

Terms of Reference:

Natural Heritage Education and Awareness Strategy

Description:

The City of Brampton recognizes the vital importance of protecting the natural heritage system and promoting awareness and stewardship of its features and areas. As part of the Precinct Planning for Heritage Heights, development proponents are required to prepare a Natural Heritage Education and Awareness Strategy (“the Strategy”), which will be implemented through the Plan of Subdivision and/or Site Plan process (as applicable).

The purpose of the Natural Heritage Education and Awareness Strategy is to:

- Foster understanding, appreciation, and respect for the natural heritage system within Heritage Heights among residents, property owners, and visitors;
- Promote responsible stewardship and environmental best practices;
- Provide accessible, practical, and action-oriented guidance to support sustainable interaction with the natural heritage system;
- Ensure consistency in messaging and materials delivered across development phases; and
- Support the City’s broader goals for natural heritage conservation and public education and stewardship.

When Required:

In accordance with Policy 13.3.5 of the Heritage Heights Secondary Plan, the Strategy must be prepared during the Precinct Planning stage. Recommendations from the Strategy are to be implemented by development proponents through the draft Plan of Subdivision and/or Site Plan approval process.

Prepared By:

The Strategy must be prepared by a multidisciplinary team comprising qualified Ecologists, Landscape architects, and communication/public engagement specialists.

Content:

The Natural Heritage Awareness Strategy will outline the natural heritage features and areas located within and directly abutting the Precinct Plan and identify measures development proponents (at the Plan of Subdivision and/or Site Plan stages) will undertake to educate and encourage responsible interaction and stewardship of these features/areas by the residents, property owners and visitors.



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2 Wellington Street West
Brampton ON L6Y 4R2
Brampton.ca
905-874-2000

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The Natural Heritage Awareness Strategy should include the following:

a) Natural Heritage System Identification

- Map and describe the natural heritage system and its component natural heritage features and areas within the Precinct Plan and abutting lands.

b) Target Audience Overview

- Define the intended audience(s) for education/outreach materials and approaches, with particular focus on new homeowners and property owners.

c) Key Messages and Stewardship Themes

- Establish clear and compelling messages to be integrated into the educational materials/approaches regarding the natural heritage system/features, their functions and benefits, permitted and prohibited uses/activities, and stewardship practices.

d) Communication Materials and Approaches

- Recommend effective and inclusive delivery methods that include:
 - Information at sales centres
 - Welcome packages for new homeowners (e.g. brochures, maps, stewardship guides)*
 - Interpretive signage and displays within open spaces
- Include a map identifying proposed locations for interpretive elements (e.g., signage, seating, public art).
- Additional measures to consider:
 - Digital tools (e.g. websites, digital platforms, mobile apps)
 - Community programming (e.g. workshops, events, or guided walks)

* Note: All resident-facing materials are provided at sales centres and/or time of home purchase or occupancy must be made available in the top three spoken languages in Brampton.

e) Actionable Guidance for Residents and Property Owners

- Provide clear, tangible, user-friendly recommendations for stewardship, such as:
 - Use of native and pollinator-friendly landscaping
 - Avoidance of encroachment into natural heritage features/areas
 - Best practices for pet management, composting, stormwater management, and water use.

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f) Implementation plan

- Outline timelines, responsibilities, and delivery mechanisms for the Strategy.
- Identify how implementation will be secured through the Plan of Subdivision and/or Site Plan process (e.g. through Landscape Plans, agreements, conditions of approval).

Consultation and Coordination:

When developing the Natural Heritage Education and Awareness Strategy, consultation should be undertaken with City staff from Environmental Planning, Open Space Development, Forestry Planning, which can be coordinated by Environmental Planning staff

In addition, the Strategy must be developed in coordination with related technical studies (e.g., Environmental Implementation Reports, Stormwater Management Plans, and Landscape Plans) to ensure consistency and integration.

Approval and Implementation

The Strategy must be reviewed and approved by the City prior to final approval of the Precinct Plan. Implementation measures will be incorporated into applicable submission materials at the Plan of Subdivision and/or Site Plan stage (e.g. Landscape Plans) and secure through Draft Plan and/or Site Plan agreements, as applicable.

The owner/application will be responsible for all costs associated with the preparation and delivery of the recommendations of the Strategy.

Contact

Question regarding this Terms of Reference or matters related to the preparation of a Natural Heritage Education and Awareness Strategy should be directed to:

Pam Cooper
Manager, Environmental Planning
pam.cooper@brampton.ca