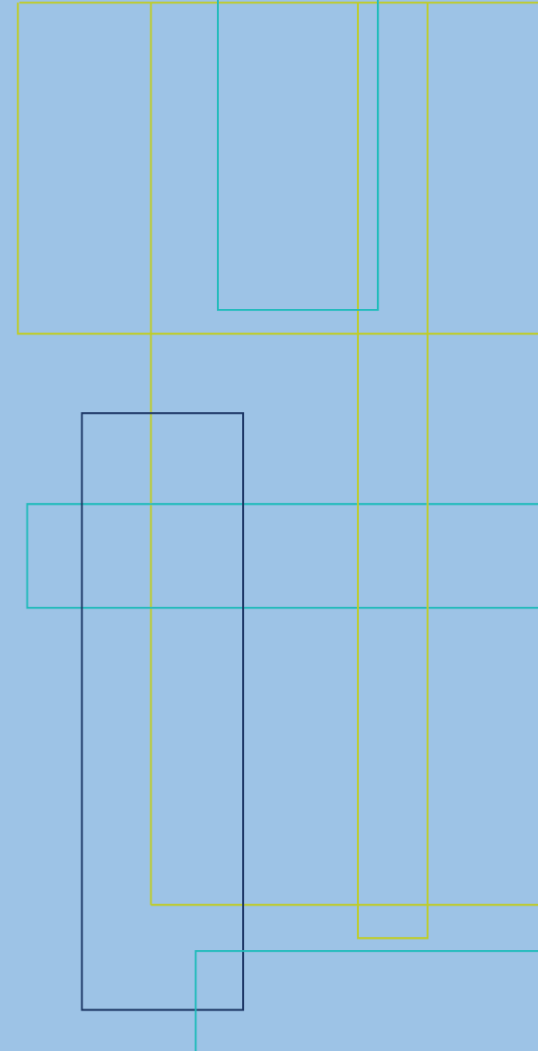


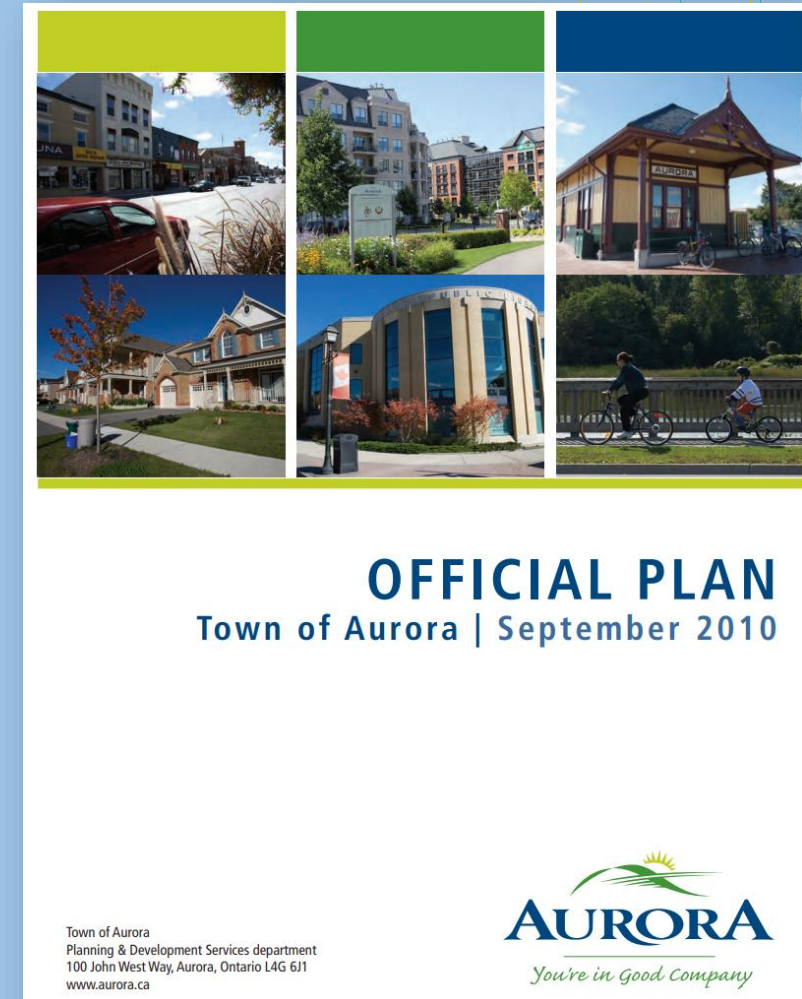
Town of Aurora Official Plan Review

December 8, 2020
Public Planning Meeting



BACKGROUND

- 7 Planner Pop Up Events were held to get initial feedback from the public prior to the Official Launch (Summer 2019)
- This Project was first introduced to Council in December 2019
- A Special Meeting of Council was held in February 2020 to Officially Launch the OP Review



BUILDING AURORA TOGETHER

What's *your* plan, Aurora?



YOUR VOICE MATTERS!

Let us know what planning issues matter to you most.

Take our short
online survey for
a chance to win a
\$50 giftcard!



SCAN ME

or visit
surveymonkey.com/r/officialplanreview

Visit us at: aurora.ca/opr
Send feedback and get updates: planning@aurora.ca



Appendix B: Public Engagement and Communications Strategy (PECS)



Town of Aurora
Public Engagement and Communications Strategy
Municipal Comprehensive Review and Review of the Official Plan

November 6, 2019 (v. 4.0)
Author: Andria Sallese,
Senior Policy Planner & Project Manager





OFFICIAL PLAN REVIEW

Building Aurora Together

The Town of Aurora is updating their Official Plan.

What is an Official Plan?

An Official Plan is a blueprint for tomorrow that directs long-term development within a municipality. An Official Plan sets out the objectives and policies to manage the growth and development of a municipality in a way that is socially, economically, built and natural environment.

Why do we need an Official Plan?

- To conform to Provincial Requirements
- To direct growth and development in a way that is socially, economically and environmentally sound
- To implement the Town of Aurora's Vision

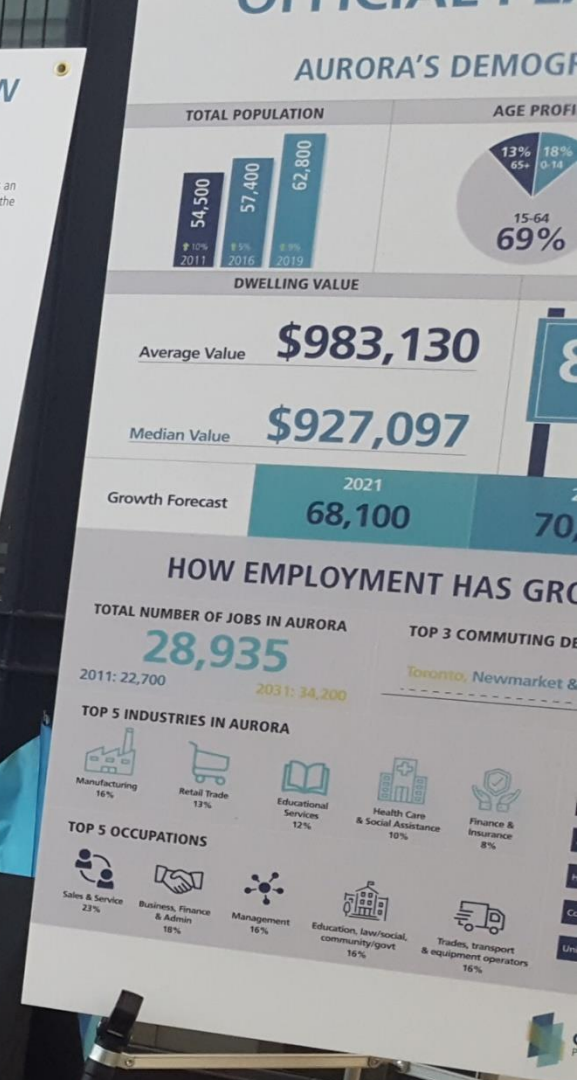
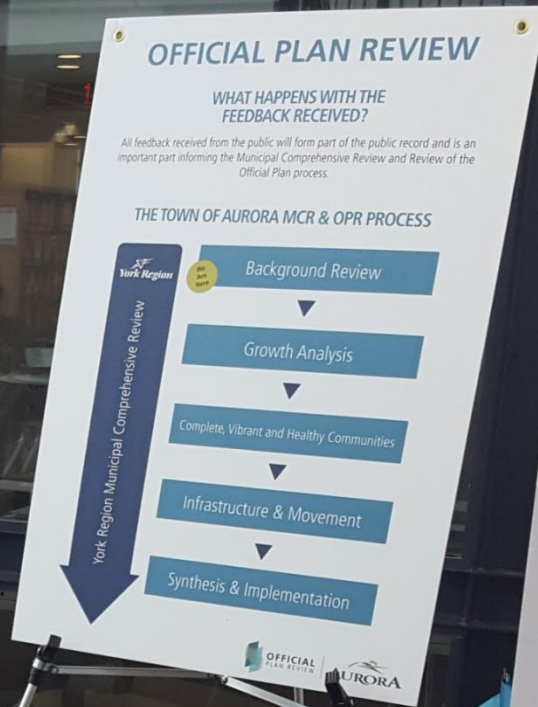
OFFICIAL PLAN REVIEW

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OFFICIAL PLAN REVIEW AURORA



Planner Pop-Up Events

POP UP PUBLIC FEEDBACK

- Aurora is a great place to live!
- Desire to maintain small town charm
- Direct growth to appropriate locations
- Maintain character of neighborhoods
- Support for more trails
- Improve connections & parking around Aurora GO Station
- Preserve our environment & provide more parks

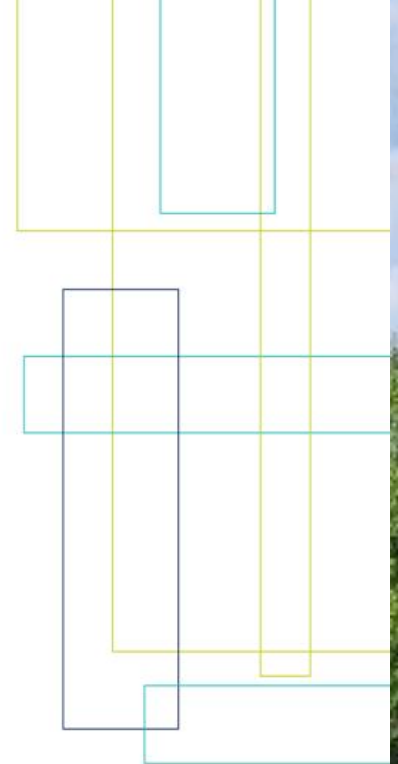
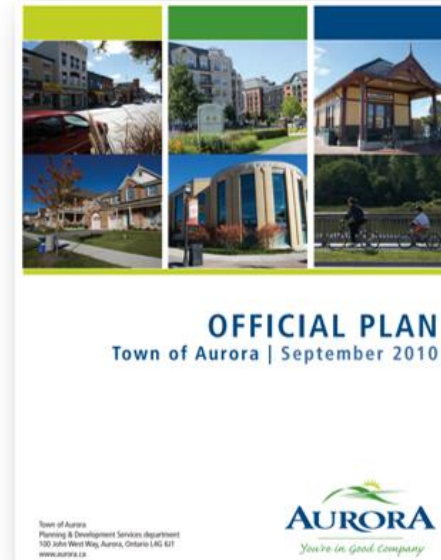
SPECIAL MEETING OF COUNCIL



Town's Official Plan

Based on 12 Principles

- Promoting Responsible Growth Management
- Ensuring Design Excellence
- Building a Greener Community
- Providing a Range and Mix of Housing
- Providing Appropriate Community Facilities
- Protecting Stable Neighbourhoods
- Developing Vibrant New Neighbourhoods
- Advancing the Economy
- Building a Successful Downtown
- Establishing a Linked Greenlands System
- Conserving Cultural Heritage Resources
- Providing Sustainable Infrastructure



STAFF ACTIONS FOLLOWING KICK-OFF

- ✓ Retaining the Technical & Public Engagement Consultant
- ✓ Development of Project Webpage & Introduction Video
- ✓ Establishment of 3 steering committees



Steering Committees

Staff developed 3 Committees to provide feedback to the project team through various milestones throughout the Project:

- Leadership Team
- Community Steering Committee
- Technical Steering Committee



PROJECT TEAM



Lead Technical Consultant



Public Engagement Consultant

