



## The Regional Municipality of Durham

### Planning & Economic Development Committee Agenda

Lower Level Boardroom (LL-C)  
Regional Headquarters Building  
605 Rossland Road East, Whitby

**Tuesday, September 6, 2022**

**9:30 AM**

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Note: This meeting will be held in a hybrid meeting format with electronic and in-person participation. It is encouraged that members of the public [view the Committee meeting](#) via live streaming, instead of attending the meeting in-person. If in-person attendance is required, arrangements must be made by emailing [clerks@durham.ca](mailto:clerks@durham.ca) prior to the meeting date.

**1. Roll Call**

**2. Declarations of Interest**

**3. Adoption of Minutes**

- A) Planning & Economic Development Committee meeting  
– June 7, 2022

Pages 4 - 15

**4. Statutory Public Meetings**

- 4.1 Application to Amend the Durham Regional Official Plan, submitted by CBM Aggregates to permit the expansion of Aggregate Resource Extraction Area #2 in the Township of Brock, File: OPA 2022-003 (2022-P-17)

16 - 26

A) Presentation

1. Heather Finlay, Principal Planner

B) Public Input

1. Peter Renz  
2. Ian Adams

3. Melanie Horton, Esher Planning Inc.; David Hanratty, Votorantim; Mike LeBreton, CBM Aggregates; and Heather Melcher, WSP/Golder, on behalf of CBM Aggregates
4. Carole Ditomaso
5. Kaik Bharucha

C) Correspondence

1. Peter Renz, Sunderland resident 27 – 28
2. Kaik Bharucha, Sunderland resident 29 – 35
3. Janice Mears, Sunderland resident 36 – 37
4. Robert Ritter, Sunderland resident 38
5. John and Susan Adams, Sunderland residents 39

D) Report

**5. Delegations**

- 5.1 Don Given, Malone Given Parsons, on behalf of Oland Holdings (Uxbridge) Inc., re: Application to Amend the Durham Regional Official Plan, submitted by Malone Given Parsons on behalf of Oland Holdings (Uxbridge) Inc., File: OPA 2022-001 (2022-P-18) [Item 7.2 A]

**6. Presentations**

- 6.1 Jacquie Severs, Manager, Marketing and Cluster Development, re: Durham at the 2022 Collision Conference: Investment Attraction and Brand Awareness (2022-EDT-12) [Item 8.2 A]

**7. Planning**

7.1 Correspondence

7.2 Reports

- A) Application to Amend the Durham Regional Official Plan, submitted by Malone Given Parsons on behalf of Oland Holdings (Uxbridge) Inc., in association with TACC Developments to permit soil remediation and processing uses in the Township of Uxbridge, File: OPA 2022-001 (2022-P-18) 40 – 52

**8. Economic Development**

8.1 Correspondence

8.2 Reports

- |   |         |
|---|---------|
| A) Durham at the 2022 Collision Conference: Investment Attraction and Brand Awareness (2022-EDT-12) | 53 – 63 |
| B) Tap Into Talent – Workforce Development and Investment Attraction Campaign (2022-EDT-13)         | 64 – 69 |
| C) Toronto Global Membership Funds (2022-EDT-14)  | 70 – 73 |

**9. Advisory Committee Resolutions**

There are no advisory committee resolutions to be considered

**10. Confidential Matters**

There are no confidential matters to be considered

**11. Other Business**

**12. Date of Next Meeting**

Tuesday, December 6, 2022 at 9:30 AM

**13. Adjournment**

Notice regarding collection, use and disclosure of personal information:

Written information (either paper or electronic) that you send to Durham Regional Council or Committees, including home address, phone numbers and email addresses, will become part of the public record. This also includes oral submissions at meetings. If you have any questions about the collection of information, please contact the Regional Clerk/Director of Legislative Services.

If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2097.

## The Regional Municipality of Durham

### MINUTES

#### PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, June 7, 2022

A regular meeting of the Planning & Economic Development Committee was held on Tuesday, June 7, 2022 in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby, Ontario at 9:30 AM. Electronic participation was offered for this meeting.

#### 1. Roll Call

Present: Councillor Ryan, Chair  
Councillor Joe Neal, Vice-Chair, attended the meeting at 9:35 AM  
Councillor Grant  
Councillor Highet  
Councillor Kerr  
Councillor Lee  
Councillor Yamada  
Regional Chair Henry  
**\*all members of Committee, except Councillor Grant, participated electronically**

Also

Present: Councillor Barton attended for part of the meeting  
Councillor Collier  
Councillor Wotten

Staff

Present: E. Baxter-Trahair, Chief Administrative Officer  
B. Bridgeman, Commissioner of Planning and Economic Development  
A. Brown, Agriculture Program Specialist  
V. Chanthavong, Planner  
J. Demanuele, Acting Commissioner of Works  
P. Frizado, Director, Broadband Services  
S. Gill, Director, Economic Development and Tourism  
C. Goodchild, Manager, Policy Planning & Special Studies  
V. Hendry, Senior Planner  
J. Hunt, Regional Solicitor/Director of Legal Services, Corporate Services – Legal  
R. Inacio, Systems Support Specialist, Corporate Services – IT  
S. Jibb, Manager, Economic Development, Agriculture and Rural Affairs  
G. Muller, Director of Planning  
G. Pereira, Manager, Transportation Planning  
B. Pickard, Manager, Tourism



N. Prasad, Assistant Secretary to Council, Corporate Services – Legislative Services  
K. Ryan, Senior Solicitor, Corporate Services – Legal Services  
S. Salomone, Manager, Economic Development, Business Development and Investment  
J. Severs, Manager, Economic Development, Marketing and Cluster Development  
N. Taylor, Commissioner of Finance  
L. Trombino, Manager, Plan Implementation  
T. Fraser, Committee Clerk, Corporate Services – Legislative Services

**2. Declarations of Interest**

There were no declarations of interest.

**3. Adoption of Minutes**

Moved by Councillor Kerr, Seconded by Councillor Lee,  
(98) That the minutes of the regular Planning & Economic Development Committee meeting held on Tuesday, May 3, 2022, be adopted.

CARRIED

**4. Statutory Public Meetings**

- 4.1 Application to amend the Durham Regional Official Plan, submitted by McDermott & Associates Limited, on behalf of Norman Clements, to permit the severance of a dwelling that would become surplus once the subject lands are purchased by a non-abutting farm operation in the Township of Uxbridge, File Number: OPA 2022-002 (2022-P-13)
- 

The Chair advised that this portion of the Planning & Economic Development Committee meeting constitutes the Statutory Public Information meeting under the Planning Act for a proposed amendment to the Durham Regional Official Plan. He also advised that notice of the public meeting was advertised in the applicable newspaper and mailed to landowners and residents within 120 metres of the subject property. He noted that it is important that anyone who may have an interest in this matter make a submission prior to Regional Council making a decision.

A) Presentation

Valerie Hendry, Senior Planner, Planning Division, provided a presentation outlining the details of Report #2022-P-13 of the Commissioner of Planning and Economic Development. She advised that an application has been submitted by McDermott & Associates Limited, on behalf of Norman Clements, to permit the severance of a dwelling that would become surplus once the subject lands are purchased by a non-abutting farm operation. The subject site is located at 10899

Concession Road 4, in the Township of Uxbridge. She provided an overview of the application and land use policy considerations. She also advised that the application has been circulated to relevant agencies and to date no correspondence has been received from the public in response to notice of the application.

V. Hendry responded to questions regarding the anticipated use of the severed dwelling and parcel; whether the farm parcel will be zoned to prohibit the construction of another dwelling; and the unopened road allowance.

The Chair asked if there were any persons in attendance who wished to make a submission or ask any questions.

B) Delegations

1. John McDermott, McDermott & Associates Limited

J. McDermott advised that he is the applicants' agent and was present to answer any questions on Report #2022-P-13. He also advised that he believes the primary issue facing this application is the size of the parcel to be severed. He stated that it is important to look at the compatibility with the adjacent land uses and he noted that they have documented the pattern of existing land use and development in the Land Use Planning Rationale report. He also stated that it is their conclusion that the application conforms with the Provincial Policy Statement and Greenbelt Plan, and it is appropriate and desirable to allow the severance of the lands and consolidation with the Tait farm operation.

J. Dermott referenced the Provincial Policy Statement (PPS) comments in Report #2022-P-13 and he stated that the words "residential use" are not part of the PPS and he referenced the directions set out in the PPS. He also stated that this application does provide for maintenance of the agricultural land base, does not fragment the agricultural land base, and provides for re-enforcement of the agricultural land base by allowing for consolidation of lands with the Tait farm operation.

J. McDermott also advised that the property includes the residence, accessory buildings, outdoor amenity areas and a reforested area. He also advised in 1994, Mr. Clements undertook to reforest the area in the vicinity of the wetland and as part of the pre-consultation process it was brought to their attention the unevaluated wetland needed to be further studied. He stated that GHD was retained to undertake a study which determined that the application would conform with the PPS and the Greenbelt Plan. He added that the Lake Simcoe Region Conservation Authority has indicated they have no objections to the application.

J. McDermott further advised that located across the street, to the west of the subject lands, is an organic farmer. He stated that the wetland area and stream corridor within the wetland flows to the west under a culvert to Mr. Eng's property. He also stated that Mr. Eng's concerns are if the lands are converted to agricultural use, it would have a detrimental impact to his organic farming operation.

2. Ted Eng, 10900 Concession Road 4, Uxbridge

T. Eng advised that his property is located across from the subject site and he appeared in support of the application. He also advised that he is an organic farmer and is a former president of the Ontario Federation of Agriculture – Durham Region, was previously chair of the Greater Toronto Agriculture Committee, and was a member of Uxbridge Council from 2006-2010.

T. Eng further advised that his main concern is when the property is severed it creates a buffer zone for his farm operation. He explained that previously a neighbour rented the property and grew soybeans. He stated that one day the neighbour sprayed the land with a herbicide and then it rained that night. The water ran through the culvert and into his pond and for two years all the vegetation was dead in the pond. He also advised that another time they had a four-and-a-half-inch rainfall in 20 minutes and his neighbours rain gauge indicated there was three feet of water running through the culvert. He noted that this only happens in the spring and not every year.

T. Eng stated that the severance creates a buffer zone for his property and the creation of tall grasses is a filter system, which is why he supports the application. He also advised his only concern is in the future if there is another owner of the property and they put animals, horses or other things on the property it may become a problem again. He added that long vegetation and grasses are ideal for his farm operation.

C) Report

Moved by Councillor Kerr, Seconded by Councillor Lee,

(99) A) That Report #2022-P-13 of the Commissioner of Planning and Economic Development be received for information; and

B) That all submissions received be referred to the Planning Division for consideration.

CARRIED

## 5. Delegations

- 5.1 Hugh Stewart, Clark Consulting Services, on behalf of Maltheb Farms, re: Application to Amend the Durham Regional Official Plan, submitted by Clark Consulting Services on behalf of Maltheb Farms 2000 Ltd., File: OPA 2021-008 (2022-P-14)
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Hugh Stewart, participating electronically, appeared with respect to the application to amend the Durham Regional Official Plan submitted on behalf of Maltheb Farms Limited.

H. Stewart advised that he is the applicants' agent, and their application relates to a surplus farm dwelling severance in the Township of Scugog. He also advised that the proposed severance is an older building with related buildings and the retained parcel is a large operating farm for cash cropping. He stated that the proposed severance meets the policies of the Durham Regional Official Plan and various Provincial policies. He added that this matter will also require a Township of Scugog Zoning By-law amendment and consent application to the Regional Land Division Committee.

- 5.2 Hugh Stewart, Clark Consulting Services, on behalf of Werrcroft Farms, re: Application to Amend the Durham Regional Official Plan, submitted by Werrcroft Farms Ltd., File: OPA 2019-006 (2022-P-15)
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Hugh Stewart, participating electronically, appeared with respect to the application to amend the Durham Regional Official Plan submitted on behalf of Werrcroft Farms Limited.

H. Stewart advised that he is the applicants' agent, and their application relates to a surplus farm dwelling severance in the Municipality of Clarington. He also advised that the application results in the consolidation of non-abutting farm parcels and will result in a large farm. He explained that the issue arose when Werrcroft Farm purchased the property and the ownership of two abutting farms was in the same name and the farms inadvertently merged. He further advised that this was determined to be the most appropriate process and follows the intention and definitions within the applicable policies.

- 5.3 Rob Alexander and Tracey Werry, Durham Farm Fresh Marketing Association, re: Durham Farm Fresh Marketing Association Annual Update (2022-EDT-9)
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Rob Alexander, participating electronically, appeared before the Committee with respect to the Durham Farm Fresh Marketing Association Annual Update and 2022 Workplan. He highlighted the various activities and initiatives of the Durham Farm Fresh Marketing Association in 2021. He advised that the state of the Durham Farm Fresh Marketing Association is good and they are a lean operation with a home based office, efficient coordinator, engaged board members, and growing group of members. He also advised that the financial support of the

Region is a vital piece for delivering their mandate. He further advised that in 2021 their members continued to face challenges brought about by the pandemic and he stated that direct to consumer sales are generally up and interest and support for local food continues to grow.

R. Alexander outlined issues impacting local farmers including the rising cost of land; the impacts of climate change; and significant increases in input costs, such as seed, fertilizer, fuel and equipment. He added that farmers are also facing a mental health crisis due to financial strain, uncertainty of the future, increasing demands of their off-farm jobs, and a general sense of apathy from the public towards the future of this industry in Durham Region.

R. Alexander concluded by imploring Committee members to take the issues seriously. He stated that society cannot continue to take farmers and their products for granted and simply expect that our region will always be able to produce food. He stated that without strong support from the community and elected officials, we will continue to see fewer farms in our region and the ability to sustain a growing population will be diminished. He added that Durham Farm Fresh stands as a willing partner to help navigate these challenges and will work with partners to find solutions that will support farmers and secure the local food supply for generations to come.

5.4 Matthew Matysiak, Durham Region International Film Festival, re: Funding Proposal submitted by the Durham Region International Film Festival (2022-EDT-11)

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Matthew Matysiak, participating electronically, provided a presentation regarding the Durham Region International Film Festival (DRIFF).

M. Matysiak advised that DRIFF is a community driven international film festival that was started in 2015 and has grown to include several screening events, education programs and an incubator project. He also advised that DRIFF receives financial support through grants, sponsorships and in-kind support.

M. Matysiak provided a brief overview of their Board of Directors, and he provided an overview of their 2022 activities. He also advised that they are a diverse international film festival, and their goal is to continue this by working on additional events. He added that since 2015 DRIFF events have been showcased all over Durham Region.

M. Matysiak concluded by advising that DRIFF is in desperate need of financial support from the Region in order to hire an Executive Director. He stated that with an Executive Director DRIFF can continue its path to success and when DRIFF succeeds, the local economy succeeds.

5.5 Stephen Lund, Chief Executive Officer, Daniel Hengeveld, Vice President, and Terrie O’Leary, Executive Vice President, Toronto Global, re: Toronto Global Funding Agreement (2022-EDT-8)

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Stephen Lund, Daniel Hengeveld and Terrie O’Leary, participating electronically, provided a presentation regarding Toronto Global.

S. Lund advised that Toronto Global is asking Durham Region to consider supporting a new model for economic development in terms of foreign direct investment in the region. He also advised that the new model is asking for a contribution of \$50,000 per year from each municipality and has one decision making body. He stated that Toronto Global has just finished its best year yet and that they are particularly proud of the fact that 40% of the new jobs they helped create were in the 905 regions. He also stated that they believe they have significant momentum and have a lot of opportunity in Durham Region.

D. Hengeveld advised that their mandate is regional, and they focus on net new foreign investment. He provided an overview of their results and the campaign focused on Durham Region’s cleantech and energy assets. He also outlined companies that have located in or have committed to investing in Durham Region. He also stated that they are focusing outreach efforts on high impact opportunities.

D. Hengeveld concluded by advising that they think there is significant value in Durham, and he stated that they would like to continue their partnership with Durham Region.

S. Lund, D. Hengeveld and T. O’Leary responded to questions of the Committee.

**6. Presentations**

6.1 Simon Gill, Director of Economic Development and Tourism, Stacey Jibb, Manager of Agriculture and Rural Economic Development, and Allison Brown, Agriculture Program Specialist, re: Growing Agri-Food Durham – A Five-Year Plan to Grow the Agri-Food Industry (2022-EDT-10)

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S. Gill, S. Jibb and A. Brown provided a presentation outlining the details of Report #2022-EDT-10 of the Commissioner of Planning and Economic Development. Highlights of their presentation included:

- New Economic Development and Tourism Strategy
- Growing Agri-Food Durham Purpose
- Consultation/Engagement
- Goal Areas
  - Goal 1: Retain and expand local food businesses
  - Goal 2: Streamline the regulation and approval process for agri-food businesses

- Goal 3: Enable and encourage agriculture related and on-farm diversified uses related to agriculture
- Goal 4: Recognize infrastructure is a key component of the agri-food system
- Goal 5: Support businesses to increase agri-food processing capacity
- Goal 6: Identify opportunities and solutions for the workforce and labour shortages in the agri-food sector
- Goal 7: Provide resources for aging and young farmers
- Goal 8: Partner with agricultural organizations to deliver and expand agricultural literacy in the Region
- Goal 9: Enable a culture of innovation in agriculture and food
- Goal 10: Enhance Urban agriculture
- Next Steps
- Local Food Week

Staff responded to questions with respect to the Hamilton-Oshawa Port Authority and movement of agricultural goods; how challenges raised recently by the agricultural community have been addressed; how goals are prioritized; and the Business Retention and Expansion (BR+E) process and timelines.

## 7. Planning

### 7.1 Correspondence

- A) Correspondence from Richard Wannop, Resident of Stouffville, re: Reconsideration of Land Conversion Request CNR-17, Township of Scugog  
Employment Conversion Request
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Moved by Councillor Lee, Seconded by Councillor Yamada,  
(100) That we recommend to Council:

That the correspondence from Richard Wannop, Resident of Stouffville, regarding reconsideration of land conversion request CNR-17, Township of Scugog, be received for information.

CARRIED

### 7.2 Reports

- A) Application to Amend the Durham Regional Official Plan, submitted by Clark Consulting Services on behalf of Maltheb Farms 2000 Ltd., to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels in the Township of Scugog, File: OPA 2021-008  
(2022-P-14)
- 

Report #2022-P-14 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Yamada, Seconded by Councillor Kerr,  
(101) That we recommend to Council:

- A) That Amendment #187 to the Durham Regional Official Plan, to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels, be adopted as contained in Attachment #3, to Report #2022-P-14 of the Commissioner of Planning and Economic Development; and
- B) That "Notice of Adoption" be sent to the applicant, the applicant's agent, the Township of Scugog, the Ministry of Municipal Affairs and Housing, and all other persons or public bodies who requested notification of this decision.

CARRIED

- B) Application to Amend the Durham Regional Official Plan, submitted by Werrcroft Farms Ltd., to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels, in the Municipality of Clarington, File: OPA 2019-006 (2022-P-15)

Report #2022-P-15 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Kerr, Seconded by Councillor Grant,  
(102) That we recommend to Council:

- A) That Amendment #188 to the Durham Regional Official Plan to permit the severance of a dwelling rendered surplus as a result of the consolidation of non-abutting farm parcels, be adopted as contained in Attachment #3 to Report #2022-P-15 of the Commissioner of Planning and Economic Development; and
- B) That "Notice of Adoption" be sent to the applicant, the applicant's agent, the Municipality of Clarington, the Ministry of Municipal Affairs and Housing, and all other persons or public bodies who requested notification of this decision.

CARRIED

- C) Envision Durham – Implementation of the Provincial Agricultural System (2022-P-16)

Report #2022-P-16 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Lee, Seconded by Councillor Grant,  
(103) That Report #2022-P-16 of the Commissioner of Planning and Economic Development be received for information.

CARRIED



## 8. Economic Development

### 8.1 Correspondence

There were no communications to consider.

### 8.2 Reports

#### A) Toronto Global Update and Membership Renewal Decision (2022-EDT-8)

Report #2022-EDT-8 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Discussion ensued with respect to the Region's membership in Toronto Global; the lack of investments created in Durham; and the proposed new governance model and membership terms.

Staff responded to questions with respect to discussions held with Toronto Global regarding membership renewal; staff's recommendation; the renewal decision of other member municipalities; the proposed timeline for negotiations; services provided by Toronto Global; the number of investment leads generated by Toronto Global and the Region's Economic Development Division; prior Toronto Global membership fees; factors that impact the Region's ability to close leads; and the definition of "remote" investments.

Moved by Councillor Yamada, Seconded by Councillor Highet,  
(104) That we recommend to Council:

- A) That Durham Region advise Toronto Global that it does not accept the new terms proposed by Toronto Global for membership and corporate structure as proposed in Toronto Global's "Draft Term Sheet" included as Attachment #1 to Report #2022-EDT-8 of the Commissioner of Planning and Economic Development;
- B) That staff continue discussions with Toronto Global and other member municipalities in pursuit of more satisfactory terms for membership and corporate structure and if successful, return to Committee and Council to recommend execution of a revised funding agreement; and
- C) That Report #2022-EDT-8 be sent to Toronto Global; the other funding member municipalities of Toronto Global; the Ontario Ministry of Economic Development, Job Creation, and Trade; the Federal Government; and Durham's area municipalities.

CARRIED

B) Local Food in Durham Region: Durham Farm Fresh Marketing Association Annual Update and Ontario Local Food Week (2022-EDT-9)

Report #2022-EDT-9 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Lee, Seconded by Councillor Yamada,  
(105) That Report #2022-EDT-9 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

C) Growing Agri-Food Durham – A Five-Year Plan to Grow the Agri-Food Industry (2022-EDT-10)

Report #2022-EDT-10 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Lee, Seconded by Councillor Highet,  
(106) That we recommend to Council:

That the Growing Agri-Food Durham Plan be endorsed.

CARRIED

D) Durham Region International Film Festival (DRIFF) Update and Delegation (2022-EDT-11)

Report #2022-EDT-11 from B. Bridgeman, Commissioner of Planning and Economic Development, was received.

Moved by Councillor Lee, Seconded by Councillor Highet,  
(107) That Report #2022-EDT-11 of the Commissioner of Planning and Economic Development be received for information.

CARRIED

**9. Advisory Committee Resolutions**

9.1 Durham Agricultural Advisory Committee

A) Resolution regarding Report #2022-P-11: Envision Durham – Growth Management Study Land Need Assessment – Staff Recommendation on Land Need Scenarios

Moved by Councillor Yamada, Seconded by Councillor Lee,  
(108) That the Durham Agricultural Advisory Committee resolution regarding Report #2022-P-11: Envision Durham – Growth Management Study Land Need Assessment – Staff Recommendation on Land Need Scenarios be received for information.

CARRIED

**10. Confidential Matters**

There were no confidential matters to be considered.

**11. Other Business**

**11.1 Toronto Global funding in the 2022 Regional Budget**

Regional Chair Henry inquired as to whether Toronto Global membership fees were included in the 2022 Regional Business Plans and Budgets. S. Gill advised that \$218,000 remains in the annual budget.

Regional Chair Henry noted that the proposed membership fee in the Toronto Global Renewal Agreement is \$50,000 and he requested that staff provide a report at the September 2022 Planning & Economic Development Committee meeting on ideas and opportunities to re-allocate the additional funding included in the 2022 budget.

**12. Date of Next Meeting**

The next regularly scheduled Planning & Economic Development Committee meeting will be held on Tuesday, September 6, 2022 at 9:30 AM in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby.

**13. Adjournment**

Moved by Councillor Kerr, Seconded by Councillor Highet,  
(109) That the meeting be adjourned.

CARRIED

The meeting adjourned at 11:42 AM

Respectfully submitted,

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D. Ryan, Chair

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T. Fraser, Committee Clerk



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2022-P-17  
Date: September 6, 2022

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**Subject:**

Public Meeting Report

Application to Amend the Durham Regional Official Plan, submitted by CBM Aggregates to permit the expansion of Aggregate Resource Extraction Area #2 in the Township of Brock, File: OPA 2022-003.

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

- A) That Commissioner's Report #2022-P-17 be received for information; and
  - B) That all submissions received be referred to the Planning and Economic Development Department for consideration.
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**Report:**

**1. Purpose**

- 1.1 This report provides information on a proposed amendment to the Durham Regional Official Plan (ROP) which is intended to permit an expansion to Aggregate Resource Extraction Area #2 in the Township of Brock.
- 1.2 A "Notice of Public Meeting" regarding this application was advertised in the Brock Citizen on August 11, 2022. Notice of this meeting was also mailed to landowners within 120 metres of the subject site, and to all persons listed in a petition received

by the Region of Durham, dated November 2, 2021. This report was also made available to the public prior to the meeting.

## **2. Application**

- 2.1 On July 18, 2022, Esher Planning Inc. on behalf of CBM Aggregates, a Division of St. Mary's Cement Inc. (Canada) ("CBM") submitted an application to amend the ROP to permit the expansion of an existing licenced aggregate pit operation in Township of Brock. The application was deemed complete on July 25, 2022. A "Notice of Complete Application and Public Meeting" was mailed to property owners within 120 metres of the site and the above noted petitioners on August 9, 2022.
- 2.2 The subject lands are located on the southside of Regional Road 13, west of Sideroad 17 (refer to Attachment 1). The site is municipally addressed as S895 Regional Road 13 and legally described as Part of Lot 7 & 8, Concession 2, Township of Brock.
- 2.3 CBM currently operates the licenced aggregate pit known as the Sunderland Pit. The Sunderland Pit is comprised of three separate extraction areas which are referred to as the North, Main and South Pits. The aforementioned pits operate under Ministry of Natural Resources and Forestry Aggregate License 6538. All the licenses are currently under active extraction with an area totalling 203 hectares. The proposed expansion would allow CBM to extend their supply of reserves in the area in order to maintain their ability to supply sand and gravel materials to this market area.
- 2.4 The size of the proposed extraction area is 22.4 hectares (55 acres). The proposed expansion area to be licensed is approximately 35.2 hectares (87 acres) in size. The proposed total annual limit of material to be extracted would remain at 1,250,000 tonnes, which would be integrated with the existing tonnage limits of the operation (i.e., there will no capacity increase to the overall operation with the expansion). Aggregate processing and shipping would be carried out within the limits of the existing licenses, and the existing entrance to the CBM Sunderland Pit would be utilized for shipping of the aggregate material.
- 2.5 The subject site is currently under active agricultural cultivation. The eastern portion of the property is adjacent to the Beaverton River Provincially Significant Wetland (PSW) Complex. The site is located on the Sunderland Esker (a long ridge of gravel or other sediment), which is a geologic landform which contains aggregate resources.

2.6 The following land uses surround the subject site:

- North – Aggregate Resource Extraction Area No. 2 (St. Mary’s Cement current aggregate extraction pit);
- East – Beaver River Provincially Significant Wetland;
- South – rural residential, woodlands and wetlands; and
- West – rural residential and agricultural uses.

### 3. Proposed License

- 3.1 A license for a Category 1, Class A permit is being submitted for the subject site. This type of permit is required by the Ministry of Northern Development, Mines, Natural Resources and Forestry (MNDMNR) under the *Aggregate Resources Act* for pit operations which intend on extracting aggregate material from below the established groundwater table. The subject application proposes extraction both above and below the water table. Extraction above the water table will remove approximately 5 to 10 metres of material, and extraction below the water table would be to a depth of approximately 12 metres.
- 3.2 The Aggregate Site Plan for the subject application identifies a berm 4 metres in height to be constructed above the existing grade on the south side of the property. The berm will increase to 5 metres in height above existing grade where below water extraction would occur within the proposed pit. The berm will remain in place until the materials are used for the final rehabilitation of the pit.
- 3.3 Extraction operations are to be conducted in phases, in accordance with progressive rehabilitation principles. Extraction would begin by entering the centre of the expansion area, to the east of the existing aggregate pit, then moving north and then south. Extraction below the water table would occur in three ponds located in the north, centre and south of the proposed pit. The proposed pit will utilize an existing entrance/exit to the west on Regional Road 13 (Attachment #2).

### 4. Reports Submitted in Support of the Application

- 4.1 The following reports were submitted in support of this application:
- “Planning Justification Report and Aggregate Resources Act Summary Statement”, prepared by Esher Planning Inc.;
  - “Water Resources Assessment Report”, prepared by Golder Associates Ltd.;
  - “Natural Environment Technical Report”, prepared by Golder Associates Ltd.;

- “Stage 1 and 2 Archaeological Assessment”, prepared by Golder Associates Ltd.,
  - “Air Quality Impact Assessment”, prepared by Golder Associates Ltd.;
  - “Noise Impact Assessment Report”, prepared by Golder Associates Ltd.; and
  - “Aggregate Resources Act Site Plans”, prepared by Harrington McAvan Ltd.
- 4.2 In accordance with Council adopted policy, the Region is currently in the process of conducting peer reviews for some of the technical studies, in consultation with the Regional Health Department, the Township of Brock, the Lake Simcoe Region Conservation Authority and the applicant, at the applicant’s expense.

## **5. Aggregate Resources Act & Planning Act**

- 5.1 The Aggregate Resources Act (ARA) governs the aggregate license process and runs parallel with the Planning Act process.
- 5.2 The ARA and its associated regulations require all new and expanding aggregate extraction areas to undergo rigorous review of technical studies with the MNDMNRF and the completion and approval of a set of ‘aggregate site plans’ which identify all aspects of the site’s design, extraction, and rehabilitation conditions as required by the MNDMNRF, the Region of Durham and the Township of Brock.
- 5.3 The technical studies submitted in support of any new or expanding aggregate application are also used to determine whether the principle of land use is appropriate through the required Planning Act processes, such as the Regional Official Plan Amendment and the Township of Brock Zoning By-law Amendment.
- 5.4 The ARA and the MNDMNRF require that all Planning Act approvals are to be in place at the Region and the Township before any extraction license is issued and permitted by the MNDMNRF on the site.
- 5.5 The ARA also requires all active Pits and Quarries to undergo annual monitoring with the MNDMNRF to ensure compliance with the terms of their aggregate site plans.
- 5.6 Lastly, the ARA requires a progressive rehabilitation of all aggregate extraction areas with the completion of each phase. The details of the rehabilitation are located on the Site Plan approved, held and enforced with the MNDMNRF throughout the entire lifespan of the Pit.

## **6. Provincial Policy Statement**

- 6.1 The Provincial Policy Statement (PPS) requires natural features and hydrologic features to be protected for the long term. It further states that natural heritage systems should be maintained, restored or where possible, improved.
- 6.2 The PPS encourages mineral aggregate resources to be available as close to markets as realistically possible. It further requires mineral aggregate operations to be protected from development and other activities which would preclude or hinder their expansion, or continued use which would create incompatibility for public health, public safety or environmental reasons.
- 6.3 Section 2.5.4 speaks specifically to extraction of mineral aggregate resources on prime agricultural land. Mineral aggregate resource extraction is permitted as an interim use in prime agricultural areas, provided that the site will be rehabilitated to an agricultural condition when the pit ceases to operate.

## **7. Greenbelt Plan**

- 7.1 Non-renewable resources such as mineral aggregates are recognized as building materials for communities and infrastructure. The Greenbelt Plan also recognizes the importance of providing aggregates close to market for both economic and environmental reasons.
- 7.2 The subject site is designated “Protected Countryside” in the Greenbelt Plan which permits mineral aggregate resource operations. The subject site is also within the Greenbelt Natural Heritage System. Aggregate operations within the Natural Heritage System shall be permitted, only if significant wetlands, habitat for endangered species and threatened species, and significant woodlots are protected.

## **8. Durham Regional Official Plan Context**

- 8.1 The subject site is part of the Region’s Greenlands System and is designated “Prime Agricultural Areas” and “Major Open Space Areas”. Schedule ‘B’ – Map ‘B1d’ of the Regional Official Plan (ROP) identifies key natural heritage and hydrologic features on the eastern portion of the property. As well, the subject site is wholly within the Greenbelt Natural Heritage System. According to Schedule ‘B’ – Map ‘B2’ of the ROP this property is within a “high aquifer vulnerability area”. The subject site is also identified as an area of “High Potential Aggregate Resources” on Schedule D.



- 8.2 Regional Road 13 is identified as a Type 'B' Arterial Road on Schedule 'C' – Map 'C1' of the ROP.
- 8.3 Policy 9D.2.2 of the ROP states that no new pits or expansion of existing pits or quarry operations will be permitted beyond the applicable Resource Extraction Areas identified in Schedule 'A' and described in Schedule 'E', Table 'E1', other than by amendment to the ROP.
- 8.4 Policy 9D.2.9 of the ROP indicates that an application to amend the Plan for aggregate-related industrial uses is to be accompanied by technical studies that assess potential impacts on water resources and natural heritage features, impacts related to noise and air quality, as well as truck traffic, haul routes, and any associated costs to the Region or area municipality.

## 9. Proposed Official Plan Amendment

- 9.1 The applicant is proposing that the ROP be amended by making the following change to Schedule 'E' – Table 'E1' which describes the size and location of the proposed aggregate resource extraction area site as shown below:

Area Identified on Schedule 'E'	Former Municipality	Lot(s)	Concession(s)	Total Area (ha)
2	Brock Twp.	Parts of 7, 8 & 9	2	<del>203</del>
		Parts of 9 & 10	3	<b>238</b>
		Part of 10	4	

## 10. Other Applications

- 10.1 The applicant has submitted a Zoning By-law Amendment (ZBA) to the Township of Brock (file number 11-2021-RA) to implement the proposed expansion to the aggregate resource extraction area. The Township conducted a Public Meeting for the ZBA on July 25, 2022.
- 10.2 CBM has also initiated the aggregate license application process, under the *Aggregate Resources Act*. Once Regional Council has made a decision on the Regional Official Plan Amendment application, comments will be forwarded to the

Ministry of Northern Development, Mines, Natural Resources and Forestry (MNDMNR) on the aggregate license application for further processing.

## **11. Consultation**

11.1 The application has been circulated to various agencies for comment including: the Ministry of Municipal Affairs and Housing, the Township of Brock, the Lake Simcoe Conservation Authority, the Region of Durham Works Department, the Region of Durham Health Department, the Durham Agricultural Advisory Committee (DAAC), and the Durham Environmental Advisory Committee (DEAC). The Ministry of Municipal Affairs and Housing will also circulate the application to the MNDMNR for comment, as part of its provincial one-window review function.

## **12. Public Consultation**

12.1 A “Notice of Complete Application” and “Notice of Public Meeting” regarding this application was advertised in the Brock Citizen and notice was posted on the Region’s website. Notice of this meeting has also been mailed out to those who own land within 120 metres (400 feet) of the subject site, along with all those who signed the petition received by the Region. The report was also made available to the public prior to the meeting.

12.2 Anyone who attends the public meeting may present an oral submission, and/or provide a written submission to the Planning and Economic Development Committee on the proposed amendment. Also, any person may make written submissions at any time before Regional Council makes a decision.

12.3 If a person or public body does not make oral submissions at a public meeting or does not make written submissions before the proposed official plan amendment is adopted, the person or public body:

- a. Is not entitled to appeal the decision of the Region of Durham to the Ontario Land Tribunal (OLT); and
- b. May not be added as a party to the hearing of an appeal before the OLT, as appropriate, unless in the opinion of the Tribunal, there are reasonable grounds to add the person or public body as a party.

12.4 Anyone who wants to be notified of Regional Council’s decision on the proposed ROP Amendment must submit a written request to:

Brian Bridgeman, MCIP, RPP  
Commissioner of Planning and Economic Development  
Planning and Economic Development Department  
Regional Municipality of Durham  
Durham Regional Headquarters  
605 Rossland Road East  
Whitby, ON L1N 6A3

### **13. Future Regional Council Decision**

- 13.1 The Planning and Economic Development Committee will consider this ROP Amendment application at a future meeting and will make a recommendation to Regional Council. Council's decision will be final unless appealed.
- 13.2 All persons who make oral submissions, or have requested notification in writing, will be given notice of the future meeting of the Planning and Economic Development Committee and Regional Council at which the subject application will be considered.

### **14. Previous Reports and Decisions**

- 14.1 There are no previous reports on this matter.

### **15. Relationship to Strategic Plan**

- 15.1 The objective in the processing of Regional Official Plan Amendment applications is to ensure responsive, effective and fiscally sustainable service delivery.

### **16. Attachments**

Attachment #1: Location sketch

Attachment #2: Site Plan

Respectfully submitted,

Original signed by

---

Brian Bridgeman, MCIP, RPP  
Commissioner of Planning and  
Economic Development

Recommended for Presentation to Committee

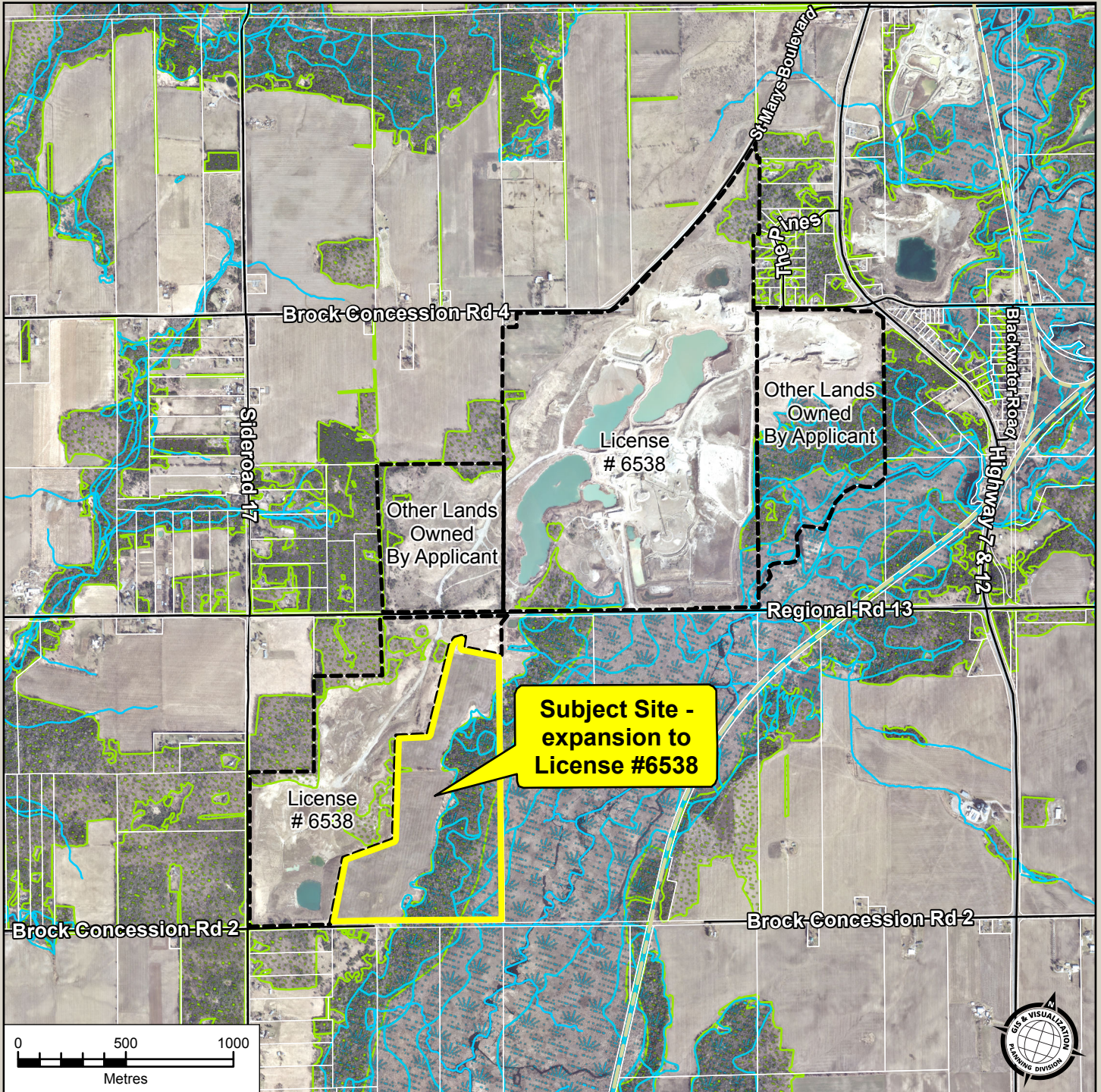
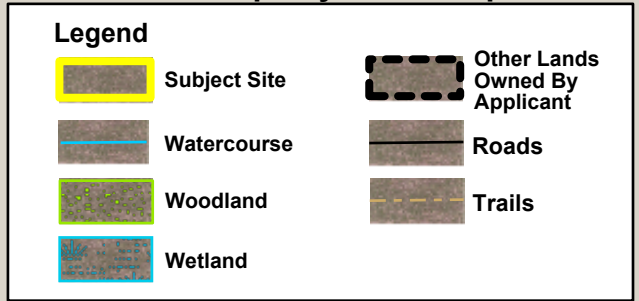
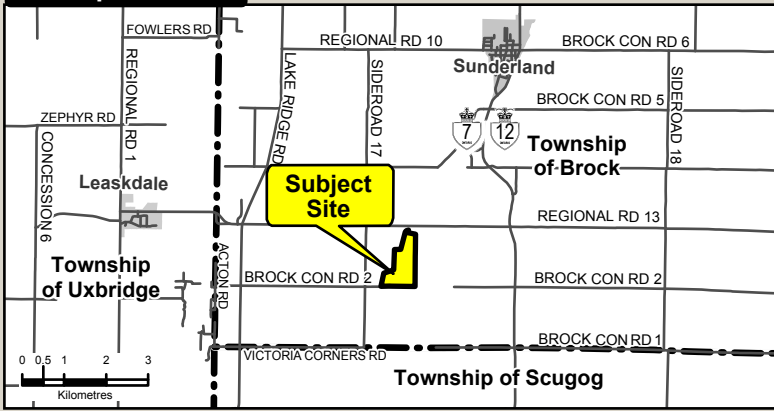
Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer



**Municipal Context**

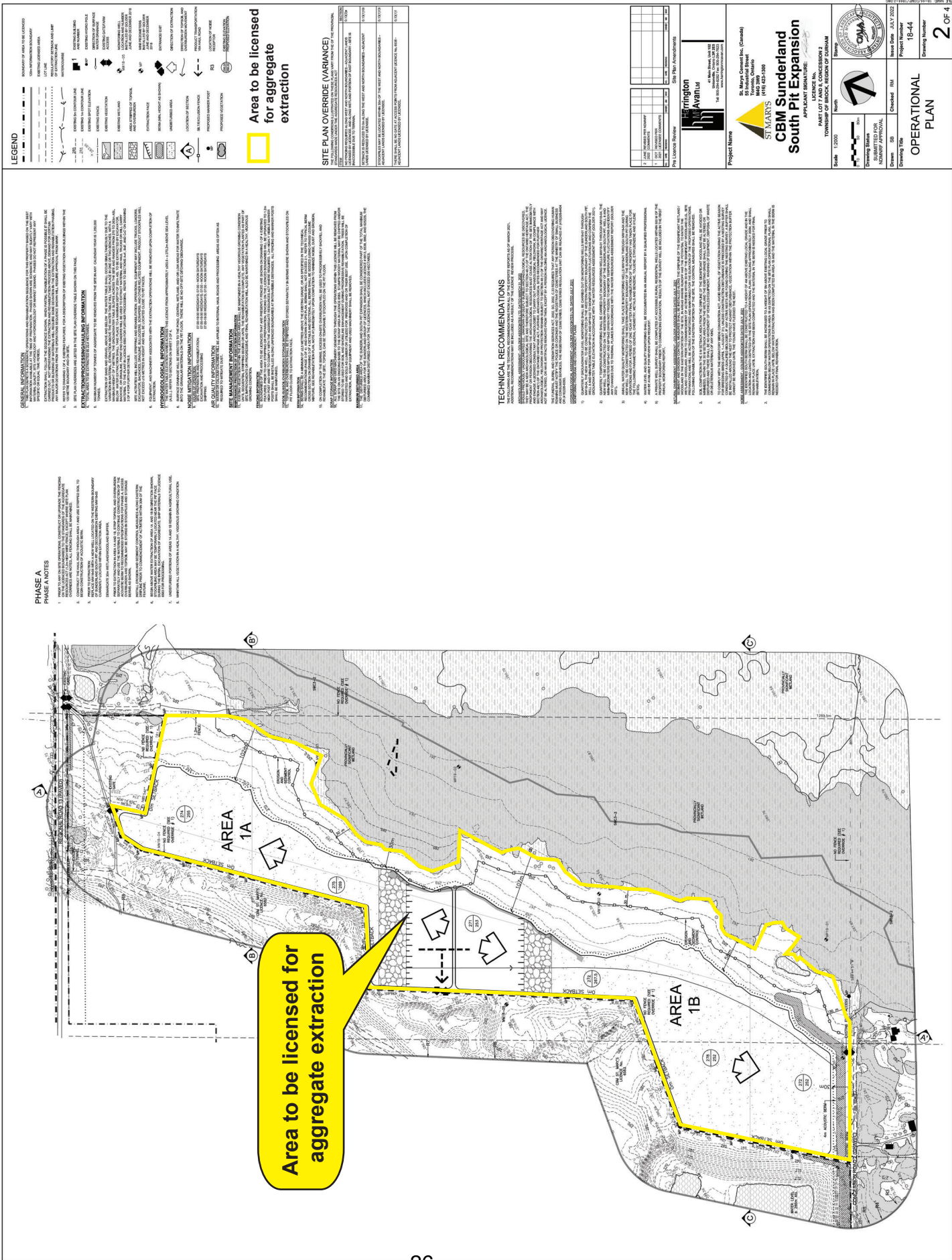


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This map has been produced from a variety of sources.  
 The Region of Durham does not make any representations concerning the accuracy, likely results, or reliability of the use of the materials.  
 The Region hereby disclaims all representations and warranties.







**PHASE A  
 PHASE NOTES**

1. THIS LAYOUT REPRESENTS THE PROPOSED EXCAVATION AREAS FOR THE PROPOSED AGGREGATE EXTRACTION OPERATION.
2. CONTOUR INTERVALS ARE 10 METERS UNLESS OTHERWISE NOTED.
3. ALL DIMENSIONS ARE IN METERS UNLESS OTHERWISE NOTED.
4. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
5. ALL DIMENSIONS ARE TO CENTERLINE UNLESS OTHERWISE NOTED.
6. ALL DIMENSIONS ARE TO CENTERLINE UNLESS OTHERWISE NOTED.
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10. ALL DIMENSIONS ARE TO CENTERLINE UNLESS OTHERWISE NOTED.

**LEGEND**

---	BOUNDARY OF AREA TO BE LICENSED
---	PROPERTY BOUNDARY
---	EXISTING ROADWAY
---	EXISTING SIDEWALK
---	EXISTING DRIVEWAY
---	EXISTING UTILITY
---	EXISTING FENCE
---	EXISTING CONCRETE
---	EXISTING ASPHALT
---	EXISTING GRAVEL
---	EXISTING SAND
---	EXISTING GRAVEL SAND MIXTURE
---	EXISTING SAND GRAVEL MIXTURE
---	EXISTING SAND GRAVEL MIXTURE WITH 5% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 10% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 15% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 20% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 25% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 30% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 35% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 40% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 45% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 50% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 55% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 60% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 65% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 70% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 75% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 80% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 85% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 90% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 95% FINE SAND
---	EXISTING SAND GRAVEL MIXTURE WITH 100% FINE SAND

**Area to be licensed for aggregate extraction**

**SITE PLAN OVERVIEW (VARIANCE)**

THIS SITE PLAN OVERVIEW (VARIANCE) IS A SUMMARY OF THE INFORMATION CONTAINED IN THE SITE PLAN AND IS NOT INTENDED TO BE USED AS A SUBSTITUTE FOR THE SITE PLAN. THE INFORMATION CONTAINED HEREIN IS FOR INFORMATIONAL PURPOSES ONLY AND DOES NOT CONSTITUTE A GUARANTEE OF THE ACCURACY OF THE INFORMATION CONTAINED HEREIN. THE INFORMATION CONTAINED HEREIN IS SUBJECT TO CHANGE WITHOUT NOTICE AND WITHOUT LIABILITY TO THE TOWNSHIP OF BROCK.

**TECHNICAL RECOMMENDATIONS**

1. THE PROPOSED EXCAVATION AREAS SHOULD BE DESIGNED TO MAINTAIN THE STABILITY OF THE ADJACENT PROPERTIES AND TO PREVENT COLLAPSE OF THE EXCAVATION WALLS. THE EXCAVATION WALLS SHOULD BE DESIGNED TO WITHSTAND THE FULL WEIGHT OF THE OVERBURDEN AND TO BE PROTECTED AGAINST THE EFFECTS OF FLOODING AND SEISMIC ACTIVITY. THE EXCAVATION WALLS SHOULD BE DESIGNED TO WITHSTAND THE FULL WEIGHT OF THE OVERBURDEN AND TO BE PROTECTED AGAINST THE EFFECTS OF FLOODING AND SEISMIC ACTIVITY.

2. THE EXCAVATION AREAS SHOULD BE DESIGNED TO MAINTAIN THE STABILITY OF THE ADJACENT PROPERTIES AND TO PREVENT COLLAPSE OF THE EXCAVATION WALLS. THE EXCAVATION WALLS SHOULD BE DESIGNED TO WITHSTAND THE FULL WEIGHT OF THE OVERBURDEN AND TO BE PROTECTED AGAINST THE EFFECTS OF FLOODING AND SEISMIC ACTIVITY. THE EXCAVATION WALLS SHOULD BE DESIGNED TO WITHSTAND THE FULL WEIGHT OF THE OVERBURDEN AND TO BE PROTECTED AGAINST THE EFFECTS OF FLOODING AND SEISMIC ACTIVITY.

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4. THE EXCAVATION AREAS SHOULD BE DESIGNED TO MAINTAIN THE STABILITY OF THE ADJACENT PROPERTIES AND TO PREVENT COLLAPSE OF THE EXCAVATION WALLS. THE EXCAVATION WALLS SHOULD BE DESIGNED TO WITHSTAND THE FULL WEIGHT OF THE OVERBURDEN AND TO BE PROTECTED AGAINST THE EFFECTS OF FLOODING AND SEISMIC ACTIVITY. THE EXCAVATION WALLS SHOULD BE DESIGNED TO WITHSTAND THE FULL WEIGHT OF THE OVERBURDEN AND TO BE PROTECTED AGAINST THE EFFECTS OF FLOODING AND SEISMIC ACTIVITY.

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**St. Marys Consent Inc. (Consent)**  
 25 Industrial Street  
 St. Marys, Ontario  
 N4Y 2K2  
 (519) 276-3300

**ST. MARYS  
 CBM Sunderland  
 South Pit Expansion**

APPLICANT SIGNATURE: \_\_\_\_\_  
 TOWNSHIP OF BROCK, REGION OF DURHAM

Scale: 1:2000  
 Drawing Status: Final  
 Drawing Title: OPERATIONAL PLAN  
 Drawing No: 18-44  
 Project Number: 18-44  
 Issue Date: J.A.N. 2022  
 Project Number: 18-44  
 Drawing Number: 2 OF 4

Hi Heather,

I understand that I can submit written comments to you to Regional file number OPA 2022-003 (the application by CBM aggregates to amend the regional official plan)

The following are my comments for consideration and thank-you for passing these comments to those who are determining next steps.

To be clear I want to state my firm opposition to the rezoning application by CBM.

Among my concerns:

1. The term “expansion” by CBM is false as the previous pit has been closed for a number of years. They are NOT extracting any aggregates so the application is essentially for a new pit.
  2. It is acknowledged by Brock Township council that the 5000 current aggregate and pit operations in Ontario can meet future demand. CBM by itself may not be able to meet all the demand but in totality the group of competitors can supply the province’s needs for the future from current operations. There is no need to rezone this property for damaging aggregate operations.
  3. Permitting the dig eliminates highly fertile and rich farmland, where 319 acres a day are being lost in Ontario according to the 2021 census of agriculture ——up from 175 acres per day in 2016. Regional Council either believes in protecting the environment or should publicly state that they do not for future elections
  4. There is no need for a new dig that endangers the environment and releases more carbon into the environment. No study appears to have been commissioned to determine this risk from this property. Regional and Township councils have acknowledged their belief in reducing the carbon footprint.
- In addition there is a risk that cancer causing silica particles will be released into the environment from these activities. No study has been conducted to guarantee this won’t happen.
5. Durham road 13 continues to be damaged by CBM operations. Are they paying the township and region for repairs? Are their taxes high enough? They seem to be getting an easy ride when compared to what residential taxes are . If CBM wins their proposal will our taxes be reduced significantly for residences affected by the change? Even if rezoning is not approved CBM should be paying significantly more in taxes.
  6. Changing zoning years after people have invested in their properties and for protection of the wetlands and the environment is ridiculous. How can current politicians be trusted if these flip flops are permitted? If the goal is to encourage people to choose Brock township for a better life when they move, then approval of this zoning does the exact opposite
  7. The majority of CBM’s studies are biased. They pay contractors to provide “research” but they are in a conflict of interest situation.

8. CBM ultimately is a foreign company looking to drain profits to their country of origin. Combine this with their tax structure and it is a negative situation for Brock and the region

9. Should the rezoning be denied there is virtually no risk of Sunderland plant employees losing their jobs as current operations will continue.

10. Among the many concerns I have, I know that my property value will reduce by approximately 25% or more if the pit is approved. There is no debate here. Study after study has shown this to be true. CBM simply ignores these studies repeatedly. I urge councillors to go on their computer and Google property values and aggregate operations and they vastly say that property values decline. No doubt. The majority of residences in the area will face reductions. A class action lawsuit is possible to deal with these damages.

11. Finally, like many property owners in the area, I participate in the Conservation Land Tax incentive program to protect the environment on my approximately 40 acres. I'm not sure how long it has been in place but I have been participating for close to 30 years so clearly the area is seen as environmentally important and sensitive. In fact the areas surrounding the proposed pit are deemed environmentally sensitive.

What does this mean? Let me share the agreement we have with the government in order to participate:

"Property owners will not undertake any activities that degrade, destroy or result in the loss of natural heritage environmental features. If necessary, owners authorize the Ministry of Northern Development, Mines, Natural Resources and Forestry to enter on to the property to confirm the land participating in the conservation land tax incentive program is being maintained as conservation land"

It is beyond belief that 50 feet from my property line a large scale aggregate operation can be approved and be considered as safe for the environment. Let's face it....gravel pits are destructive and threaten wildlife, water tables, wetlands and air quality. We all know this. Yes, even CBM knows it but they choose to ignore it for profit. Many of us in the area are incentivized to protect the environment and we are proud to do our part and yet CBM may have the right to destroy it.

Do the right thing and deny this application

Thank you

Peter Renz  
S 670 Brock Concession 2  
Sunderland Ontario



**To. HEATHER FINLAY, PRINCIPAL PLANNER.**

**AUGUST 29<sup>TH</sup>, 2022.**

**Planning & Economic Development Dept., Regional Municipality of Durham.**

**& REGIONAL COUNCILLORS & Others Whom may be Concerned.**

**RE. OPA 2022-003 CBM's Proposed Addition to South Pit on existing RU Zoned Farmlands.**

As per my prior deputation to Brock Council Oct 25/21 and my presentation at Public Meeting at Brock Council on July 25/22 (both attached herewith) FYI, my objections to change the Official Plan for this property from RU to M4 zone is outlined therein and also below.

Also attached again is the Petition to the Township of Brock Council dated Nov. 2<sup>nd</sup>, 2021 and (previously copied to Ms. Heather Finlay and the Region) signed by 64 neighbouring individuals which is still effective in its present standing by the signatories.

In addition, to erroneous comments by CBM that properties do not depreciate with pits in vicinity we had a professional Real Estate Appraisal executed which clearly indicates my property value would be at least 20% less with a pit operating directly across the road from my front door. (REMAX Appraisal attached)

The subject lands CBM is proposing to excavate is productive farmland which currently is procuring an abundant growth of soy beans, (see photo attached). It is also a travel path for wildlife in north south direction adjacent to the east side forest and the Class A Wetlands of the Beaver River. I purchased our property in 1980 based on the fact that the land opposite to mine across the road is zoned RU and is farmland as was verified by Township of Brock, and based on that I built my residence in 2004 for a quiet spot to live, enjoy and maybe retire.

My property is 74 acres of which 56 acres are in the wetlands is in the CLTIP program which forbids us to touch the natural features of this area and is environmentally protected and we are encouraged to not disturb these Class A Wetlands at all, and be stewards of the lands. To change the Official Plan to allow Brock Township to change the zoning for CBM's profit's is most alarming and distressful to us and our neighbours who have developed properties in this area over the years for a quiet, peaceful rural lifestyle, without CBM activities which will most certainly create, noise, dust, Aquifer problems etc.etc. as we all well know and obviously substantially depreciate our assets in our property values 20%, to 30% by some other professional studies, which is not a laughing matter to be ignored by the Region or the Township.

Canadian's traditionally build up their assets in their home equity over the years, and to allow CBM to come here and also disrupt this, a major factor in our property equities so they can profit at our loss, cannot and must not be permitted.

I strongly oppose the passage of any change to the Official Plan to allow a zoning change of the existing farmland and trust you all will also sensibly agree.

Thank You.

**Kaik Bharucha.**

**S700, CON 2 Brock.**

DEPUTATION TO TOWNSHIP OF BROCK COUNCIL MEETING OCT 25/21 BY KAIK BHARUCHA RE. CBM SOUTH PIT EXPANSION

Good evening, Councilor's of Brock Township and thank you for allowing me to present this deputation.

CBM has presented a Notice of Application to add and create an extraction pit on the current farmland zoned RU at Parts of Lots 7 & 8 Concession 2 in Brock Township which is directly across the road from our front yard @ S700 Con 2, Brock. This property was previously owned by the late Wym Brethour and subsequently by his family who sold it to CBM in 2018.

The Region designates the subject land as prime agricultural (currently planted with soy crops)- The Planning Act and provincial policies require protection of agricultural resources and is a matter of provincial interest.

Any impact on the Natural Heritage System on this would result in the fragmentation of the larger Natural Heritage System & Provincially Significant Wetlands.

Prior to the purchase of our property in 1988, myself being in the business of Architecture I initially inquired on the Zoning of the surrounding lands and discussed & had confirmed by the Township of Brock that the zoning of RU & EP on the subject opposite property to mine would not permit any Gravel type extraction activity. Based on this assurance and off course on condition that a Building Permit would be available for my lands I proceeded and purchased our property which is 74 acres of which 54 acres are in the LSRCA wetlands and considered Class A Wetlands in a significantly environmentally sensitive Natural Heritage System and were (and still are) encouraged to be Stewards of these wetlands.

For the building permit I was advised that a permit would be available subject to LSRCA approval for the location of the proposed residence.

If I was given any indication at that time by the Township that the property across from mine would in the future be a discussion for Zoning change from RU to M4 I would have not at all in the slightest given any consideration of purchasing my current property on Con 2 or anywhere nearby this area.

In 2003 I obtained the Building Permit and constructed our home and we have been residents at this location since 2004, (17 years) and have enjoyed living at the end of a NO EXIT Road, hardly any traffic, quite and peace of the country, (also as do my neighbours) and the extensive and varied wild life that one witnesses living adjacent to the Beaver River conservation area 24/7.

However, we have endured for years the CBM pit noise at nights from Hwy #13 and also when the south pit was worked upon commencing in 2004.

I strongly urge and request that the Township of Brock Council does not encourage any Re-Zoning change of the subject property that CBM now owns from RU to M4 and if done so then I was misled 33 years ago.

There would be severe social impacts from the proposed aggregate site on the existing community and we believe that those matters are being ignored in the overall consideration of this proposal.

In closing the best Taglines are the ones that drive the organization/community and inspire the public. They have convinced people to come to Brock "BREATHE IT IN" and escape the GTA gridlock and expansion and crowding. People are also willing to pay the higher taxes that come with that in Brock.

But Gravel Pits don't remotely support " BREATHE IT IN."

**To:** Clerks  
**Subject:** Application #11-2021-RA CBM Application for Zoning Amendment

Comment.

**Mr. Mayor, Councillors Thank You for allowing me to speak and accepting my comments for this meeting but I am totally and strongly opposed to any Zoning change of this neighbouring property from RU to M4**

1. As per my previous **Deputation to Brock Council (October 25/21 attached)** in 1988 prior to purchasing my property at S700 Con 2 Brock I inquired with Brock Township and was told that this land was Zoned RU and slim chance that a gravel operation would be allowed in the future on it as its Zoned as rural/farmland.
2. Based on that I purchased the land and built a house in 2004.
3. Now 34 years later it would be quite outrageous that Council would approve a pit operation right in my and my neighbours front yard , which will cause great stress, anxiety and disturbance to us and our neighbours who are also totally opposed to this proposal. We and our neighbours have invested blood sweat and tears in developing our properties over the years to enjoy and now to change the zoning and destroy all our peaceful life style and environment to suit CBM is outrageously ridiculous. Was I misled 34 years ago by Brock Township?? I hope not!!  
For all the other neighbours opposition please also Refer to attached **Petition To Brock Council submitted Nov 2/21 attached.**
4. The report submitted by CBM is not Complete by any means. For example my well being the closest to the proposal is not even recorded on their maps?
5. Their Cross section shows my house half under a flood plain line. Seriously is Council going to approve this and see its citizen drown?? I hope not!
6. The subject land is a highly fertile farmland we are told and daily about 300 acres of good farmland is being lost in Ontario as per 2021 census of Agriculture. Please Pay heed, this is getting to be is a serious situation in Ontario.
7. We tolerated many years of CBM activities, noise, dust, beepers on machines well into the night and all day long, at the main pit on #13 highway, later at the south pit operations at the corner of Con 2 & Sideroad 17 and finally there was "Peace at last" they have finished. Now seriously the thought that Council would permit a Zoning change to allow all that misery again on us residents in this area is very alarming.
8. Contrary to CBMs spiel that there is no effect on property values" which is total nonsense", the fact remains that properties near pits, railroad lines, airports and heavy industrial activities areas always have lessor real estate value than properties in normal urban or rural area locations. Only an Idiot would gladly pay premium price to buy a property adjacent to a pit.
9. It is absolutely senseless to encourage residential owners here to protect the Class A Wetlands ( via Conservation Land Tax Incentives) of which we are all ardent Stewarts in this neighbourhood and then open a gravel pit 100 feet away which will definitely jeopardise the wet lands and the local diversified wild life that frequents this area.
10. The fear of water being disturbed contrary to what CBM says, there are enough expert studies and reports on water/aquifer disturbances caused by gravel pit operations. And should my well be effected then CBM says they will bring a cistern of water?? I don't want a plastic cistern of water on my front lawn. Would you?

11. Pit dust contains silica which is becoming a serious health hazard to people exposed to this dust. Has CBM mentioned anything about this issue? Of course not. Talk to residents at the Pines. We are aware that some residents' homes, cars and pools are being cleaned about every 2 weeks or so because of dust problems and their ability to enjoy their properties in a normal way is lost.
12. Knowing all this Council will not allow a repeat again of allowing pit operations here that will affect all us residents in this area??.
13. There is truth in the saying "That One Who Pays the Piper, names the Tune" This is the case in CBM paying Golder for their studies, instead of completely independent consultants executing these studies and reports.
14. Elections are coming. Some of you are not running again, some have competition. So Council should not make a decision to approve a zoning change at present and this decision should be left to the next elected Council.  
Once again I am absolutely and totally Opposed to any change in Zoning being granted for the benefit of CBM and the destruction of this present peaceful and content residential community in this area.

Kaik Bharucha.  
S700, CON 2, BROCK  
SUNDERLAND, ON L0C 1H0.



August 4, 2022

Prepared for: Kaik Bharucha

Subject Property: S700 Concession 2, RR 1 Sunderland, LOC 1H0

I, the undersigned, having inspected the above described property and using the current information and data available to me do hereby submit the following Opinion of Value as a reasonable market price appraisal as of this date.

The subject property is a detached home approximately 1800 sq.ft. on the main level and a full basement approximately 1000 sq.ft. currently used as an office. Home consists of 2 bedrooms, 1-1/2 baths, dining room, living room & kitchen open concept plan plus a den. There is also a cabin in the woods and a bass fish pond at the back of the house.

Property is serviced by well and septic is 74 acres of which 56 acres are in the CLIPT program for Wetlands.

In my opinion, as of today's date, the property has an estimated market value of approximately \$1,500,000.00! This property in my opinion would be negatively impacted and drop in value approximately 20% should the lands directly across the road be opened up and used as a gravel pit because of noise, road use and losing the overall protection of nature across the road and turning it into an extension of the gravel pit!

I have made no investigation of title and the Opinion of Value as stated is a cash value figure, provided that the real property could be exposed on the open market for a reasonable length of time.

Sincerely,  
RE/MAX ALL-STARS REALTY INC., Brokerage

Stacy Kearley,  
Sales Representative

Each office independently owned and operated.



**RE/MAX** All-Stars Realty Inc., brokerage  
47 brock st., w. box 1298  
uxbridge, ont. L9P 1N5  
phone: (905) 852-6143  
fax: (905) 852-5696



Not intended to solicit properties currently listed for sale.

Thank you for the opportunity to present my concerns before you regarding the application by CBM aggregates to expand their South pit into Prime agricultural land.

- According to Ministry data in 2018 there were 66 active aggregate pits in the region, including 9 in Brock.
- This application from a foreign owned Company in an ecologically sensitive area recognized by several different agencies and government plans is in close proximity to residents along Concession 2 and Side road 17 in a quiet rural setting.
- We live in the study area mapped by the proponent within 120 meters from their boundary. For 35 years we have observed the wildlife and natural environment on our property and the surrounding area, a continuous corridor of rural agricultural and residential land from Regional road 13 to the Brock boundary on Side road 17 in the Greenbelt Natural Heritage System.
- According to the Provincial Policy Statement 6.1:  
Natural Heritage Systems should be maintained, restored or when possible improved.  
That is not possible with this plan.
- According to statement 6.3: Resource extraction is permitted as an interim use in Prime agricultural areas provided the site is returned to agricultural condition.  
That is not possible with this plan.
- Contrary to the Durham Official Plan the proponent claims this area is Canadian Land Inventory Class 6 - unsuited for cultivation but capable for use as unimproved pasture. There is no current justification for this claim as this land supports a flourishing crop of Soy and therefore is clearly Prime agricultural. It is a finite resource that sequesters carbon an important consideration at this time of rapid climate change.
- Along with several of our neighbours we participate in the CLTIP Conservation Land Tax Incentive Program on 58 of our 74 acres. We certify that we will not undertake activities that would degrade, destroy or result in loss of the natural areas of the site. Ministry representatives are allowed to enter the property to ensure it is maintained as Conservation land which in our case extends to the road allowance on Concession 2 that we share with the proponents property.
- Therefore this proposed neighbouring Extractive Industrial land use is not compatible with Provincially administered Conservation land which shares the same boundary.
- Unfortunately due to time constraints I cannot go in to detail about the abundant wildlife observed on and around our pond in the study area except to bring forward concern for White tailed deer as several find a source of food in winter and early spring on the land proposed for aggregate excavation. If this proposal goes forward it will endanger our local deer population due to loss of food source.
- Based on our experience of several years living close to the proponents South pit, we are adamantly opposed to extraction and expansion into the area much closer to our home which is just 75 meters from their boundary.
- We experienced the noise of beepers and engines and the crashing of loading aggregate into the metal trucks far into the night and the clouds of dust ascending up



from the access road and carried by the wind towards the surrounding area. We were led to believe that the South pit would be mined out.

- Now we are deeply concerned and it is unclear if the excavation will join the South rehabilitated ponds with the new ponds to create a large lake area as has been done in the North pit and in fact a local Councillor did not disagree when I raised that issue.

-The regions Official Plan states: The property is in a high aquifer vulnerability area. It's possible the aquifer and wells would be disrupted in ways not fully understood or studied. Our well is 38 meters from their boundary and downgrade from the proposed ponds and not identified in their mapping.

-The planned below water level extraction of 12 meters or 40 feet, is dangerously close to an environmentally protected area without sufficient protection from cumulative exposure to dust and noxious contamination carried by the wind as heavy machinery on internal roads disturbs the ecological balance.

- There is also concern that aggregate dust contains Silica. According to an article published in Rock to Road 2018: The 8 hour exposure limit for Crystalline Silica is 0.025 milligrams per cubic meter of air, a very small amount.

But the proponent claims that no harm is expected.

This pit is planned to function for 5-10 years and surrounding residents would be at risk, their homes and property degraded from cumulative dust along with unacceptable noise and vibration from multiple heavy machinery the engines spewing exhaust and greenhouse gases.

All this introduced into a quiet rural setting is totally disruptive to all forms of life.

Janice Mears

As a resident of the 2nd Concession near to the current pit area, I totally agree with all that has previously been said and I strongly urge rejection of the CBM proposal.

I shall be monitoring the meeting on Sept 6 and intend to base my vote in the upcoming municipal election based on what is said.

Robert Ritter,  
S465 Concession 2 of Brock

When we bought out property in 1975, the first thing we did was to drill a well (no water, no residence). The well driller hit two underground springs, and he proclaimed we had enough water to fill 20 Olympic-size swimming pools.

In August, 2019, we had our well updated. There had been a drought in this area, and it was reported that Lake Simcoe had dropped one metre. We had to replace the pipes that were down the well, and we could see from the marks on the pipe that our water had also gone down a metre; all water is connected in some way.

CBM's 'Plan B' to supply residents with water is never going to be acceptable.

Our township and region need to stand up for its citizens. In the past, we have given this company far too much. For a start, the tunnel under Regional Road 13; the road that goes through it has never been maintained and the dust flies up, crossing 13 and causing poor visibility for drivers going up and down the hill.

That is only a small part of the dust problem.

In the past, there was not a noise bylaw; otherwise, the township would have been rich from the fines.

The degradation of Regional Road 13 started with CBM's expansions of their aggregate activities (on both sides of the road), and the truck traffic now seems to be wearing on Regional Road 23. We need less truck traffic, not the same.

Ending operations at the pit is more acceptable than their 'convenient' expansion: please go dig somewhere else. Save our farmland, and renovate the existing pit into estate housing (which has happened in Kingston). Let's collapse the tunnel to allow the top of the hill to fill in and flatten out our road — and finally get it fixed.

Give your citizens as much consideration and support as you have this company. It's time we came first. We have endured a bad road, noise most nights, dust and dirt. Stop favouring this company because they say it's convenient for them to destroy farmland, endanger wetland, and jeopardize people's water systems here and down the road.

We witnessed them destroy a beautiful, mature hardwood forest behind our home. Don't let them do anymore damage.

Just say 'NO!' And can anyone tell us what a dragline sounds like?

John and Susan Adams

S690 Regional Road 13

Sunderland



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2022-P-18  
Date: September 6, 2022

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**Subject:**

Decision Meeting Report

Application to Amend the Durham Regional Official Plan, submitted by Malone Given Parsons on behalf of Oland Holdings (Uxbridge) Inc., in association with TACC Developments to permit soil remediation and processing uses in the Township of Uxbridge, File: OPA 2022-001.

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**Recommendation:**

That the Planning and Economic Development Committee recommends to Regional Council:

- A) That Amendment #189 to the Durham Regional Official Plan, to permit soil remediation and processing uses, as contained in Attachment #2 to Commissioner's Report #2022-P-18 be forwarded to Regional Council for adoption upon receipt of correspondence from the Township of Uxbridge that it is in support of the proposal; and
  - B) That "Notice of Adoption" be sent to the applicant, the applicant's agent, the Township of Uxbridge, the Ministry of Municipal Affairs and Housing, and all other persons or public bodies who requested notification of this decision.
-

**Report:****1. Purpose**

- 1.1 On March 3, 2022, Malone Given Parsons on behalf of Oland Holdings (Uxbridge) Inc., in association with TACC Developments submitted an application to amend the Regional Official Plan (ROP) to permit soil remediation and processing uses, including soil screening, sampling, crushing and treatment within an existing industrial building. The purpose of this report is to recommend that Regional Council adopt the required Regional Official Plan Amendment to permit the uses to proceed upon receipt of correspondence from the Township of Uxbridge advising that it is in support of the proposal.

**2. Background**

- 2.1 At the outset, it may be noted that the subject lands are located within the Oak Ridges Moraine. As well, provincial agricultural mapping designates the site as being within a Prime Agricultural Area. However, the site has been legally used for industrial purposes since 1992, prior to the introduction of the Oak Ridges Moraine Conservation Plan (ORMCP). As can be seen on Attachment #1 (Location Map), the subject lands are almost entirely occupied by existing industrial type uses. The site has been in a significantly developed state for over 30 years. It may also be noted that the proposed soil remediation operation will be conducted entirely indoors, inside an existing 2,694 sq. m (29,000 sq. ft.) building at the southern end of the property. The proposed soil remediation facility does not include any new development or buildings. The ORMCP contains a provision to recognize existing uses and to permit new uses that are similar in nature. Appropriate safeguards, including an Environmental Compliance Approval from the Ministry of Environment, Conservation and Parks, will be required before the facility can commence operations. Additional planning analysis is provided later in this report.
- 2.2 In 2021, the proponent applied for an amendment to the Uxbridge Zoning By-law (ZBA 2021-08) to permit the proposed uses. The Township of Uxbridge conducted a public meeting for this amendment on September 20, 2021. If passed by Uxbridge Council, the related zoning by-law amendment in concert with this Regional Official Plan Amendment, will permit the remediation of soil imported from various construction sites in the Greater Toronto Area.

### **3. The Nature of the Proposed Operation**

- 3.1 The proposed facility will have capacity to receive approximately 100 truckloads of soil per day. Once the load of soil has been dumped into the receiving area of the main building, the soil will be processed and misted through a water-additive system. After the soil is misted it will be moved to a designated area within the building and stockpiled for two to three days to allow the treatment to activate prior to further sampling and testing.
- 3.2 The water-additive process will use treatment materials which typically will be biological in nature, with nutrients such as nitrogen and phosphorus. Surface-active substances such as detergents may be added to the system to ensure contact with the contaminants of concern. These treatment materials are common and non-toxic, and are used to treat the soil in order to meet the appropriate Site Condition Standards required by the Environmental Protection Act. The water-additive system will also prevent dust accumulation and airborne cross-contamination. Because the process is conducted entirely indoors on a concrete surface, there is very little chance of adverse impacts to the environment.
- 3.3 Following this stage of the process, the material will be sampled and chemically tested to ensure it has reached a standard acceptable to the Ministry of the Environment, Conservation and Parks (MECP) and will be shipped to a new receiving site. Material will not be moved off-site until it meets MECP standards. Material that cannot be remediated will be disposed of at a landfill site.
- 3.4 In the construction industry, it is not uncommon that pockets of contaminated soil will be encountered when redeveloping sites in urban areas. Where contaminated soil can be treated and re-used, remediation is preferred to the excess soil going into landfill. The treatment of contaminated soil in the manner proposed represents industry best practice. Soil remediation uses such as the one being proposed are necessary within the broader context of the GTHA's land development and construction industry. While the proposed uses raise certain issues, staff are of the view that the issues of concern can and will be dealt with appropriately.

### **4. Site Location/Description**

- 4.1 The subject site is located on the north side of Prouse Road, east of York Durham Line (Regional Road 30), approximately 1 kilometre north of Regional Highway 47 in the Township of Uxbridge (see Attachment #1). The parcel is known as 102 Prouse Road, Part of Lots 16 and 17, Concession 1, Township of Uxbridge.

- 4.2 The subject site is approximately 13.8 hectares (34.1 acres) in size and has approximately 135 metres of frontage on York Durham Line and 290 metres of frontage on Prouse Road.
- 4.3 The subject site is irregular in shape and contains several industrial buildings, including the building which will contain the proposed soil remediation and processing uses. The northern portion of the site is currently used for concrete crushing.
- 4.4 There is a small pond and treed areas on the southwestern and southern portions of the site respectively.
- 4.5 The surrounding uses located adjacent to the subject site include:
- a. North – LaFarge Aggregate Pit;
  - b. East – Aggregate Pit uses;
  - c. South – Stouffville Glass, the Uxville Rural Employment Area, the Uxville Municipal Well serving the Uxville Rural Employment Area, Regional Highway 47; and
  - d. West – LaFarge Aggregate Pit.

## **5. Previous Reports and Decisions**

- 5.1 On May 3, 2022, the Planning and Economic Development Committee received the Public Meeting Report #2022-P-10 which includes the details of the subject soil remediation and processing uses.

## **6. Reports Submitted in Support of Application**

- 6.1 An Addendum to a Planning Opinion Report dated February 28, 2022, was prepared by Malone Given Parsons in support of the application. The report concludes that the proposed soil remediation and processing uses will have minimal impacts on the surrounding area and will provide an appropriate method of re-using soil. The original Planning Opinion Report prepared in support of the related zoning by-law amendment application stated that the facility also conforms to all applicable provincial plans and policies.
- 6.2 A Scoped Hydrogeological Assessment dated February 24, 2022, was prepared by the applicant's hydrogeological consulting firm in support of the application. The assessment concludes that with the proposed mitigation measures outlined in the report, the risk of the proposed uses adversely affecting groundwater quality are

considered to be low to negligible. The assessment was peer reviewed in accordance with the Region's Council-adopted procedures. The Region's Hydrogeological Peer Review was prepared by WSP and concludes that the proposed uses will pose minimal risk to downgradient municipal water supplies.

- 6.3 An Environmental Noise Report dated July 30, 2021, was prepared by Jade Acoustics Inc. in support of the application. The report concluded that the applicable sound level limits are predicted to be met at the nearest sensitive receptor locations and as such, mitigation measures are not required.
- 6.4 A Functional Servicing Report (FSR) dated August 2021, was prepared by Gunnell Engineering Ltd. in support of the application. The report noted that upgrades are required to the existing sewage system which serves staff and operators that work on-site. Improvements include repairing/upgrading the absorption trench field, installing an effluent filter to the septic tank, replacing the pump tank effluent pump, floats and high-level alarm and new access risers on the tanks. Design drawings and a septic permit application will be required.

## **7. Provincial Plans and Policies**

- 7.1 The 2020 PPS indicates that limited non-agricultural uses may be permitted in Prime Agricultural Areas subject to certain criteria.
- 7.2 A Place to Grow indicates that where agricultural and non-agricultural uses interface outside of settlement areas, land use compatibility will be achieved by avoiding or where avoidance is not possible, minimizing or mitigating adverse impacts on the Agricultural System.
- 7.3 The Agricultural Land Base for the Greater Golden Horseshoe designates the subject site as being within a Prime Agricultural Area, as part of the Agricultural System; however, the site is located within the limits of the Oak Ridges Moraine and is zoned and designated for large-scale industrial uses. Accordingly, the existing use provisions of the Oak Ridges Moraine Conservation Plan (ORMCP) prevail in this case.
- 7.4 The subject site is designated "Countryside Areas" in the ORMCP. The subject site is also located within the "Protected Countryside" designation of the Greenbelt Plan. The policies of the ORMCP prevail when a site is subject to both plans.
- 7.5 One of the objectives of the policies within the Countryside Areas designation of the ORMCP is maintaining the quantity and quality of groundwater and surface water.



7.6 The proposed soil remediation and processing uses are subject to the provisions of the Ontario On-Site and Excess Soil Management Regulation (Ontario Regulation 406/19) which designates all excess soil as waste unless various criteria are satisfied.

## **8. Durham Regional Official Plan (ROP)**

8.1 The subject site is designated “Oak Ridges Moraine – Countryside Areas” in the ROP, with portions of the site containing Key Natural Heritage and Key Hydrologic Features (KNHHF).

8.2 Since the excess soil to be handled by the proposed operation is classified as waste by Ontario Regulation 406/19, the proposed use meets the definition of a landfill site in the ROP. ROP policy 2.3.36 states that the establishment of new landfill sites shall require an amendment to the ROP.

8.3 Schedule ‘B’ - Map “B2” of the ROP identifies the northern and eastern portions of the subject site as being located within a Wellhead Protection Area (WHPA) associated with the Uxville Municipal Well which serves the Uxville Rural Employment Area. Schedule E – Table ‘E5’ of the ROP considers the proposed soil remediation and processing uses as a high-risk land use to groundwater.

## **9. Planning Analysis**

9.1 Oland Holdings (Uxbridge) Inc. is a private corporation which seeks to expand the current concrete crushing and batching uses conducted on the northern and central portions of the site respectively to include soil remediation and processing uses within an existing industrial building in the southern portion of the site.

9.2 The applicant’s Planning Opinion Report noted that the proposed soil remediation and processing uses will be conducted entirely within the existing main building, including the storage of any soil stockpiles.

9.3 The proposed soil remediation and processing uses meet the PPS criteria for non-agricultural uses in Prime Agricultural Areas. The subject site is not located in a speciality crop area, the proposed use complies with the Minimum Distance Separation formulae, no additional land is required to accommodate the proposed use and the evaluation of alternative locations outside prime agricultural areas is not required since the proposed use will utilize an existing industrial building and the subject site has been historically used for industrial purposes.

- 9.4 Most of the land uses in proximity to the site are aggregate pits and other industrial uses. Subsequent approval processes will ensure that land use compatibility will be achieved between the proposed soil remediation and processing uses and any agricultural uses in the area.
- 9.5 The hydrogeological work conducted in support of the application concluded that with the use of mitigation measures and groundwater monitoring, the proposed soil remediation and processing uses will not adversely affect groundwater quality.
- 9.6 The proposed soil remediation and processing uses are classified as a Class 1 Soil Management Site under Ontario Regulation 406/19, which states that any excess soil being delivered to the subject site that has been identified as being contaminated would be designated as waste. As such, the proposed use also requires an Environmental Compliance Approval (ECA) administered by the MECP. The ECA is an additional measure that will ensure the proposed facility will operate in accordance with provincial guidelines while ensuring groundwater resources are not adversely affected.
- 9.7 The proposed uses are not located within the ten-year time of travel of the WHPA. The ECA and the zoning by-law amendment approval processes will ensure that the proposed uses will not have an adverse effect on the WHPA. The Region's hydrogeological peer review also recommended that a surveillance monitoring program funded by the proponent be implemented for stormwater, groundwater and surface water to mitigate the potential risk to the municipal well. The above noted program is also recommended to include a baseline to be established before the site is used for soil remediation purposes, where both water levels and water quality samples will be collected that reflect the contaminants of concern to be treated. These baseline and surveillance monitoring programs will be required as a condition of approval. The Township's land use planner has advised that these requirements would be incorporated into the Township's amending zoning by-law and a future site plan agreement.
- 9.8 The Region reviewed the above noted noise report and concurs with its conclusions and recommendation that noise mitigation measures are not required for the proposed facility.

## **10. Public Meeting and Submissions**

- 10.1 In accordance with the Planning Act, a notice of public meeting regarding the application was published in the appropriate newspapers, mailed to those who own land within 120 metres (400 feet) of the subject site and a sign was posted on the

property. A public meeting was held on May 3, 2022. Commissioner's Report [#2022-P-10](#) provides information on the application.

- 10.2 The Region received one written submission from an interested party related to the proposed use. The submission requested more information about the application.

## **11. Consultation**

- 11.1 The Ministry of Municipal Affairs and Housing, the Lake Simcoe Region Conservation Authority, the Toronto and Region Conservation Authority, the Regional Health Department, and the Regional Works Department have no concerns with the approval of the amendment to the Regional Official Plan.
- 11.2 The land use planner for the Township of Uxbridge has advised that its Council will be in a position to provide a recommendation at its September 12, 2022 meeting. Due to timing constraints, this report is being provided to enable consideration at this Committee meeting, and at the September 28 meeting of Regional Council.
- 11.3 The Regional Health Department indicated that a replacement or alteration to the existing sewage system must be completed prior to the commencement of the operation of the proposed use on the subject site.
- 11.4 The Regional Works Department has indicated that the MECP will be responsible for addressing any operational issues of the proposal.
- 11.5 The Lake Simcoe Region Conservation Authority has indicated that it has no objection to the proposed use and did not require the submission of an Environmental Impact Study to identify the location and extent of the KNHFF and any vegetation protection zone given that the proposed uses will take place inside of the existing main building.

## **12. Notice of Meeting**

- 12.1 Written notification of the meeting time and location of the Planning and Economic Development Committee meeting was sent to all who requested notification, in accordance with Regional Council procedure.
- 12.2 The recommendation of the Planning and Economic Development Committee is scheduled to be considered by Regional Council on September 28, 2022. If Council adopts the proposed Amendment, notice will be given by the Regional Clerk and Council's decision will be final unless appealed to the Ontario Land Tribunal.

### **13. Relationship to Strategic Plan**

13.1 In the processing of ROP Amendment applications, the objective is to ensure responsive, effective and fiscally sustainable service delivery in accordance with Goal 5 of the Durham Region Strategic Plan (DRSP), “Service Excellence”.

### **14. Conclusion**

14.1 The proposed amendment is consistent with the PPS and conforms with the policies of the ORMCP, in particular the existing use provisions. The studies submitted in support of the amendment and the peer review process have demonstrated that any potential impacts to the site and the surrounding area from the proposed soil remediation and processing uses can be mitigated through the conditions of approval stated below. Accordingly, it is recommended that Amendment #189 to the ROP, as shown in Attachment #2, be adopted by Regional Council once the Township of Uxbridge Council has advised that it is in support of the proposal.

14.2 The proposed amendment establishes the principle of development for a soil remediation facility within an existing building, and specifies that commencement of the operation is contingent on the following conditions being met to the satisfaction of the Region of Durham and the Township of Uxbridge, including:

- a. a baseline and surveillance monitoring program for stormwater, ground water and surface water;
- b. the locations of all storage and processing facilities for the proposed use be checked in the field to verify that they are outside of the ten-year time of travel of the WHPA;
- c. an upgrade of the existing sewage system be completed prior to the commencement of the proposed uses; and
- d. ECA(s) for the soil processing activities approved by the MECP be implemented.

### **15. Attachments**

Attachment #1: Location Sketch

Attachment #2: Amendment #189 to the Regional Official Plan

Respectfully submitted,

Original signed by

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Brian Bridgeman, MCIP, RPP  
Commissioner of Planning and  
Economic Development

Recommended for Presentation to Committee

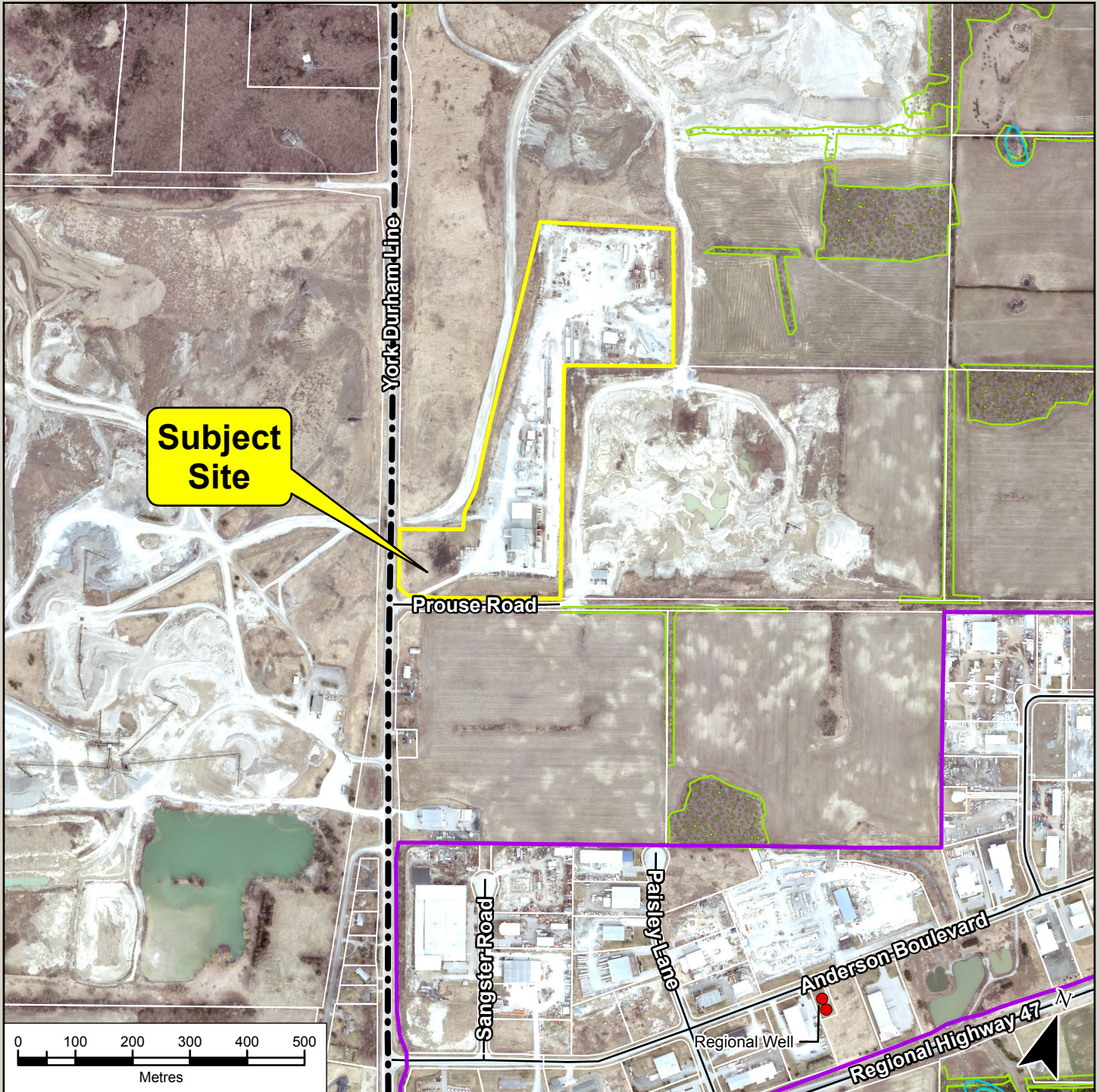
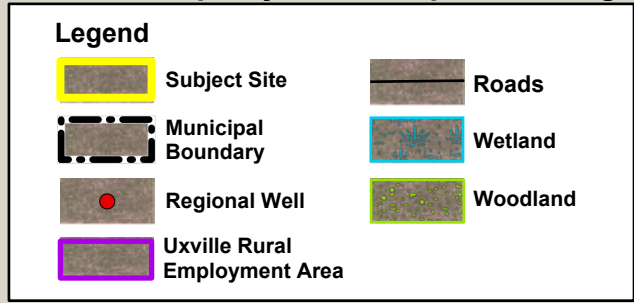
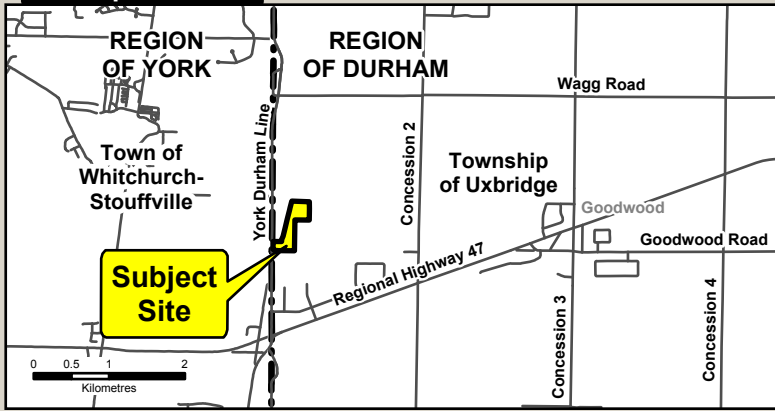
Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer



Municipal Context



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### Amendment #189 to the Regional Official Plan

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- Purpose and Effect:** The purpose and effect of this Amendment is to permit soil remediation and processing uses, including soil screening, sampling, crushing and treatment within an existing industrial building on lands designated “Oak Ridges Moraine – Countryside Areas,” in the Township of Uxbridge.
- Location:** The subject site is located at 102 Prouse Road, in the Township of Uxbridge. The property is legally described as Part of Lots 16 and 17, Concession 1 in the Township of Uxbridge.
- Basis:** The subject site is within the Provincial Agricultural System; however, the site is currently designated for industrial purposes and the amendment does not propose any new physical development. This amendment conforms to the Durham Regional Official Plan, the Oak Ridges Moraine Conservation Plan, and the Growth Plan for the Greater Golden Horseshoe and is consistent with the Provincial Policy Statement.
- Amendment:** The Durham Regional Official Plan is hereby amended by adding the following policy exception to Section 9A.3.20:
- “Notwithstanding any other provision of this Plan, a new landfill site for soil remediation and processing uses, including soil screening, sampling, crushing and treatment is permitted within existing buildings on the lands located on the north side of Prouse Road and the east side of York Durham Line, north of Regional Highway 47, identified as Assessment 18-29-010-002-02000 in Part of Lots 16 and 17 Concession 1, in the Township of Uxbridge. The uses shall be subject to the fulfillment of the following conditions to the satisfaction of the approval authorities:*
- a) *The establishment of a site-specific baseline and surveillance monitoring program funded by the proponent to the satisfaction of the Region of Durham, the Township of Uxbridge and the Lake Simcoe Region Conservation Authority. The baseline program shall be established before the site is used for soil treatment purposes. Both water levels and water quality samples will be collected that reflect the contaminants of*



*concern to be treated. The surveillance monitoring and reporting program shall include surface water from the two on-site drainage ponds, groundwater, and 2-year stormwater event runoff, water quality sampling and water level measurement analysis. The surveillance monitoring and reporting program shall be undertaken by a Qualified Person and begin before the soil remediation use begins, and continue for the duration of the soil remediation operations on the site;*

- b) Before the soil remediation use begins, the locations of all of the storage and processing facilities for the proposed use will be checked in the field to verify that they are outside the ten-year time of travel of the Wellhead Protection Area as identified in Schedule 'B' – Map 'B2' of the Durham Regional Official Plan;*
- c) An upgrade of the existing sewage system be completed prior to the commencement of the proposed uses; and*
- d) An Environmental Compliance Approval for the proposed soil remediation and processing activities shall be obtained from the Ministry of the Environment, Conservation and Parks prior to commencement of the facility and the ECA's conditions and requirements shall be implemented.*

Implementation: The provisions set forth in the Durham Regional Official Plan regarding the implementation of the Plan shall apply with regards to the Amendment.

Interpretation: The provisions set forth in the Durham Regional Official Plan regarding the interpretation of the Plan shall apply with regards to this Amendment.





# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2022-EDT-12  
Date: September 6, 2022

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**Subject:**

Durham at the 2022 Collision Conference: Investment Attraction and Brand Awareness

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

1.1 The purpose of this report is to provide a summary of a recent collaborative investment promotion and attraction initiative at the 2022 Collision Conference.

1.2 This report summarizes how the Region's presence at the Conference was conceived, executed, and includes preliminary outcomes.

1.3 A presentation about this initiative will be provided at the September 2022 Planning and Economic Development Committee meeting.

**2. Background**

2.1 The Collision Conference (Collision) is an annual global technology and innovation conference, one of the world's largest and most highly regarded.

- 2.2 Held at the Enercare Centre in Toronto, the 2022 event attracted more than 35,000 attendees, comprising 1,200 journalists, 1,557 start up companies, 250 exhibiting partners, 793 investors and many thought leaders including elected officials, celebrities, senior global executives, venture capitalists, government officials, and others.
- 2.3 Collision presents an unmatched opportunity for Regional economic development staff to connect with the Canadian and global tech industry and ecosystem; hence, a decision was made among all the partners to have a physical presence at the Conference, (referred to below as “the project”).
- 2.4 The project included the in-person presence of representatives from the partners listed below, with an associated marketing campaign referred to as “Durham at Collision”.
- 2.5 The Economic Development and Tourism Division staff led the project. The Durham at Collision partners included Durham College, Ontario Tech University, Trent University Durham GTA, 1855 Accelerator, Spark Centre, and the Durham Economic Development Partnership (DEDP) consisting of the Cities of Pickering and Oshawa, the Towns of Whitby and Ajax, the Municipality of Clarington, and the Townships of Brock, Scugog and Uxbridge (represented by Invest Durham).
- 2.6 The key audiences for Durham at Collision were:
  - a. Global and Canadian start-up, high-growth potential, or established tech companies looking to grow their business, by accessing talented workforce, looking for land and office availability, or interested in supports such as incubators, accelerators, or post-secondary collaboration;
  - b. Economic development and business development professionals in other levels of government and investment attraction agencies;
  - c. Tech entrepreneurs and professionals currently residing in Durham Region who have low awareness of the opportunities for support offered by our innovation community.
- 2.7 The Durham at Collision showcased **three key messages**:
  - a. **Location for Innovation:** Durham Region, Ontario, Canada, is located within the Toronto Region to Waterloo Tech Corridor, which is the centre of Canada’s tech ecosystem.
  - b. **Lifestyle:** Durham Region offers urban excitement and country charm.

- c. **Support:** Durham Region's Innovation Community is supported by three post-secondary schools, a tech incubator and accelerator.
- 2.8 Together these messages created the positioning that "Durham Region is a delicious place to live while you rapidly grow your tech business."
- 2.9 The Collision Conference took place from June 20 to 23, 2022, while the marketing campaign was executed from May 7 to July 30, 2022.

### 3. Previous Reports and Decisions

- 3.1 Report [2021-INFO-44](#) introduced the 2021 Invest Durham Marketing Plan.

### 4. Durham at Collision

#### Project Development

- 4.1 Following staff attendance at the Collision Conference in 2019, and through collaborative discussions with the DEDP, it was determined that Invest Durham along with the DEDP would exhibit at the 2020 Collision Conference.
- 4.2 The 2020 and 2021 events were shifted to a virtual platform due to COVID-19, so the DEDP attended the two virtual conferences, deepening understanding of the marketing opportunity, leveraging connections available through virtual event opportunities, and ensuring the continuing presence and visibility of Durham's brand with the tech community.
- 4.3 Successful outcomes from the two virtual events include an investment in the 1855 Accelerator and a strong investment lead that Invest Durham continues to support.
- 4.4 In preparation for the 2022 in-person conference, Invest Durham secured partnership commitments from Durham College, Ontario Tech University, Trent University Durham GTA, 1855 Accelerator, and Spark Centre.
- 4.5 Meetings to plan and prepare for Durham at Collision were held between all partners leading up to the conference. These meetings ensured alignment on marketing messages, visual presentation, and goal setting, as well as providing cross training on value propositions for each of the 14 partner groups, and collaborative networking to ensure Durham Region was represented in the most effective way at Collision.

## On-Site Event

- 4.6 The Durham at Collision booth was a six metre by nine metre pavilion under the Invest Durham brand, with logo recognition for all event partners. See Appendix A for images of the pavilion. It included:
- a. A large proximity map featuring innovation assets and innovative companies across all of Durham Region, which told the story of Durham's innovation community and placed Durham's geographic location in context to the event location;
  - b. A large television screen playing a ten-minute reel of innovation and lifestyle footage from all areas of Durham Region;
  - c. A 'urban excitement' inspired seating area, designed with a similar visual appearance as the interior of Chuuk Restaurant, (City of Pickering), and decorated with plants sourced from local business Petite Soleil (Town of Whitby);
  - d. A 'country charm' inspired 'farmers' market' area designed with a similar visual appearance to Willowtree Farms, (Township of Scugog);
  - e. Promotional materials and give-away items which included sustainably made and sourced notebooks, pens, and bamboo cutlery sets, as well as locally procured coffee from Aves Coffee Co (City of Oshawa), jam, salsa, and honey from Willowtree Farms, and tea from Foggy River Farms (Township of Brock);
  - f. Copies of the Invest Durham publication [A Timeline of Innovation](#) as well as The Spark Magazine, produced by Spark Centre.
- 4.7 The event was a digital and in-person event. The virtual component was app-based virtual platform where Invest Durham could host a profile. Durham's profile contained a link to a landing page with more detailed information about all of the partners.
- 4.8 The Durham at Collision team consisted of 64 attendees and included regional staff, area municipal staff, teams from the three post-secondary partners, 1855 Accelerator and Spark Centre, as well as executive leadership from select community partners such as Ontario Power Generation, Lakeridge Health, Grandview Kids, Access IO, and select start-up founders, advisors, and collaborators.
- 4.9 The Durham at Collision pavilion hosted three exciting announcements and Invest Durham pitched these news stories to media in attendance, in collaboration with announcement partners. These announcements included:

- a. Investment announcement by Excelencia Consulting, 1855 Accelerator, Invest Durham, and Toronto Global;
- b. Investment announcement by CloudTax, 1855 Accelerator, and Invest Durham;
- c. Partnership announcement by 1855 Accelerator, Ontario Tech University's Brilliant Catalyst.

4.10 Approximately 1,000 connections and leads were generated throughout the conference. This estimate is based on the number of digital connections reported, business cards exchanged, and LinkedIn connections made.

### **Event Marketing**

4.11 Pre-event marketing began in May. Invest Durham published social media content encouraging users to visit the Durham at Collision landing page, where they could book a meeting with the Invest Durham team or submit inquiries about the initiative. Social media assets were also prepared by staff for all partners to deploy.

4.12 The Durham at Collision landing page included logo recognition for all partners, and facts about the innovation community in Durham Region. It referenced the Greater Toronto Area and Ontario, for international audiences.

4.13 The Region of Durham issued a news release prior to the event and published to the news wire for broad distribution. During the event, the three announcement news releases were published to the Invest Durham website news section, as well as on partner websites (Toronto Global, Ontario Tech University).

4.14 During the event, marketing included social media coverage, releasing announcements to the web and on social channels, on-site networking with journalists, including two recorded interviews. Interviews featured Invest Durham staff speaking about why Durham Region is a good place to do business.

4.15 Before, during and after the event, a Mars Discovery District campaign "Portraits of Innovation" ran on the web, social, and in Pearson and Toronto Island Airports. The campaign included Invest Durham as a partner and featured a local innovative tech company founder.

4.16 A post-event blog post was published to the Invest Durham website and shared to social media. An advertorial in Innovating Canada was published, which mentioned the Durham at Collision activation, plus further explanation of the partnership announcement between Ontario Tech University's Brilliant Catalyst and 1855

Accelerator. This was a print insert in the June 30<sup>th</sup> edition of the National Post as well as a web-based article and advertising program.

## Event Metrics and Outcomes

4.17 Selected digital metrics for this event are:

- a. A minimum of 100,000 organic social media impressions across all partner channels;
- b. More than 280,000 paid social media impressions on Invest Durham channels;
- c. 1,317 deeper engagements such as blog post, news release, and announcement views on Invest Durham pages;
- d. 583 qualified leads receiving three follow up email marketing campaigns;
- e. News release placements in [Yahoo Finance](#) and [Canadian Business Journal](#).

4.18 Selected concrete investment attraction outcomes for this event, reported to date, are as follows:

- a. An India headquartered software as a service company with 60 employees in the United States and numerous North American customers undertaking a familiarization tour of key innovation assets in Durham Region the week following the event, with interest in exploring an investment;
- b. An international education organization inquiring about expansion into Durham Region with need for a 10,000 sq ft facility;
- c. A Durham Region-based start-up, ranked in the top 100 start-ups at the Collision Conference, connected with the Invest Durham team to learn more about supports in Durham Region and about real estate options for expansion;
- d. A [CBC News story](#) about Vertical Farming which included two on-camera interviews in Durham Region, at Mighty Harvest (Oshawa) and the W. Galen Weston Centre for Food at Durham College (Whitby);
- e. 15 strong leads for 1855 Accelerator;
- f. An introduction between an innovative company that provides a way to reduce food waste and the Sobeys' facility in the Town of Whitby;
- g. A collection of companies working directly with Durham's post-secondary institutions for talent connections, collaboration opportunities, and business supports;
- h. Introductions between start-up founders and Access IO, Durham's angel investor pitch competition;
- i. Many further meetings scheduled for partners, including various tech founders residing in Durham seeking support from the innovation community.

4.19 Selected legacy outcomes from this event are as follows:

- a. Video footage that can be repurposed for future promotions;
- b. Strengthened connection and collaboration across Durham Region's innovation community;
- c. Higher understanding across partners of Durham's shared value proposition for investment, as well as each individual partner's value proposition;
- d. Improved brand recognition and awareness for Invest Durham and Durham Region within the global tech community.

4.20 Surveyed success measurement outcomes from Durham's partner group for this event are as follows:

- a. 95.24% of partner attendees surveyed said they felt the Invest Durham booth at Collision Conference was Very Effective or Effective at representing their organization, with the balance indicating Moderately Effective.
- b. 100% of partner attendees surveyed said they felt attending the Collision Conference was Very Valuable or Valuable to their organization's goals.

## **5. Relationship to Strategic Plan**

5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Goal 3 – Economic Prosperity. Priority 3.1 – Position Durham Region as the location of choice for business;
- b. Goal 3 – Economic Prosperity, Priority 3.2 Leverage Durham's prime geography, social infrastructure and strong partnerships to foster economic growth;
- c. Goal 3 – Economic Prosperity, Priority 3.4 – Capitalize on Durham's strengths in key economic sectors to attract high-quality jobs.

## **6. Conclusion**

6.1 Durham Region's location, lifestyle, and innovation community reflect that it is a great place to live while you rapidly grow your innovative technology business.

6.2 Through the Durham at Collision project, Invest Durham and their partners are building awareness of Durham Region as a place where innovative tech businesses can locate, grow, and thrive.

Respectfully submitted,

Original signed by

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Brian Bridgeman, MCIP, RPP  
Commissioner of Planning and  
Economic Development

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer



Images of the Invest Durham Activation at Collision Conference, June 20-23, 2022











If this information is required in an accessible format, please contact 1-800-372-1102 ext. 2564



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: #2022-EDT-13  
Date: September 6, 2022

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**Subject:**

Tap Into Talent – Workforce Development and Investment Attraction Campaign

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

1.1 The purpose of this report is to provide a summary of a recent marketing campaign called “Tap into Talent”. The landing page for the campaign can be found online at [www.investdurham.ca/tapintotalent](http://www.investdurham.ca/tapintotalent).

**2. Background**

2.1 Home to three post-secondary schools that offer industry-responsive programming, Durham Region is a talent-filled geography. Enrollment across the three institutions reaches more than 30,000 students annually.

2.2 Durham College, Ontario Tech University, and Trent University Durham GTA (“the tri-institutions”) graduate top-tier talent, have students that complete placements and capstones while studying, offer business supports such as research and development, and offer reskilling and upskilling programs for employers.

- 2.3 Together, the business support programs and graduate talent help businesses in Durham Region and the Greater Toronto Area (GTA) to accelerate their growth, modernize their businesses, and innovate.
- 2.4 The Region's 2021 Marketing Plan set out three goals and associated action items. Goal B, Objective 1 of the Plan is: "*Promote initiatives that support business recovery.*" Goal C of the Plan is "*Build awareness of Durham Region's location and value proposition through the promotion of Durham Region's strong history of innovation in a variety of sectors.*" Objective 1 for Goal C is to "*Enhance Brand Awareness*". This includes initiatives to create and promote Durham Region's Domestic Investment Attraction value proposition.
- 2.5 Partly as an outcome of the COVID-19 pandemic, businesses across the GTA have experienced difficulties in sourcing talent. Durham Region Economic Development and Tourism staff meet regularly with the Durham Economic Task Force as well as the tri-institutions to identify opportunities to support business recovery, and business growth. At one of these meetings, a project concept was developed to collaboratively market Durham's talent advantage. The resulting campaign, built upon a shared vision, is titled "Tap into Talent".
- 2.6 The campaign uses existing assets from all partners to communicate to a business audience in the GTA and capitalized on multiple marketing opportunities. These opportunities included:
- a. Increase awareness across the GTA that Durham Region is a place where businesses can access top talent, research and development opportunities, and other business supports;
  - b. Highlight the growing momentum in Durham's innovation community due in part to the talented workforce emerging from Durham Region's three post-secondary institutions;
  - c. Increase awareness of the Invest Durham brand through collaborative marketing.
- 2.7 Key audiences for this campaign include:
- a. Durham Region and GTA business owners and entrepreneurs;
  - b. Senior business professionals and industry decision makers in Durham Region and the GTA.

2.8 “Tap into Talent” was developed in-house by Economic Development and Tourism Division staff in 2021. The campaign began in March of 2022 and continued through June of 2022.

### 3. Previous Reports and Decisions

3.1 Report [2021-INFO-44](#) introduced the 2021 Invest Durham Marketing Plan.

### 4. Tap into Talent

#### Campaign Assets

4.1 Economic Development and Tourism Division staff began by meeting with representatives from the tri-institutions to understand their collective goals. Together it was decided the campaign would have a landing page that contains information about business-related supports available across the tri-institutions.

4.2 The collaborative group first worked together to gather and organize this information, building the [web page directory](#).

4.3 The landing page includes an introduction and contact information for each of the tri-institutions, as well as details about programming by category, which include:

- a. Work with students and graduates;
- b. Access research, labs, and testing facilities;
- c. Access business services.

4.4 Additional campaign assets were developed to promote working with the tri-institutions, as well as to direct viewers to the landing page to learn more. Other campaign assets include:

- a. [Promotional video](#);
- b. Digital banner and web-based advertisements;
- c. Social media graphics and materials;
- d. Advertorial media placements.

4.5 Drawing from the image and video libraries of the tri-institutions, and spanning a variety of Regionally-significant sectors such as vertical farming, energy, advanced mobility and engineering, the campaign assets were developed to portray the opportunity to access talent in Durham Region as dynamic, modern, and innovative.



4.6 Music for the Tap into Talent video was commissioned from a local Durham Region music producer.

### Campaign Deployment

4.7 A variety of methods were used to deliver the campaign to target audiences. Methods included:

- a. Organic social media posting through Invest Durham and partner accounts;
- b. Paid social media campaign through Invest Durham accounts;
- c. Durham Region Corporate news release and social media accounts;
- d. Toronto Star advertorial "[GTA Businesses get a leg up from Durham Region talent](#)";
- e. Toronto Star network digital advertising campaign;
- f. Social media cheat sheets for all partners, and for the broader Durham Economic Task Force to deploy;
- g. Inclusion in various Regional and partner organization e-newsletters.

4.8 Reach of the campaign has been strong. Key metrics are found below:

- a. 502,085 campaign impressions through Invest Durham channels and promotions;
- b. 147,071 views of the Tap into Talent [video](#) on Invest Durham social media platforms;
- c. 300,002 views of the Toronto Star digital network advertising campaign;
- d. 771 unique views of the Tap into Talent landing page;
- e. 5 minute and 25 second average read time of the landing page, which indicates an appropriate audience for the topic has been reached;
- f. 1373 digital impressions of the Toronto Star advertorial.

4.9 Organic (unpaid) and external reach continues to climb for this campaign. Organic and external reach is very valuable but more difficult to measure and quantify. Specific achievements include:

- a. Positive relationship building with key local stakeholders, especially post-secondary teams;
- b. Multiple shares of the campaign from the tri-institutions social media;
- c. Unified messaging from Durham's innovation community about a key pillar of Durham Region's investment attraction value proposition;

- d. Additional shares of the campaign from Toronto Global, Durham Workforce Authority, Spark Centre, 1855 Accelerator, Greater Oshawa Chamber of Commerce, Town of Whitby, and others.

4.10 The Tap into Talent campaign continues to be remarketed and is still in use. The campaign is used periodically on social media for organic impressions, and an update to the landing page is underway.

## **5. Relationship to Strategic Plan**

5.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:

- a. Goal 3 – Economic Prosperity. Priority 3.1 – Position Durham Region as the location of choice for business.
- b. Goal 3 – Economic Prosperity. Priority 3.4 – Capitalize on Durham’s strengths in key economic sectors to attract high-quality jobs.

## **6. Conclusion**

6.1 Durham Region’s tri-institutions are a regional economic strength and provide world-class talent, resources, and research and development assets to the business community.

6.2 Through the “Tap into Talent” campaign and associated materials, Economic Development and Tourism Division staff are promoting Durham’s talented community, helping to build awareness of Durham Region as a place where innovative businesses can access talented workforce, grow, and thrive.

6.3 The Tap into Talent landing page can be found online at <http://www.investdurham.ca/TapIntoTalent>.

Respectfully submitted,

Original signed by

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Brian Bridgeman, MCIP, RPP  
Commissioner of Planning and  
Economic Development



Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer



# The Regional Municipality of Durham Report

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To: Planning and Economic Development Committee  
From: Commissioner of Planning and Economic Development  
Report: [#2022-EDT-14](#)  
Date: September 6, 2022

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**Subject:**

Toronto Global Membership Funds

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**Recommendation:**

That the Planning and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Background and Purpose**

- 1.1 On June 7, 2022, the Planning and Economic Development Committee considered Commissioner's Report [2022-EDT-8](#) pertaining to the renewal of the Region's membership with Toronto Global. For the past six years, Toronto Global has delivered Foreign Direct Investment (FDI) attraction services to Durham Region and other member municipalities in the GTA.
- 1.2 Pursuant to the recommendations in Report [2022-EDT-8](#), staff continue to be in discussions with Toronto Global and other member municipalities in pursuit of satisfactory terms for membership renewal and corporate structure. If successful, staff will return to Committee and Council to recommend execution of a revised funding agreement.

- 1.3 In the 2022 Regional Business Plans and Budgets, Regional Council approved \$218,280 to enable the Region's membership with Toronto Global to continue. This figure is based on the amount that was required under the previous membership agreement which expired on March 31, 2022. These approved funds form part of the Economic Development and Tourism Division's annual budget.
- 1.4 In February of 2022, Toronto Global delivered a Draft Term Sheet for a new Governance and Funding Model. Key changes were proposed from the previous membership agreement, most notably in the area of governance where it was proposed that 905 members would have a significantly diminished role. In recognition of the reduced emphasis for the 905 area, Toronto Global has proposed to reduce the membership fee for the 905 members, and Durham Region in particular, from approximately \$215,000 per year, to \$50,000 per year.
- 1.5 At the June 7<sup>th</sup> PED Committee meeting, staff were requested to provide a report to the September Committee meeting on how to use the residual Toronto Global funding (i.e. \$218,280 – \$50,000 = approximately \$168,000). This report has been prepared in response to that request.

## **2. Previous Reports and Decisions**

- 2.1 Report '[2022-EDT-8](#): Toronto Global Update and Membership Renewal Decision', was endorsed by Council at its meeting June 29, 2022. This report identifies that staff will reallocate any uncommitted portion of Toronto Global membership funds to Region-led investment attraction efforts.

## **3. Reallocation**

- 3.1 Durham's Economic Development and Tourism team has an investment attraction program that works nationally and internationally to promote the region for investment and identify target companies for prospective investment. The strong value proposition for investment in Durham Region – our booming growth, our in-demand location, our talented workforce, and our innovation community – is compelling to national and international audiences.
- 3.2 With rapidly accelerating technology, post-pandemic effects, and global competition for talented workforce impacting the nature of work, Durham Region must strengthen its efforts to remain globally and regionally competitive for jobs and economic prosperity. With a strong and competitively-resourced in-house investment attraction program, Durham will be able to attract compelling leads and be considered among peers for inbound investments.

- 3.3 Funds included in the Economic Development & Tourism Division's budget for foreign direct investment activities through Toronto Global will be reallocated to create one new investment attraction position now, with the potential to create a second new permanent position should the Region ultimately decide not to proceed with TG membership. This new position will be directly involved in investment attraction activities, to replace those services no longer received through our membership in Toronto Global.
- 3.4 In addition to the new position, approximately \$42,000 will be used for professional services related to investment attraction.

#### **4. Relationship to Strategic Plan**

- 4.1 This report aligns with/addresses the following strategic goals and priorities in the Durham Region Strategic Plan:
- a. Goal 3 – Economic Prosperity, Priority 3.1 – Position Durham Region as the location of choice for business;
  - b. Goal 3 – Economic Prosperity, Priority 3.2 Leverage Durham's prime geography, social infrastructure and strong partnerships to foster economic growth;
  - c. Goal 3 – Economic Prosperity, Priority 3.4 – Capitalize on Durham's strengths in key economic sectors to attract high-quality jobs.
- 4.2 A new five-year Economic Development & Tourism Strategy & Action Plan is being finalized and will be presented at the commencement of the new term of Council. This reallocation of FDI funding aligns with the following two action items from the draft Strategy:
- a. Action 3.4.1: Staff will develop and deliver an Investment Attraction Plan to target and attract investment in Durham's key priority clusters of Future Energy, Next Generation Mobility, Applied Digital Technology, Arts, Culture & Creative, and Agri-Food.
  - b. Action 3.4.2: Staff will formalize and strengthen the single and centralized Investment Attraction program within the Region's Economic Development & Tourism Division to be the trusted voice for Durham to domestic and international investment audiences, coordinating seamless concierge services.

## 5. Conclusion

- 5.1 A portion of the approved 2022 budget for the TG membership fee is being reallocated to create a new permanent Business Development Specialist position and increased professional services for investment attraction to replace those services no longer received through TG membership. This reallocation is in keeping with the Region's Budget Management Policy.
- 5.2 With rapidly accelerating technology, post-pandemic effects, and global competition for talented workforce impacting the nature of work, Durham Region must strengthen efforts to remain globally and regionally competitive for jobs and economic prosperity. With a strong and competitively-resourced in-house investment attraction program, Durham will be able to attract compelling leads and be considered among peers for inbound investments.

Respectfully submitted,

Original signed by

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Recommended for Presentation to Committee

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