin Seifi
GENERAL MANAGER
for
COMMUNITY DEVELOPMENT DIVISION

ATTACHMENT A Proposed Boundary Map

ATTACHMENT B Proposed Public Engagement and Communication Process



FERNRIDGE COMMUNITY PLAN

PLANNING + PUBLIC ENGAGEMENT PROCESS

PHASE 1

Definition:
Pre-Launch Determination
+ Public Engagement

2 - 3 Months

Council Updates
• Plan Boundary
& Engagement
Strategy

Engagement
• Community
Dialogues
• Planning Team
• Open House

Communications
• Illustrative Videos
• Webpage/Social Media
• Community Signage
• Backgrounders

Key Deliverables
• Plan Process & ToR

PHASE 2

Discovery:
Background, Context and
Policy Analysis

2 - 3 Months

Council Updates
• Pre-OH Overview
• Consultation
Outcomes

Engagement
• Workshops (2-3)
• Planning Team
• Open House

Communications
• Flyer/Mail-outs
• Webpage/ Social
Media
• Community Signage

Key Deliverables
• Community, Policy
and Technical
Profile

PHASE 3

Visioning:
Ideas, Opportunities and
Options

4 - 6 Months

Council Updates
• Pre-OH Overview
• Consultation
Outcomes

Engagement
• On-Line
Engagement
• Planning Team
• Open House

Communications
• Flyer/Mail-outs
• Webpage/ Social
Media
• Community Signage

Key Deliverables
• Land Use Options
• 'Big Ideas' &
Opportunities

PHASE 4

Planning:
Preferred Land Use and
Strategic Plan Directions

2 - 3 Months

Council Updates
• Pre-OH Overview
• Consultation
Outcomes

Engagement
• Workshops (2-3)
• Planning Team
• Open House

Communications
• Flyer/Mail-outs
• Webpage/Social
Media
• Community Signage

Key Deliverables
• Preferred Land Use
Plan
• Strategic Policy
• Servicing Concepts

PHASE 5

Adoption:
Complete Draft Plan and
Council Consideration

2 - 3 Months

Council Updates
• Consultation
Outcomes
• Bylaw

Engagement
• Public Hearing

Communications
• Flyer/Mail-outs
• Webpage/Social
Media
• Community Signage

Key Deliverables
• Community Plan
• Amendment Bylaw