

Attachment 9: Weston 7 Secondary Plan Consultation and Communication

Weston 7 Secondary Plan Consultation Process

The draft Weston 7 Secondary Plan was informed by an extensive public and stakeholder consultation process undertaken throughout the Study, as well as engagement with the Indigenous Peoples of Vaughan. Key participants in the consultation process were engaged throughout the different phases of the Study, including the Weston 7 Secondary Plan Technical Advisory Committee (TAC), the Weston 7 Secondary Plan Landowners Group (LOG), in addition to residents and landowners within Weston 7 and surrounding areas.

Weston 7 TAC and LOG

City Staff met with the Weston 7 TAC several times throughout the Study process and circulated different study materials for review and comment. Most recently, the project team met with TAC on August 14, 2023, to provide an overview of the draft Secondary Plan. The project team has also conducted focused meetings with Weston 7 TAC members who are subject matter experts in specific areas including, but not limited to, parks, urban design, transportation, servicing, and continue to have these meetings as required.

City Staff also met with the Weston 7 LOG on an ongoing basis throughout the Study process, most recently on April 28, 2023 and on August 30, 2023. Meetings with the Weston 7 LOG have included members of the Weston 7 TAC when discussions required the participation of subject matter experts. City Staff also participated in focused meetings with individual Weston 7 LOG members when requested and found appropriate.

A number of the Weston 7 TAC and LOG meetings occurred jointly with the on-going Weston 7 Transportation Master Plan Study.

Indigenous Peoples

The project team undertook pre-engagement meetings with four First Nations and the Local Métis Council in Fall 2020. These meetings provided an introduction of the Weston 7 Secondary Plan project and the concurrent Weston 7 Transportation Master Plan. More recently, the draft Weston 7 Secondary Plan was circulated to Indigenous Peoples for review and comment. City staff will continue to strive for meaningful engagement with Indigenous Peoples as the project progresses.

To date, City staff have actively been engaging Indigenous Peoples on City led projects such as the Weston 7 Secondary Plan, Official Plan Review, and Infrastructure projects such as the Municipal Class Environmental Assessments like the Weston 7 Transportation Master Plan. Engagement with Indigenous Peoples is mandated by the Provincial Policy Statement 2020, Planning Act, and the Environmental Assessment Act.

Walking Tour

The Policy Planning and Special Programs Department led site tours of the Weston 7 Secondary Plan and surrounding areas in May 2018 and in July 2020. The tours were organized for members of the Weston 7 TAC to provide an in-depth understanding of the site and surrounding context, including potential opportunities and challenges.

Public Forums

A total of five Public Open Houses were held during the Weston 7 Secondary Plan Study, three of which were held in Phase 1, and two in Phase 2.

- *Phase 1 - Public Open House #1:* The June 27th, 2018, Public Open House was an ideas workshop attended by members of the public and development industry representatives. The objective of this workshop was to establish a context for growth and change in the area and to hear the community's ideas for the future.
- *Phase 1 - Public Open House #2:* The November 7th, 2018, Public Open House presented the draft vision and guiding principles for Weston 7. The objective of this Open House was to review the overall draft vision for the Weston 7 Secondary Plan and the eight draft guiding principles.
- *Phase 1 - Public Open House #3:* The March 25th, 2019, Public Open House presented and received feedback on the three draft emerging conceptual land use scenarios.
- *Phase 2 - Public Open House #1:* The November 4th, 2021, virtual Public Open House was held jointly with the Weston 7 Transportation Master Plan (TMP) Public Information Centre #1. The Open House provided an update on the Secondary Plan Study and introduced the TMP Study. A summary of Phase 1 of the Secondary Plan Study was presented in addition to the structuring elements of the Secondary Plan and potential development yields for the Study Area.
- *Phase 2 - Public Open House #2:* The September 6th, 2023, Public Open House provided the public with an overview of the draft Secondary Plan. The meeting included a presentation and a question-and-answer period. A commenting period followed the Open House where members of the public could review the Open House materials, including the draft Secondary Plan, and submit written comments up until September 13th, 2023.

Information-related to the Public Open House meetings can be found at www.vaughan.ca/Weston7 .

Reports to Council

Several Communications related to the Weston 7 Secondary Plan have been prepared and considered by the Committee of the Whole and Council. The Communications are referenced in the Previous Reports/Authority section of the report, including Weston

Road And Highway 7 Secondary Plan Study– Phase 1 Status Update (File 26.2), Committee of the Whole (Working Session) Report – June 5, 2019 available at <https://pub-vaughan.escribemeetings.com/filestream.ashx?DocumentId=17110>

Weston 7 Secondary Plan Communications Plan

The draft Weston 7 Secondary Plan was supported by a communications plan in collaboration with Corporate and Strategic Communications department. The plan included two main methods of advertising, as follows:

1. The first method focused on digital communications and included the creation of a dedicated webpage for the Weston 7 Secondary Plan project with a friendly Uniform Resource Locator (URL) www.vaughan.ca/Weston7 and a dedicated email address Weston7@vaughan.ca. This method also included a digital campaign advertising the Public Open Houses on the City's social media accounts and Maple Network Exchange. E-mail notifications (e-blasts) were also sent to members of Weston 7 TAC, LOG and individuals and groups who requested information for the various meetings that occurred throughout the Study process.
2. The second method included a print campaign which involved mailing meeting notices to stakeholders within the Study Area and surrounding community. Notices were posted in the Vaughan Citizen, Thornhill Liberal and the Toronto Star newspapers advertising engagement events. Mobile signs were also placed at strategic locations in the Study Area to advertise the Public Open Houses.