

The effectiveness of Multi Faceted Strategies.

BILD, the Building Industry and Land Development association is a classic case of how to achieve their ends through a multi pronged approach.

They have a column in the Star every week and have promoted the OMB as “impartial”, land transfer taxes as evil and that planners are to blame for high housing prices. Propaganda is used successfully by Governments too.

The building industry funds over 50% of both Conservative and Liberal party coffers. Politics is power.

BILD use lobbying extensively and were able to postpone (by what looks like several years) the review of the OMB. Linda Jeffrey, now mayor of Brampton, was responsible for supporting the building industry over fairness in the planning process.

BILD has used their considerable financial resources to change the planning appeal process dramatically through high fee lawyers and compromised planners. The paid planners do not appear to have any training in urban design or public participation and are thus not qualified to interpret Toronto’s Official Plan. Likewise the OMB has little or no comprehension of Urban Design and have made proven mistakes multiple times.

A new language has been invented especially for OMB hearings. Now “Minor” means “Major”, 3 storey equals 2 storey, “Predominant” means “Existing” and “General intent” is interpreted as “anything you like”.

David Godley

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