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# **Guidelines for Developer-led Community Consultation**

## **Information Report**

Report Number: PCI-19-07

Department(s): Planning & Building Services

Author(s): Adrian Cammaert; Alannah Slattery

Date: July 17, 2019

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

### **Purpose**

The purpose of this report is to provide information to Council regarding guidelines for the role of the Corporation of the Town of Newmarket (the 'Corporation'), as well as expectations of the developer, in instances where a developer elects to hold a non-statutory, community consultation event. The proposed guidelines do not apply to Town-led consultation events or statutory public meetings/open houses required under the *Planning Act*, or any other legislation.

### **Background**

Recently, there has been an increase in the number of developer-led community consultation events held. These events are consultation events that are typically hosted by a developer to introduce a development concept to the community in advance of a planning application being submitted, outside of statutory consultation.

There has been some recent discussion on what degree of involvement, if any, the Town has in these events. There is currently no policy, guidelines or any other framework in place to provide direction on this matter. The attached guidelines provide this framework.

The attached guidelines place greater responsibility on the developer for the organization, facilitation and execution of these non-statutory public information events. These guidelines are intended to limit the responsibilities of the Corporation in the

organization of developer-led community consultation and to reduce the amount of corporate resources spent on developer-driven projects.

## **Discussion**

These guidelines will assist in providing a framework and guidance for the developer-led community consultation process. They are written as corporate guidelines rather than corporate policy, acknowledging the fact that the corporation cannot require developers to follow them. Notwithstanding this limitation, staff will provide these guidelines to developers as needed and encourage them to be followed.

The guidelines outline the responsibilities of the developer, and the corporation's role:

### **Responsibilities of Developers**

The Developer will be responsible for the following elements of the Public Consultation:

- Reserving the venue.
- Preparing the invitations.
- Mailing out invitations to all properties within a minimum of 120m of the subject property, and/or any other geographic area as deemed appropriate in consultation with the ward councillor.
- Providing necessary project information, answering questions and obtaining feedback from the public regarding the contemplated application.

### **Corporation's Role**

The Corporation will be responsible for the following:

- Request that the applicant provide a copy of the invitation to the Planning Department, Mayor's Office, Regional Councillor's Office, and Councillors' Office, preferably at least 30 days in advance of the consultation event.
- Staff of the Corporation are not required to attend the consultation event; however should staff elect to attend, they shall be identifiable through the use of corporate identification.
- Any staff in attendance will not facilitate the consultation event, provide an opinion regarding the contemplated application, or indicate any level of supportability regarding the contemplated application.
- Request that the proponent provide a summary of the general themes of public feedback received at the consultation event.
- Town communications resources, including corporate social media accounts and webpage, shall not be used to advertise or publicize the event.

## **Conclusion**

These guidelines will provide a framework to increase the responsibility of the developer and reduce the role of the Corporation for developer-led community consultation.

## **Business Plan and Strategic Plan Linkages**

Well-Planned & Connected

- Planning and managing growth through long-term plans and strategies, supported by short-term action plans

## **Consultation**

Internal consultation has taken place with planning staff and management.

## **Human Resource Considerations**

None.

## **Budget Impact**

None.

## **Attachments**

- 1- Guidelines for Developer-led Community Consultation

## **Approval**

Alannah Slattery  
Planner

Adrian Cammaert, MCIP, RPP, CNU-A  
Senior Planner, Policy

Jason Unger, MCIP, RPP  
Director of Planning & Building Services

Peter Noehammer, P. Eng.  
Commissioner of Development & Infrastructure Services

## **Contact**

Adrian Cammaert, Senior Policy Planner, [acammaert@newmarket.ca](mailto:acammaert@newmarket.ca)

# Guidelines for Developer-led Community Consultation

## Purpose

The purpose of these Guidelines is to provide structure regarding the role of the Corporation of the Town of Newmarket (the 'Corporation'), as well as expectations of the developer, in instances where a developer elects to hold a non-statutory, community consultation event. For clarity, these Guidelines do not apply to Town-led consultation events or statutory public meetings/open houses required under the *Planning Act*, or any other legislation.

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## Contact

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