



# East Gwillimbury

## Complete Communities Secondary Plan

# What We Heard Summary

Public Information Session #3 • Oct. 16, 2025



# Land Acknowledgement

The Town of East Gwillimbury recognizes and acknowledges the lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples, and on behalf of the mayor and council, we would like to thank them for sharing this land.

We would also like to acknowledge the Chippewas of Georgina Island First Nation as East Gwillimbury's closest First Nation community and recognize the unique relationship the Chippewas have with the lands and waters of this territory. They are the water protectors and environmental stewards of these lands, and we join them in these responsibilities.

# Table of Contents

- 1. Introduction..... 1
  - 1.1 Project Purpose ..... 1
- 2. Engagement Process ..... 2
  - 2.1 Engagement and Consultation Goals ..... 2
- 3. Meeting Overview - Public Information Session #3..... 4
- 4. Summary of What We Heard ..... 5
- 5. Draft Schedules for the Breakout Session..... 9
- 6. Next Steps ..... 11

# 1. Introduction

## 1.1 Project Purpose

The purpose of the Secondary Plan is to establish a detailed planning framework and urban land uses in accordance with the policies of the Town of East Gwillimbury Official Plan and York Region Official Plan (2022) to allow the Town to begin the long-range planning of the Town's new community areas. Efforts to complete the Secondary Plan will occur concurrently with efforts to finalize the updated Town of East Gwillimbury Official Plan.

The areas included as part of the Complete Communities Secondary Plan will be subject to individual Community Design Plans.

**Green Earth Village**  
**Holland Landing East**  
**Sharon East**

**Sharon Heights**  
**Walnut Farms**  
**Yonge Corridor**

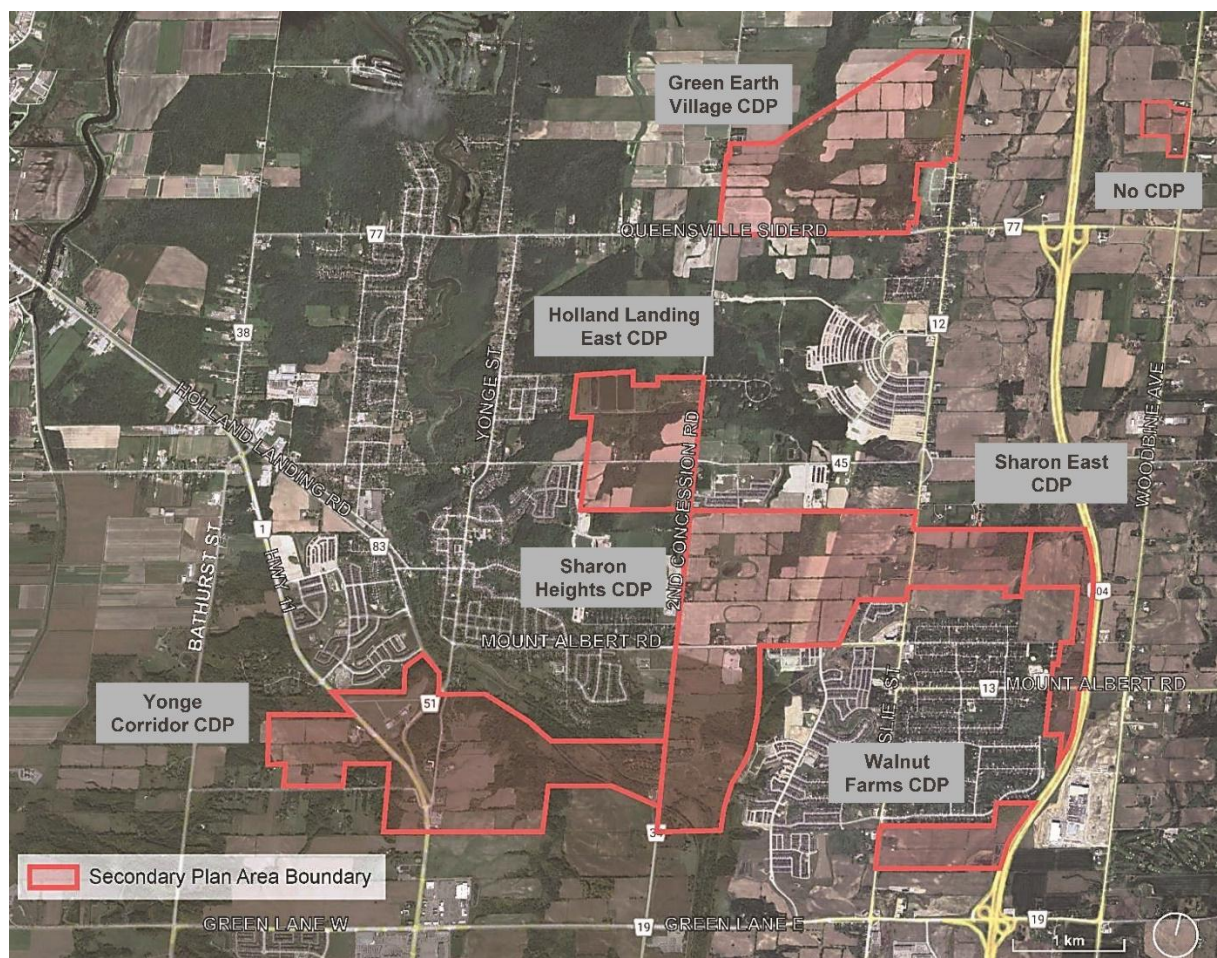


Figure 1: East Gwillimbury Complete Communities Secondary Plan Community Design Plan areas.



## 2. Engagement Process

The East Gwillimbury Complete Communities Secondary Plan consists of four phases, each of which has unique goals, objectives, and deliverables. Public engagement will occur through Public Information Sessions and on-going online engagement to ensure ample opportunities to receive and integrate feedback on the Secondary Plan.

### 2.1 Engagement and Consultation Goals

- To build awareness and understanding of the purpose of the East Gwillimbury Complete Communities Secondary Plan;
- To effectively engage all stakeholders in the process of preparing the Secondary Plan;
- To generate broad-based support for the Secondary Plan;
- To have meaningful conversations focused on providing the planning, design, and development framework for a successful, implementable, and complete Secondary Plan; and,
- To encourage participation and ensure stakeholders can contribute their ideas through a variety of forums.

The Secondary Plan is currently in **Phase 3 Secondary Plan Preparation** of the four phase process. This Phase includes the preparation of a Draft Land Use Plan and policy approach for the secondary plan area. An overview of consultation in each phase of the Study Process is provided below.

### Study Process Update - Timeline



Figure 2: East Gwillimbury Complete Communities Secondary Plan Study Timeline.

Key members of the project team in attendance included.

## **TOWN OF EAST GWILLIMBURY**

Jack Krubnik, Director of Planning Policy and Growth Management

Sean Lapenna, Senior Planner

Andrea Staples, Administrative Assistant, Development Services

## **CONSULTING TEAM**

### **Project Management**

[HBR Planning Centre Inc.](#)

Howard Friedman, Project Manager

### **Municipal Planning and Public Consultation**

[The Planning Partnership](#)

Donna Hinde, Principal

Ron Palmer, Special Advisor

### **Transportation**

[Paradigm](#)

Tom Willis, Senior Project Manager

### 3. Meeting Overview - Public Information Session #3

The East Gwillimbury Complete Communities Secondary Plan **Public Information Session #3** was held on October 16, 2025 from 3 to 5 p.m. and 7 to 9 p.m. at the East Gwillimbury Operations Centre located at 19850 Woodbine Avenue in Queensville.

Approximately **45 participants** attended the information sessions.

The purpose of the meeting was to present and discuss the Land Use Plan for the Complete Communities Secondary Plan and draft policy directions. The sessions were initiated by a Land Acknowledgement followed by a presentation by the consultant team and a question and answer period. The second half of the session included break out tables for participants to review and provide feedback on the land use plan. The two draft schedules, Land Use Designations and Natural Heritage System, were provided for people to markup and provide feedback. The consultant team and Town staff were in attendance to provide support for those who had any questions, comments, or concerns to discuss.

This report includes a summary of the comments provided during the question and answer period and discussion with team members.

The presentation is available on the project webpage:

[eastgwillimbury.ca/CompleteCommunities](http://eastgwillimbury.ca/CompleteCommunities)



Figure 3: Photo of attendees at the Public Information Session.

## 4. Summary of What We Heard

### General Comments

- There was a question about what is happening in Mount Albert?

*Response: Mount Albert already has an approved Secondary Plan. Mount Albert is done.*

- There was concern with the amount of development and the impact that will have on property taxes and who will pay for the new services.

*Response: Development is supposed to pay for itself through Development Charges. Ongoing maintenance? 40,000 – 45,000 new taxpayers to help pay for maintenance.*

- A question was asked about how many consultants were used for this project.

*Response: 10 consultants were retained to assist with the secondary plan process.*

- There were questions about where the consultant was from, did they live in East Gwillimbury, and what is their guiding principle and starting point when working in the Town?

*The vision and guiding principles are from the Official Plan and were based on what we heard from East Gwillimbury residents on how they see their community. Also guided by 42 years of experience in the planning field and preparing policy documents. Through the process we have public meetings, we hear what people say, we craft a vision statement and craft principles based on what we hear from council, staff, residents, etc.*

### Servicing

- There were concerns and questions around whether a subdivision can be developed without servicing, such sewer?

*Response: No. Zoning can be approved with a Hold, but the applicant needs the servicing to lift the Hold. They can get the zoning, but they can't build anything until they get the servicing. The Town has an allocation policy that they use. Planning approvals must be linked to the provision of urban services. Nothing happens without a strategy for wastewater - critical to new development.*



## Land Use

- Will each compete community have residential, commercial, industrial?

*Response: No. Each community will have a park and will primarily be low rise residential. Other areas throughout the CCSP plan area will have different components for other types of land uses.*

- Is there going to be maintained farmland? Will there be a designation change to the existing active rural farms?

*Response: Yes. There are lands outside the settlement area of Mount Albert that are protected Countryside, where development is extremely limited.*

*East Gwillimbury has been identified as an area for urban growth by the Province, Region, and Town. The main central area of East Gwillimbury is identified as the focus for development which will leave agricultural lands alone.*

## Community Facilities/Parks

- One of the concerns from attendees was related to operating costs of community facilities, and the concern that more community facilities means higher taxation and higher operating costs. The Town has been putting aside money each year to pay for the Health and Active Living Plaza (HALP). For \$110 M, I'd like to see that money used for other things, such as lowering taxes, paying to maintain existing infrastructure.

*Response: A financial impact assessment will be prepared. During that process, if there are concerns, you can voice them.*

- What is an open space connector?

*Response: It is still being determined, but the intent is that a connection is created between natural heritage features, linking the features, through either trails or a natural corridor.*

## Road Network

- Is 2nd Concession going to be widened to 4 lanes to Doane Road?

*Response: This is something the transportation consultant that is preparing the Transportation Master Plan for the Town is currently looking into and are working on getting an answer to this question.*

## Built Form and Building Height

- There were questions about how low-rise residential density is defined and what is considered low-rise residential?

*Response: Typically, single detached and semi-detached dwellings are low-rise residential, which are measured by units per hectare. You can say (as a rough estimate) 20-30 units per hectare. A lot of it depends on which metric will be used. Townhouses are typically measured through a floor space index.*

- Attendees had questions and concerns about who determines the growth and the height of buildings. The secondary plan area encompasses a very large amount of land. The Town is at maximum of seven storeys. How did the height limit jump to 13 storeys?

*Response: The Town can't stop an applicant from asking for what they want. With the secondary plan policies, we are establishing a clear framework which establishes height minimums. So at least there is a framework and list of requirements to determine compatibility in built form and how is it measured. The goal is to have strong enough policy in place to ensure appropriate building heights for the context.*



Figure 4: Photo of participants during the breakout session at the Public Information Session.

- There were also concerns with some of the heights setting the baseline too low, making it difficult to stick to the vision. What can the Town be doing to discourage what they don't want? Could the Town levy a tax or fine for building greater height than what is permitted?

*Response: An approach is to start by not permitting it. We could write "discourage" policy, but policies are typically written to encourage and permit, not discourage. This is an approach that will require some thought*

*The Town can't fine developers for not conforming to the OP policies. Let me think about discouragement. It's a different approach. Let me think about it.*

- It was noted that there is a two storey minimum, are bungalows not permitted?

*Response: The two storey minimum applies to mixed use development, not low-rise residential.*

## 5. Draft Schedules for the Breakout Session

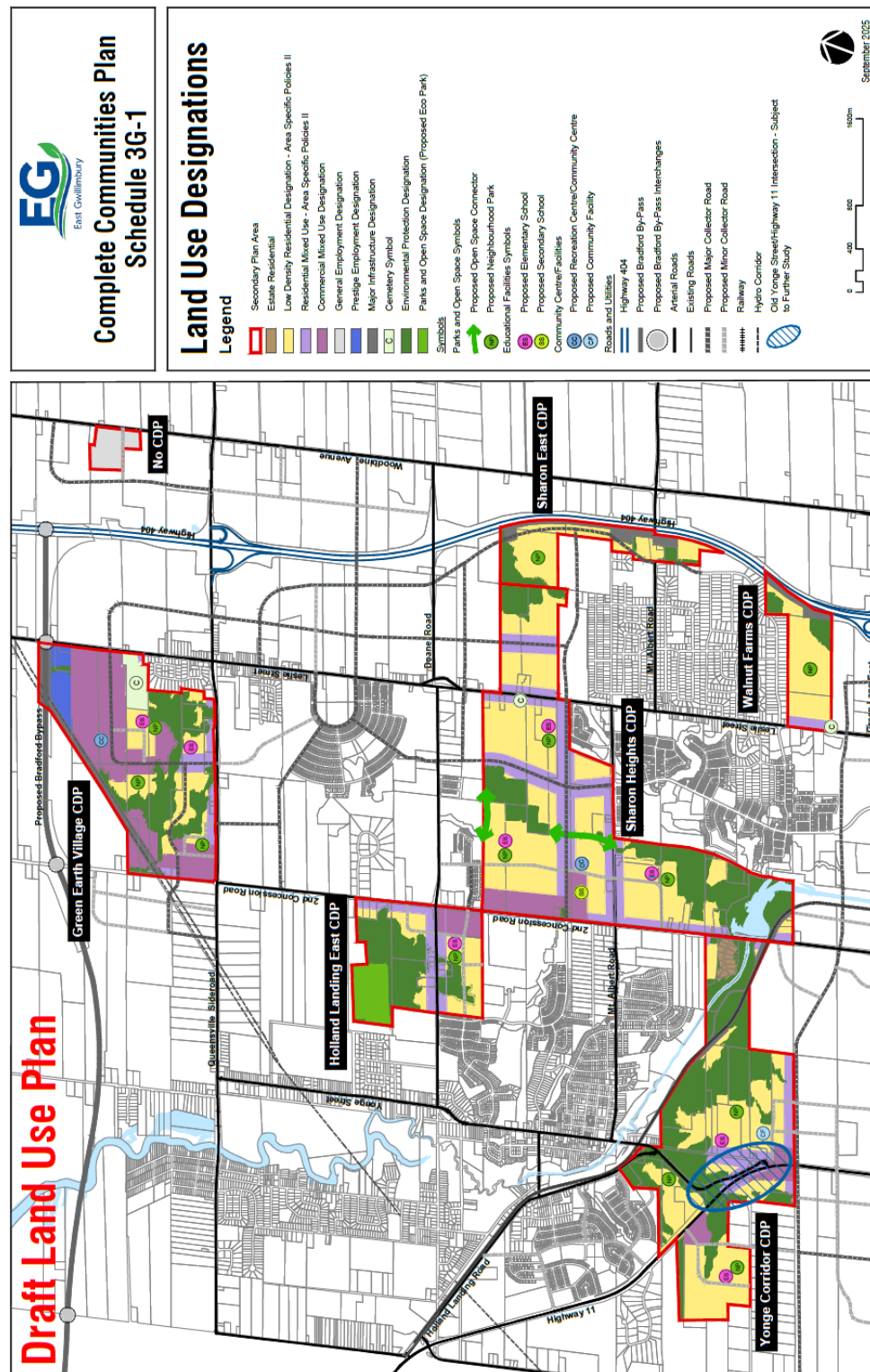


Figure 5: Draft Schedule 3G-1 Land Use Designations provided at the Public Information Session.



10



## 6. Next Steps

The next steps for the study process were presented during the presentation component of the Public Information Session and included the following:

1. Consolidate Feedback and Confirm/Refine Draft Schedules
2. Release Draft Official Plan/Complete Communities Plan and submit to Province – **Fall 2025**
3. Opportunity for review and commentary
4. Public Information Session #4 – **Early 2026**
5. Statutory Public Meeting - **Early 2026**
6. Council Adoption – **Spring 2026**