

What We Heard

Phase 1 Summary Report

City Plan 2041: Richmond Hill Official Plan Update

Prepared by LURA Consulting

Prepared for the City of Richmond Hill



Table of Contents

Executive Summary	1
Vision	1
Pillars	2
Big Moves	3
Engagement.....	3
Section 1: Project Overview	5
Project Description	5
Engagement Objectives	5
Section 2 – What We Heard.....	7
Vision	7
Pillars: Overall	10
Grow Our Economy Pillar	10
Design Excellence Pillar	12
Green and Sustainable Pillar	14
Protect and Enhance Pillar	16
Pillars – Other Ideas	18
Big Moves: Overall	20
Big Move: Major Transit Station Areas (MTSAs).....	21
Big Move: New Growth Areas.....	23
Big Move: Employment Area Conversions	25
Big Move: Urban Area Expansion within the Oak Ridges Moraine Countryside Area	28
Big Moves – Other Ideas	29
Section 3: Who We Heard From	32
Virtual Open House	32
Online Survey.....	38
Section 4: Engagement Process and Communication Methods	42
Engagement Methods	42
Communication Methods.....	43
Engagement and Reach.....	44
Data Analysis Methodology	46
Section 5 – Next Steps	47
Appendix A – Virtual Open House Questions & Answers.....	48
Questions and Answers.....	48
Appendix B – Online Questionnaire	56

Executive Summary

The City of Richmond Hill is undergoing an update of the City's Official Plan to provide a clear vision for planning and development to 2041 and attract more businesses, jobs, and residents. The Update will consider new opportunities while aligning with current provincial and regional policies and plans where applicable (e.g. A Place to Grow: the Growth Plan for the Greater Golden Horseshoe, the Oak Ridges Moraine Conservation Plan, the Provincial Policy Statement, York Region Official Plan, etc.).

A key component of the project is an extensive stakeholder and community engagement program designed to raise broader interest, awareness and help shape the City's vision and goals for the future.

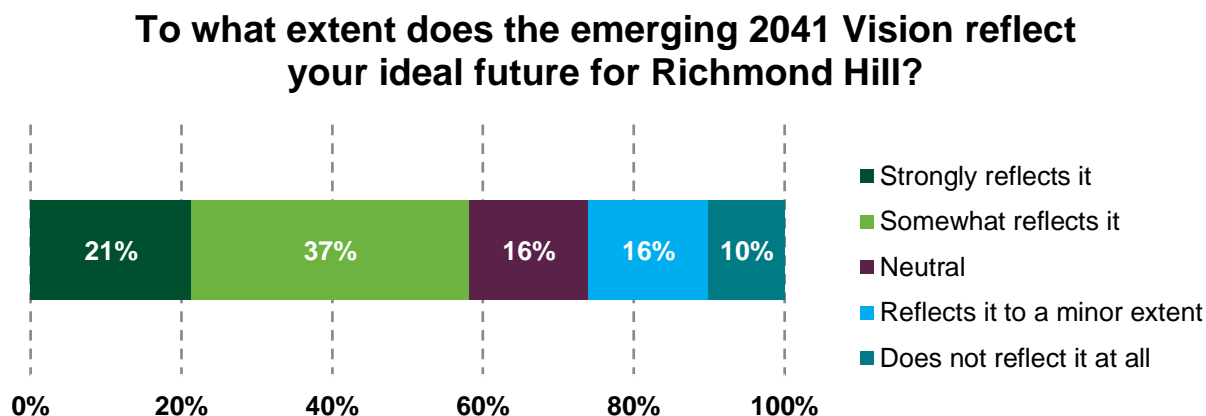
This report summarizes the engagement process and the feedback received during the first phase of City Plan 2041 – Richmond Hill's Official Plan Update. Phase 1: Vision and Urban Structure focuses on big picture thinking and responding to direction on a vision and urban structure for where the City wants to be in the year 2041.

The engagement methods used to seek feedback from the community and stakeholders during this phase included a virtual open house and an online survey. Feedback was provided on the proposed 2041 vision, the four pillars and the four "big moves" to the urban structure. A description of these was provided during the presentation and within the online survey. A copy of the survey is provided in Appendix B of this report.

Key messages emerging from public feedback are listed below:

Vision

Overall, participants showed support for the vision.



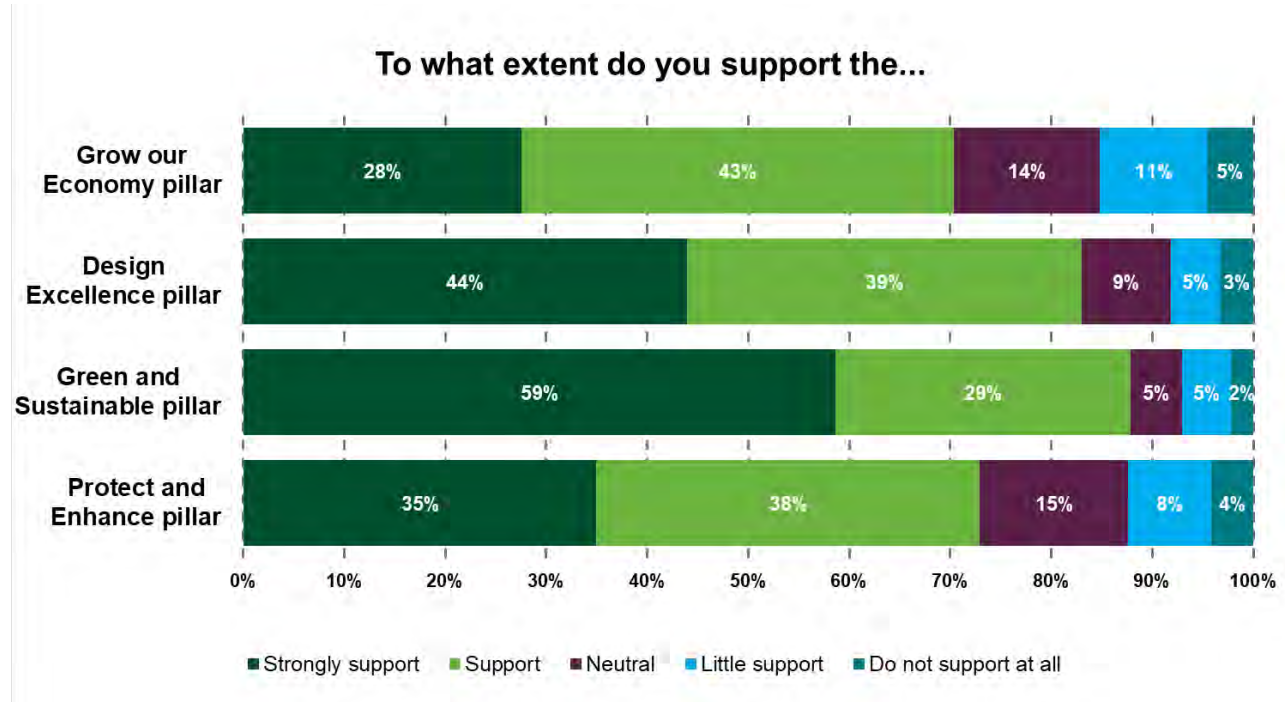
Participants suggested considering the following additional elements in the vision:

- Protection of the Oak Ridges Moraine, animal habitats and existing green spaces from high-density development.

- A focus on a variety of housing types and size built to fit within the existing context of the built environment.
- A focus on economic development and increasing the number of jobs in Richmond Hill.
- Consideration for how public transit fits into the future of Richmond Hill.
- References to Richmond Hill becoming an inclusive and diverse place to live.

Pillars

Overall, the majority of participants showed support for all four Pillars.



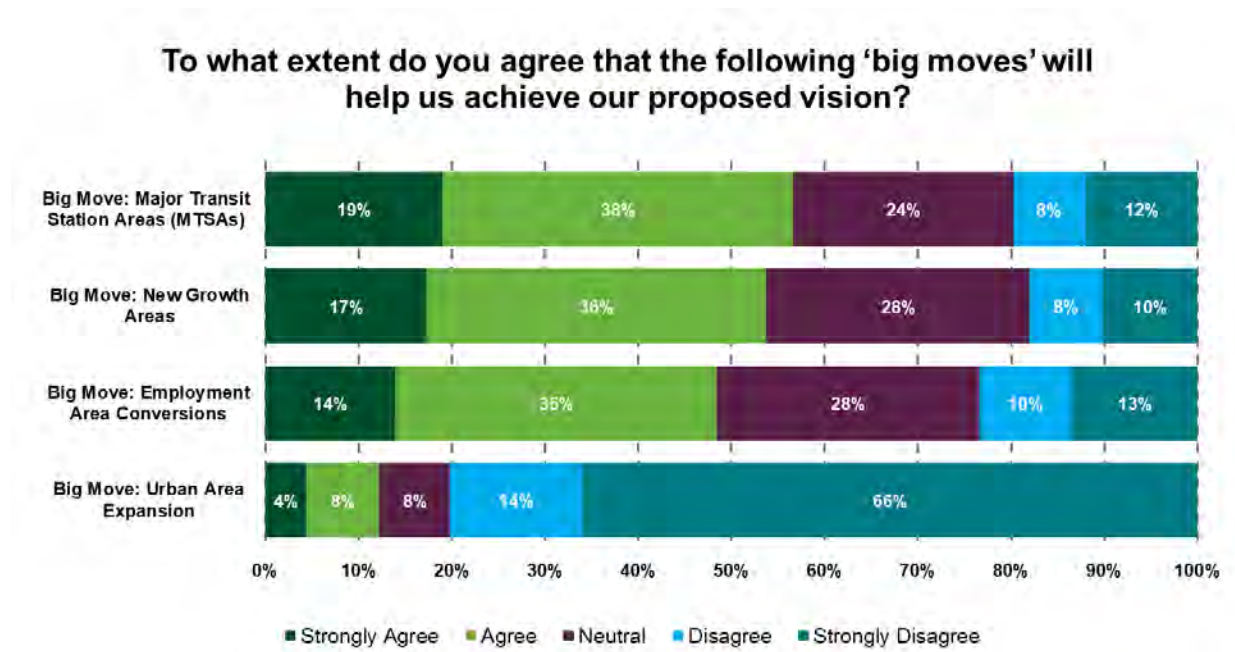
A summary of key highlights of the feedback is below:

- Participants noted that sustainable design practices should be prioritized to ensure conservation of green spaces and the preservation of the quality of those green spaces.
- Strong support was voiced for the protection of the Greenbelt and Oak Ridges Moraine from development. Participants indicated that proposing development on green spaces and protected lands does not align with some of the proposed pillars.
- Participants suggested that the pillars should prioritize the redevelopment and enhancement of downtown Yonge Street.
- Participants noted the importance of ensuring that private development is compatible with the existing character of adjacent and surrounding areas.
- Affordability, connectivity, mix of housing types and diversity were identified as elements that could be added to the pillars.

- Participants indicated that there is a need for concrete measures to achieve the outcomes stated in the pillars. Clearly defined terms should be used in the description of each pillar.

Big Moves

Overall, participants showed mixed support for three of the four Big Moves. Big Move: Urban Area Expansion within the Oak Ridges Moraine Countryside Area was not supported by most respondents.



A summary of key highlights of the feedback is below:

- There was strong opposition voiced to permitting development in existing green spaces, development within the greenway system, and the expansion of the urban area into the Oak Ridges Moraine.
- Participants noted that people should be able to live and work in the same community.
- Participants noted that this was an opportunity to provide affordable housing in areas proposed for mixed use development.
- Participants noted a need to protect the employment lands to encourage business to be established in Richmond Hill.
- Concerns were raised that future development and intensification would cause congestion on city roads, as there were still too many obstacles for people to use transit or active transportation modes instead of their cars.

Engagement

An overall summary of engagement numbers and communication reach is included in the graphics below.

214



**Open House
Attendees/
Viewers**

320



**Survey
Responses**

281



**YouTube
Channel
views**

16,900+



**Twitter
Impressions**

9,900+



**People
reached on
Facebook**

2,300+



**Project Web
Page Views**

89



**Pins on My
Favorite
Places**

5



**Articles
Published in
Newspapers**

The feedback received from the launch event and online survey will inform the second phase of the engagement. During this next phase, area-specific workshops and a questionnaire will be offered in May 2021, focused on developing the character and function of the specific growth and employment areas. Stakeholder meetings will be hosted in fall 2021 to inform the Key Directions. A public open house/workshop will be convened for the public release of the draft Key Directions Report, followed by an online questionnaire to provide feedback. The Key Directions report will be presented to Council for endorsement in December 2021.

Section 1: Project Overview

Project Description

The City of Richmond Hill is undergoing an update of the City's Official Plan to provide a clear vision for planning and development to 2041 and attract more businesses, jobs, and residents. The Update will consider new opportunities while aligning with current provincial and regional policies and plans where applicable (e.g., A Place to Grow: the Growth Plan for the Greater Golden Horseshoe, the Oak Ridges Moraine Conservation Plan, the Provincial Policy Statement, York Region Official Plan, etc.).

The Province requires that an Official Plan update be completed ten years after preparing a new comprehensive Official Plan. This ensures that the updated plan implements any changes to provincial policies, conforms with the York Region Official Plan's policies, responds to current urban issues and conditions, and considers new opportunities for shaping the City.

Council adopted Richmond Hill's current Official Plan in July 2010 to guide development to 2031. This review will provide a clear vision for planning and development in Richmond Hill to 2041.

In addition to Planning Act requirements, the Official Plan update will look to better support long-term sustainable city building, respond to climate change, and create a better balance of jobs and residents in the City.

Several City initiatives will occur concurrently with the Official Plan Update, which will address some of these key themes. These initiatives will develop tools that will be used to implement the policies of the Official Plan. There are also studies underway which will inform the Official Plan Update.

The following is a list of these City-led projects:

- [Affordable Housing Strategy](#)
- [Community Energy and Emissions Plan](#)
- [Comprehensive Zoning By-law](#)
- [Richmond Hill Centre Secondary Plan](#)
- [Socio Economic Study](#)
- [Transportation Master Plan Update](#)
- [Urban Forest Management Plan](#)
- Urban Master Environmental Services Plan
- [Yonge and Bernard Key Development Area Secondary Plan](#)
- [Parks, Recreation and Culture Plans](#)
- [Environment Strategy](#)
- Richmond Hill Investment Attraction Strategy

Engagement Objectives

Updating the City's Official Plan provides an important opportunity to engage the public and key stakeholders in the process. A key component of the project is an extensive

stakeholder and community engagement program designed to raise broader interest, awareness and help shape the City's vision and goals for the future.

Specific objectives of the City Plan 2041 engagement program are to:

- Facilitate authentic and meaningful opportunities for engagement;
- Engage broad members of the Richmond Hill community; and
- Report back on key outcomes.

The engagement program is envisioned to be delivered in three distinct phases as described on the City's [website](#). Phase 1: Vision and Urban Structure focuses on big picture thinking and responding to direction on a vision and urban structure for where the City wants to be in the year 2041.

This report summarizes the engagement process, and the feedback received during this first phase.

Section 2 – What We Heard

This section provides a high-level summary of the key themes heard throughout engagement on the vision, pillars and big moves. Key themes are summarized for each of these items. It should be noted that many of the complimentary city initiatives listed in the project description will also address the key themes outlined in the following sections.

Vision

The following is a summary of responses received on the proposed vision for City Plan 2041. Overall, participants showed support for the vision, but provided comments on elements that were missing.

When asked whether participants of the Virtual Open House agreed that the proposed vision and pillars resonated with that they would want for Richmond Hill of 2041, majority of respondents selected Somewhat Agree (52%), followed by Strongly Agree (31%) and I'm not sure (10%).

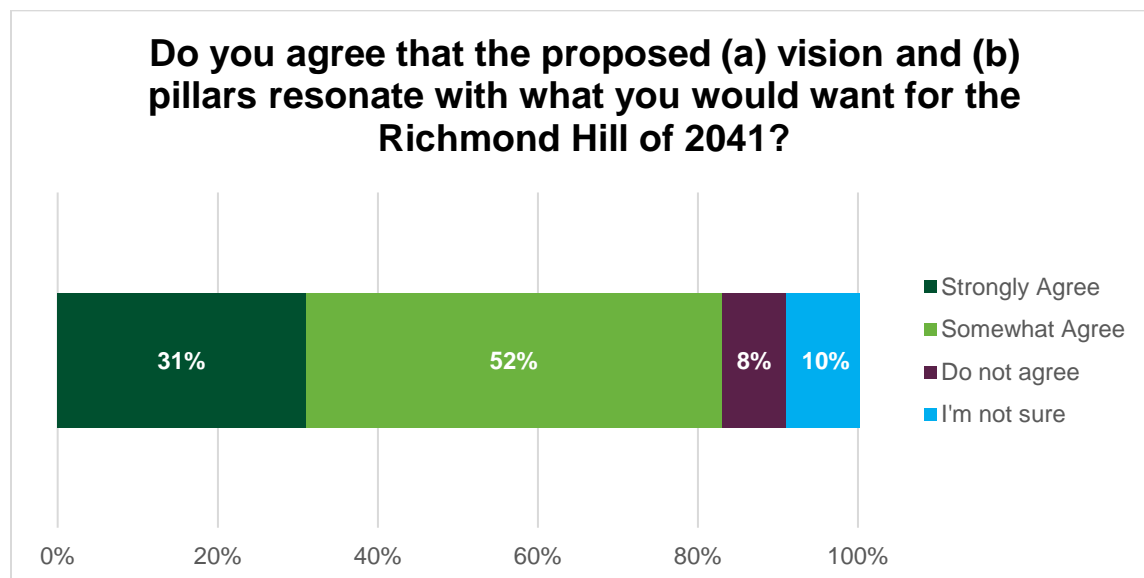


Figure 1: Graph showing participant responses for *Do you agree that the proposed (a) vision and (b) pillars resonate with what you would want for the Richmond Hill of 2041?* n=114

When asked in the online survey to what extent the emerging vision reflected participants' ideal future for Richmond Hill, the top three answers were Somewhat reflects it (37%), Strongly Reflects it (21%), Neutral (16%) and Reflects it to a minor extent (16%).

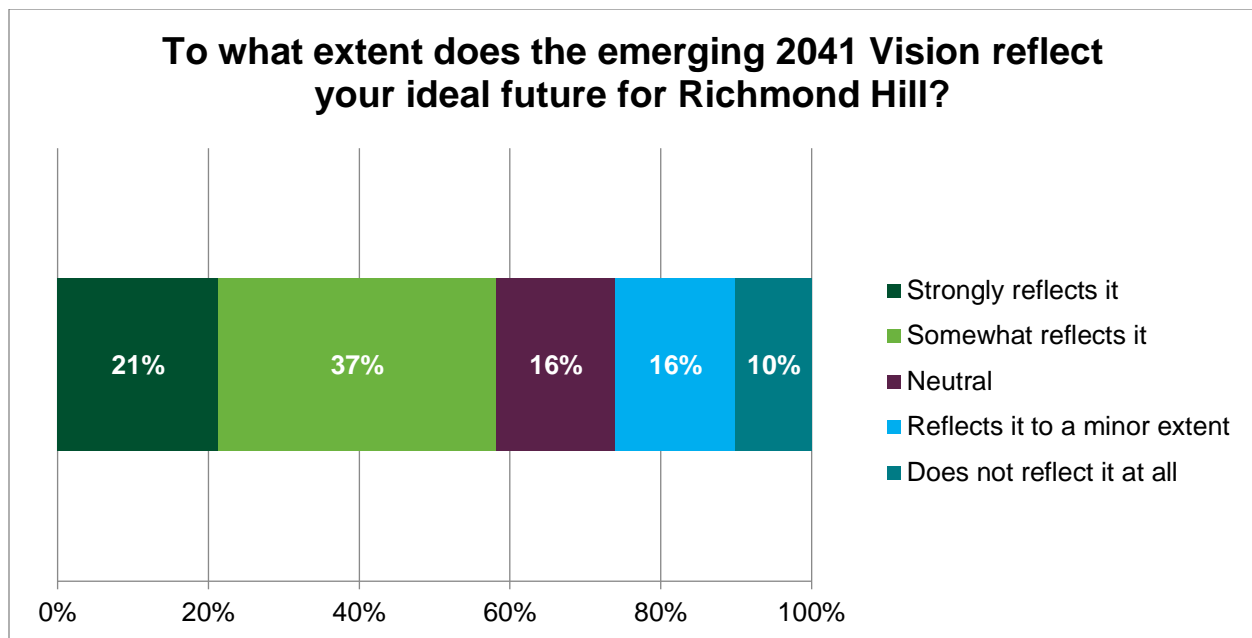


Figure 2: Graph showing participant responses for *To what extent does the emerging 2041 Vision reflect your ideal future for Richmond Hill?* n=315

Participants were asked if anything was missing from the vision statement or anything they would change. The following is a thematic summary of the responses collected. There were 178 responses.

Environment and Sustainability

Protection of the Oak Ridges Moraine, animal habitats and existing green spaces from high-density development was highlighted by participants as a key component missing. It was noted that a larger focus on sustainable communities, sustainable development and expansion of existing green spaces was needed. It was also suggested that the proposed vision should balance growth and environmental protection when planning the future of Richmond Hill.

Targeted Growth

Participants noted that there needs to be a focus on a variety of housing types and sizes built to fit with the existing context of the built environment. It was suggested that a greater emphasis should be placed on the missing middle in planning. It was also suggested that growth should be spread to other areas of the city rather than concentrated in specific areas.

It was suggested that the City should complete a comprehensive review of infrastructure to ensure that this vision can be supported.

Employment

A focus on economic development and increasing the number of jobs in Richmond Hill was highlighted as a key component missing from the vision. Additionally, participants

noted that a focus on building a city for all levels of employment was also missing from this vision.

Connections to History

References to maintaining connections to historical events, buildings and spaces were recognized by participants as an important piece missing from the vision. It was noted that reflecting on the importance of the past was key for considering the future development of Richmond Hill. It was also suggested that the vision should focus on building a community-feel.

Connectivity

Participants noted that a focus on how public transit fits into Richmond Hill's future was missing from this vision. It was identified that a focus on sustainable transportation options and the infrastructure needed to support them was needed.

Diversity and Inclusion

Participants noted that references to Richmond Hill becoming an inclusive and diverse place to live was missing from the vision. It was also acknowledged that the city's strength comes from its diverse population. Additionally, participants highlighted that it was important to emphasize the importance of accessibility for residents with physical and mental disabilities.

Affordability

Participants recognized that a focus on the older generation's needs and the younger generations, relating to affordable housing options, was missing from this vision.

Vision Language

Participants noted that the Vision needed some elements that would reflect what it will feel like to live in Richmond Hill in 2041. It was identified that there is a need to clarify the definitions of the terms "complete community" and "centerpiece" included in the vision. There were also some terms that participants found to be too subjective, such as "prominent". It was also noted that attempting to establish Richmond Hill as a single primary centre may be too ambitious.

Pillars: Overall

The following is a summary of responses received on the proposed Pillars for City Plan 2041. Overall, the majority of participants showed support for all four Pillars. The Green and Sustainable Pillar received the most support out of the four. The following is a summary of responses received.

Grow Our Economy Pillar

The following is a summary of responses received on the Grow Our Economy Pillar. Overall, support was shown for this pillar. When asked in the online survey to what extent participants supported the proposed pillar, the top three responses were Support (43%), Strongly Support (28%) and Neutral (14%).

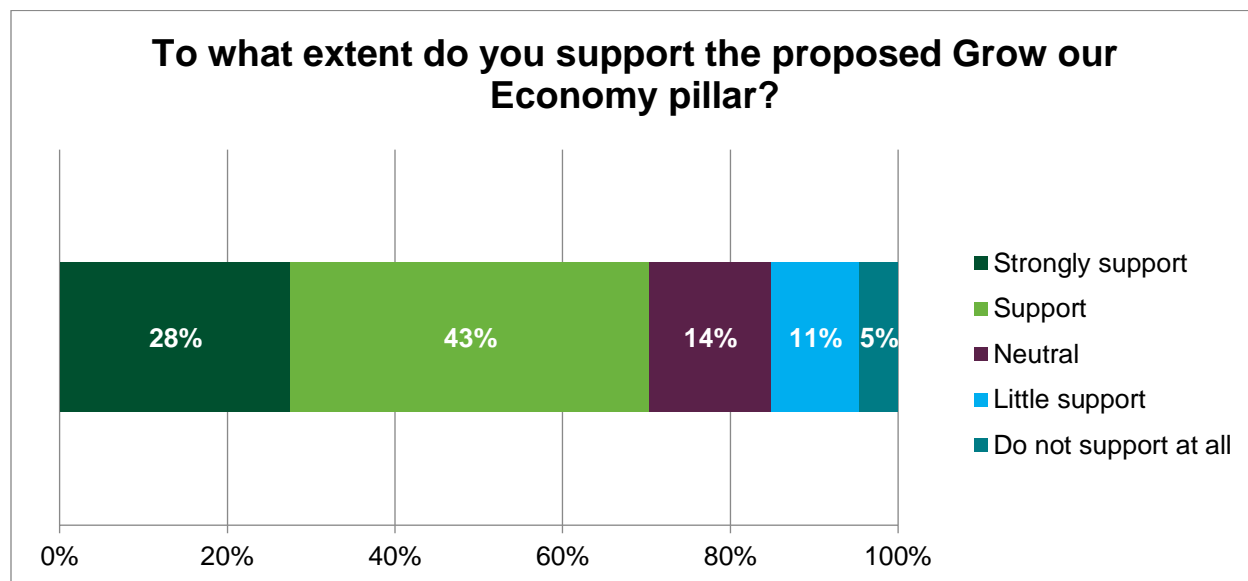


Figure 3: Graph showing participant responses for *To what extent do you support the proposed Grow our Economy pillar?* n=283

Participants provided comments on anything missing from the proposed Grow our Economy pillar or if there was anything that they would change. The following is a thematic summary of the responses. There were 120 responses.

Affordability

Concerns were raised about how the growth of the economy in Richmond Hill could affect the city's affordability. It was noted that a focus on building affordable housing was missing from this pillar.

Protection of Employment Lands/Creation of new Employment Uses

Participants identified that the protection of Employment Lands was missing from this pillar. It was noted that a focus on maintaining and supporting the already existing spaces, places, communities, businesses, and people that are already in the City should be included. It was also suggested that this pillar should ensure a balance of employment uses with new residential development. Participants noted that a stronger

emphasis should be placed on creating more professional full-time jobs by attracting big investors like producers and manufacturers.

Participants highlighted a need for concrete measures to develop the economy and achieve economic growth. Participants noted that the City should ensure proper financial planning and budgets are established to support infrastructure development first.

Education and Innovation

A focus on investment in education to grow the skills needed to succeed in a future economy was recognized as missing from this pillar. Participants identified that opportunities for creating an environment for start-ups to grow and build an innovation culture were missing. It was noted that the City needed to recognize that there is a need for technology infrastructure to support knowledge jobs. Participants highlighted that this pillar should focus on developing jobs that require talent/skilled workers.

Small Businesses

Participants recognized that this pillar was missing a focus on small, locally owned businesses who contribute to the character, values and sense of place in Richmond Hill. It was also noted that this pillar should support policies and assistance measures, in addition to infrastructure, to encourage small and medium-sized businesses to open and stay open in Richmond Hill. Participants felt that building networks and connections of communities that support small businesses' growth should be incorporated into this pillar. It was identified that more small and medium-sized businesses also provide work for a variety of workers, skill levels and education.

Impacts of COVID-19 Pandemic

Participants highlighted that COVID-19 has changed the nature of business (i.e. ordering food, online shopping, entertainment etc.). It was also noted that it has changed the way people work. While it may be too early to determine how future office-based employment will be affected, it was recognized that it was important to consider what the future of work from home could look like and how this impacts need for office space, community space, park space, etc.

Complete Communities

Consideration for opportunities to create complete communities in all areas of Richmond Hill, including single-family residential areas was raised. Participants also noted that the City should consider public transit's importance in connecting people in Richmond Hill. Participants noted a need to focus on redeveloping the city core on Yonge Street into a place with a range of services that will attract people.

Environmental Sustainability

Participants noted that this pillar's wording focused on growth without taking into account how to do it sustainably. It was recognized that a framework should be provided for how economic growth maintains the nature of Richmond Hill's green spaces. Participants recognized that there are opportunities to develop a green economy in

Richmond Hill. Opportunities for the shared economy or closed-loop business opportunities to support green business models were also identified. It was noted that there should be a greater emphasis on green jobs, environmental regulations for industry and recognition of climate change.

Pillar Language

Participants noted that clearly defined terms must be used in the description of this pillar. Concern was raised that this pillar could become more important than the other three pillars. It was recognized that a balance between all four pillars is required. Participants suggested that sustainability should be written into the vision and policy for all the pillars rather than being included in the plan as its own pillar. Clarification was requested on why these pillars were used over the established strategic priorities.

Design Excellence Pillar

The following is a summary of responses received on the Design Excellence pillar. Overall, the majority of participants showed support for this pillar. When asked in the online survey to what extent participants supported the proposed pillar, the top three responses were Support (39%), Strongly Support (44%) and Neutral (9%).

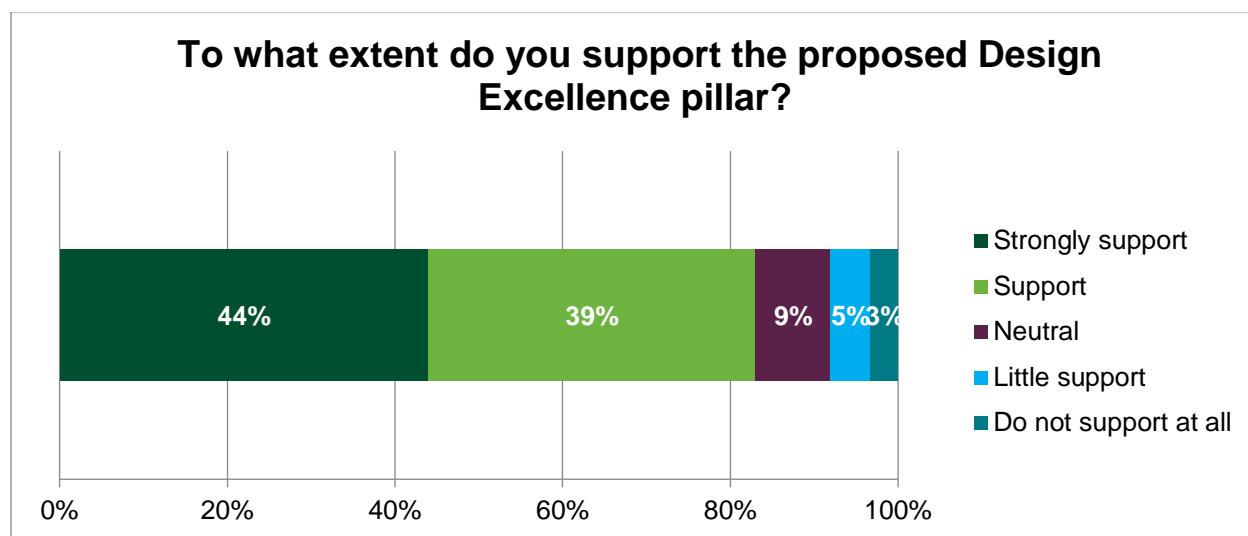


Figure 4: Graph showing participant responses for *To what extent do you support the proposed Design Excellence pillar?* n=271

Participants also provided comments on anything missing from the proposed Design Excellence pillar or if there was anything that they would change. The following is a thematic summary of the responses. There were 120 responses.

Downtown and Main Streets

Participants noted that this pillar should prioritize the enhancement of downtown Yonge Street. Emphasis on improving the walkability and design excellence of the downtown core, including opportunities to allow for storefront shops, pubs, small retailers, interesting spaces, etc. was identified. Participants identified that the balance of a small-town feel with a big city feel in the downtown needed to be improved.

Respect Existing Neighbourhood Character

Participants highlighted the importance of ensuring that private development is compatible with adjacent and surrounding areas' existing character. It was suggested that this pillar should allow for a diversity of old and new, commercial and residential, within a neighbourhood to encourage community appeal. It was also suggested that this pillar should also allow for variety and interest in new developments and protecting our heritage buildings, to increase the beauty of the downtown and city as a whole.

Open Space/Park Design

Participants noted that this pillar should ensure that spaces are designed to be used and maintained year-round and are designed to be compatible with the intended activities in the space as well as the surrounding uses. It was highlighted that more emphasis should be placed on the importance of the design of parks, trails and open spaces. As Richmond Hill grows, more green space and parks must be added.

Inclusion of Arts and Cultural Spaces

Participants would like to see support in this pillar towards the development of a vibrant, artistic community. Opportunities were recognized to include public art into the design of spaces. Participants suggested that this pillar should reference cultural spaces like museums, art galleries, the theatre, and libraries as part of Richmond Hill's inventory of public spaces.

Innovative and Sustainable Design

Participants identified that the City should have effective measures in place to ensure design excellence. A focus on innovative, attractive and iconic buildings and community centers should be included in this pillar. It should be recognized that memorable places need to be created in the design of public space, streets and buildings. Participants also noted that this pillar should focus on accessibility when mentioning well-designed public and private spaces.

Participants recognized that sustainable design practices should be prioritized to ensure the conservation of green spaces and the preservation of the quality of those green spaces. It was noted that it was important to recognize and prioritize the distinct natural habitat areas in Richmond Hill when designing new development areas. It was also suggested that this plan should include an emphasis on the importance of Green Building Design and Low Impact Development to mitigate the effects of climate change and stormwater runoff.

Active Transportation

Participants noted that this pillar should promote cycling and walking as a means of commuting. The importance of ensuring a safe network of local connections to destinations to attract active transportation users (e.g. dedicated bike lanes and sidewalks and shortcuts for pedestrians) was highlighted.

Pillar Language

Participants requested that clear language be used in this plan. Clarification on words used in the Design Excellence pillar description was requested, including "well designed" public spaces and "great" architecture. Other words suggested for use in describing this pillar included 'high-quality' and 'attractive'. It was noted that clarity on the heights of buildings and the size of green spaces was important in determining support for this pillar (i.e. an architectural standard).

Green and Sustainable Pillar

The following is a summary of responses received on the Green and Sustainable pillar. Overall, respondents showed the strongest support for this pillar. When asked in the online survey to what extent participants supported the proposed pillar, the majority of participants selected Strongly support (59%), followed by Support (29%), and Neutral (5%).

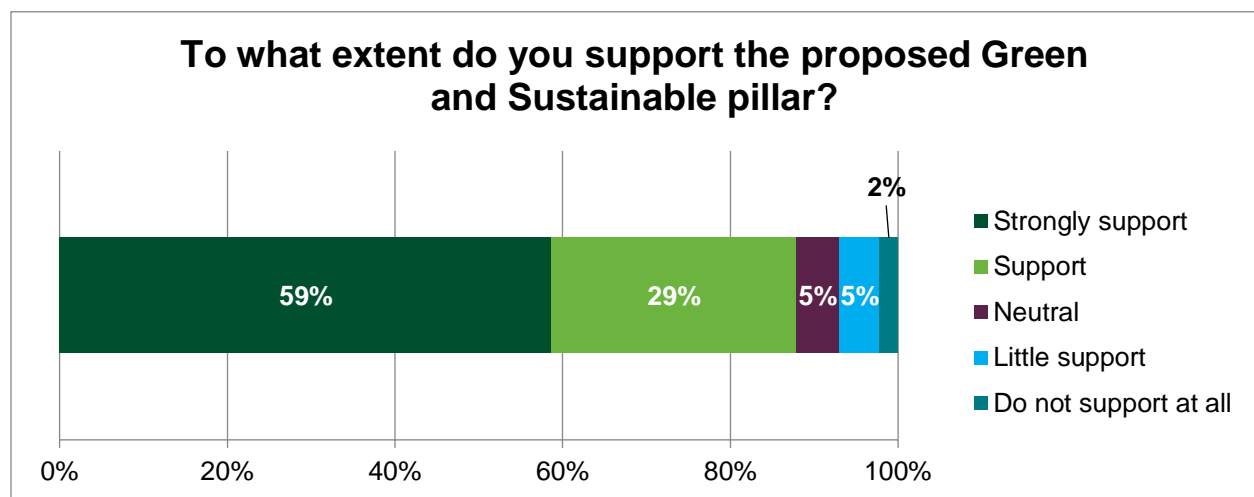


Figure 5: Graph showing participant responses for *To what extent do you support the proposed Green and Sustainable pillar?* n=271

Participants also commented on anything that was missing from Green and Sustainable pillar or if there was anything that they would change. The following is a thematic summary of the responses collected. There were 125 responses.

Green Technologies and Building Standards

Participants identified that a strong sustainable focus should be integrated into all planning and design decisions. Participants recognized that this pillar should promote and encourage carbon neutrality through the use of green energy technologies and infrastructure. It was noted that this plan should also improve green building standards. In addition, the importance of incentives to retrofit existing buildings was highlighted.

Protection of Green Spaces

Strong support was voiced for the protection of the Greenbelt and Oak Ridges Moraine from development. It was identified that proposing development on green spaces and

protected lands does not fit with this pillar. Participants also emphasized the importance of adding to the green space network. It was also noted that there needed to be additional acknowledgement for protecting the existing tree cover, protecting endangered species, enhancing biodiversity and protecting rivers and environmental lands. Participants suggested that this could be achieved with appropriate setbacks from development and building infrastructure that minimizes disruption to habitat. The importance of access to and connections between green spaces, including proximity to residential areas, was also raised.

Education, Programming and Partnerships

Participants suggested that the Green and Sustainable pillar would benefit from the inclusion of a commitment to improving education around the importance of environmentally-friendly practices. It was recognized that this pillar could support the education and uptake of proposed green initiatives and programs to support a healthy environment. Participants noted that this pillar should emphasize the importance of supporting permaculture (i.e. agricultural ecosystems) and local food production. It was suggested that this pillar should also include a commitment to expand existing programs and recognize the importance of expanding partnerships with other jurisdictions and community groups to bring environmental awareness to the community.

Acknowledgement of Ancestral Lands

Participants suggested that this pillar should include acknowledgement of Indigenous Peoples' ancestral lands that are currently occupied and lived on by residents of Richmond Hill.

Transportation

Participants recognized that this pillar should focus on sustainable transportation options (e.g., cycling, transit, walking, etc.) and improving connectivity and active transportation routes throughout the city. A focus on active transportation infrastructure and last-mile improvements from mass transit hubs to home was also missing.

On the other hand, Participants noted that use of personal vehicles must be accounted for in this pillar and that public transit should not reduce the efficiency of roadways for personal vehicles. Other participants noted that there was not enough emphasis on reducing the use of personal vehicles.

Pillar Language

Participants noted that this pillar required a stronger commitment to specific measurable goals and timing for proper implementation. Concerns about the use of “where possible” were raised. It was suggested that the language used in this pillar should be more direct to ensure the protection and expansion of the natural heritage system. Including reference to enforcement was also raised as a requirement for the success of this pillar.

Some participants noted that they required more details about how this pillar will be implemented before commenting on what might be missing. Participants recognized a

conflict between the expansion of growth into green spaces and this pillar. It was noted that growth needed to be balanced with the other pillars

Protect and Enhance Pillar

The following is a summary of responses received on the Protect and Enhance Pillar. Overall, the majority of participants showed support for this pillar. When asked in the online survey to what extent participants supported the Protect and Enhance pillar, the top three responses were Support (38%), Strongly Support (35%) and Neutral (15%).

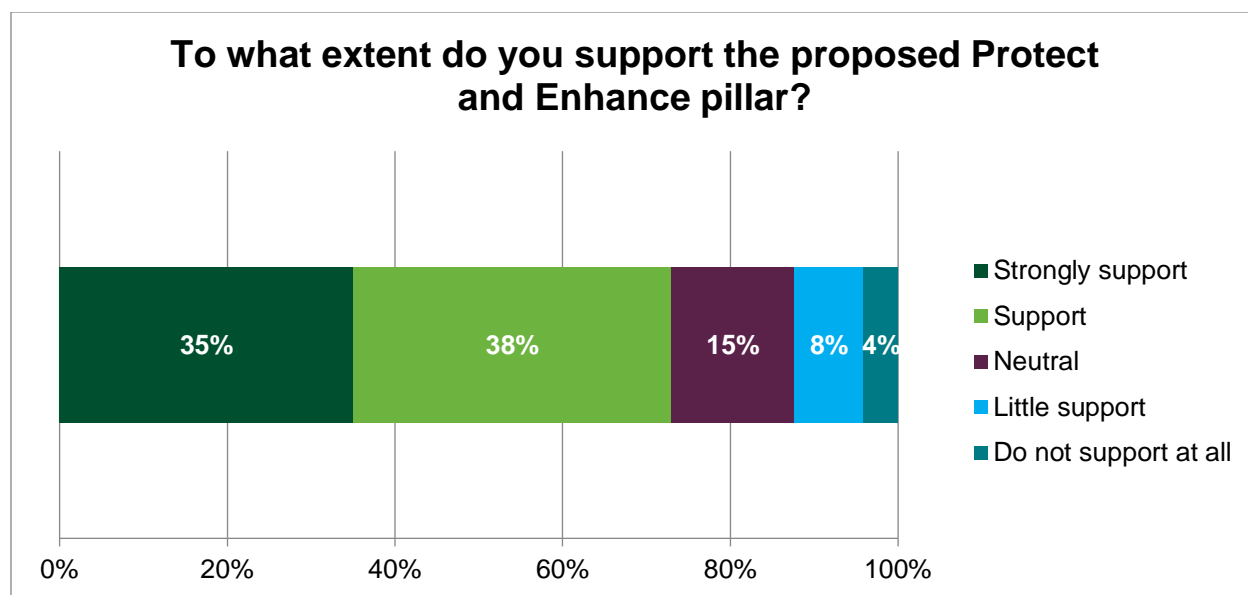


Figure 6: Graph showing participant responses for *To what extent do you support the proposed Protect and Enhance pillar?* n=266

Participants commented on anything that was missing from the Protect and Enhance pillar or if there was anything that they would change. The following is a thematic summary of the responses collected. There were 116 responses.

Protection of Green Spaces

Participants emphasized the importance of the protection of green spaces in Richmond Hill, including Lake Wilcox and the Oak Ridges Moraine. Participants identified that a commitment to align with existing policy that protects the Oak Ridges Moraine from development was missing from this pillar. It was noted that “cherished spaces” was vague and that the pillar should clearly state that the current green spaces and parks will be protected. Participants emphasized the importance of limiting the development outside the town core by focusing on intensification.

Neighbourhood Character

It was suggested that protecting the character of planned neighbourhoods by ensuring compatible infill development should be included in this pillar.

Participants noted that this pillar should recognize, support and value Richmond Hill's history by promoting its identity and protecting heritage architecture.

Diversity and Inclusion

Participants highlighted that this pillar should emphasize the importance of forming an anti-racist community that encourages mutual understanding and growing together. Participants also suggested that implementable measures should be put in place to encourage and celebrate cultural diversity in Richmond Hill. A focus on enhancing Richmond Hill's downtown core as a cultural heart of the City was noted as missing from this pillar.

Mix of Housing Types and Uses

Concerns were raised about "the greater mix of housing types." There was also some opposition raised towards planning for a mix of housing types. Other participants supported the greater mix of housing types and mix of uses. There were concerns stated on overpopulation and crowding caused by development. Participants also noted that this pillar should include a focus on housing options for seniors, emphasizing variety of housing type and location.

Community Supports

Participants suggested that this pillar should focus on the need for more support for food security and reducing homelessness. It was noted that this pillar should also include a commitment to safety and security by stopping instances of crime in Richmond Hill.

Businesses

Participants noted that this pillar should include a reference to the protection and enhancement of the types of employment uses that already exist in Richmond Hill.

Affordability

Participants identified that there was not enough emphasis on affordability in this pillar. It was noted that they wanted more details on this piece including housing affordability targets. Participants emphasized the importance of a greater mix of affordable housing in Richmond Hill, especially for seniors and young people. It was noted that even with the attraction of new businesses, there would still be an affordability issue for employees in Richmond Hill.

Transit

Participants identified that intensification was important in ensuring the success of the subway extension and local transit networks in Richmond Hill.

Pillar Language

Participants noted the importance of stating concrete and feasible measures to fulfill the promises of this pillar.

Participants noted that clarification was needed on what the “Richmond Hill Identity” was as part of this pillar. Clear language used within the pillar was requested to ensure clarity in interpretation. It was identified that the use of “cherished” is subjective. Some participants suggested that parts of this pillar could be achieved by other pillars or other City policies.

Pillars – Other Ideas

Participants were then given the opportunity to comment on anything major missing and whether there was anything else the project team should consider. The following is a thematic summary of responses collected. There were 129 responses.

Downtown

Participants noted that a focus on enhancing the purpose and function of the downtown core was missing. It was felt that the downtown core needs to be re-envisioned as a destination.

Diversity and Inclusion

Emphasize the importance of supporting a vibrant cultural scene that celebrates the arts and ethno-cultural diversity. It was mentioned that a focus on anti-racism was missing.

Indigenous Communities

Participants indicated that the City should acknowledge the Indigenous community and find ways to support Indigenous people living in Richmond Hill.

Age-Friendly Communities and Accessibility

It was suggested that the City should support the development of Richmond Hill as an age-friendly community as the aging population of Richmond Hill continues to grow. Focus on improving access to services and activities for seniors. Moreover, there is a need to consider a mix of safe housing for people with physical and mental disabilities.

Employment

Participants indicated they would like the City to emphasize the importance of attracting new employers to Richmond Hill. Participants also recognized the importance of having mixed uses along Yonge Street, which can help support the existing businesses in the area.

Mix of Housing Types and Affordability

Participants expressed support for more housing variety and affordability to attract more young people and families to Richmond Hill.

Environmental Sustainability

It was suggested that the elements of the Green and Sustainable pillar should be well integrated into the other three pillars within the Official Plan. Strong support was voiced for the protection of the Greenbelt and Oak Ridges Moraine (including existing agricultural land) from development. Participants want to see stronger considerations for protecting wildlife and biodiversity.

It was noted that there was no discussion of measures to mitigate, prepare for and adapt to climate change.

Transportation

Some participants noted that automobiles would still be the more preferred transportation option in the future. However, within this there would be a shift to electric vehicles and that this should be accommodated for in new developments.

Other participants asked the City to recognize the importance of active transportation options as viable ways to travel around the city. A mode shift should be encouraged by increasing the connectivity of active transportation infrastructure. It was suggested that there was a need for some pillars/supporting points that focused on complete communities, specifically relating to transit and mobility.

Identity

Concerns were raised on how Richmond Hill's identity would be shown in new developments. Some participants noted the importance of protecting Richmond Hill's "small-town feel" through preserving the look of neighbourhood parks and streets, ensuring that infill respects the existing context in older neighbourhoods and providing new parks and green space in new developments. It was suggested to consider discussing neighbourhood identities rather than an overarching city-wide identity.

Public Engagement

Participants emphasized the importance of proper consultation with all public and stakeholders during planning processes such as the Official Plan update. It was noted that the pillars do not refer to ongoing community engagement and expectations for governance.

A Focus on Good Planning

Participants noted that it was important for the City and Council to ensure that all new developments adhere to the plan. Participants expressed some concerns about the heavy influence of the development industry on shaping new developments in the city, disregarding the Plan's policies. Participants suggested that the City implement a more meaningful, community-based democratic process to drive the development agenda.

Participants noted that the City should have strict requirements for residential developments in the City, including unit size, setbacks, heights, mixed uses, etc.

Big Moves: Overall

The following is a summary of responses received on the proposed Big Moves for City Plan 2041. Overall, participants showed mixed support for the four Big Moves. Big Move: MTSAs and Big Move: New Growth Areas were supported. Big Move: Employment Area Conversions received mixed support. Big Move: Urban Area Expansion within the Oak Ridges Moraine Countryside Area was not supported by the majority of respondents. The following is a summary of responses received.

At the Virtual Open House, participants were asked to respond to the first three “Big Moves”:

- Big Move: Major Transit Station Areas (MTSAs);
- Big Move: New Growth Areas; and
- Big Move: Employment Area Conversions.

When asked whether participants agreed that these "Big Moves", and their potential changes to the City's urban structure, resonate with their expectations for the Richmond Hill of 2041, half of the poll participants selected Somewhat Agree (50%), followed by Strongly Agree (24%) and Do not Agree (16%).

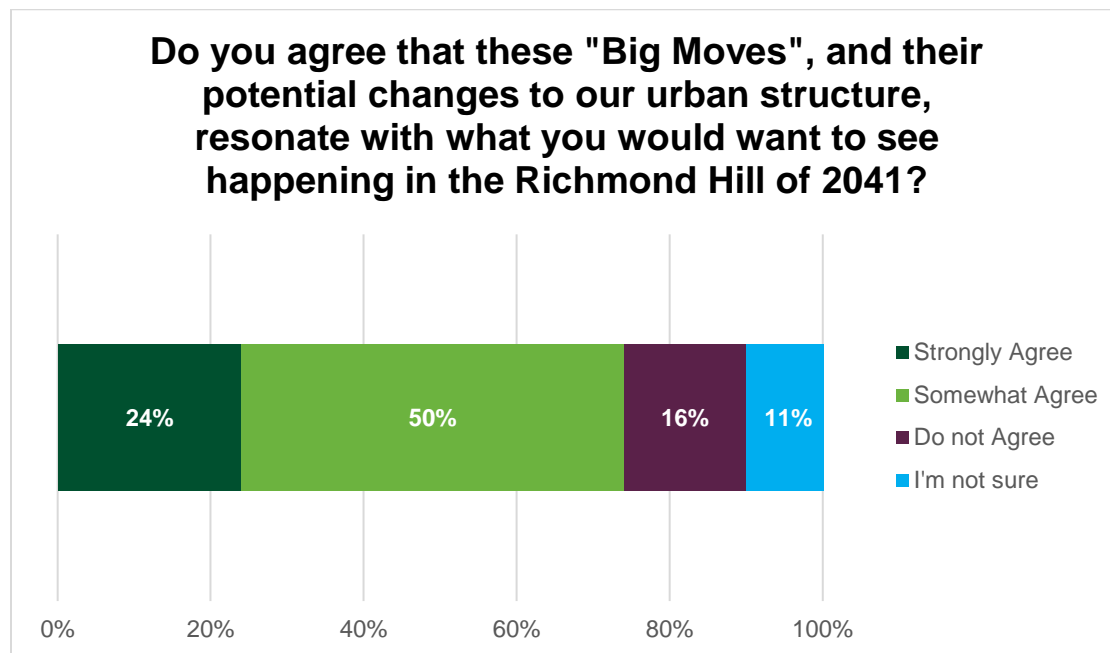


Figure 7: Results for Poll 6: Do you agree that these "Big Moves", and their potential changes to our urban structure, resonate with what you would want to see happening in the Richmond Hill of 2041? n=113

Big Move: Major Transit Station Areas (MTSAs)

The following is a summary of responses received on MTSA Big Move. Support for this Big Move was shown. Some participants suggested that these areas did not need to be developed. Other participants showed support towards this plan. When participants in the online survey were asked whether the big move would help achieve the proposed vision and direct new development in a sustainable way, the top three responses were Agree (38%), Neutral (24%) and Strongly Agree (19%).

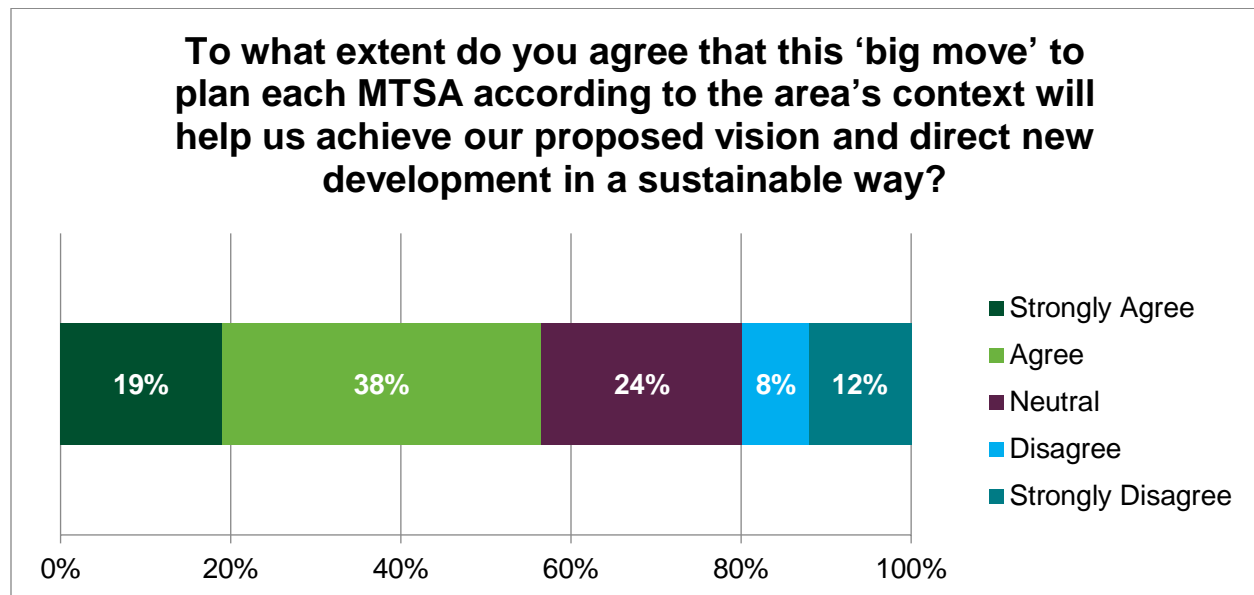


Figure 8: Graph showing participant responses for *To what extent do you agree that this 'big move' to plan each MTSA according to the area's context will help us achieve our proposed vision and direct new development in a sustainable way?* n=258

Participants also commented on how the City should identify and plan the locations as Major Transit Station Areas. The following is a thematic summary of responses collected. There were 108 responses.

Protection of Green Spaces and Environment

Participants did not support growth in the Greenbelt, and want to protect the Greenbelt lands surrounding the Gormley GO station. It was noted that sprawl should be contained within the existing built-up areas in the City.

When planning the MTSAs, participants suggested that consideration should also be given to retaining and connecting green spaces within the City. It was recognized that as density increases access to nature for residences of Richmond Hill becomes more important. It was noted that the City should protect the existing agricultural lands and encourage community gardens to support food security for those in need.

Employment Uses

It was noted that the City should ensure that employment areas near MTSAs are not converted to residential uses.

Yonge Corridor

Some participants voiced concern about extending the MTSAs too far north on Yonge Street due to the lack of available infrastructure. Other participants identified that they would like to see the MTSAs expanded further north on Yonge Street to connect more neighbourhoods to transit. A focus on redeveloping the downtown core into a cultural hub and a destination as part of planning for MTSAs was highlighted.

Manage Height, Density and Growth

Participants noted that as part of the planning for these areas, the City should limit new buildings' height.

Support was shown toward intensification along the transit routes. Alternatively, other participants suggested that growth should be more balanced throughout the City than concentrated in specific areas.

Participants noted that existing neighbourhood characteristics should be considered when planning the major transit station areas. Participants identified that the City should ensure high-quality design and landscaping as part of planning the MTSAs.

Access to Affordable Housing

Participants highlighted the need to ensure focus on affordable housing, especially near MTSAs.

Transportation

Participants recognized that people move in many directions within the city and that there should be connections that support that. Participants highlighted the importance of enhanced east/west connections through the city and the importance of ensuring a secondary transit network that moves away from the MTSA's to connect to other areas. It was also noted that the City should plan for active transportation modes from these locations as well.

Other participants noted that the City should consider parking challenges in these areas. It was suggested that the City should plan for the use of autonomous cars rather than public transit. Concerns were raised that future development and intensification would cause congestions on city roads as there were still too many obstacles to people using transit or active transportation modes instead of their cars.

COVID-19 Impacts

Participants suggested that the City should consider the impacts of how COVID-19 may change the requirements to live near public transit.

Big Move Language

Participants noted that more details needed to be provided on how the areas will be developed.

Big Move: New Growth Areas

The following is a summary of responses received on the New Growth Areas Big Move. Support was shown for this Big Move. Some participants suggested that these areas did not need to be developed. Other participants showed support towards this move. When participants were asked whether this big move will help the City achieve the proposed vision and capitalize on the opportunities provided by the transit investment in these areas, the top three responses were Agree (36%), Neutral (28%) and Strongly Agree (17%).

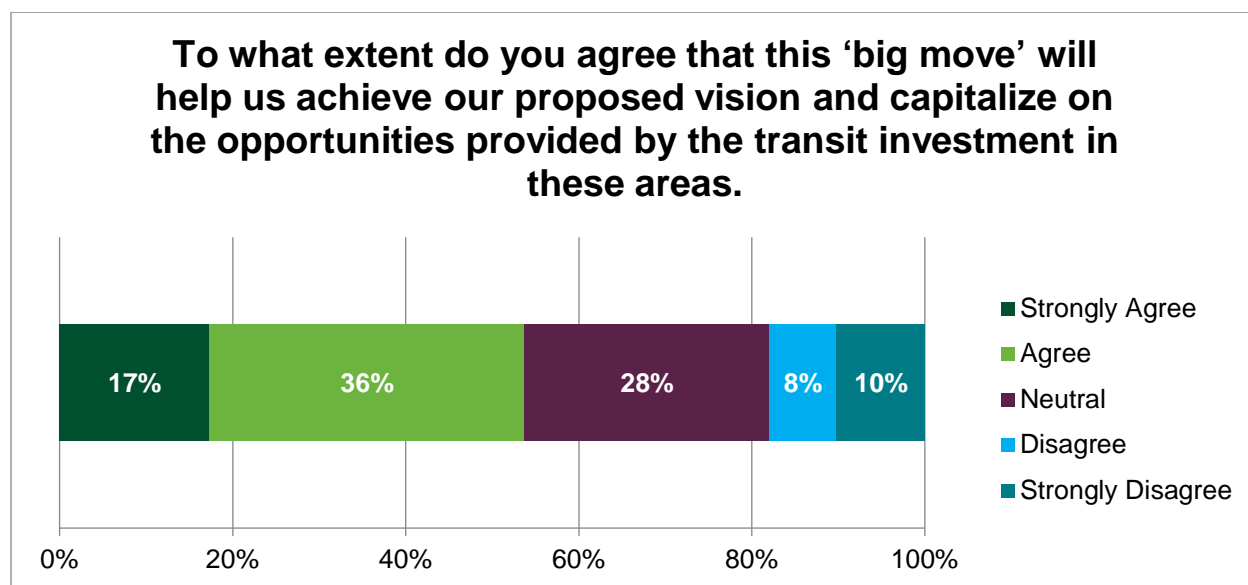


Figure 9: Graph showing participant responses for *To what extent do you agree that this 'big move' will help us achieve our proposed vision and capitalize on the opportunities provided by the transit investment in these areas.* n=255

Participants also provided comments on how the identified three new mixed-use growth areas within Richmond Hill. The following is a thematic summary of responses collected. There were 96 responses.

Bathurst and Highway 7

Opposition was shown to removing the existing green space, citing disruption of the existing green space network. It was noted that Bathurst and Highway 7 is well suited to facilitate access to natural green space via transit if the golf course is restored to a natural environment. Support for mixed use in this area was given, but only with the protection of the green space. Preference was shown to develop in other more industrial and/or commercial areas of the city.

East Beaver Creek Road and Highway 7

Concern was raised about the conversion of the East Beaver Creek employment lands. On the other hand, some participants showed support towards transitioning the uses in this space.

Bayview Avenue and Highway 7

Support for transitioning this area from big box stores to mixed use was given. It was suggested that office uses should be included as part of the plan.

Protecting Green Space and Natural Heritage Areas

Participants identified that this big move does not align with the pillar of Green and Sustainable or Protect and Enhance. The importance of including new green spaces in these new mixed-use areas was highlighted. It was highlighted that green space is critical for supporting biodiversity, mitigating climate change and improving health. It was also noted that there was a need to protect riparian zones and reduce pollutant runoff into waterways from developed areas.

Mixed-Use

Participants highlighted that people should be able to live and work in the same community. It was noted that the City should ensure that new developments provide a mix of uses and amenities, not solely residential. Participants highlighted that the success of the mixed-use concept is dependent on the quality of the plan. It was recognized that simply building high-density housing will not achieve the vision. Participants identified that this was an opportunity to provide affordable housing.

Destination Locations

It was suggested that Richmond Hill should develop destinations for visiting and shopping. Opportunities were also recognized for destination locations such as a hospital, university or a tech hub.

Existing Facilities

It was recognized that the facilities and businesses in the selected new growth areas are important. The City should consider how these businesses will relocate or be incorporated into the new plan for the area.

Transportation

Participants suggested that the subway could be extended to these areas. Concerns were raised about increased traffic without adequate transit servicing to these areas. It was noted that major north-south corridors are already congested.

It was identified that the on- and off-ramps from Highway 7, would need to be majorly improved if there is increased residential construction in that area.

It was also noted that walkways and pathways in these areas should be pedestrian-friendly.

Manage Height, Density and Growth

Concerns were raised by participants on the number of tall buildings that would be built in the proposed mixed-use areas. It was suggested that there should be limitations on the number of tall buildings permitted in the plan. It was also suggested that buildings' heights should be transitioned to the existing low-rise, single-detached residential areas

and should be built at pedestrian-friendly scale. Pedestrian-Friendly walkways and pathways were recognized as important by participants.

Support towards densification in these areas was given. It was noted that building higher density in these areas was preferred over building outwards. Concerns were raised that the minimum density targets set by Provincial and Regional policy are unrealistic for Richmond Hill. It was assumed that the levels of transit uses needed to support these densities would not be achievable.

Big Move Language

Clarification on the meaning of "Planning to better use and intensify the lands" was requested. Participants noted that it was important to understand how the City plans to achieve this big move. Participants suggested that the City should identify the ratio of uses in each area to ensure that they will develop into a complete community.

Big Move: Employment Area Conversions

The following is a summary of responses received on the Employment Area Conversions Big Move. Support for this Big Move was mixed. Some participants suggested that these areas did not need to be developed. Other participants showed support towards this plan. When participants in the online survey were asked to indicate the extent whether this move will help the City achieve the proposed vision to create new/expand mixed use complete communities, the top three responses were Agree (35%), Neutral (28%) and Strongly Agree (14%).

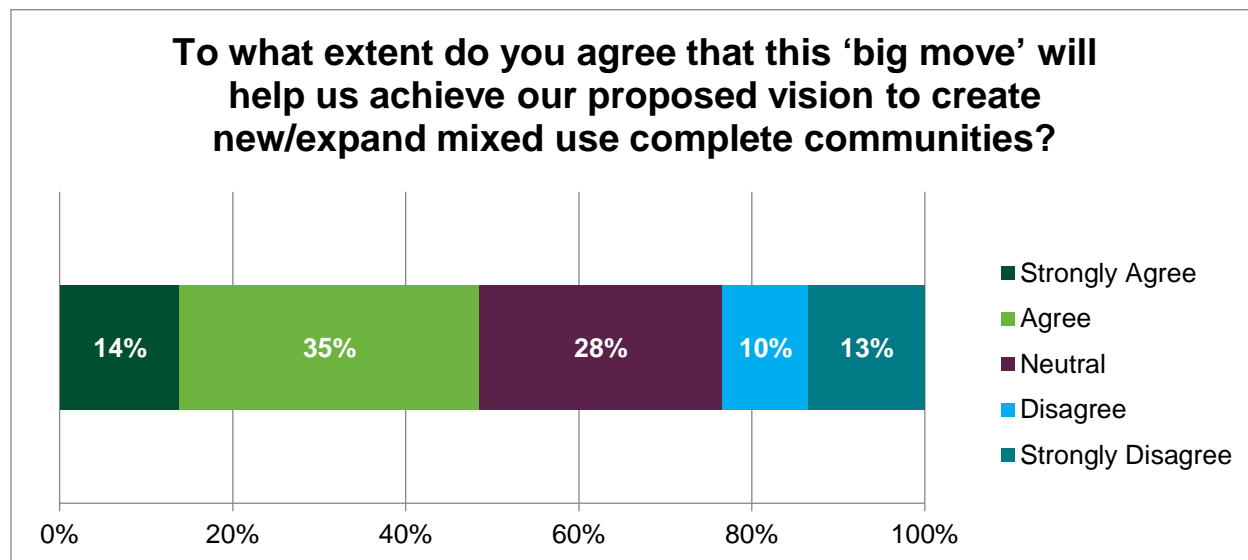


Figure 10: Graph showing participant responses for *To what extent do you agree that this 'big move' will help us achieve our proposed vision to create new/expand mixed use complete communities?* n=252

Participants also provided comments on converting five select employment areas to support a greater mix of land use. The following is a thematic summary of responses collected. There were 89 responses.

Yonge and Enford

Participants supported a mix of uses in this area. It was noted that there were opportunities to build the area to enhance Richmond Hill's downtown. Support for more employment uses and community spaces was given. Participants highlighted that green space needed to be preserved in this area to make it the core of the city's cultural identity.

Newkirk and Major Mackenzie

Participants supported a mix of uses in this area due to the existence of the GO station. Concerns were raised about the minimum developable densities around the GO station.

Leslie and Major Mackenzie

There was opposition shown towards developing residential uses in this area. Participants noted that green space in this area should be preserved.

Major Mackenzie and Highway 404

Participants suggested that this area should be planned and developed slowly. Concerns were raised about the encroachment onto the existing greenway system. There was opposition shown towards developing residential uses in this area.

Concern was raised about the potential isolation of seniors in this area. It was noted that Long-term care and seniors' housing should be part of the community where seniors can walk, shop and socialize. Safety concerns about the proximity to the highway were raised.

Highway 7 and East Beaver Creek

Participants recognized that the area does have growth opportunities. As such, participants wanted more clarity on the direction of growth. It was noted that this area should be planned and developed slowly.

Protection of the Greenway System

Concerns were raised that the greenway system would be compromised by new development.

Protection of Employment Lands

Participants identified a need to protect the employment lands to encourage businesses to be established in Richmond Hill. Concerns were raised that these new developments would only create jobs in the real estate sector rather than larger-scale permanent employment opportunities. Participants highlighted the importance of ensuring that higher-end jobs are the result of employment land conversions. It was noted that there is a shortage of office space for small and medium-sized business. Participants were concerned that insufficient industrial land supply could hinder economic opportunities for attracting large-scale manufacturing, distribution/logistics, and transportation services. It was noted that there were opportunities to redevelop city assets such as arenas instead of converting employment lands.

It was suggested that the City should focus on developing incentives to encourage businesses to locate in Richmond Hill.

Mixed Uses

Participants suggested that the conversion of employment land to residential uses should include zoning for schools and recreational spaces and retail/commercial space. It was noted that residential uses should not be permitted to immediately border Highways 404 and 7. Suggestions on locating mixed-use areas in the north end of Richmond Hill were also provided.

Existing Neighbourhoods

Participants suggested that there should be a height limit for buildings in areas near existing single-family neighbourhoods.

Transportation

Concerns about automobile congestion in these areas were raised as the majority of these areas are currently car-dependent. The safety of children due to the volume of truck traffic in these areas was also raised.

Participants identified that it was important that roads in these areas should be built before any new development to avoid congestion issues. It was also noted that transit connectivity to these areas is essential.

Minister's Zoning Order

There was opposition shown towards Minister's Zoning Orders without extensive community input and consultation with experts.

Big Move Language

Clarification was requested by participants on the type of mix proposed in each area. Concerns about overpopulation and overdevelopment in these areas were raised. Participants requested more details on the planning of these areas before they could comment.

Big Move: Urban Area Expansion within the Oak Ridges Moraine Countryside Area

The following is a summary of responses received on the Urban Expansion within the Oak Ridges Moraine Countryside Area Big Move. The majority of respondents were firmly opposed to the Big Move. When participants in the online survey were asked whether this move would help the City achieve the proposed vision, the majority of respondents Strongly Disagreed (66%), followed by Disagree (14%) and both Neutral and Agree, each at 8%.

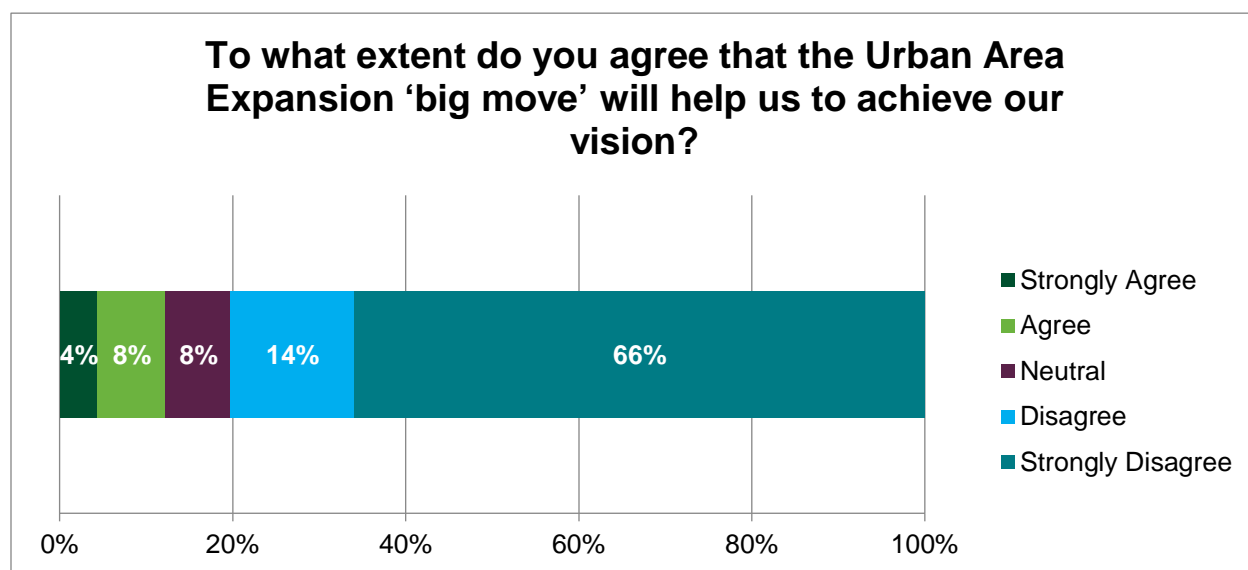


Figure 11: Graph showing participant responses for *To what extent do you agree that the Urban Area Expansion 'big move' will help us to achieve our vision?* n=253

Participants also provided comments on the urban area expansion. The following is a thematic summary of responses collected. There were 163 responses.

Protection of the Oak Ridges Moraine and Greenbelt

The majority of participant comments received were firmly opposed to the expansion of the urban area into the Oak Ridges Moraine. It was highlighted that the protection of the Greenbelt needed to be the first priority of this plan. Participants recognized that this move does not align with the proposed pillars. Participants were very concerned with this Big Move as any changes to the Greenbelt area would be permanent. Participants highlighted that the Greenbelt provides vital habitat and natural heritage features and connections that are irreplaceable.

Intensification of Existing Built-up Areas

Densification in existing built-up areas was preferred over the expansion into the Oak Ridges Moraine. It was noted that a focus on densification in the southern parts of Richmond Hill should be considered.

Alternative Agriculture

It was noted that the City could create incentives to promote vertical farming or other innovative food growth strategies for this area.

Transportation

Concerns were raised about increases in traffic in the expanded area.

It was noted that GO stations should provide sufficient parking, covered bike parking and charging stations for electric vehicles. It was also noted that safe active transportation infrastructure such as bike lanes should be put in place.

Big Moves – Other Ideas

Participants were given the opportunity to comment on anything else that the City should consider as they plan Richmond Hill to 2041. The following is a thematic summary of responses collected. There were 163 responses.

Protection of the Oak Ridges Moraine and Greenbelt

Participants did not support growth in the Greenbelt. There was strong support given towards protecting the Greenbelt lands and redeveloping existing built-up areas. It was also emphasized that agricultural land must be protected.

Pedestrian-Scale

Participants noted the importance of a focus on high-quality aesthetic environments for the residents in areas of tall buildings. They suggested to reimagine the city with more social spaces, more walkability and cyclability to work, shopping and recreation. Pedestrian safety and connections were identified as important in the growth of the city.

Concerns about the height of buildings along Yonge Street were raised. It was noted that the City should establish a height maximum.

Attract Businesses

Participants noted that they wanted to see more detail on how the City plans to attract businesses to Richmond Hill.

Infill and Intensification

Participants asked that the city ensure that growth is well-planned and representative of quality design. Planners should also be mindful of the density of development and maintain and increase environmentally sensitive areas. Opposition was shown to any expansion of the urban footprint into non-developed areas. Concerns were raised however about increasing population density.

Downtown/Main Streets

Participants identified the importance of redeveloping the downtown core into a destination area for gathering, eating, dining and shopping. Participants would like to see a bold vision for this area. Opportunities to design Yonge Street, Bayview Avenue and Bathurst Street corridors as local main streets were recognized.

Participants noted that it was important to increase parking availability or allow street parking.

Green Technologies

Participants noted the importance of including green technologies and energy in new developments.

Green/Recreational Spaces

Participants noted that where there is development, there should be suitable green spaces and infrastructure for recreation. They noted that this plan should also address recreational spaces for families and youth.

Arts and Culture

Participants suggested consideration be given to cultural and art-friendly spaces for artists and cultural professionals.

Indigenous Communities

Participants encouraged the City to acknowledge the Indigenous community and find ways to support Indigenous people living in Richmond.

Social Services

Participants noted that there should be a focus on underfunded services in Richmond Hill. Services noted included emergency food services, supportive housing and hospice care. Additionally, it was suggested that the plan should allow for the development of more shelters and services for the homeless.

Seniors

Participants encouraged the City to consider Richmond Hill's aging population when planning new developments. Many seniors will be looking to downsize and will require easily accessible green spaces. A focus on facilities and senior's programs was recognized as important.

Transportation

It was noted that improved transit routes and pedestrian opportunities should be made available with the development of more housing. Participants noted the importance of creating more trail connections and bike routes in the city. Concerns were raised about traffic congestions in areas of new development.

Diversity and Inclusion

Participants highlighted the importance of making concrete plans for anti-racism.

Mixed Use

Participants noted that mixed use includes more uses than just residential and retail. It was highlighted that Planning staff should ensure that uses in new development areas include office and other employment uses, schools, community centers etc. to support the population. Participants felt that the Official Plan should allow for a mix of housing types and affordability to attract families.

Public Engagement

Participants highlighted the importance of conducting extensive public consultation on this plan to ensure that residents feel they have a real voice in the development of this city.

Section 3: Who We Heard From

Virtual Open House

When registering for the Virtual Open House, participants were given the opportunity to indicate how familiar they were with the City's current Official Plan. As shown in Figure 12, the top three responses from participants were not at all familiar (31%), a little bit familiar (31%) and somewhat familiar (26%).

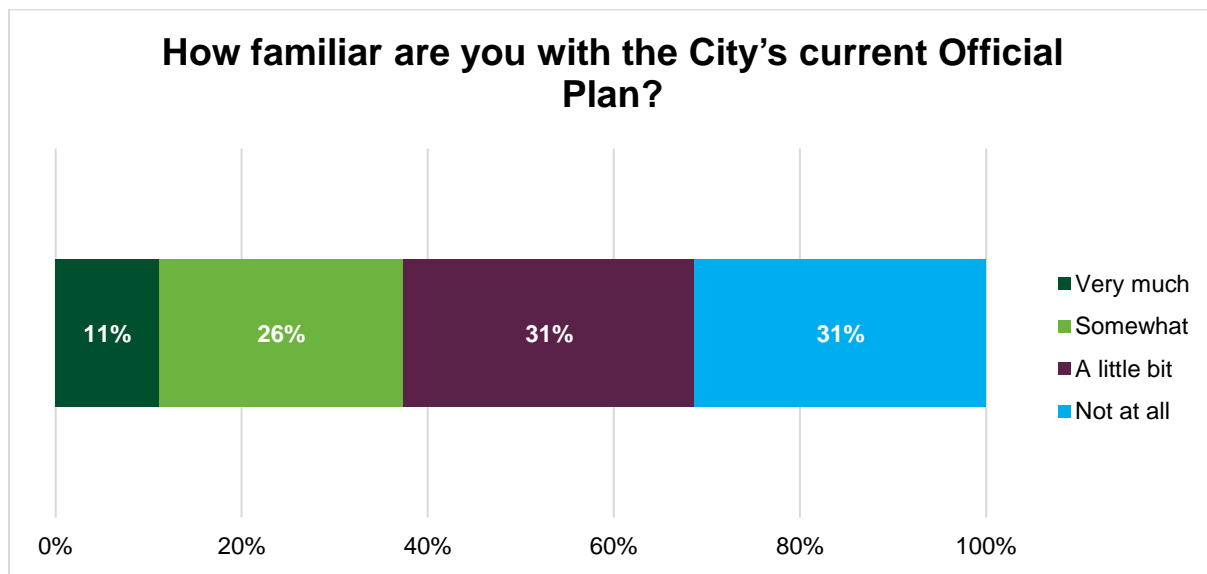


Figure 12: Results for *How familiar are you with the City's current Official Plan?* n=287

Throughout the Virtual Open House, participants were given the opportunity to participate in six polls that helped us learn about who was attending the event. The poll results are below.

First, participants were asked what brought them to the launch event. Participants were asked to select all that applied. As shown in Figure 13, care about social, economic and environmental sustainability (78%) was the most popular choice, followed by care about city infrastructure (74%) and care about how the city should develop to suit my lifestyle (70%).

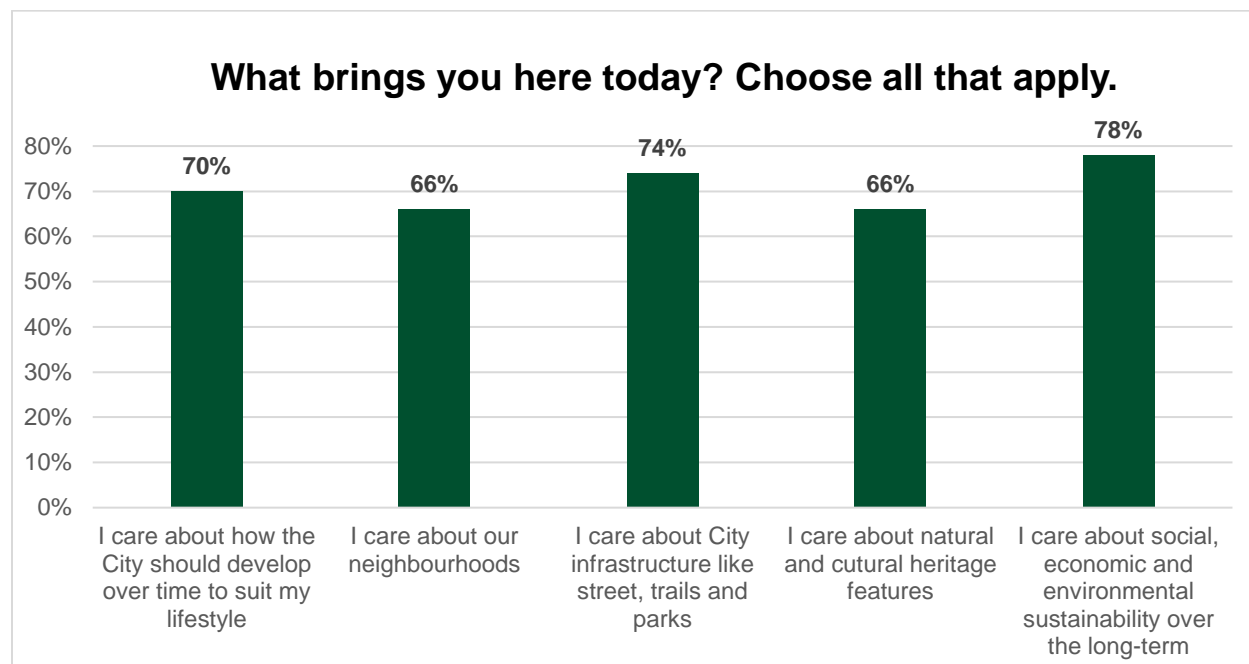


Figure 13: Results for Poll 1: What brings you here today? n=152

Participants were asked about the type of housing they picture themselves living in 2041. As shown in Figure 14, the top three housing choices for 2041 were modest house in a subdivision (37%), a large house on a large (rural) lot (18%), a high-rise apartment building in a mixed use setting with frequent transit nearby (12%) and Other (12%).

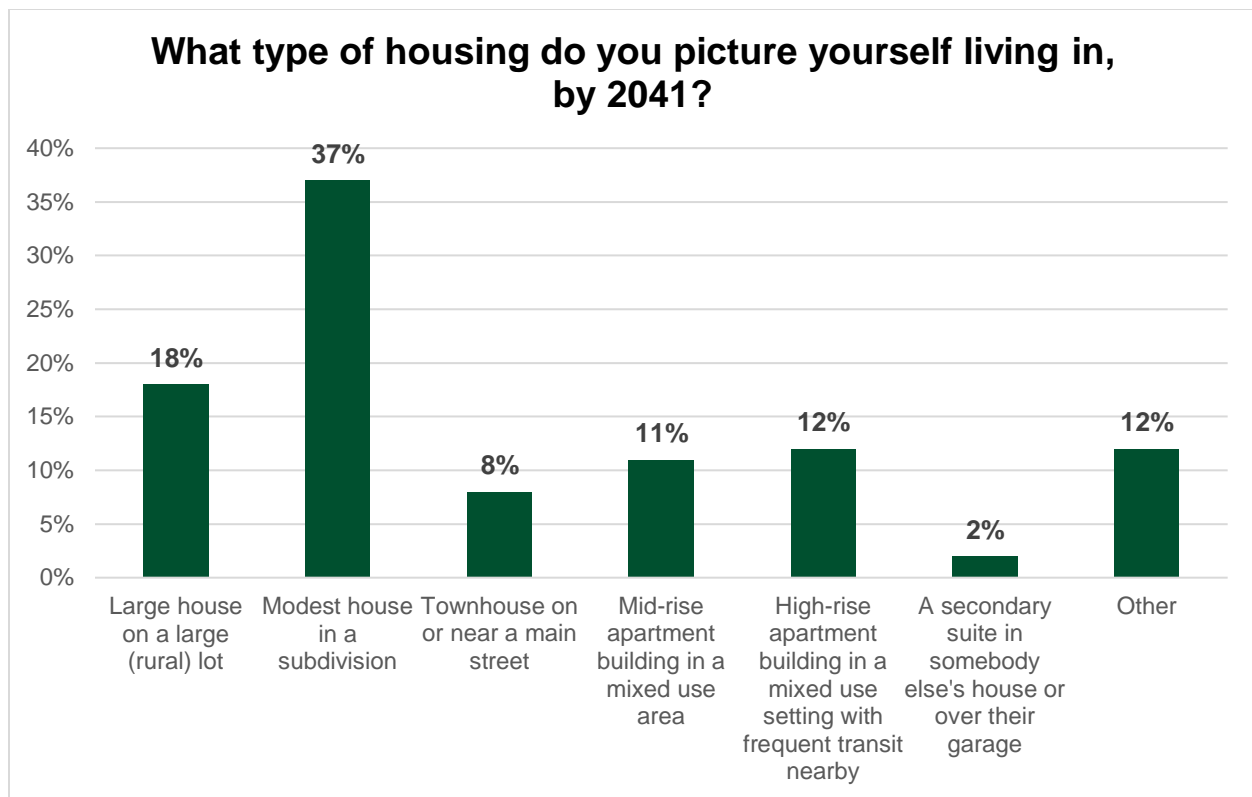


Figure 14: Results for Poll 2a: What type of housing do you picture yourself living in by 2041? n=131

Then they were also asked where they picture themselves working, learning and innovating in 2041. As shown in Figure 15, the top three areas poll participants pictured themselves working, learning and innovating in Richmond Hill by 2041 are Not applicable (I won't be working) (37%), In my own home (31%), Office building in a mixed use area (8%) and Institutional/public building (8%).

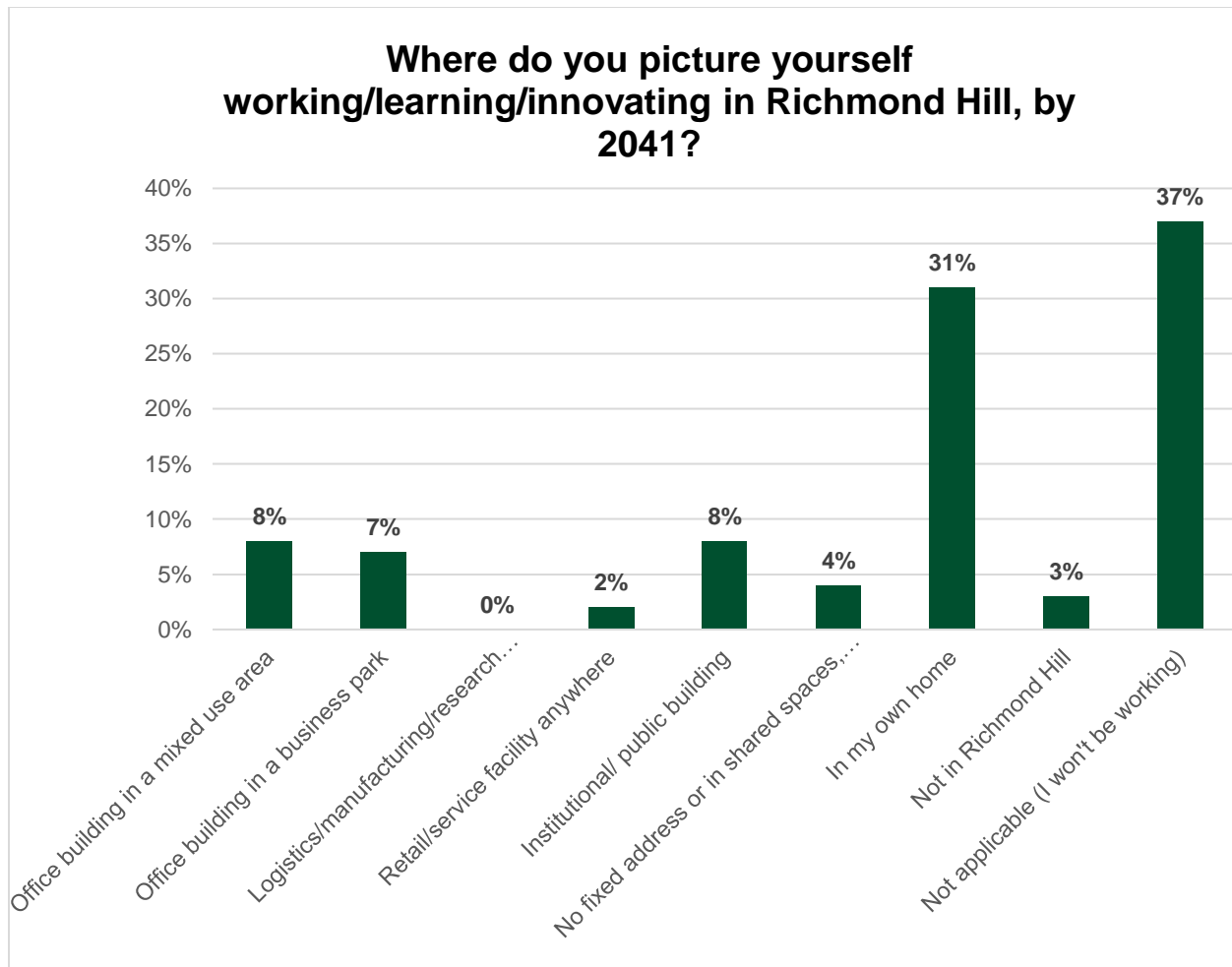


Figure 15: Results for Poll 2b: Where do you picture yourself working/learning/innovating in Richmond Hill by 2041? n=131

Participants were asked what they picture themselves doing outside of work and school in Richmond Hill by 2041. Participants were asked to select all that applied. As shown in Figure 16, Enjoying the parks and active trails in the City (90%) was the most popular response, followed by Meeting with friends and/or family at restaurants/bars (76%) and Frequenting shops, cafes/delis and services in the City (69%).

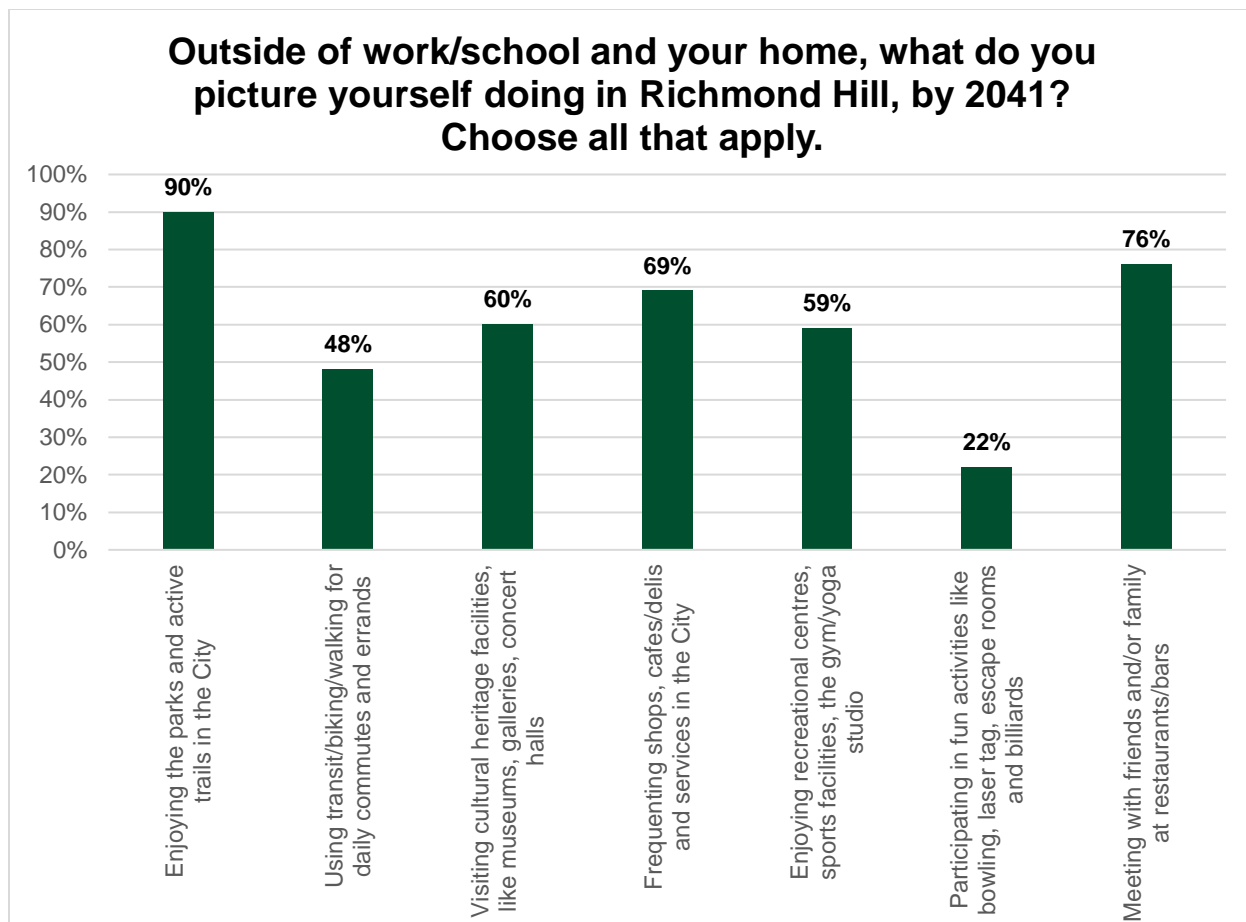


Figure 16: Results for Poll 3: Outside of work/school and your home, what do you picture yourself doing in Richmond Hill by 2041? n=143

Participants were asked about how they wanted to travel within the city or commute in 2041. Participants were asked to choose all that apply. Then they were also asked how much time they want to be travelling. As shown in Figure 17, the top three responses were Drive myself in my own car (65%), Walk (43%) and Use public transit (41%).

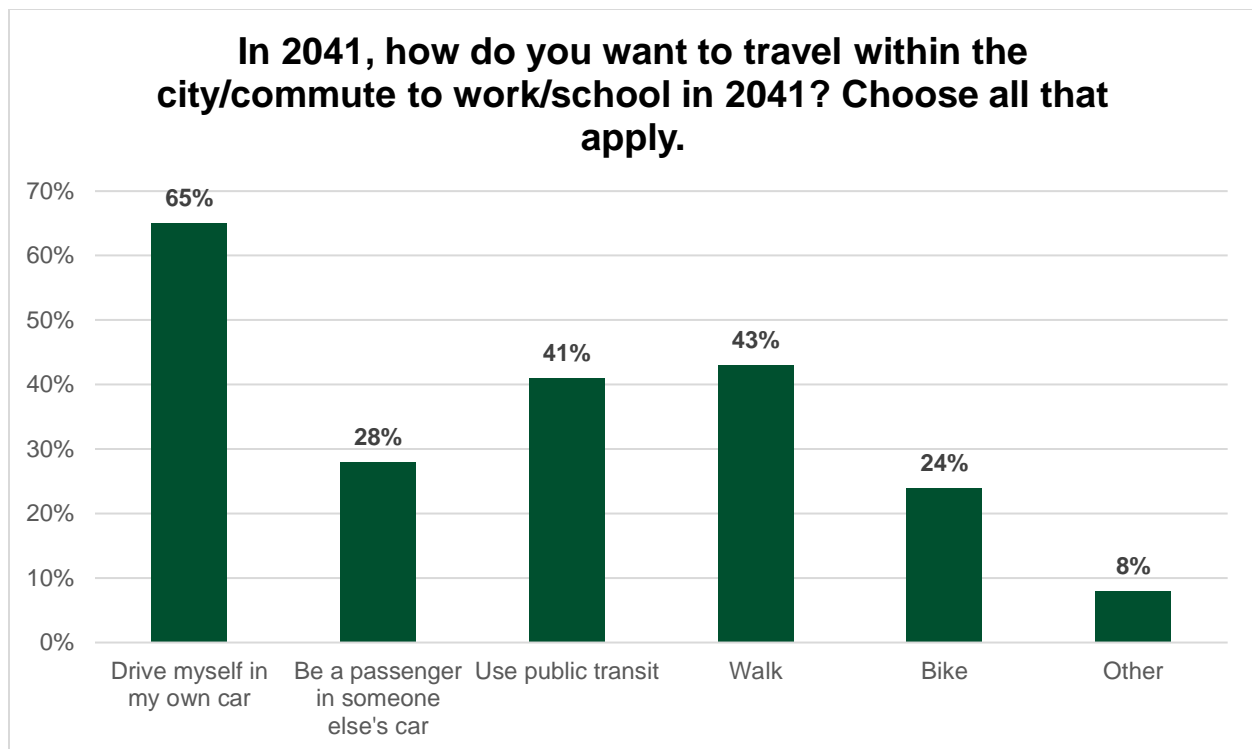


Figure 17: Results for Poll 4a: In 2041, how do you want to travel within the city/commute to work/school in 2041? n=143

As shown in Figure 18, most participants wanted to spend between 15 and 30 minutes travelling.

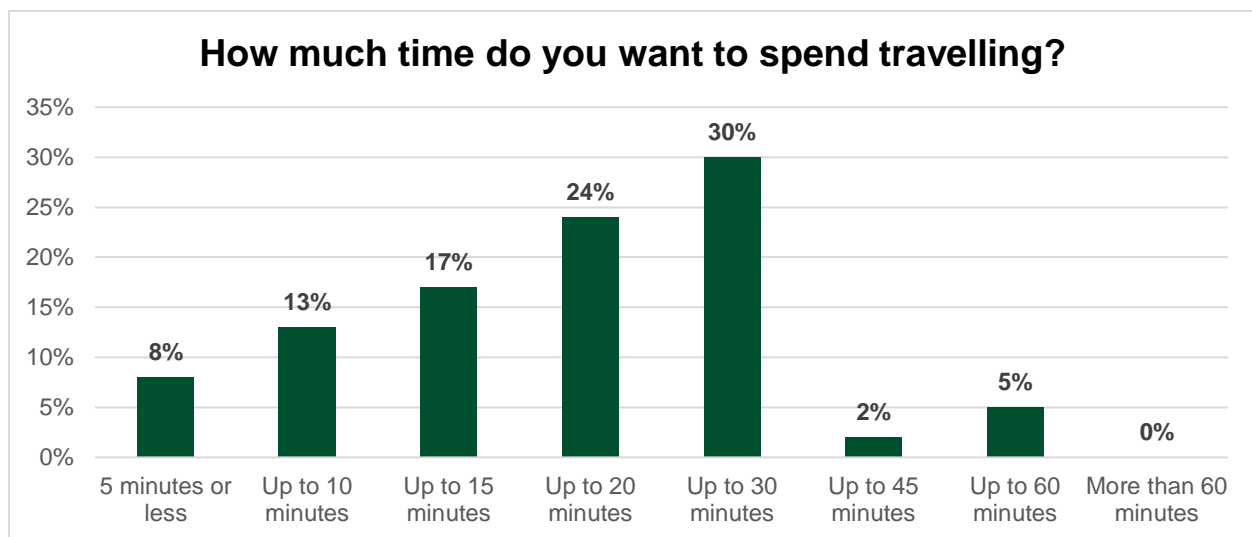


Figure 18: Results for Poll 4b: How much time do you want to spend travelling? n=143

Online Survey

The final section of the online survey asked participants to provide optional demographic information. The summary of the information provided is below.

Description

Participants were asked to select from a list of what best described who they were. As shown in Figure 19, majority of participants indicated that they lived in Richmond Hill (78%), followed by Live and Work in Richmond Hill (38%) and Other (14%).

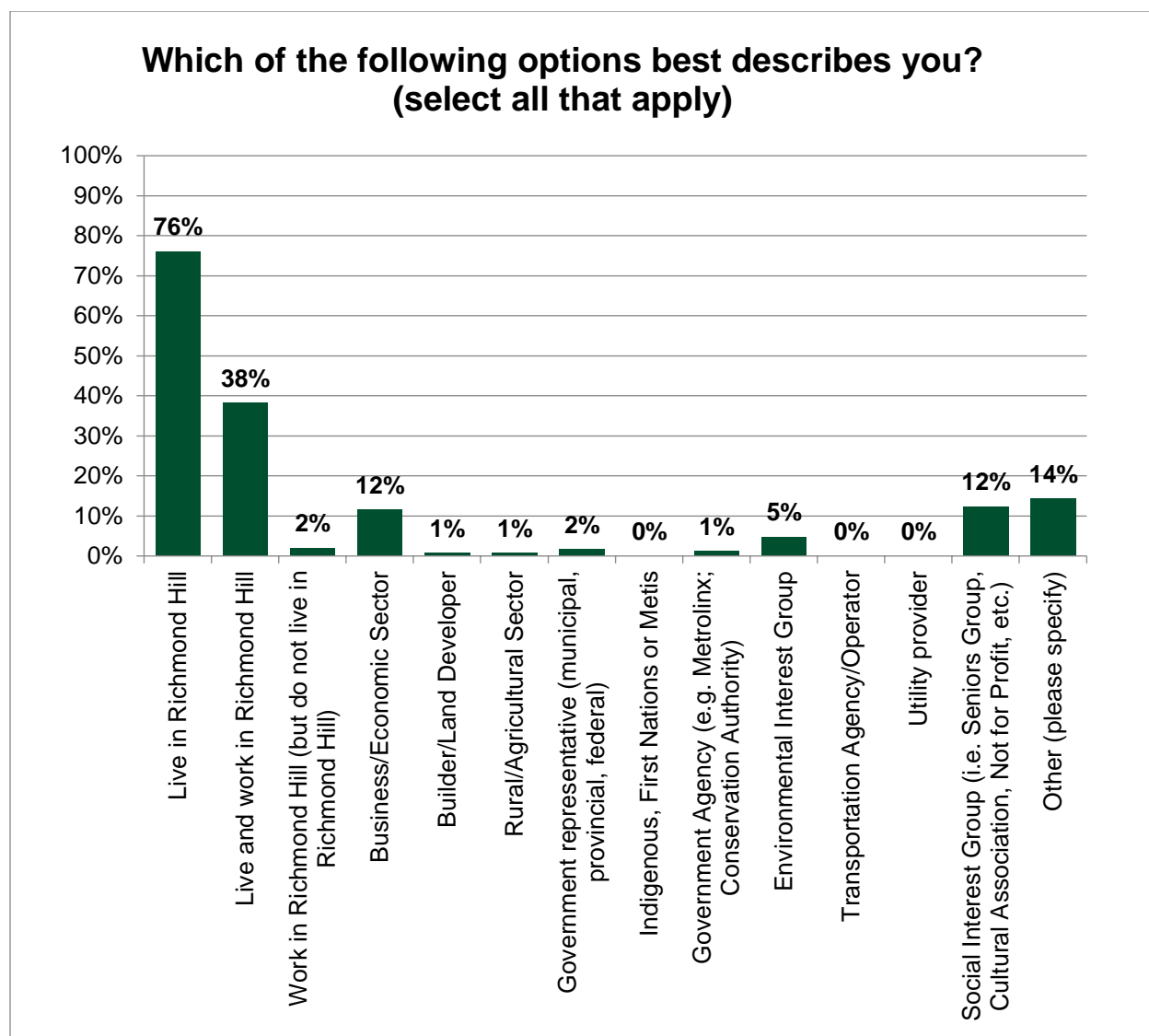


Figure 19: Graph showing participant responses for *Which of the following options best describes you?* n=251

Age Range

Participants were asked to indicate their age range. As shown in Figure 20, the top three age range groups that participated in the survey were 65 years and over (22%), 55 – 59 (17%) and 60 – 64 (15%).

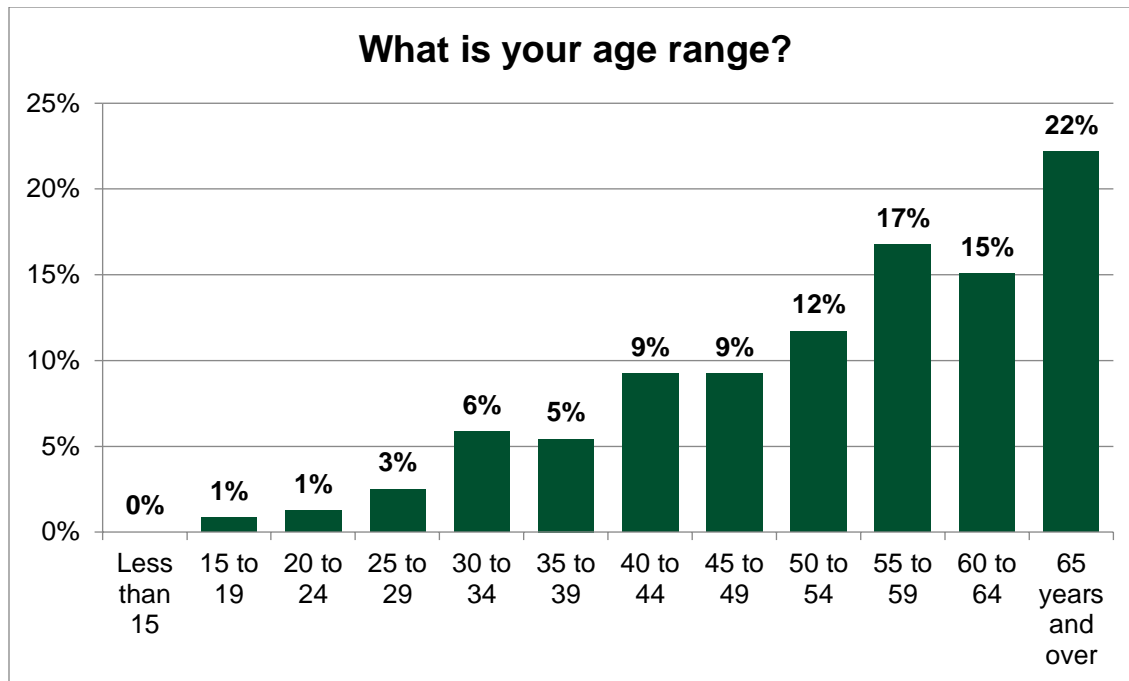


Figure 20: Graph showing participant responses for *What is your age range?* n=239

Postal Codes

Participants were asked to input their postal codes. Postal codes locations are shown in Figure 21, below.

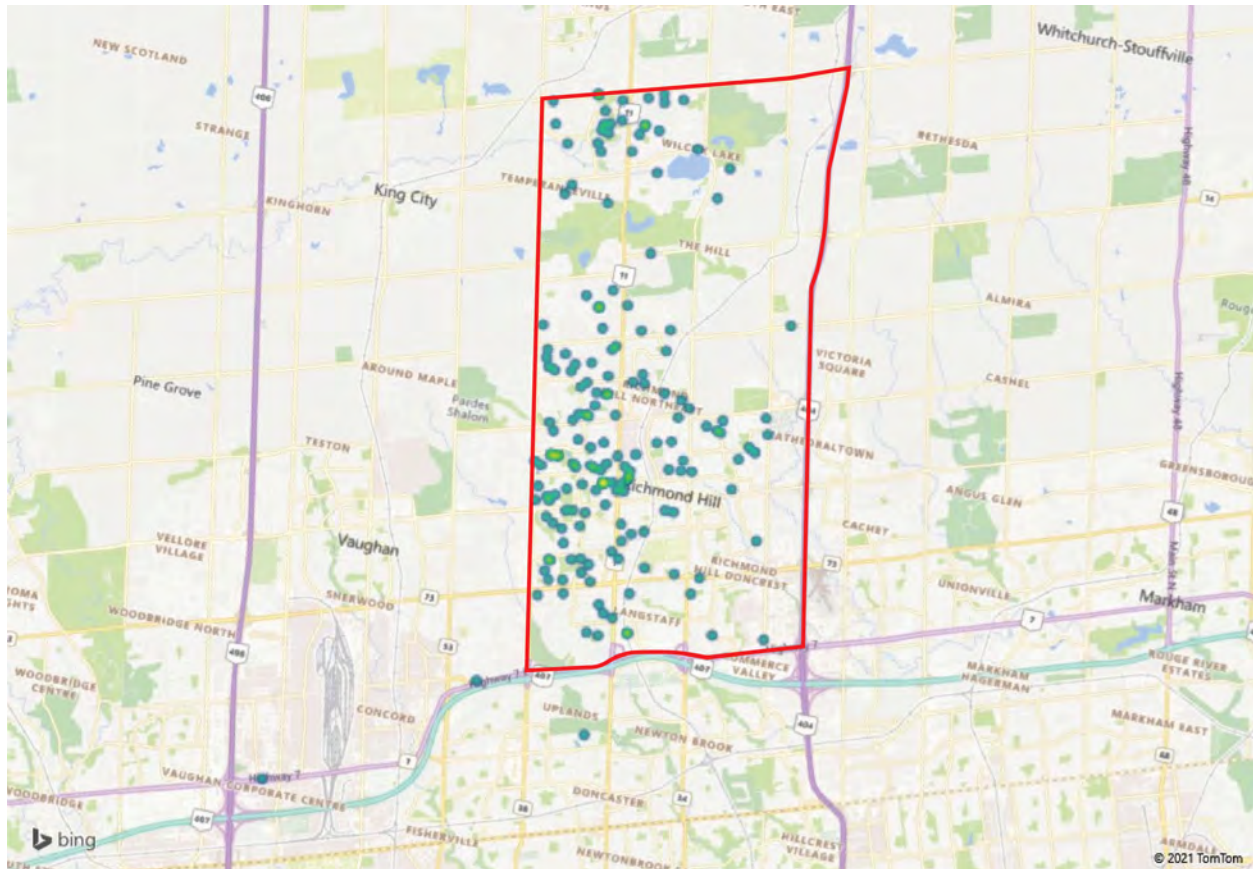


Figure 21: Map showing postal code locations of survey participants, n=197

Project Involvement

Participants were asked to indicate how they would like to be involved in the project moving forward. As shown in Figure 22, most respondents indicated that they would like to participate through Online Surveys (77%) and Virtual public meetings/open houses (74%). Participants also indicated that they would like to participate in In-person public meetings/open houses, if permitted (39%).

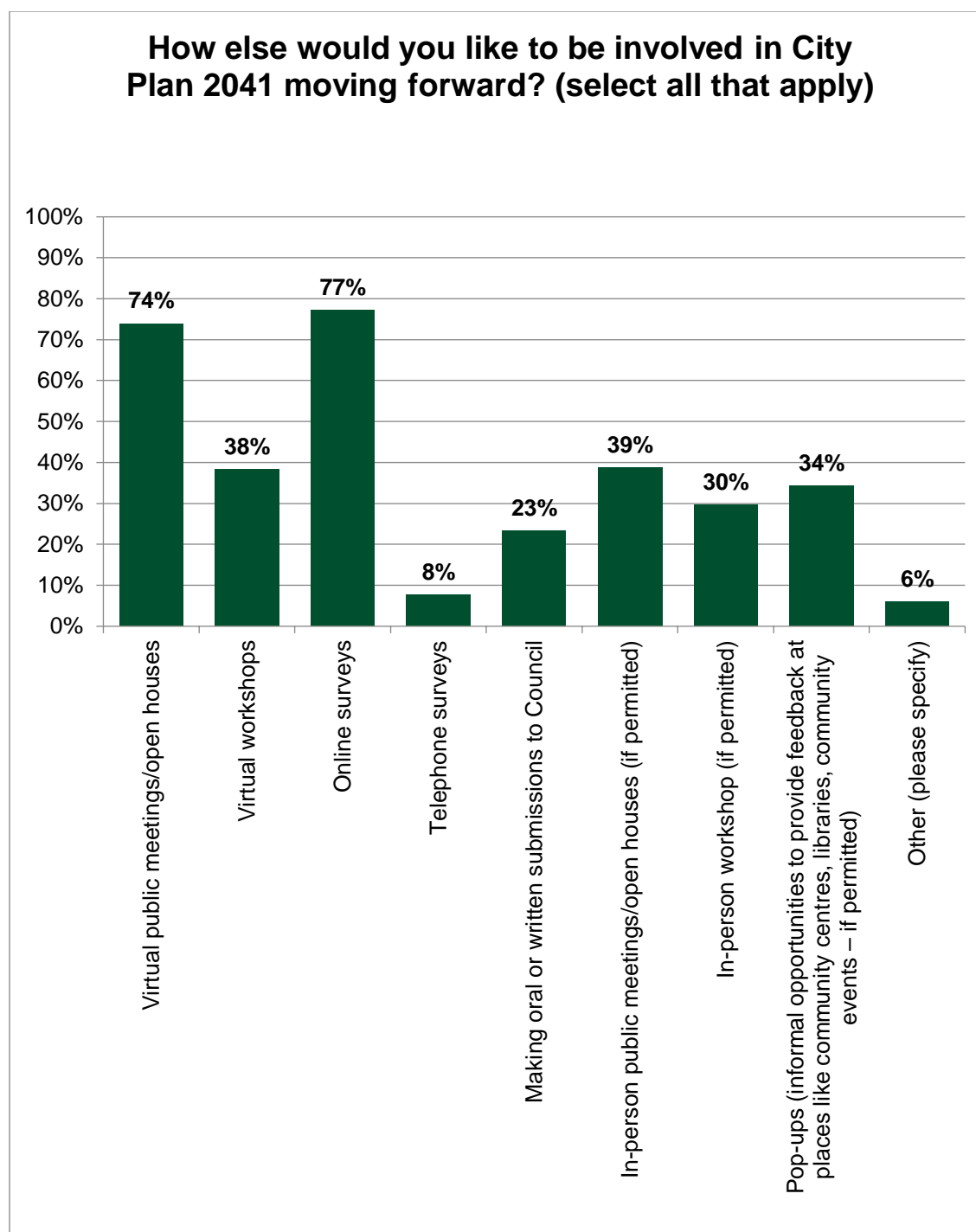


Figure 22: Graph showing participant responses for *How else would you like to be involved in City Plan 2041 moving forward?* n=219.

Section 4: Engagement Process and Communication Methods

Engagement Methods

The engagement methods used to seek feedback from the community and stakeholders during this phase are detailed below.

Virtual Open House

On February 18, 2021, The City of Richmond Hill hosted the City Plan 2041 virtual open house on Zoom. The event began with Mayor Barrow's welcoming remarks followed by an introductory presentation from Sybelle von Kursell, Manager, Planning Policy, on the overall context for the City Plan 2041 project. The introduction was followed by the keynote address from David Dixon, Vice President and Urban Places Fellow of Stantec Consulting, who discussed the principles and thresholds for complete community building and highlighted opportunities for Richmond Hill in the future. Finally, Patrick Lee, Director, Policy Planning, presented the emerging vision, pillars and urban structure that would guide the Official Plan update. Facilitated Question and Answer sessions were provided after the keynote presentation and the vision and pillars presentation.

The event was live-streamed on the City's YouTube channel. The event itself was attended by 204 participants, with 10 watching the live stream. The live stream video was posted on the City's YouTube channel and was viewed 281 times between February 18 2021 and March 8, 2021.

Notice for the launch event was provided through the City of Richmond Hill Twitter and Facebook accounts, the City's homepage, the City Calendar, the project webpage, email, LED Signage, Curbex signs, ads in the Liberal, Singtao, Mingpao, Salam Toronto and Nasha Canada, the city newsletter and a news release.

A summary of the launch event, including the questions asked and responses provided, are found in Appendix A.

Online Questionnaire

Public feedback in this phase was primarily sought through an online questionnaire hosted on Survey Monkey. A link to the questionnaire was included on the project webpage, on social media posts and in emails. The online questionnaire was available from February 18 to March 8, 2020. The online questionnaire focused on:

- The proposed 2041 Vision;
- The four pillars of the Official Plan update; and
- The urban structure for Richmond Hill.

The questionnaire had a total of 320 respondents. Appendix B provides a copy of the full questionnaire. A summary of the questionnaire results is provided in Section 2 of this report.

Promotion of the online questionnaire was provided through the City of Richmond Hill Twitter and Facebook accounts, the project webpage and email.

Communication Methods

The communication methods used to share information on the City Plan 2041 launch event and the online survey are detailed below.

Social Media

Social Media was used to promote the launch event and the online questionnaire through the City's Twitter and Facebook accounts. The City also used YouTube to live stream the launch event. From February 4, 2021, to March 8, 2021, there were 8 Twitter posts, and two Facebook posts, with one boost each.

City Website

Notice of the City Plan 2041 project's launch event was posted on the City's Home page from February 4, 2021, to February 18, 2021. This event was also added to the City Calendar.

The project webpage provides more information in the City Plan 2041 Official Plan Update, including an overview of the project, latest project updates and ways to participate. The webpage also provides a link to the My Favourite Places interactive map. Between February 18, 2021, and March 7, 2021, the webpage directed the public to provide their feedback on the vision, pillars and urban structure.

The My Favourite Places interactive map allows participants to discuss places and spaces that are cherished in Richmond Hill. The platform is available for pinning throughout the duration of the project. The information provided will help inform the update of the Official Plan.

Email

Emails to prescribed bodies, individuals who subscribed to the sign-up list, and individuals who indicated they wanted to be notified, were sent out to promote the launch event and the survey.

LED Signage and Mobile Sign

The project was promoted using the City's LED signs located at municipal recreation facilities and administrative buildings and a mobile sign. Advertisements were included on the LED signs from February 4, 2021, to March 4, 2021. Advertisement on the mobile sign at the intersection of Yonge Street and Major Mackenzie occurred between February 4, 2021, and February 18, 2021.

Newsletter

A feature story was placed in the February 11, 2021 edition of the City's online newsletter to promote the City Plan 2041 Open House event. There were 394 clicks that opened the publication. The City's newsletter is released once a month.

Newspaper

The City promoted the Open House event through publications in five newspapers. A newspaper ad was placed in Singtao, Mingpao and Salam Toronto on February 4, 2021, and The Liberal and Nasha Canada on February 11, 2021, to promote the event.

A media pick up of the news release distributed on February 4, 2021, on City Plan 2041 was published in The Liberal on February 15, 2021, and in Novae Res Urbis on February 24, 2021. A second news release was distributed on February 19, 2021, and was picked up in the Liberal on March 1, 2021.

Nova Rae Urbis published an interview with David Dixon, Stantec and Patrick Lee, City of Richmond Hill on the future of Richmond Hill on February 24, 2021.

Radio

An interview with David Dixon was aired on the York Region Radio Station (105.9 The Region) on February 13, 2021.

Engagement and Reach

The following table provides a summary of the reach of engagement or communication tactics during the engagement period.

Engagement Tool	Participation and Reach
Open House Event	<ul style="list-style-type: none">• 204 participants• 10 participants watching live on YouTube• 281 views on YouTube after the event
Online Survey Summary	<ul style="list-style-type: none">• 320 participants
Twitter (11,900 Followers)	
Open House	
<ul style="list-style-type: none">• 7,704 Impressions• 21 shares	
My Favourite Places	
<ul style="list-style-type: none">• 4,336 Impressions• 11 shares	
Social Media	
Survey	
<ul style="list-style-type: none">• 4,951 Impressions• 11 Shares	
Facebook (9,377 Followers)	
Open House	

Engagement Tool	Participation and Reach
	<ul style="list-style-type: none"> • 4,607 people reached • 542 engagements • 15 comments • 17 shares • 57 reactions
	<p>Survey</p> <ul style="list-style-type: none"> • 5,313 people reached • 353 engagements • 6 comments • 15 shares • 69 reactions
City's Homepage	<ul style="list-style-type: none"> • 25,513 page views
City Calendar	<ul style="list-style-type: none"> • 727 page views
Project Webpage	<ul style="list-style-type: none"> • 2,374 page views • 103 presentation downloads
Emails to Contact List	<ul style="list-style-type: none"> • 2 emails sent to contact list • 11 question responses
Newsletter	<ul style="list-style-type: none"> • 394 opens
	<p>The Liberal (weekly)</p> <ul style="list-style-type: none"> • Weekly circulations (Thursday): 40,600 • Weekly readership: 69,600
	<p>Singtao (weekly)</p> <ul style="list-style-type: none"> • weekly readership: 28,000
	<p>Mingpao (daily)</p> <ul style="list-style-type: none"> • daily readership: 28,000
Newspaper Coverage	<p>Salam Toronto (weekly)</p> <ul style="list-style-type: none"> • 45,000 monthly page views in Richmond Hill
	<p>Nasha Canada (bi-weekly)</p> <ul style="list-style-type: none"> • bi-weekly readership: 20,000
My Favourite Places Interactive Map	<ul style="list-style-type: none"> • 92 unique visits • 89 pins (as of March 8, 2021)

Data Analysis Methodology

Feedback was gathered through the Open House event and the online survey. Where responses were received to a quantitative question, results have been quantified. All qualitative responses received during this phase have undergone a thematic analysis. This involves summarizing and categorizing qualitative data so that important concepts with the data set are captured.

Section 5 – Next Steps

The feedback received from the launch event and online survey will inform the second phase of the engagement. During this next phase, area-specific workshops and a questionnaire will be offered in May 2021, focused on developing the specific growth and employment areas' expected character and function. Stakeholder meetings will be hosted in fall 2021 to inform the Key Directions. A public open house/workshop will be convened for the public release of the draft Key Directions Report, followed by an online questionnaire to provide feedback. The Key Directions report will be presented to Council for endorsement in December 2021.

Appendix A – Virtual Open House Questions & Answers

Question and Answer sessions were facilitated after the keynote presentation and the vision, pillars and urban structure presentation. The following is a transcription of the Question and Answer sessions.

The virtual Open House event can be viewed [here](#).

Questions and Answers

Attendees were provided two opportunities to ask questions during the event – following David Dixon's keynote address and following the emerging vision, pillars and urban structure presentation by Patrick Lee. The following is a non-verbatim summary of both Q&A sessions. Questions are marked by a 'Q' and answers are marked with an 'A'.

Questions for David Dixon

Q: What are the implications of creating compact live-work places, now that the likely future of office work is remote?

A: COVID-19 is not correlated with density but rather with poverty. Before and after COVID, the healthiest places to live are areas where people walk a lot and are not dependent on an automobile. In terms of how this relates to remote working, many knowledge sectors need their employees working in an office together or living nearby. Informal creative collisions are essential for creativity and ideas. Businesses are becoming more interested now than ever in housing near their offices so that employees can still be a part of an innovation community. People also want to live in areas that support their lifestyles. Whether people are commuting to an office or not, they will still want to live in a mixed-use community that supports their lifestyle. Creating these communities must go hand-in-hand with a robust equity and affordability agenda to create mixed-income neighbourhoods that are inclusive.

Q: How is building a city for autonomous vehicles different than building a city for regular vehicles?

A: You should never build a city for any vehicles. Vehicles should help us achieve the kind of city we want. In areas that have the density of people and destinations, shared autonomous vehicles will be preferred. Cost of ownership and parking are issues that can be avoided. Planning for individually owned autonomous vehicles will not have as much of a positive outcome, while shared autonomous mobility will bring more benefits. In 20-25 years, we will not have to build as much parking to support dense mixed-use developments.

Q: Richmond Hill does not have enough jobs and employment opportunities. Many of the recent high-density applications in Richmond Hill have been for residential with no employment uses. What is your suggestion to stop

this trend? Are there opportunities with this new plan to promote more job opportunities in Richmond Hill instead of just residential development?

A: An active planning group and an active interest in the community on managing development will give you a much better opportunity to support mixed use development. Fewer offices do not necessarily mean fewer jobs as there may be people working from home in the future. The best way to attract jobs to Richmond Hill is to make sure companies are aware of the educated workforce in the city. Additionally, it is important to attract younger educated workers to Richmond Hill, as jobs and investments will follow them. It is important to remember that each new knowledge industry job creates other jobs. This is an important strategy to attract jobs across the board.

Q: People are buying homes outside of Toronto because of affordability. How do we provide for young families who want to buy a home? How do we make housing affordable?

A: The balance of people are moving from cities to suburbs is the same as before COVID. However, cities that are quite expensive, where people want to be close to jobs, have seen a decline in rent and condo purchases. This is not anticipated to be a long-term trend. These are places that have several amenities. Affordable housing for families involves a robust affordable housing program that ensures that housing is being provided across the spectrum in all sizes and locations.

Q: What are other cities doing to attract young knowledge workers? What can set Richmond Hill apart to be more attractive to that generation?

A: Cities are creating places where young people want to live and work. placemaking shapes economic opportunity. The workforce is what attracts economic investment.

Two things set communities apart: 1) celebrating the full spectrum of diversity and 2) authentic community life.

Q: Why has the support for high-density residential not been built in Richmond Hill?

A: The market for high-density residential is coming. Density without amenity is crowding. Density with amenity is community. There is a need to provide the critical mass to support active main streets and spaces. These active mixed-use spaces are what create demand. A high-density residential building on its own is not enough. Having a subway will also help with this.

Q: What is the ideal city we should model Richmond Hill after?

A: There are various communities that each have different features that Richmond Hill can be modelled after. Dublin, Ohio, is one example as it began as very suburban and has since created a new downtown and increased walkability.

Questions relating to the Emerging Vision, Principles and Urban Structure presented by Patrick Lee

Q: Is there a plan to add more trails and parks in Richmond Hill?

A: The parks and trails system will continue to be expanded. The City's Parks Plan and Transportation Master Plan are underway and will address this. As the City grows, so will the network of trails and green spaces.

Q: How will green space, wildlife and wildlife habitat be protected in this plan? How will the protection of green spaces be balanced with growth?

A: Protection of green spaces will be addressed in the Official Plan policies. Growth will not be permitted in river valleys, wetlands and forested areas.

Q: Are the pillars of the Official Plan equally weighted, or are they weighted differently?

A: The pillars are equally weighted. Sometimes, however, one pillar may apply more heavily to a situation or area.

Q: When will the subway service come to Richmond Hill? Where will it be located?

A: The subway is proposed to open in Richmond Hill in 2030. It will be located in Richmond Hill Centre, close to Yonge Street and Highway 7. Metrolinx is still determining the precise location. We want to ensure the connectivity to the subway is in place beforehand to ensure functionality as soon as it opens.

Q: Will the boundary of the Oak Ridges Moraine change with this plan?

A: The boundary of the Greenbelt and Oak Ridges Moraine is mainly in the hands of the Province. A recent Provincial announcement this week spoke to growing the Greenbelt along river and stream valleys. The Province establishes those boundaries with input from municipalities. The Provincial direction is not to shrink the Greenbelt.

Q: How will the City reconcile sustainability with growth and expansion of the city in areas that may not be supported by transit?

A: The growth in areas like Highway 7 and Yonge will be much different than growth in other areas such as the Oak Ridges Local Centre. Often in planning, there are

competing priorities. The Province will make the ultimate decision on whether one priority trumps another (i.e. allowing for growth around a GO station located in the Oak Ridges Moraine).

Q: What is going to be done about access to the trail systems from the suburbs?

A: We want to increase connectivity to allow for walking and cycling to trails. This would involve increasing bike trails and bike lanes to different areas. These are goals that are included in our Parks Plan and our Transportation Master Plan. Some of these areas are difficult to get to. The Province has stringent regulations about adding parking in the Oak Ridges Moraine. The City will continue to look into this with the Province and the Toronto and Region Conservation Authority. It is important to recognize that there needs to be various transportation options available to access that area.

Q: Should high-density residential development take place on the Oak Ridges Moraine?

A: The Provincial direction at this point is that there should be no development on the Oak Ridges Moraine.

Q: What is being done to protect the employment component in areas of residential development?

A: Some areas become obsolete in terms of employment areas. It is important to allow the other uses in that area so those places can grow. There are other areas where employment will continue to flourish, and policies will be in place to protect those areas.

Q: Is it possible to achieve population targets without building high-rise buildings?

A: The purpose of an Official Plan is to grow and improve a community. The purpose is not necessarily to hit a specific population target. Opportunities are provided and managed to make complete communities. The goal is to provide reasons for people to want to move to or move their business to Richmond Hill.

Q: What are the next steps in this process? How can I stay involved?

A: Ways to stay involved include:

- Complete the online survey about the topics covered during the meeting
- Register for updates on the topics that matter to you

- Learn more about the Official Plan, how it is used and think about what matters to you
- Attend Future meetings
- Discuss issues and concerns with staff, your Regional and Local representative, as well as your colleagues and neighbours
- Make oral/written submissions at Council Meetings
- Pin your favourite place at “My Favourite Places” on the City Plan 2041 webpage

Questions Posed in the Chat

During the session, questions were also posed in the chat. Below is a summary of the questions and responses to them, prepared by City staff.

Accommodating Growth

Q: Is there a way to limit the height of condos and reduce greenfield development but still accommodate increased growth?

A: As part of the OP Update, we will consider existing policies regarding how they support the City’s ability to accommodate growth. Where appropriate, changes may be made to better address growth. When doing so, consideration will be given to all four pillars identified during the Virtual Open House to achieve the 2041 Vision.

Environment

Q: How will areas like the Oak Ridges Moraine and other natural areas be protected in a plan focused on growth?

A: The Official Plan guides development. This guidance includes directing growth to areas that are well suited to accommodate it, and to protect areas that ought to be protected for a number of reasons, including protection of forests, valleys, wildlife habitat, rivers and lakes.

Greenspace

Q: What initiatives are there to protect existing green spaces from development and add more trails and parks as part of future city growth?

A: The City has initiated an update to its Parks Plan as well as its Transportation Master Plan (which includes pedestrian and cycling master plans). These initiatives will be undertaken concurrently with the Official Plan update and will inform each other, so that planning is aligned and we achieve desired outcomes articulated in these processes. For more information see: [Other City initiatives](#) related to the Official Plan Update

Transit

Q: Tell me more about the subway?

A: Metrolinx is the lead agency planning for the subway extension to Richmond Hill Centre. For more information on the Yonge Subway extension, see: [Yonge North Subway Extension](#)

Employment

Q: As part of the City Plan, what is the City doing to attract companies and new jobs to Richmond Hill?

A: Updating the City's Official Plan is an important step to attracting investment in Richmond Hill. Providing land use permissions that allow for as of right development, provides businesses with certainty, minimizes risk, and reduces approval time for new development and/or repurposing existing buildings. In addition to the OP Update, the City is undertaking an Investment Attraction Strategy to consider other options, tools, and mechanisms to attract business to Richmond Hill.

Q: As employment areas are converted to allow for residential uses, how will the City maintain the employment component of these areas?

A: Presently, the City has designated Employment Lands that the Region will be recognizing in its Official Plan and within which residential development is not permitted.

The City, with the Region's endorsement, has identified a few sites where a conversion from employment use is appropriate. Through our upcoming workshops and further public engagement, we will work together to create policies for these areas to ensure that they provide a mix of uses that include both employment and residential uses, as well as other uses that make these redevelopment areas complete.

Affordability

Q: What are the solutions to make housing more affordable in Richmond Hill now and in the future?

A: The City is developing an Affordable Housing Strategy. For more information on this please see: [Richmondhill.ca/Affordable Housing Strategy](http://Richmondhill.ca/AffordableHousingStrategy)

Spaces and Places

Q: Is there a plan to build and support more main streets or mixed-use areas in other areas of Richmond Hill?

A: As part of the OP Update, we have identified a few new mixed-use areas and as part of this update process we can consider other means of providing more walkable communities and creating “mainstreet” feel in other parts of the City.

Balance and Transition between High Density and Low Density Residential

Q: How will this plan address transition between areas of high density and high-rise buildings to the existing low-density and low-rise suburban areas?

A: Presently, the Official Plan provides policy direction for transition from intensification areas to Neighbourhood (low density) areas. As part of the OP Update, we can consider whether those policies need to be changed and if so, how.

Process

Q: Who is writing this plan? Who is on the project team? How will the public be involved?

A: The City’s Policy Team within the Planning and Infrastructure Department are leading the Official Plan update. The preparation of the future amendments to this plan will be undertaken through a collaborative process with the assistance of staff from various departments, stakeholders, and the public.

Public involvement will come through various means including open houses, online surveys, workshops, etc. The OP Update website is updated regularly to indicate new engagement events and opportunities.

Timelines

Q: How long is it expected to take to implement revisions to the existing plan? At what point will the existing plan to 2031 no longer be valid?

A: The timing of the OP Update is contingent on the timing of the Region’s adoption of its new Official Plan (which is anticipated to be the Spring of 2022). Based on that timing, staff are targeting adoption of the OP Update for July 2022.

As this is an update to the Official Plan, the current Official Plan will continue to be in force but with amendments to better reflect changes to Provincial and Regional policy and to better achieve the 2041 Vision of the Official Plan. The

update is intended to ensure that the consolidated Official Plan is responsive to the local context and emerging trends and opportunities for the City.

Appendix B – Online Questionnaire

The following is a copy of the questions and content included in the online survey.

Introduction



This survey aims to receive feedback on the emerging 2041 vision for the City of Richmond Hill, the four Official Plan pillars, and our city's emerging urban structure. It is important we receive feedback on these items from people like yourself who care about our City.

For more information, you can view the presentation material from our City Plan 2041 Open House at www.richmondhill.ca/OPUpdate.

This survey will take about 20 minutes to complete and will close on March 4, 2021.

The personal information on this survey is collected under the authority of the Municipal Act, 2001, S.O. 2001, c. 25, the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56 (MFIPPA), the Planning Act, R.S.O. 1990, c. P.13 and the City of Richmond Hill's Procedure By-law. The information will be used to assist in the development of the Official Update for the City of Richmond Hill. All personal information (as defined by MFIPPA), including (but not limited to) names, addresses, opinions and comments collected will be made available for public disclosure to members of the public, at meetings, through requests, and through the City's website. Questions about this collection can be directed to: Sybelle von Kursell, Manager of Policy, Planning and Infrastructure Department, 225 East Beaver Creek Road, 4th Floor, Richmond Hill Ontario L4B 3P4, by telephone at 905-771-2472 or by email to OPUpdate@richmondhill.ca.

Our Proposed 2041 Vision

Having a vision statement is a foundational element of the Official Plan.

A vision for City Plan 2041 will define the type of city Richmond Hill will be in 2041. It will direct how we move people and goods, the types of housing we live in, the places

where we will work, where we access services and goods, and the places we will enjoy spending time with family and friends.

Our proposed vision reads as follows:

“By 2041, the City Richmond Hill will be the centerpiece of York Region and one of the most prominent, complete communities in the Greater Toronto Area.”

When we think about the City as a “centerpiece,” we think about it from social and economic perspectives. When we say “complete community,” we are talking about a diverse community that invites people of every background to live, work/learn/innovate, and play together in our community.

1. To what extent does the emerging 2041 Vision reflect your ideal future for Richmond Hill?
 - a) Does not reflect it at all
 - b) Reflects it to a minor extent
 - c) Neutral
 - d) Somewhat reflects it
 - e) Strongly reflects it
2. Is there anything missing from the proposed 2041 Vision? Is there anything that you would change? Please explain.

Pillars of the Official Plan Update

Four pillars will inform the Official Plan Update. These pillars are linked to Council’s strategic priority objectives. When assessing how our Official Plan will be updated, we will consider whether the following pillars are addressed:

- Grow our Economy
- Design Excellence
- Green and Sustainable
- Protect and Enhance

You will be able to provide feedback on each of the four proposed pillars in the following pages.



Grow our Economy

The proposed Grow our Economy pillar considers ways to increase job growth and economic independence within Richmond Hill by:

- Enabling conditions to attract and retain talent/workers and the jobs and investment that follow. Conditions like creating complete communities with diverse neighbourhoods, a variety of parks and public spaces, interesting places that invite people to gather, a range of housing choices, and multiple options for getting around the City
- Providing a policy environment to facilitate new business opportunities
- Providing the infrastructure needed to support and expand our local business base.

3. To what extent do you support the proposed Grow our Economy pillar?
- a) Do not support at all
 - b) Little support
 - c) Neutral
 - d) Support
 - e) Strongly support

4. Is there anything missing from the proposed Grow our Economy pillar? Is there anything that you would change? Please explain.

Design Excellence

The proposed Design Excellence pillar is about fostering interesting and functional places to improve life for Richmond Hill residents. Through design excellence and retaining/creating memorable places, we have the opportunity to differentiate our community from other similar GTA suburban municipalities. This pillar advocates for:

- Providing well-designed public and private spaces, as well as great architecture
- Attracting significant pedestrian activity by lining streets with retail and other “active” uses that engage pedestrians and animate public spaces.
- Providing memorable destinations in our communities via parks, trails and open spaces
- Improving access to community services through different modes of travel
- Allowing for spaces to adapt to changing needs of society and the environment

5. To what extent do you support the proposed Design Excellence pillar?

- a) Do not support at all
- b) Little support
- c) Neutral
- d) Support
- e) Strongly support

6. Is there anything missing from the proposed Design Excellence pillar? Is there anything that you would change? Please explain.

Green and Sustainable

The proposed Green and Sustainable pillar is about our natural environment and our built environment. This pillar considers:

- Supporting innovation in green building standards, like using green roofs and lower carbon building materials.
- Reducing greenhouse gas emissions by improving building and neighbourhood design and reducing dependence on personal automobiles.
- Supporting the use of green infrastructure (e.g., rain gardens, permeable pavement, etc.)
- Capitalizing on existing natural heritage features and functions (e.g., natural areas, wildlife habitat, etc.) by protecting and, where possible, expanding these areas.

7. To what extent do you support the proposed Green and Sustainable pillar?
- Do not support at all
 - Little support
 - Neutral
 - Support
 - Strongly support
8. Is there anything missing from the proposed Green and Sustainable pillar? Is there anything that you would change? Please explain.

Protect and Enhance

The proposed Protect and Enhance pillar is about recognizing the elements of our City that are important to its identity and its function as a place to live, work/learn/innovate, play and visit. This pillar considers:

- Protecting and enhancing our cherished places to ensure that while we change, we don't lose what is important to us and what provides a good quality of life
 - Enhancing and promoting a Richmond Hill identity
 - Responding to the diversity of cultures and lifestyles within our community
 - Supporting a greater mix of housing types, tenures and levels of affordability
 - Diversifying and enhancing our civic spaces
9. To what extent do you support the proposed Protect and Enhance pillar?
- Do not support at all
 - Little support
 - Neutral
 - Support
 - Strongly support
10. Is there anything missing from the proposed Protect and Enhance pillar? Is there anything that you would change? Please explain 0

Pillars of the Official Plan Update – Final Thoughts

11. Is there anything major missing from the pillars overall? Is there anything else that we should consider?

An Urban Structure to Achieve Our Vision

The urban structure for Richmond Hill is another foundational piece for undertaking the Official Plan update. Our City's urban structure sets out the critical land uses in our city

in terms of places to accommodate the majority of the City's growth and economic prosperity and places to protect over the long-term.

We can consider new opportunities to support more compact development and mixed use communities through the Official Plan update process. This form of development improves our City's vibrancy, responds to various social needs, and creates new economic prosperity opportunities. Moreover, this form of development continues to protect our natural environment and ensures that development is sustainable over the long term.

To achieve our vision, we are proposing the following four "big moves" to our urban structure:

- Recognizing each of the Major Transit Station Areas within our city and developing them as live-work-play hubs in contextually appropriate ways that enhance the quality of life for nearby neighbourhoods
- Promoting three underplanned areas within our current urban structure to accommodate new mixed-use growth areas
- Converting select employment areas to support a greater mix of land use and economic opportunities
- Considering an expansion of the urban area into the Oak Ridges Moraine Countryside for a mix of uses south to Bethesda Sideroad and east to Highway 404, in the context of Provincial and Regional planning

You will be able to provide feedback on each of the four "big moves" in the following pages.

Big Move: Major Transit Station Areas

Richmond Hill
Major Transit Station Areas



Major Transit Station Areas (MTSAs) are the lands within an approximate 500-800 metre radius (or an approximately 10-minute walk for most people) of a transit station like the VIVA bus stations.

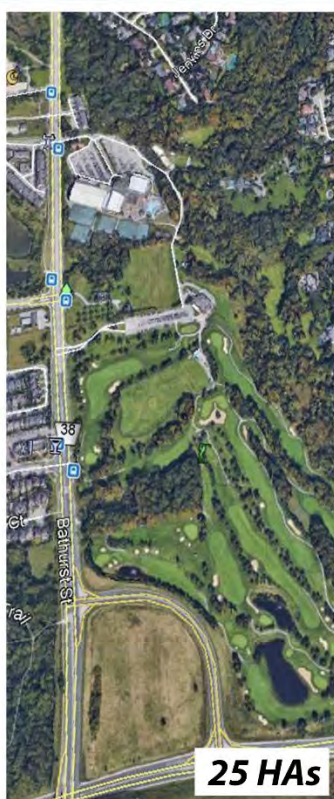
This “big move” recognizes MTSAs within our city and develops them as live-work/learn/innovate-play hubs that can enhance livability, economic opportunity, environmental performance, and fiscal strength for our entire community. York Region delineates these station areas; however, the City guides how they are developed to meet provincial and regional directions while being mindful of the local area context.

The following areas would be Major Transit Station Areas:

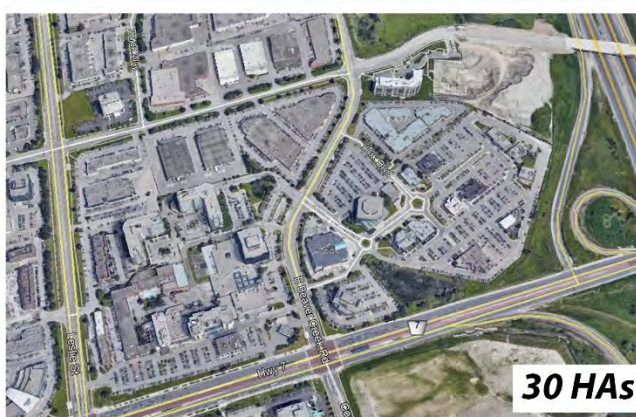
- Yonge Street Corridor (from Highway 7 to 19th Avenue/Gamble Road)
- Highway 7 Corridor (from Bathurst to Highway 404)
- Newkirk and Gormley GO Stations

12. To what extent do you agree that this 'big move' to plan each MTSA according to the area's context will help us achieve our proposed vision and direct new development in a sustainable way?
- a) Strongly Disagree
 - b) Disagree
 - c) Neutral
 - d) Agree
 - e) Strongly Agree
13. Do you have any comments you would like to add about how we identify and plan these locations as Major Transit Station Areas?

Big Move: New Growth Areas



Bathurst Street & Highway 7



East Beaver Creek Road & Highway 7



Bayview Avenue & Highway 7



Mixed-use areas allow for a mix of land uses such as residential uses (housing), commercial uses (offices, stores, etc.), institutional uses (such as schools), and parks.

This proposed “big move” identifies three new mixed-use growth areas within our city to implement the Regional Major Transit Station Area transit-supportive development

direction. These areas are currently underplanned to be able to achieve transit-supportive development, as noted below:

- **Bathurst and Highway 7 Major Transit Station Area.** This area is mostly occupied by a golf course and is designated as Open Space within the Provincial Parkway Belt West Plan. A VIVA station serves this area now, and in the future, it will be served by a 407 transitway station. Parts of this area, that do not include natural heritage features, could be redeveloped to accommodate residents and jobs that better support the existing and planned transit infrastructure in this area.
- **Bayview and Highway 7 Major Transit Station Area.** This area is used for commercial purposes with several “big box” stores. Planning for a mix of uses in this area to accommodate more growth than what would be permitted in a Neighbourhood/Neighbourhood Commercial designation will enable this area to better support the existing transit infrastructure provided in this area.
- **East Beaver Creek and Highway 7 Major Transit Station Area.** This area is occupied with retail, service, restaurants, office, and residential land uses. Planning to better use and intensify the lands presently occupied by low-rise buildings and parking lots would ensure that the area becomes a complete community that includes necessary public facilities and better supports existing transit infrastructure that is provided in this area.

14. To what extent do you agree that this ‘big move’ will help us achieve our proposed vision and capitalize on the opportunities provided by the transit investment in these areas.

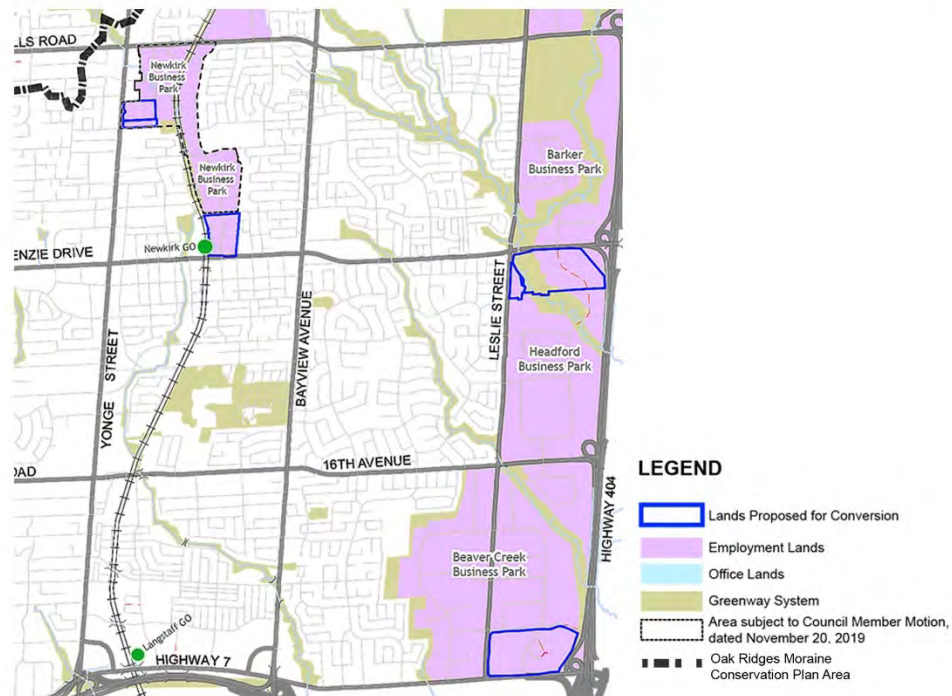
- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

15. Do you have any comments you would like to add about identifying three new mixed-use growth areas within our city?

Big Move: Employment Area Conversions

Richmond Hill

Council supported Employment Area Conversions
(Feb 2020)



Employment areas are lands primarily designated for industrial uses (e.g. manufacturing, distribution/logistics, transportation services) and office uses.

While the majority of the employment areas within the City will continue to serve our long term economic needs, this proposed “big move” aims to diversify five select employment areas to support a greater mix of land use and economic opportunities. The areas to convert include:

- **Yonge and Enford Road.** This area abuts Yonge Street and connects the historic downtown of Richmond Hill to the Yonge and Bernard Key Development Area.
- **Newkirk and Major Mackenzie.** This area includes a GO Station and is part of a larger Local Development Area that includes apartment buildings. This area has the potential to attract new residents and businesses with access to the GO Station and its location close to the historic downtown.
- **Leslie and Major Mackenzie.** This area is subject to a Minister's Zoning Order, which permits the development of various housing forms and provides the opportunity to locate long-term care and seniors housing.

- **Major Mackenzie and Highway 404.** Through Council's adoption of OPA 18.2, this area is now designated as the Leslie Street Institutional Area. A mix of office, institutional (including long term care facilities) and small-scale retail development is permitted.
- **Highway 7 and East Beaver Creek.** This area is described in the "New Growth Area" Big Move. It already hosts a mix of uses. By authorizing the conversion of these lands, this Big Move ensures that the Official Plan update comprehensively plans for this area to continue to accommodate a healthy mix of uses and public facilities to support them.

16. To what extent do you agree that this 'big move' will help us achieve our proposed vision to create new/expand mixed use complete communities?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

17. Do you have any comments you would like to add to related to converting five select employment areas to support a greater mix of land use?

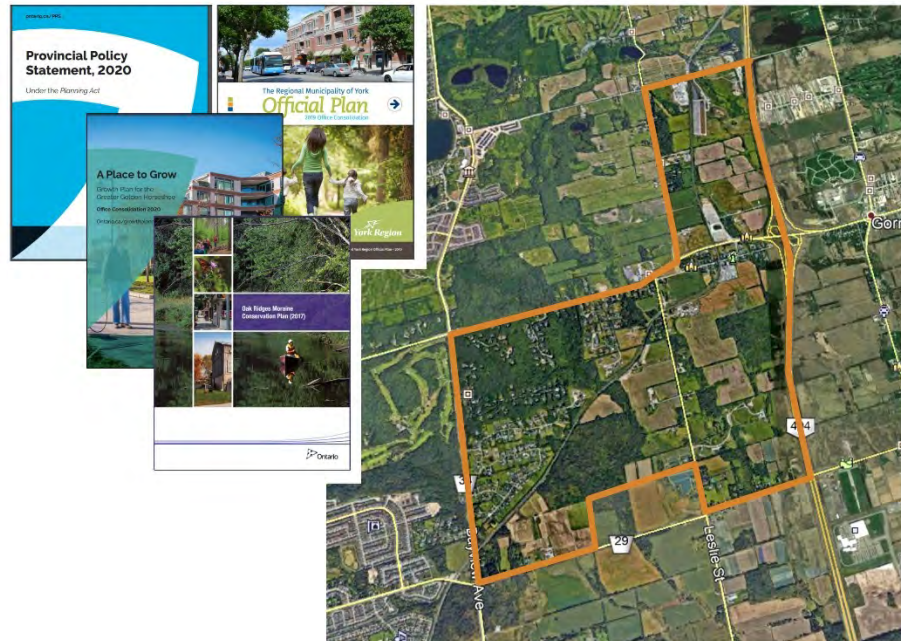
COPY

Big Move: Urban Area Expansion within the Oak Ridges Moraine Countryside Area



Richmond Hill

Consideration of Urban Area Expansion subject to Provincial and Regional decisions



In planning terms, an urban area is an area where development is concentrated, and we have a mix of land uses or lands that have been designated for future development.

This proposed “big move” considers expanding the urban area into a part of the City that is presently a rural area with very little development and has been/is being used for agricultural purposes, if deemed necessary. This expansion would capitalize on the existing GO infrastructure, allow for housing, and provide new land for employment uses.

This work would:

- Require completion of a Regional land needs assessment (and approval by the Province)
- Require an amendment to Provincial Plans (through its Plan review process) to permit an urban expansion within the Greenbelt Area and Oak Ridges Moraine Conservation Plan Area

18. To what extent do you agree that the Urban Area Expansion 'big move' will help us to achieve our vision?

- a) Strongly Disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

19. Do you have any comments you would like to add about expanding the urban area?

Anything else?

20. What else should the City consider as we plan for the Richmond Hill of 2041?

Tell us a bit about yourself.

The following questions are all optional and will help understand who has responded to this survey.

21. Which of the following options best describes you? (select all that apply)

- a) Live in Richmond Hill
- b) Live and work in Richmond Hill
- c) Work in Richmond Hill (but do not live in Richmond Hill)
- d) Business/Economic Sector
- e) Builder/Land Developer
- f) Rural/Agricultural Sector
- g) Government representative (municipal, provincial, federal)
- h) Indigenous, First Nations or Metis
- i) Government Agency (e.g. Metrolinx; Conservation Authority)
- j) Environmental Interest Group
- k) Transportation Agency/Operator
- l) Utility provider
- m) Social Interest Group (i.e. Seniors Group, Cultural Association, Not for Profit, etc.)
- n) Other (please specify)

22. What is your age range?

- a) Less than 15
- b) 15 to 19
- c) 20 to 24
- d) 25 to 29
- e) 30 to 34

- f) 35 to 39
- g) 40 to 44
- h) 45 to 49
- i) 50 to 54
- j) 55 to 59
- k) 60 to 64
- l) 65 years and over

23. Postal code: _____

Example: L4B3P4

24. How else would you like to be involved in City Plan 2041 moving forward? (select all that apply)

- a) Virtual public meetings/open houses
- b) Virtual workshops
- c) Online surveys
- d) Telephone surveys
- e) Making oral or written submissions to Council
- f) In-person public meetings/open houses (if permitted)
- g) In-person workshop (if permitted)
- h) Pop-ups (informal opportunities to provide feedback at places like community centres, libraries, community events – if permitted)
- i) Other (please specify)

25. Are you interested in finding out more? Sign up for the project notification list.

Name:

Email Address:

Thank you for taking the time to complete this survey!

For more information, please visit RichmondHill.ca/OPUpdate.