



Planning and Development Committee Agenda

December 20, 2018

9:30 a.m.

Council Chambers

County Administration Centre, Walkerton

1. Declaration of Pecuniary Interest

2. Action Items

- a. Delegation Request - Minister of Environment and Climate Change
- b. Hinsperger (Fritz Construction) BCOPA 232-18.31

3. Information Items

- a. 2018 Explore the Bruce Adventure Passport Final Report
- b. Spruce the Bruce 2018 Final Report
- c. Land Use Planning Transformation Update

4. Closed Meeting

That the Committee move into a closed meeting pursuant to Section 239 (3.1) (1) of the Municipal Act, 2001 for the purpose of educating or training the members related to:

- a. Skilled Trades Secretariat: An Update
- b. Natural Heritage Review Services

5. Rise and Report

6. Act on Recommendations

That in accordance with the Procedure By-law, staff be authorized and directed to give effect to the actions of the Planning and Development Committee in respect of all resolutions passed during the December 20, 2018 meeting.

7. Next Meeting

January 17, 2019

8. Adjournment



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: December 20, 2018

Re: Delegation Request - Minister of Environment and Climate Change

Recommendation:

That the Committee endorse the letter to Minister McKenna requesting “A Meeting Regarding Energy Advancement in Bruce County”.

Background:

At the October 18th Planning and Development Committee, Matthew Fairlie, representative of the Hydrogen Business Council (HBC) with the support of Sam Suppiah of the Canadian Nuclear Laboratories (CNL) and Ron Oberth of the Organization of Canadian Nuclear Industries (OCNI) presented a paper titled “Energy Innovation in Bruce County”. The presentation illustrated how Bruce County is well positioned to capitalize on the opportunity to become the “Hydrogen Capital of Canada”.

In addition, it was acknowledged that hydrogen has numerous game-changing power-to-fuel applications that could lead the transition away from fossil fuels across multiple sectors. This could have the potential for a technical solution to the electrical energy surpluses and a huge impact on rectifying the adverse effects of climate change. Some of the preliminary identified benefits of doing so include GHG reduction, job creation, environmental and human health improvements, as well as the production of clean electricity. Hydrogen technologies could enable the electrification of next-generation energy services that could decarbonize across many sectors in the coming years such as transportation, industry, agriculture and heating.

At the November Planning and Development Committee, Bruce County Council endorsed a business plan for the “Bruce Centre of Excellence” to foster collaboration between energy and environmental sectors and government and academia partners, in the support of business innovation and skilled workforce development. Hydrogen technologies has the potential to be the first project undertaken by the “Bruce Centre of Excellence”.

Following the delegation, staff met with the Hydrogen Business Council and area stakeholders to understand how to advance this initiative. The project will require a three-phased approach. These phases include:

Bruce County Hydrogen Project		
<p>Phase 1 - Discovery</p> <ol style="list-style-type: none">1. Develop partnerships with energy and technology companies2. Plan and Design the business plan to support Phase 2 / 33. Advance the necessary pilots to support Phase 2 / 34. Design the facilities to support Phase 2 / 3	<p>Phase 2 - Small Scale Market Entry</p> <ol style="list-style-type: none">1. Planning and detailed design of Phase 32. Small scale Infrastructure development and commercial readiness testing	<p>Phase 3 - Full Scale Deployment</p> <ol style="list-style-type: none">1. Hydrogen Facility and pipeline construction2. Expansion of deployment infrastructure3. Realize market potential and fully utilize opportunities4. Export advancements to other Provinces, Canada, International

The first priority of Phase 1 is to secure the necessary funding to support research, pilot projects and to design a complete plan for the next two phases. While the Hydrogen Business Council and area stakeholders were advancing a Provincial program through the Centres of Excellence to gain the necessary funding to start phase 1, that option was recently canceled by the Provincial government. There is no indication that alternative programs or funding sources will be available in the near future.

In a recent announcement, Minister McKenna indicated that Ontario energy projects not currently supported by the Province because of discontinued programs would be eligible for federal support. The letter to Minister McKenna (attached) seeks to establish a meeting with the Minister, Bruce County and its partners; HBC, CNL and OCNI.

The goal of the meeting with Minister McKenna is two-fold. One, to illustrate that Bruce County is ideally positioned to demonstrate leadership in hydrogen technologies, large scale energy storage and provide the necessary catalyst for transformational change in

decarbonizing the economy. Two, to request financial support through existing Federal Climate Change initiatives in order to realize this important project.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None at this time

Link to Strategic Goals and Elements:

Goal #7 Stimulate and reward innovation and economic development
F. Try small and then go BIG - act on ideas and take calculated risks
G. Assignment to seek out like-minded partners for retail, agriculture and industrial development

Written by: Jill Roote, Manager of Economic Development, Planning and Development

Approved by:

A handwritten signature in black ink, appearing to read 'Marianne Nero', written in a cursive style.

Marianne Nero
Acting Chief Administrative Officer



December 21, 2018

Honorable Catherine McKenna, Minister
Environment and Climate Change
107 Catherine Street
Ottawa, ON K2P 0P4
Email: catherine.mckenna@parl.gc.ca

Re: Request for Meeting regarding Energy Innovation in Bruce County

Dear Minister McKenna,

Bruce County has been at the forefront of energy innovation for decades. The region has substantial clean energy resources and is home to the world's largest operating nuclear generating station. This positions the Huron-Bruce region to lead the alternative and clean energy transformation for Canada.

Recently, the Independent Electrical System Operator (IESO) identified Bruce County as a viable option for such exploration. One of the identified prospects was hydrogen production and storage. Bruce County and the surrounding region is endowed with underground geologic reservoirs that are capable of storing vast amounts of hydrogen. This fact offers globally significant energy storage potential and scalability. In fact, the integration of hydrogen storage in geologic reservoirs is envisioned by the Canadian Nuclear Laboratories (CNL) as a unique Canadian technological opportunity that could enable significant de-carbonization across multiple sectors not only in Canadian markets, but globally as well.

Hydrogen production and storage has numerous other game-changing power-to-fuel applications that could lead the transition away from fossil fuels across multiple sectors. Ontario has an abundance of surplus electricity which is underutilized on a regular basis. Collocating hydrogen production and storage adjacent to the Bruce Nuclear operating facility could have the potential for a technical solution to the electrical energy surpluses and a huge impact on rectifying the adverse effects of climate change.

As such, Bruce County, along with industry stakeholders, have been exploring the potential benefits that the development of hydrogen technologies could bring, not only to the area, but the Province and the Country as well. Some of the preliminary identified benefits include GHG reduction, job creation, environmental and human health improvements, as well as advancement of electrical grid efficiency. Hydrogen technologies could enable the electrification of next-generation energy services that could decarbonize across many sectors in the coming years such as transportation, industry, agriculture and heating. In the next decade, hydrogen technologies are estimated by the World Economic Forum to contribute "US\$2.5 trillion in revenue and



30 million jobs world-wide as a result of deployment across many sectors”. It is important to note that these projects are well aligned with the Clean Energy Ministerial (CEM) Nuclear Innovation: Clean Energy Future Initiative, of which Canada is a lead country, and Mission Innovation Hydrogen Challenge, of which Canada is also a participant.

In order to advance this opportunity for Huron-Bruce region, Bruce County Council, the Hydrogen Business Council of Canada (HBC), the Organization of Canadian Nuclear Industries (OCNI) and CNL have formed a partnership with local industrial stakeholders to seek government funding to support the advancement of local hydrogen technology pilot projects and the demonstration of geological storage of hydrogen as a first stage of this development initiative.

Bruce County and local partners are ideally positioned to demonstrate leadership in hydrogen technologies, large-scale energy storage and provide the necessary catalyst for transformative change in decarbonizing the economy. We respectfully request a meeting with you at your earliest convenience to discuss how we can enable the Ministry’s financial support so that these important projects can be realized.

On behalf of the Warden, Bruce County Council and our partners, we await the opportunity to meet with you in January. Please find attached the presentation that was recently made to County Council that further describes the opportunities.

Sincerely,
County of Bruce

Mitch Twolan
Warden, Bruce County

cc. Ben Lobb, MP Huron Bruce
Lisa Thompson, MPP Huron Bruce

December 3, 2018

To Whom it May Concern,

The Organization of Canadian Nuclear Industries (OCNI) is an association of more than 200 Canadian suppliers to the nuclear industry that employ more than 14,000 highly skilled and specialized engineers, technologists, and trades people. OCNI companies design reactors, manufacture major equipment and components, and provide engineering services and support to CANDU nuclear power plants in Canada as well as to CANDU and Light Water Reactor (LWR) plants in offshore markets.

In March of this year OCNI opened an office in Port Elgin to support member companies who are partnering with Bruce Power on various operational and life extension projects. OCNI also promotes innovation and economic development in Bruce County by linking member companies with various community initiatives. OCNI was invited to provide advice on the formulation of the Bruce County “Project Innovate”. As part of that County initiative OCNI participated in the preparation and presentation by the Hydrogen Business Council to the Bruce County Council on October 18, 2018 entitled: “Request to Bruce County to Partner with Industry Stakeholders to Advance Federal and Provincial Government Funding Opportunities for Local Hydrogen Technology Pilot Projects”.

“There are many areas, such as electric and hydrogen vehicles, where Ontario is well positioned to benefit from the transition to cleaner transportation technologies. There is an opportunity for the government to work with the automotive sector and other partners to accelerate the uptake of zero emission vehicles to reduce GHG emissions and grow our economy.” Pollution Probe’s response to the Ontario Government’s *Preserving and Protecting our Environment for Future Generations: A Made-in-Ontario Environment Plan*, November 30, 2018.

OCNI is therefore pleased to offer this letter in support of Bruce County and local partners in their undertakings to demonstrate leadership in hydrogen technologies, large-scale energy storage in a move toward transformative change in decarbonizing the economy.

In addition to believing in principle in the benefit of “clean hydrogen” applications in energy storage, transportation, and agriculture, several of our member companies have unique capabilities in designing and constructing various hydrogen infrastructure facilities.

OCNI welcomes the opportunity to participate in this important endeavor which will offer important low GHG emitting solutions in the fight against climate change.

Sincerely,



Ron Oberth
President and CEO



Saugeen First Nation #29

Administration

December 3, 2018

To Whom it May Concern,

Saugeen First Nation (SFN) is located along the Saugeen River and Bruce Peninsula in Ontario, Canada and is also a member First Nation of the Saugeen Ojibway Nation (SON), whose traditional territory includes the areas of the projects proposed by Bruce County and partners.

Saugeen First Nation (SFN) is also a co-owner of SON LPCo which is a 34% owner of B2M LP that owns the Bruce to Milton 500 kV transmission line. SFN also has a financial interest in renewable generation assets.

SFN is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move towards the transformative change in decarbonizing the economy.

SFN welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the fight against climate change.

Sincerely,

Lester Anoquot,
Chief

30 November 2018

To Whom it May Concern,

Interest in the Development Power to Gas Prototypes

The University of Waterloo is at the forefront of innovation and is home to transformational research and inspired learning. The University of Waterloo is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move toward transformative change in decarbonizing the economy. Located in the heart of Canada's technology hub, we are growing a network of global partnerships that will shape the future by working beyond disciplines and building bridges with industry, institutions and communities. Our people and partners take us beyond the lives we're living today, to find solutions to the global challenges that lie ahead. Creating change that goes beyond the status quo and is felt around the world.

Consistently ranked Canada's most innovative university, the University of Waterloo champions a culture of curiosity, exploration, risk-taking, entrepreneurship, global stewardship and leadership. We bring bold ideas inspiring innovations with global impact today and in the future. With increased renewable energy sources and zero emissions vehicles (ZEVs) will integration of electrical power systems can be developed. The objective is to develop transition technologies towards a lower emission electrical power grid that is fully integrated with ZEVs. Dr. Michael Fowler's research will demonstrate how power generation systems can operate more effectively while also providing hydrogen energy storage through 'Power-to-gas', as well as hydrogen for fuel cell vehicles. Dr. Fowler has over 40 publications for 'Power to gas' and will contribute to the development of hydrogen in systems. This research program will on the development of electrochemical storage systems hydrogen electrolyzers and fuel cells as well as for efficient energy storage for use in microgrid energy storage systems. Thus research is overall enabling technology for a transition to a green 'hydrogen economy' into Canada with less emissions.

The University of Waterloo welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the advance of clean energy systems.

Sincerely,



Dr. Michael Fowler
Professor, Chemical Engineering
mfowler@uwaterloo.ca



December 3, 2018

To Whom it May Concern,

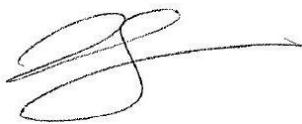
Carlsun Energy Solutions Inc. ("Carlsun") is an Ontario-based SME specializing in providing technical services to owners, operators and manufacturers in the energy sector across Canada. Incorporated in 2002, Carlsun has been a leading provider of EPC and project management services for project construction and a trusted maintenance and repair services contractor in the energy sector. Since 2009, Carlsun has been focused on providing similar professional and contracting services to the hydrogen industry. Carlsun began assembling and testing electrolyzers for Next Hydrogen Corporation, including the first commercial electrolyser at Canadian Tire Corporation's distribution facility, and has expanded this expertise into business development of hydrogen infrastructure and energy storage projects.

7GFUEL® is the brand name being used by Carlsun and its newly formed partnership with Saugeen First Nation, which is pursuing hydrogen infrastructure pilot projects throughout Ontario. The vision of 7GFUEL® is to integrate hydrogen electrolyzers into the electrical system to achieve emission reduction, improve air quality, reduce nuclear maneuvering, increase utilization of existing electrical transmission assets and make productive use of Ontario's off-peak low-carbon electrical generation capacity.

Carlsun is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move toward transformative change in decarbonizing the economy.

Carlsun welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the fight against climate change.

Sincerely,



Jason Van Geel
President
Carlsun Energy Solutions Inc. / 7GFUEL®
Ph: 519-832-4075
Cell: 519-385-0132

December 3, 2018

To Whom it May Concern,

CertifHy Canada Inc. ("CertifHy") is working to develop not just a hydrogen economy, but a clean hydrogen economy in Canada. At CertifHy we want to see the hydrogen economy grow in a sustainable manner in the Canadian market. To do this we believe that consumers of hydrogen not only need to know, but have the right to know where their hydrogen is coming from so that they can make informed decisions about the products they buy. At CertifHy we provide a guarantee of origin that allows consumers to feel confident that the hydrogen they are purchasing is low-GHG and that they are supporting the producers of clean hydrogen.

CertifHy is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move toward transformative change in decarbonizing the economy.

CertifHy welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the fight against climate change.

Sincerely,



Paul McCleave
President & CEO
CertifHy Canada Inc.
Ph: 416-999-6067

RESEARCH & DEVELOPMENT

Energy Program

2018 December 2

Honorable Catherine McKenna, Minister
Environment and Climate Change
107 Catherine Street
Ottawa, ON K2P 0P4
Email: catherine.mckenna@parl.gc.ca

Dear Minister McKenna,

As Canada's premier nuclear science and technology (S&T) organization Canadian Nuclear Laboratories (CNL) serves the nation as an enabler of business innovation and technology transfer. And, we foster the development of highly-qualified people for the knowledge economy to come.

CNL is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move toward transformative change in decarbonizing the economy.

CNL welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the fight against climate change.

Sincerely,



Gina L. Strati, Ph.D.
Director, Energy Program
Canadian Nuclear Laboratories (CNL)
Email: gina.strati@cnl.ca
Tel: 613-584-3311 ext. 46309

Chalk River Laboratories
Chalk River, Ontario
Canada K0J 1J0
Telephone: 613-584-3311
Toll Free: 1-866-513-2325

Laboratoires de Chalk River
Chalk River (Ontario)
Canada K0J 1J0
Téléphone: 613-584-3311
Sans frais: 1-866-513-2325

Dec 1, 2018

To Whom it May Concern

Subject: Support for Bruce County (and local partners) Showing Leadership in Hydrogen Technologies

The Hydrogen Business Council of Canada (HBC) is a Not-for-Profit organization and the leading voice for Hydrogen in Ontario. The mission of HBC is to encourage adoption of hydrogen energy systems through developing community strength in the technology and in the economic and environmental benefits. HBC is composed of a like-minded group of industry stakeholders dedicated to bringing knowledge and opportunities to the minds and hands of those who can apply and realize the benefits of hydrogen technology in their work and their lives. We endeavor to ensure that the uptake of hydrogen opportunities that is happening in many global jurisdictions can happen here in the Ontario where much of the early work in hydrogen technologies development took place.

We already have begun developing an industrial cluster around the production of 'clean' hydrogen from emission free electricity, and have promoted the multiple applications of hydrogen technologies in this province.

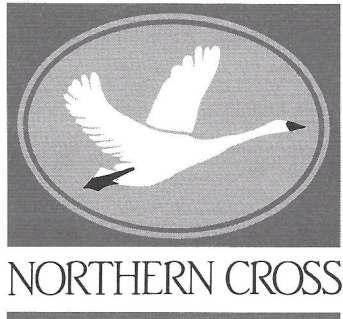
HBC is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move toward transformative change in decarbonizing the economy.

HBC welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the fight against climate change.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Stasko', with a stylized flourish at the end.

Robert Stasko
Board Chairman
Hydrogen Business Council



To Whom it May Concern,

Northern Cross Energy Limited is an integrated natural gas exploration and production company with depleted production pools near Port Albert, Ontario and associated pipeline infrastructure. Northern Cross will co-host this demonstration and provide the geological storage in one of its pools.

Northern Cross is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move toward transformative change in decarbonizing the economy.

Northern Cross welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the fight against climate change.

Sincerely,

A handwritten signature in dark ink, appearing to read "D. Thompson", followed by a long horizontal line.

Northern Cross Energy Limited

David R Thompson

President

Northern Cross Energy Limited

35025 Hawkins Rd, RR6

Goderich, Ontario N7A 3Y3



2680 Matheson Blvd. East Suite 102
Mississauga, ON L4W 0A5

To Whom it May Concern,

December 3, 2018

Next Hydrogen is an Ontario-based SME electrolyser technology supplier and manufacturer bringing extensive expertise to the project with regard to electrolyser functionality and control.

Next Hydrogen is pleased to offer this letter in support of Bruce County and local partners in their initiatives to demonstrate leadership in hydrogen technologies, large-scale energy storage and a move toward transformative change in decarbonizing the economy.

Next Hydrogen welcomes the opportunity to participate in this important endeavour as we believe their work may offer important solutions in the fight against climate change.

Sincerely,

A handwritten signature in black ink, appearing to read 'Walter Q. Howard', is written over a light blue horizontal line.

Walter Q. Howard
CEO

Cc: M. Fairlie



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: December 20, 2018

Re: Hinsperger (Fritz Construction) BCOPA 232-18.31

Recommendation:

Subject to the review of objections and submissions arising from the public hearing:

1. That the Bruce County Official Plan Amendment BCOPA 232 be approved and the necessary By-law be forwarded to County Council for adoption; and
2. That staff be directed to redesignate the existing Fritz Construction site to an appropriate industrial designation that reflects the current use when the County Official Plan is updated.

Executive Summary:

The application proposes to amend the Bruce County Official Plan to redesignate 2.5 ha of prime agricultural land from the 'Agricultural Area' designation and permit the lands to be used for an industrial purpose by adding these lands to the existing Fritz Construction operations. The existing industrial operation, known as Fritz Construction Services Inc. (Fritzall), produces a variety of pre-cast concrete building products for the agricultural and commercial market. The company has been operating from this site since 1972. More land is needed for outdoor storage purposes and to accommodate future expansion plans. The Consent application, to sever the 2.5 ha parcel from the farm and add this land to the existing industrial property, has triggered the proposed Official Plan and Zoning Amendment applications.

The following planning applications are submitted:

- Bruce County OPA;
- Brockton Zoning Amendment application;
- Consent application.

This report and recommendation deals with the County Official Plan Amendment application.

In the opinion of staff, the proposed Official Plan Amendment application is consistent with the Provincial Policy Statement with respect to 'Non-Agricultural Uses in Prime Agricultural Areas' policies (Section 2.3.6.1 b) and 2.3.6.2) which permit limited non-residential uses, subject to specific criteria and recognizes that non-agricultural uses exist in the rural area and that these uses will be expanding. The PPS directs that efforts be made to mitigate the impact of the expansion.

Mitigation measures can be implemented through a Holding provision in the amending Zoning By-law. There are four mitigation measures that are considered:

- to encourage the ongoing agricultural use of the land until the land is needed for the expansion of the industrial use;
- to ensure noise mitigations measures, if required, are in place to shield the abutting residential property from the effects of the industrial operation;
- to provide for screening of the outside storage in the front yard to facilitate a rural landscape; and
- to require an archeological study on lands within 300 m of the Teeswater River as this area has a high potential for archeological resources.

Location / Air photo:



Background:

The Fritz Construction industrial site is 3.41 ha in area. There are three main buildings used for manufacturing precast building products, offices, and maintenance and storage. Much of the land not built upon is used for outdoor storage including the storage of finished product located in the front yard (that is unscreened from the road).

The abutting Hinsperger land is 17.02 ha in area. Most of the land is cash cropped. The southerly boundary abuts the Teeswater River and the lands on the north side of the river are wooded. An agricultural building is located at the northwest quadrant of the property.

The overall predominant land use in the general area is agriculture. More specifically, the adjacent uses are as follows:

- To the east - residential lot abutting the industrial site and farm land beyond;
- To the south - the Teeswater River and agricultural land;
- To the west - unopened road allowance and agricultural land;
- To the north - agricultural land with associated buildings and a residential non-farm lot.

The land generally slopes gradually to the south towards the Teeswater River. The Canada Land Inventory for agriculture classifies the land as Class 1.

In 2017, a consent application was approved to sever a 0.45 ha parcel at the rear of the Fritz Construction land and convey this land to the existing residential lot abutting to the east. Reasons given for this severance was that it was surplus to the industrial needs - an unused portion of the manufacturing business. There was an accompanying application to rezone the severed lands (to be added to the residential lot) to permit a dwelling, and also to rezone the industrial land to recognize the existing operation as a permitted use (File: Z-88-16.31).

The applicant has provided additional information which describes the markets which they serve and the expansion to the plant which is currently ongoing. This additional information is included in Appendix 2.

Description of Proposal

The main manufacturing building is currently being expanded to the south by approximately 2356 m² (25,360 sq. ft.), close to doubling the floor area of the building. This expansion is being undertaken in accordance with the zoning of the lands (ACI-44). The expansion is a significant modernization of the production facilities. Fritz Construction currently employs 50 people at the existing plant and employment is expected to increase to 70 upon completion of the expansion. The employees commute to the site from an approximate 30-minute radius.

There is a need for additional lands to accommodate outside storage and future expansion. The planning applications needed to accommodate this are:

- **Bruce County OPA** - changing the designation of the proposed severed parcel from ‘Agricultural Area’ to a designation which would permit the expanded use - ‘Agricultural Area with Exceptions’. The amendment would recognize the undersized area of the remaining agricultural parcel.
- **Brockton Zoning Amendment application** - to change the zoning on the severed lands acquired by Fritz Construction from A1 General Agriculture to ACI-44 (Agricultural Commercial Industrial), the same zone as what exists for the existing industrial operation. The balance of the farm lands would be rezoned to recognize the reduced lot area.
- **Consent application** - to sever 2.53 ha from the existing Hinsperger farm with this land added to the Fritz Construction site so that the overall industrial lot area would be 5.94 ha. The retained land would consist of 14.49 ha after the severance.

Fritz Construction site:

- current use - industrial operation producing pre-cast concrete building products
- area of industrial lot - existing: 3.41 ha
- area proposed to be added to industrial lot: 2.53 ha
- area of industrial lot - proposed: 5.94 ha
- floor area - existing (3 buildings): 2532 m²
- floor area of expansion (under construction): 2356 m²
- services - private water and septic
- water usage: 16,200 litres / day (approx.)
- source of raw material: aggregate and sand local quarries
- employees at site and installing product: 50
- employees after current expansion (estimate): 70 (50 + 20)

Hinsperger farm land:

- current use - agriculture - cash crop
- area of lot - existing: 17.02 ha
- area of consent - severed land: 2.53 ha
- area of farm - retained land: 14.49 ha

Supporting Documentation

Planning Report - Ron Davidson, Land Use Planning Consultant, May 4, 2018;

The Planning Consultant has prepared a planning report that provides a review of the Provincial Policy Statement (2014); Bruce County Official Plan; and the Municipality of Brockton Comprehensive Zoning By-law together with an overview of the subject lands and the existing and proposed operation. The consulting planner’s conclusion and recommendation is that the proposal is consistent with the PPS and maintains the intent and purpose of the Bruce County Official Plan.

Provincial Interest

Under Section 3(5) of the *Planning Act*, the Municipality “shall be consistent with” matters of provincial interest as set out in the Provincial Policy Statements (PPS).

The PPS has general provisions relating to promoting efficient development and land use patterns that sustain the financial well-being of the Province and the municipality over the long term and accommodating an appropriate range and mix of employment uses to meet long term needs (Section 1.1.1 a) and b))

The PPS has specific policies relating to agricultural areas:

Prime agricultural areas shall be protected for long-term use for agriculture (Section 2.3)

- Permitted uses - In *prime agricultural areas*, permitted uses and activities are: *agricultural uses, agriculture-related uses and on-farm diversified uses*.

Proposed *agriculture-related uses* and *on-farm diversified uses* shall be compatible with, and shall not hinder, surrounding agricultural operations. Criteria for these uses may be based on guidelines developed by the Province or municipal approaches, as set out in municipal planning documents, which achieve the same objectives. (section 2.3.3.1)

Agriculture-related uses are permitted in agricultural areas provided the use satisfies the criteria outlined in the PPS. Agricultural-related use criteria as identified in the PPS at Sections 2.3.

Agricultural-related uses are defined to mean:

“means those farm-related commercial and farm-related industrial uses that are directly related to farm operations in the area, support agriculture, benefit from being in close proximity to farm operations, and provide direct products and/or services to farm operations as a primary activity”

- Planning authorities may only exclude land from *prime agricultural areas* for expansions of or identification of *settlement areas* in accordance with policy 1.1.3.8. (the settlement area expansion policies) (section 2.3.5.1)

Comment:

The PPS generally contemplates non-agricultural uses to locate in urban areas, where there are services and infrastructure appropriate to the use. Agricultural lands are then reserved for farming. If Fritz Construction were seeking to establish the operation on the subject lands today, staff would recommend that the owners consider a different location with an appropriate designation.

The Province has produced a document to assist decision makers to interpret PPS policies specifically with respect to agriculture. “The Guidelines on Permitted uses in Ontario’s Prime Agricultural Areas (Publication 851)” provides relevant information relating to what constitutes an agricultural-related use under the PPS. This document is used in the staff evaluation.

Staff are of the opinion that the proposed use is not in accord with a number of the criteria that have been developed to determine what constitutes an agricultural-related use and therefore, the proposed use should be evaluated as a “non-agricultural use in Prime Agricultural Areas” as outlined below.

Non-Agricultural Uses in Prime Agricultural Areas (section 2.3.6.1 b)):

Limited non-residential and non-agricultural uses are permitted subject to four criteria. These criteria and the staff comment on the criteria are provided in the following chart:

Criteria for limited non-residential uses	Staff comment
The land does not comprise a specialty crop area	The area is not identified as a specialty crop area
The proposed use complies with the minimum distance separation formulae	The use is in compliance with the minimum distance formulae
There is an identified need within the planning horizon in policy 1.1.2 for additional land to be designated to accommodate the proposed use	This is an existing use and it is not practical to have the use relocate to an urban area where the lands are designated appropriately. The reality is that more land needs to be designated to accommodate this existing use.
Alternate locations have been evaluated, and i) There are no reasonable alternative locations which avoid prime agricultural areas, and ii) There are no reasonable alternative locations in prime agricultural areas with lower priority agricultural lands.	Staff are satisfied that development on the prime agricultural lands cannot reasonably be avoided and that there are no lower priority agricultural lands that are available in the immediate area.

Non-Agricultural Uses in Prime Agricultural Areas (section 2.3.6):

“Impacts from any new or expanding non-agricultural uses on surrounding agricultural operations and lands are to be mitigated to the extent feasible” (section 2.3.6.2).

The PPS acknowledges that there are existing non-agricultural uses in the agricultural area and that these uses will be, in some cases, new, and in other cases, expanding. Fritz Construction is an existing use and is seeking to expand its operations onto additional lands. The policy direction is to mitigate the impact of this expansion on surrounding agricultural operations and lands to the extent feasible

Staff suggest the following three provisions be considered to mitigate impact of the industrial use through the Zoning By-law amendment:

1. that a holding provision in the zoning amendment be used to retain the lands in the current agricultural use until the severed lands are needed for the expansion of the industrial operation;
2. that the applicant provide visual screening across the front of the of the industrial property to screen the outside storage from the public road. This screening could be in the form of a fence or a vegetative hedge and would promote a rural ‘countryside’ appearance and not that of a major industrial operation.
3. that any noise impact on the abutting residential property to the east, if required, be mitigated. Staff anticipate that the applicant undertake a noise study to determine the noise impact for both existing and future anticipated operations, and undertake

measures to mitigate excessive noise that may be experienced by the abutting residential property.

See Appendix 6 for the outline of PPS policies.

County Official Plan

The Bruce County Official Plan designates the overall property (including the industrial operation) in three different classifications: Agricultural Area, Rural Area and Hazard Land Area. The existing industrial use and the land proposed to be added to the industrial lot is designated Agricultural Area and the bulk of the subject land is in this category.

A smaller portion of land adjacent to the Teeswater River is designated 'Hazard' and an even smaller portion is designated 'Rural'. The Hazard land and the Rural lands are not close to the subject lands and would not be affected by the proposal. The OP policies related to Hazard and Rural lands are not reviewed further.

Agricultural Objectives (Section 5.5.2):

The purpose of the Agricultural Area policies is to protect and strengthen the agricultural community by preserving large blocks of Class 1, 2, and 3 farm lands; minimize fragmentation of prime agricultural land; direct non-farm development to settlement areas; and preserve and strengthen the Agricultural Area for active farming operations.

Agricultural Uses (Section 5.5.4.1):

In addition to the full range of agricultural uses being permitted, the agricultural policies also permit farm-related commercial and industrial uses that are directly related to the farm operation and need to be close proximity to farm operations. Examples of farm-related uses are provided - the use of land and buildings or structures for the raising of animals, the growing of plants for food production and nurseries

Farm related Commercial and Industrial Uses (Section 5.5.9):

Small scale industrial and commercial development directly related to, and compatible and supportive of, an agricultural operation may be permitted. Five policies relating to farm-related industrial / commercial uses are identified in the Plan:

- The use cannot reasonably be located in an urban, rural or hamlet industrial area and it must be located adjacent to an agricultural operation;
- Conformity with the MDS formula;
- Large volumes of water not required and no large volumes of effluent;
- Suitable buffering from adjacent residential use.

Comment:

The Fritz Construction operation, as it currently exists, would not be considered small scale and the proposed addition would result in the use being even less 'small-scale'. Also, the industrial use is not directly related to a specific agricultural operation. The current operation is not in conformity with the Agricultural provisions of the Official Plan - therefore an Official Plan Amendment is required.

Farm size:

Generally, the Official Plan encourages the retention of large farm areas with an objective of achieving 40 ha parcels. Smaller, specialized farm parcel sizes are permitted providing the parcel is appropriate for the type of agriculture proposed, appropriate for the type of agriculture for the area and are common to the area, and the size of parcel permits the land to be used for other types of agriculture in the future.

Comment:

The subject farm land is 17.02 ha in area currently, which is significantly less than the 40 ha objective. There are several farm parcels in the immediate area that range in size from 11 ha to 19 ha. It would appear that the size of farm resulting from the consent is not unusual in the area.

Legal Non-Conforming Use - Agriculture and Rural Areas (Section 6.7.1)

The Plan generally contemplates permitting the continuation, expansion or enlargement of uses that do not conform to the Agriculture and Rural designations and provisions of the plan. There are ten criteria outlined in the Plan that are required to be satisfied:

- i) The proposed use is permitted in either the 'Rural' or 'Agricultural' designations; and
- ii) The existing use of the land, buildings or structures is a legal use currently recognized in the implementing comprehensive zoning by-law or is a legal non-conforming use in the implementing comprehensive zoning by-law; and
- iii) The proposed use does not require large volumes of water nor generate large volumes of effluent; and
- iv) The proposed use has no adverse effect on the present uses of the surrounding lands or the implementation of the provisions of this Plan; and
- v) The proposed use is not located in a floodplain or floodway; and
- vi) The proposed use has regard for the Provincial Minimum Distance Separation Formula as amended from time to time; and
- vii) The proposed use is accessible by a public road which is maintained by the appropriate authority as open to traffic on a year-round basis; and
- viii) The proposed use is subject to any conditions that may be contained in a local Municipal Official Plan; and
- ix) The proposed use must be in appropriate proportion to the size of the existing use; and
- x) The proposed use will not create or further aggravate a traffic hazard.

Comment:

With the exception of criteria i), the application would conform to the policies of the Plan. This confirms that an amendment to the Plan is required but it is also useful to note that in general, the Plan allows for expansions to existing uses.

Archaeological Potential:

The subject lands involving the severed parcel are identified as having a high archaeological potential. The usual manner in which this is dealt with would be to include in the amending By-law a Holding (H) provision that requires an archaeological study to be completed prior to any development proceeding.

Economic Development policies in the OP provide useful, but indirect general guidance.

- Objective: - Provide a broader range of growth to provide employment opportunities within the County (4.5.1 vi)
- Objective: - make provision for land ... to satisfy the requirements of economic activities (4.5.1 vii)
- Policy: - County Council shall facilitate the expansion and diversification of the economic base ... (4.5.2.3)

Zoning By-law

Under the Brockton Zoning By-law, the lands are zoned as follows:

- Agriculture Commercial Industrial, ACI-44 - the existing Fritz Construction industrial lot and buildings
- 'General Agriculture (A1)' - the existing farm land. The A1 zone requires a minimum lot area of 39 ha and a minimum frontage of 100 m.
- Environmental Protection (EP)' - the existing hazard land.

A zoning amendment is necessary to:

- rezone the lands proposed to be acquired by Fritz Construction from A1 to ACI-44 to permit the industrial use
- to rezone the retained farm lands to recognize the existing farm lot area of 14.5 ha

A Holding provision could be placed on the severed lands to require that an archeological study is undertaken prior to any development of the severed land proceeding.

Agency Comments

Municipality of Brockton - no comment

SVCA - The proposed Official Plan and Zoning Amendment applications are acceptable

Public Comments

No comments were received at the time of writing this report.

Planning Analysis and Comments:

Fritz Construction has operated from this site for more than 40 years. While the original choice of this site may be unfortunate based on today's planning criteria, the clock cannot be rolled back. Decisions must be made based on the existing situation. Ignoring the current condition is not helpful. The Provincial Policy Statement contains policy that recognizes this reality.

Fritz Construction has made a large development investment at this site. They are a major employer in the area and contribute significantly to the local and regional economy. A denial of the application would not permit the business any flexibility to grow or change, which could have unfortunate long-term impacts. The approval of the application would permit the business to continue at this site for the foreseeable future and that is considered to be a positive outcome for the community.

The Provincial Policy Statement recognizes that, despite the main policy objective of preserving large agricultural areas and promoting farming operations, there are existing non-agricultural uses in the rural area and that these uses may need to be expanded. The PPS directs that efforts be made to mitigate the impact of the expansion. In the opinion of staff, the proposed Official Plan Amendment application is consistent with this provision of the Provincial Policy Statement.

One objective of the PPS and Official Plan is to protect prime agricultural land for agricultural uses. It is understood that the 2.5 ha parcel of farm land that is to be added to the industrial site may not be needed for the industrial operations for a number of years. Given the planning objective in the PPS with respect to mitigating impacts to the agricultural area, if the OPA is approved, staff suggest that the severed land be rezoned to the proposed ACI-44 zone but that a holding provision be placed on the severed parcel that would permit agricultural uses and only permit the industrial use when the owner has demonstrated that the existing site has been fully utilized for the industrial activity.

In addition to encouraging the use of the land for agricultural purposes for as long as possible, it is also recommended that the Holding provision in the amending Zoning By-law be used for the following with the objective of minimizing the impact of the non-agricultural use:

- to ensure noise mitigations measures are in place, if required, to shield the abutting residential property from the effects of the industrial operation;
- to provide for screening of the outside storage in the front yard to facilitate a rural landscape; and
- to require an archeological study on lands within 120 m of the Teeswater River as this area has a high potential for archeological resources.

Staff recommend approval of the amendment application to the County Official Plan. Official Plan Amendment 232 is attached as Appendix 8 to this report in event that the decision is to approve the application.

Financial/Staffing/Legal/IT Considerations:

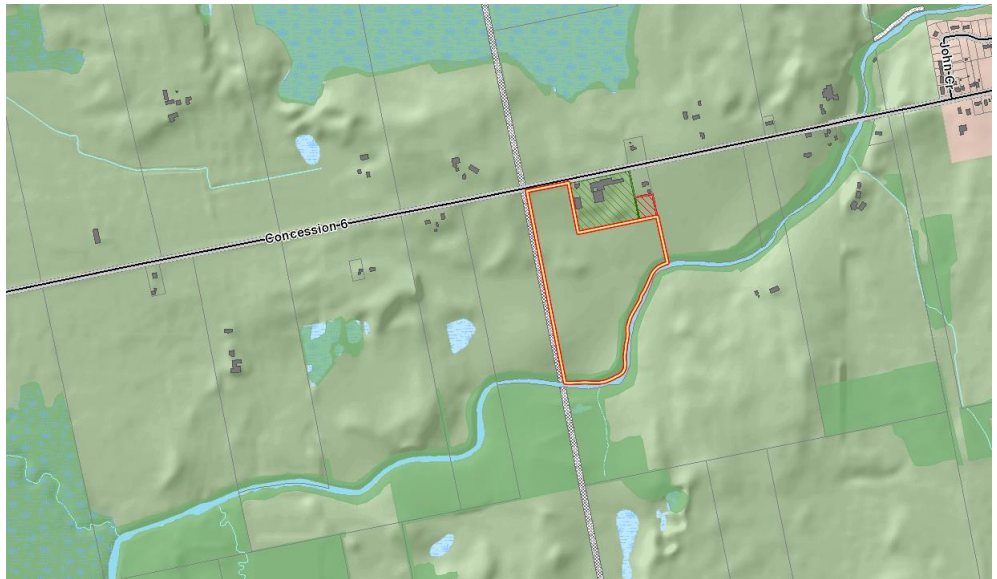
Potential Appeal to Local Planning Appeals Tribunal

Respectfully submitted,



John Ghent RPP
Planner
Planning & Development

Appendix 1: Context

Legal Description	Part of Lot 10, Concession 6, geographic Township of Greenock
Municipal Address	189 Concession 6
Lot Dimensions	Entire Lot
Frontage	+/- 138.5m (454.4 ft)
Width	+/- 138.5 m (454.4 ft)Front; and, Irregular at Rear
Depth	+/- 645 m (2116.14 ft)
Area	+/- 17.02 ha (42.06 ac)
Uses Existing	Agriculture with accessory building
Uses Proposed	+/- 2.53 hectares (6.25 ac) are proposed to be conveyed to the adjacent industrial lot to facilitate the expansion of the existing operation. The balance of the parcel is to continue to be used for agricultural purposes.
Servicing Existing	None
Servicing Proposed	Private septic and private water
Access	Concession 6, a year-round municipal road.
Surrounding Land Uses	Non-farm residential and agricultural uses are to the North and East; the Teeswater River, forested and agriculture are to the South; and, and unopened road allowance and agriculture are uses to the West.
Subject Lands	

Appendix 2: Additional Information from the Applicant

The following information is provided by the applicant to understand more clearly the nature of the business and the markets they serve.

“1. Currently our precast product lines serves the agricultural and commercial fields almost equally with a small advantage to the commercial side of the business due to the sheer size of those projects. One commercial job can have as much square footage as 4 or 5 agricultural jobs. For us, the two industries (ag and comm) complement each other in that when one industry isn’t busy, we can fill that production space with the other. Due to the ever increasing costs of raw materials, we need to find ways to maintain our profit margins and to stay competitive in both market places. After many years of researching our options, we decided that expanding our manufacturing facility and adding more products to our repertoire would help us to even out the ups and downs of the precast industry. We looked at several different locations in Southwestern Ontario and even made an offer on 10 acres of land in Woodstock but decided that our current location in Chepstow is the best option for us so we can bring additional employment to our area and to share resources and equipment that would otherwise have to be purchased at an additional expense. Expanding our existing operation will make it possible for us to manufacture more slatted floors, wall panels, feed bunks as well as now offer pre-stressed beams and columns for the ag market. It will also allow us to produce floor panels for the commercial markets which means we can build a complete building out of precast (hollowcore and walls). Adding these new product lines will keep us busy year round which gives our employees stability as well as steady income.

2. The value of the existing plant of \$ 4M reflects the appraised, current value and not what the replacement cost would be. The existing facility is 40’-0” x 361’-0” and 105’-0” x 122’-0”. The value of the new building at \$8M is based on current construction costs of the structure as well as the new concrete batching plant and forming and extruding equipment which is state of the art for the precast industry. This specialized equipment (from Finland) will help to keep our business profitable and offer more employment and benefits to our staff.”

Appendix 3: Official Plan - Land Use Schedule A




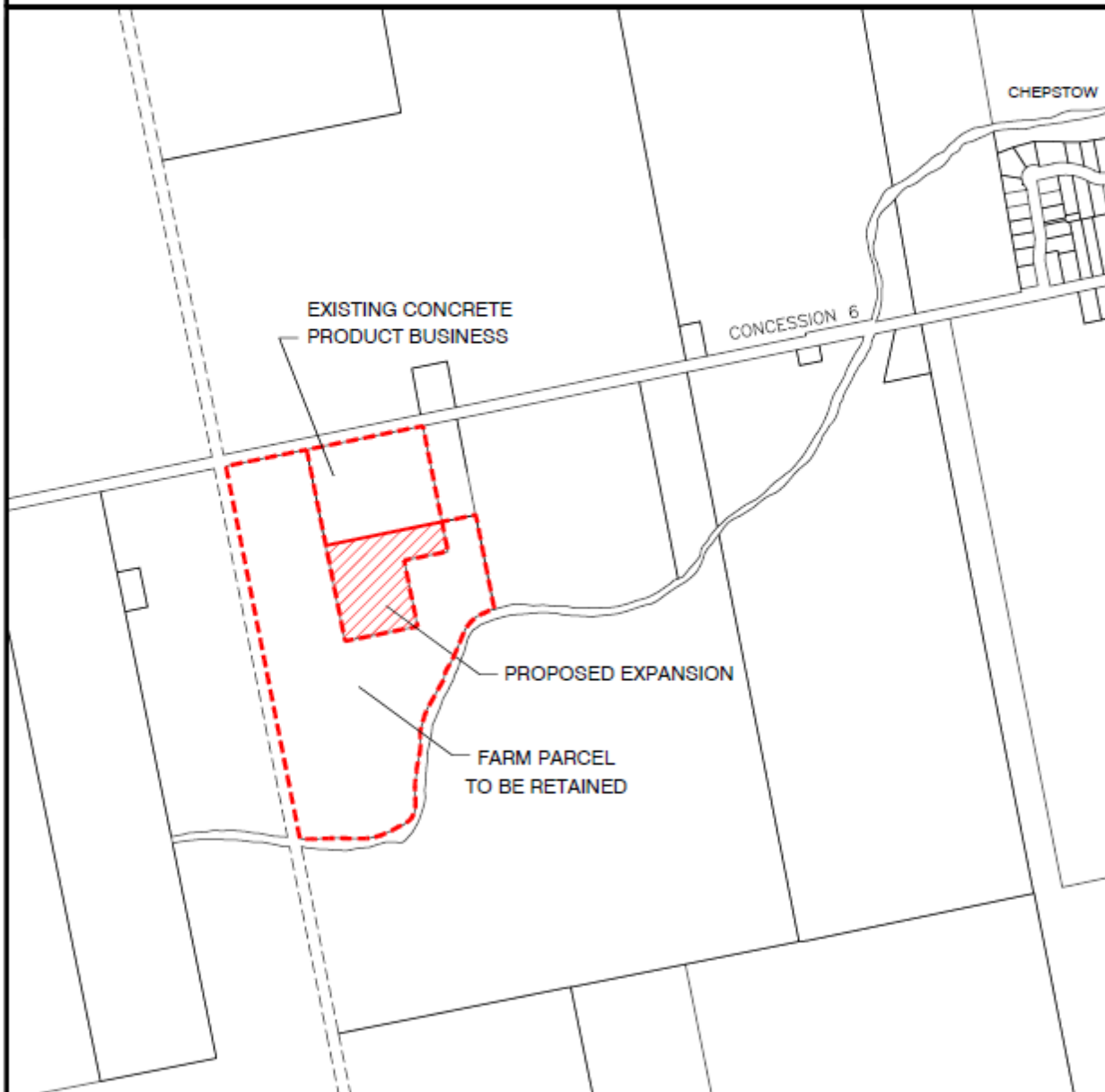
Appendix 4: Zoning By-law



Appendix 5: Proposed Consent

Figure 1: Location Map

 Subject Lands



Fritzall Expansion
173 Concession 6
RR1 Chepstow, ON

RD RON DAVIDSON
LAND USE PLANNING CONSULTANT INC.
OWEN SOUND, ONTARIO
SCALE 1:10 000

Apply?	Policy Area	Comments
	1.0 Building Strong Communities	
	1.1 Managing and Directing Land Use	
	1.1.3 Settlement Areas	
	1.1.4 Rural Areas in Municipalities	
	1.1.5 Rural Lands in Municipalities	
	1.1.6 Territory Without Municipal Organization	
	1.2 Coordination	
	1.2.6 Land Use Compatibility	
	1.3 Employment	
	1.3.2 Employment Areas	
	1.4 Housing	
	1.5 Public Spaces, Recreation, Parks, Trails and Open Space	
	1.6 Infrastructure and Public Service Facilities	
	1.6.6 Sewage, Water and Stormwater	
	1.6.7 Transportation Systems	
	1.6.8 Transportation and Infrastructure Corridors	
	1.6.9 Airports, Rail and Marine Facilities	
	1.6.10 Waste Management	
	1.6.11 Energy Supply	
	1.7 Long-Term Economic Prosperity	
	1.8 Energy Conservation, Air Quality and Climate Change	
	2.0 Wise Use and Management of Resources	
x	2.1 Natural Heritage	Small piece of EP zone is used for extraction, approved by SVCA
	2.2 Water	
x	2.3 Agriculture	
x	2.3.3 Permitted Uses	
	2.3.4 Lot Creation and Lot Adjustments	
	2.3.5 Removal of Land from Prime Agricultural Areas	
x	2.3.6 Non-Agricultural Uses in Prime Agricultural Areas	
	2.4 Minerals and Petroleum	
	2.4.2 Protection of Long-Term Resource Supply	
	2.4.3 Rehabilitation	
	2.4.4 Extraction in Prime Agricultural Areas	
	2.5 Mineral Aggregate Resources	
	2.5.2 Protection of Long-Term Resource Supply	
	2.5.3 Rehabilitation	
	2.5.4 Extraction in Prime Agricultural Areas	
	2.5.5 Wayside Pits and Quarries, Portable Asphalt Plants and Portable Concrete Plants	

x	2.6 Cultural Heritage and Archaeology	Archeological Study completed. No concerns.
	3.0 Protecting Public Health and Safety	
	3.1 Natural Hazards	
	3.2 Human-made Hazards	

Other Provincial Interests

Ministry	Policy	Comment
MMAH		
MCul	Preservation of Archeological Resources	
MOE		
MTO		
MNR		
OMAFRA	Guidelines on Permitted Uses - Prime Agricultural Areas	

County of Bruce Official Plan

5.5 Agricultural Areas

5.8 Hazard Land Area

6.5 .3 Land Division Policies

Municipality of Brockton Zoning By-law

Section 6 General Agriculture

Section 17 Agriculture commercial Industrial (ACI)

Appendix 7

Draft By-law Number 2018-xx

A by-law to adopt Amendment Number 232

to the County of Bruce Official Plan

Authority is provided in Sections 17 and 21 of the Planning Act, R.S.O. 1990, as amended.

THE COUNCIL FOR THE CORPORATION OF THE COUNTY OF BRUCE ENACTS BY-LAW 2018-xx AS FOLLOWS:

1. Amendment Number 232 to the County of Bruce Official Plan, attached and forming part of this by-law is approved.
2. That this By-law come into force and take effect on the day of the final passing thereof, subject to the provisions of the Planning Act, R.S.O. 1990, as amended.

Passed this ___st day of December, 2018

Warden

Clerk

Part B - The Amendment

Introductory Statement

All of this part of the document entitled “Part B - The Amendment” and consisting of the following text, and attached map designated as Schedule “A”, constitutes Amendment Number 232 to the Bruce County Official Plan.

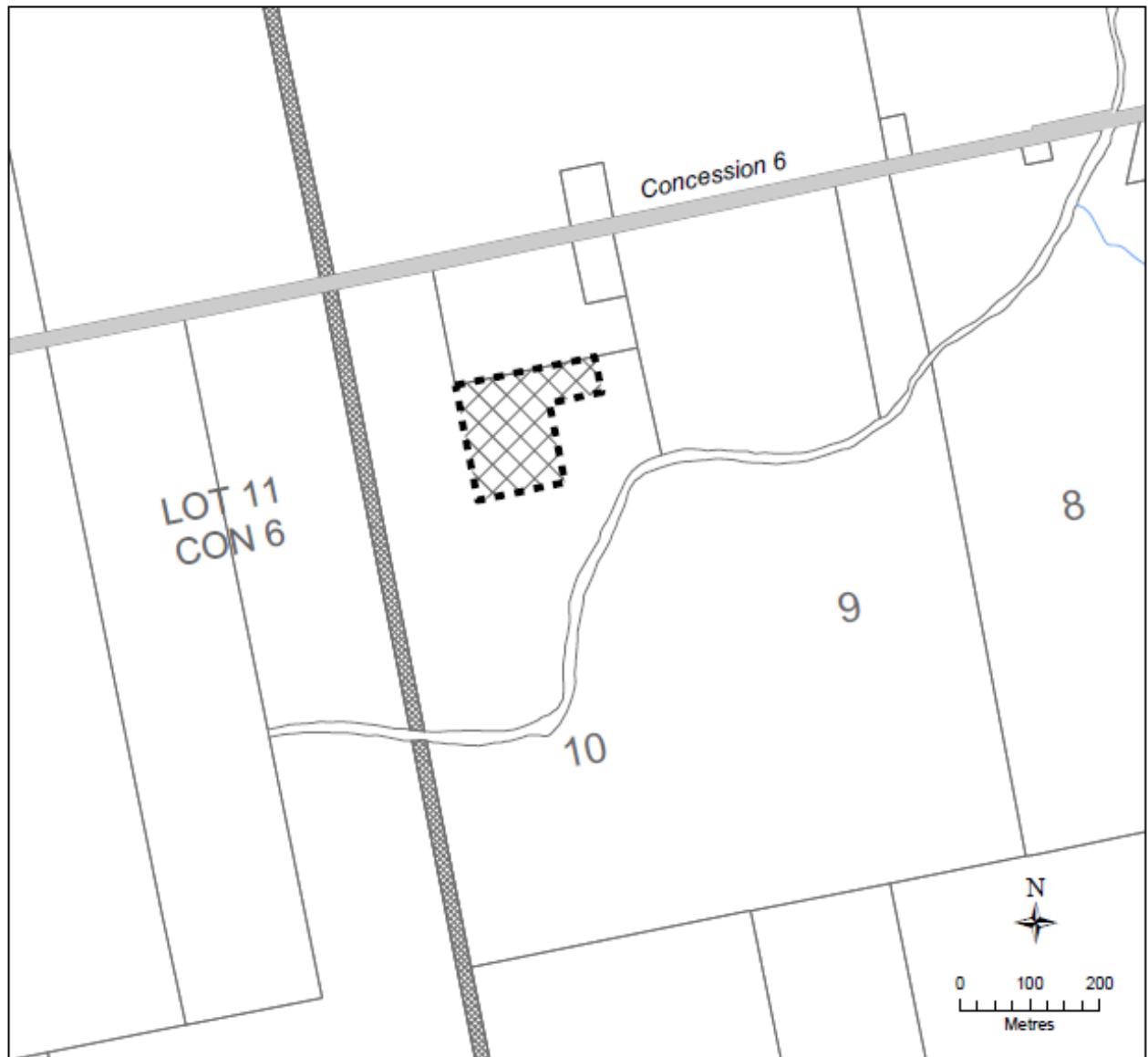
The Amendment

1. Schedule A: Land Use is amended by changing the designation on the lands at Part of Lot 10, Concession 6, geographic Township of Greenock, Municipality of Brockton to ‘Agricultural Area with Exceptions’ to facilitate the expansion of ‘Fritz Construction Services Inc’ (operating as Fritzall) and to recognize the undersized retained agricultural parcel.
2. The Bruce County Official Plan is amended by adding the following subsection to Section 5.5.13. - Exceptions- Agricultural Areas

5.5.13.84

Notwithstanding the policies of Section 5.5 (Agricultural Area) of this Plan, the lands subject to Site Specific Policy Area **5.5.13.84** and designated ‘Agricultural Area with Exceptions’ on Schedule ‘A’: Land Use (South Section) at Part of Lot 10, Concession 6, geographic Township of Greenock, Municipality of Brockton shall permit agricultural uses and in addition, shall also permit a pre-cast concrete forming industrial use including the use of the lands for outside storage subject to a maximum lot area of 6.0 ha. Mitigation measures related to the industrial use with respect to noise impact on the adjacent residential lot, visual screening of the operations from the public road, encouraging the land to remain in an agricultural use, and undertaking an archeological study because of the high potential for archeological resources shall be implemented through the rezoning of the land including the use of holding provisions.

Schedule 'A'



Schedule 'A'
to
Amendment N0. 232
Bruce County Official Plan

Part of Lot 10, Concession 6
(189 Concession 6)
Municipality of South Bruce
(geographic Township of Culross)
County of Bruce



Lands subject to section
5.5.13.84 - 'Agricultural Area with Exceptions'

File: BCOPA 232-2018-31
Z-33-2018.31

Applicant: Lisa & David Hinsperger
c/o Ron Davidson, Land Use Planning Consultant

Date: November, 2018



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: December 20, 2018

Re: 2018 Explore the Bruce Adventure Passport Final Report

Recommendation:

The 2018 Explore the Bruce Adventure Passport Final Report is for information.

Background:

The Adventure Passport (AP) program, started in 2005, is a self-guided scavenger hunt designed to encourage people to venture off the beaten path and explore some of the experiences Bruce County has to offer. Each year, unique locations across the County are chosen to be “passport stops” from May 1st until October 31st. Clues on the AP help participants find the passport stops, where they'll also find a unique hole-punch used to mark their AP game cards. A minimum of seven of the twelve passport stops must be completed in order to be eligible for a free t-shirt and monthly grand prizes.

The objectives of the County running the Adventure Passport program are twofold:

1. to increase length of stays by peak season visitors
2. to increase average spending by peak season visitors

The Adventure Passport draws from two distinct markets categorized by the Provincial profiling segments of “Backcountry Families” and “Comfortable Retirees”. (See Appendix ‘A’ for attributes)

2018 Adventure Passport Highlights

Almost all of the AP participants (98%) are from Ontario. The majority of participants (73%) are from Bruce, Grey and Simcoe Counties. Close to half of participants (47%) heard about the program via “Word of Mouth” and a little over half (51%) pick up their passport from visitors centres across the County (see “Appendix ‘A’”). It is essential to note the importance of collaboration with communities and local visitor centres in the execution of the program, as this is where most of participants pick up their passports.

- **Participation:** 2639 passport submissions (completed or partially completed) - 1,075 down from 2017

- **Ripley Mini Tour:** mini-tours are designed to showcase a downtown each year and to encourage longer stays / increase spending.
- **The Adventure Passport Website:** new to the website is an interactive map which details suggested tours / routes and places to shop, eat, stay and explore. This encourages visitors to move around the County.
- **Paddle Punch:** The Paddle Punch Box was installed at Hidden Valley Campground between Paisley and the Saugeen Bluffs Conservation Area. Participants could only access the box by paddling down the Saugeen River. The goal was to promote paddling, the Saugeen River and local outfitters. Prizes included paddling packages donated by Thorncrest Outfitters and a set of paddles donated by Grey Owl Paddles. In total, 27 participants travelled down the river to get their Paddle Punch.
- **Most visited Adventure Passport:** This year, the Elora Soap Company in Paisley had the most visits with a total of 1,061 people stopping at this location
- **Top Three:** Greenock Swamp (47%), Jones Bluff (36%), Apple Rail Trail (34%).
- **Digital Bonus Stops:** eight Adventure Passport photo frames were installed within Bruce County to increase the online presence of the program. As a result, 66 visitors took photos with these picture frames and tagged them on social media using the hashtag #ETBAdventurePassport. The hashtag was used a total of 170 times this summer. Prizes were given out through Facebook on a monthly basis.

2018 Adventure Passport Submission Results:

Passport Participation Submissions	
Total Completion:	2,639
Completed ≥7 Stops:	2,094
Completed all Stops:	575
Completed Ripley Mini-Tour Stops:	752
Completed the Paddle Punch Stop:	27

The Adventure Passport website features three self-guided tours / routes within each of the three regions within Bruce County (Peninsula, Lakeshore, Interior). This was a new addition to the program. These tours highlight scenic roads, restaurant recommendations and suggested hikes and activities along the route. The website is user friendly and helps families plan their visit in Bruce County.

Number of Visits, by Region:	
Peninsula:	286
Lakeshore:	199
Interior:	145

2018 Adventure Passport Survey Results:

After completing and submitting their passport, participants are asked to also complete a survey. This year, there were a total of 246 surveys returned.

- Spending while completing the AP:
 - \$131 average spend on gas
 - \$41 average spend on snacks
 - \$67 average spend on meals
 - \$6 average spend on entrance fees
 - \$46 average spend on retail
 - \$203 average spend on accommodation
 - Total average spend \$494
- Passport Stops at a business
 - 40% of survey respondents said they are more likely to go into the store,
 - 44% said they like to stop in but it doesn't really affect their browsing habits
 - 7% responded that they are only going to the stop
- 85% of 246 surveys said they do the Passport just to explore the area
- 53% of the 246 surveys said they (also) do it for the t-shirt
- 100% have or will be recommending to friends and family
- 75% said that nothing will stop them from completing the 2019 Adventure Passport
- 25% saying it's in the plans to complete it.

It's important to highlight that 100% of participants recommend the program to family and friends. (See "Appendix 'C' for program testimonials)

Conclusion:

There is room for improvements to the Adventure Passport to keep up with how visitors are traveling today. Overall, there was a decrease in participation this year. This information will be taken into consideration for the development of the 2019 and 2020 Adventure Passport Program. Staff will be reviewing sociological, economic and technological trends when developing the Adventure Passport for subsequent years. Additionally, the results from the Economic Impact of Tourism Study will give the program better focus on visitation trends and how to encourage visitors to stay in Bruce County longer to participate in the program. Consultation with local communities will be vital during this review, especially with our local visitor centre staff as they are our ambassadors for the program.

In summary, next year marks the 15th anniversary of the Explore the Bruce Adventure Passport. Next year's stops will highlight some communities within each municipality and different experiences within the Bruce County.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None to consider.

Link to Strategic Goals and Elements:

Goal # 3 - Find creative ways to engage our public

Element # f - Easy feedback forum.

Goal # 6 - Explore alternative options to improve efficiency and service.

Element # b - Develop system for measuring our processes and their desired outcome.

Goal # 7 - Stimulate and reward innovation and economic development.

Element # d - Vocally support all industry in Bruce County.

Written by: Vicki Ly, Economic Development Officer, Planning and Development

Approved by:

A handwritten signature in black ink, appearing to read 'Marianne Nero', with a stylized flourish at the end.

Marianne Nero
Acting Chief Administrative Officer

“APPENDIX A”

Target Audience Details

Backcountry Families	Comfortable Retirees
<ul style="list-style-type: none"> • Higher Participation (Index Score) • Exurban, Town & Rural settings (NOT Urban, Suburban) • Middle age to older, but many still with children at home (43% 3+ HH size) • Middle income households (\$93,000) • Middle income, mid to lower education attainment (15% university) • Low cultural diversity index • Social values <ul style="list-style-type: none"> • Obedience to authority - traditional family structure • Propriety - sticks to rules, traditions to be shared with family • Aversion to complexity - use technology for primary utilitarian purposes • Attraction to nature - concern about the environment • Narrow - limited focus - avoids unnecessary purchases, supports • smaller and local businesses • Explorer Quotients - Similar <ul style="list-style-type: none"> • No Hassle Travelers • Rejuvenators 	<ul style="list-style-type: none"> • Moderate Participation (Index Score) • Suburban, Town Mix & Rural settings (close to Backcountry Families) • Older - mature (retired or nearly retired segment) • Fewer with children at home (33% with 3+ HH size) • Middle income households (\$84,000) • Lower university education attainment (17%) • Low cultural diversity index • Social values <ul style="list-style-type: none"> • Ecological fatalism • Attraction to nature • Environmental protection • Culture sampling • Explorer Quotients - Mix <ul style="list-style-type: none"> • Authentic Explorers • Rejuvenators • Virtual Travelers • Personal History Explorers

“APPENDIX B”

Participants are From:

Ontario:	98%
Bruce, Grey or Simcoe Counties:	73%
Greater Toronto Area & Hamilton:	16%
Kitchener, Waterloo, or Guelph:	14%
London or Sarnia:	4%

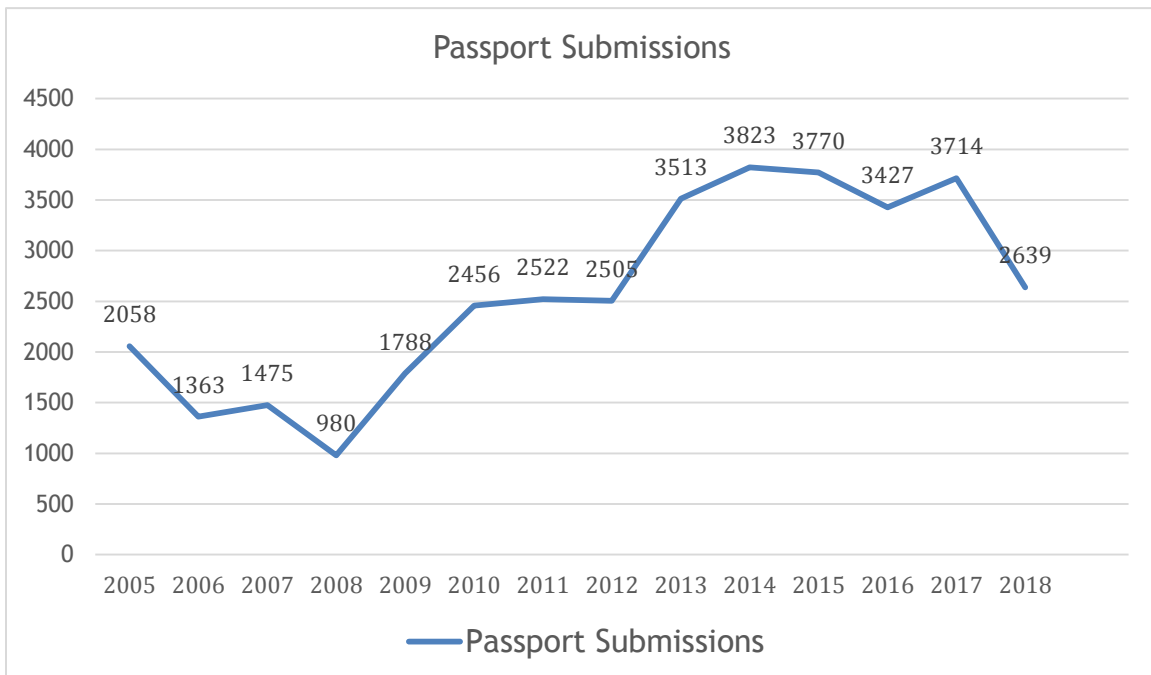
Participants Heard About the Passport:

(note: multiple sources allowed)

By word of mouth	47%
Online	17%
At a Visitor Information Centre	12%
By happening upon the Passport box	9%
In a store	7%
On the Radio	6%
In a magazine	4%

Participants Get Their Passport:

At a Visitor Information Centre	51%
At the Passport box	20%
Summer Patrol	2%



“APPENDIX C”

2018 Participant Testimonials

Awesome, the best part was the pictures from the Jones Bluff and doing the 8.8km trail, we didn't turn around - 4 kids and 2 adults completed it - and it was AWESOME!!

- Mississauga, ON

I love that while some stops are obvious, others are not and you have to work a little to find the passport box! The Rural Rootz stop is a fantastic hike for kids - not too long, but just right. We especially love the scenic stops such as Fairy Lake, with the short hike around the lake to the lookout spot. We have been doing this as a family for the past four years now and it has become a May long weekend family tradition! My sister, my dad and my family are all from different cities and it is fun to meet up and start the explore the Bruce adventure together. It is a family activity that we look forward to each year. We think a great addition would be at the old Oliphant Pavilion or Oliphant Marina! Thanks for another great year of Explore the Bruce!

- Toronto, ON

It was an amazing day! The weather was perfect. We had a struggle with the coordinates for a while but then we found the revised coordinate list and everything worked well after that. Hoping to finish the last passport stops later on this summer. We have been doing this for about 9 years...we still love it. We look forward to 'Exploring the Bruce' every year, revisiting old favourites and discovering new hidden treasures in Bruce County.

- Kirkton, ON

Love it every year. Started doing it years ago while camping in the area and then renting a cottage in Pike Bay for one week each year. In 2015 we bought our own cottage near Miller lake on the Bruce Peninsula. We love the area and the fun we have each year completing the passports. Keep it up and we will too!

- Beamsville, ON



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: December 20, 2018

Re: Spruce the Bruce 2018 Final Report

Recommendation:

The Spruce the Bruce 2018 Final Report is for information.

Background:

In its' 9th year, Spruce the Bruce supports local community efforts to facilitate long-term downtown revitalization plans, bringing together stakeholders to build community capacity and assist with strategic policy and capital investment. The program provides communities with the resources to develop strategies and implementation methods necessary to maintain and grow healthy commercial areas in association with the County and various partners.

The program continues to reap results as seen via received support, demand for grants that help with physical design improvements, economic development, marketing/promotion plans and studies that support local revitalization and overall community health.

2018 Highlights:

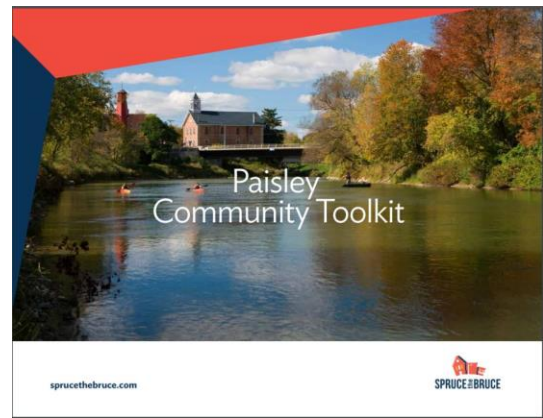
The granting portion of the program launched February 1, 2018. The deadline for approved applicants to complete their project was October 31, 2018. Staff regularly communicated with applicants and local organizing committees throughout the year to ensure each community was aware of the grant program and had the opportunity to apply.

Although not all grant funds were allocated this year, due to a few projects not being completed within the specified timeline and several projects coming in under budget, there was a high level of engagement with 41 successful grant recipients in 2018.

Of special note is that two new communities came onboard with the program this year as they demonstrated they had the necessary ingredients for success: organization; foundations; and local leaders in the community who can accomplish the goals and objectives.

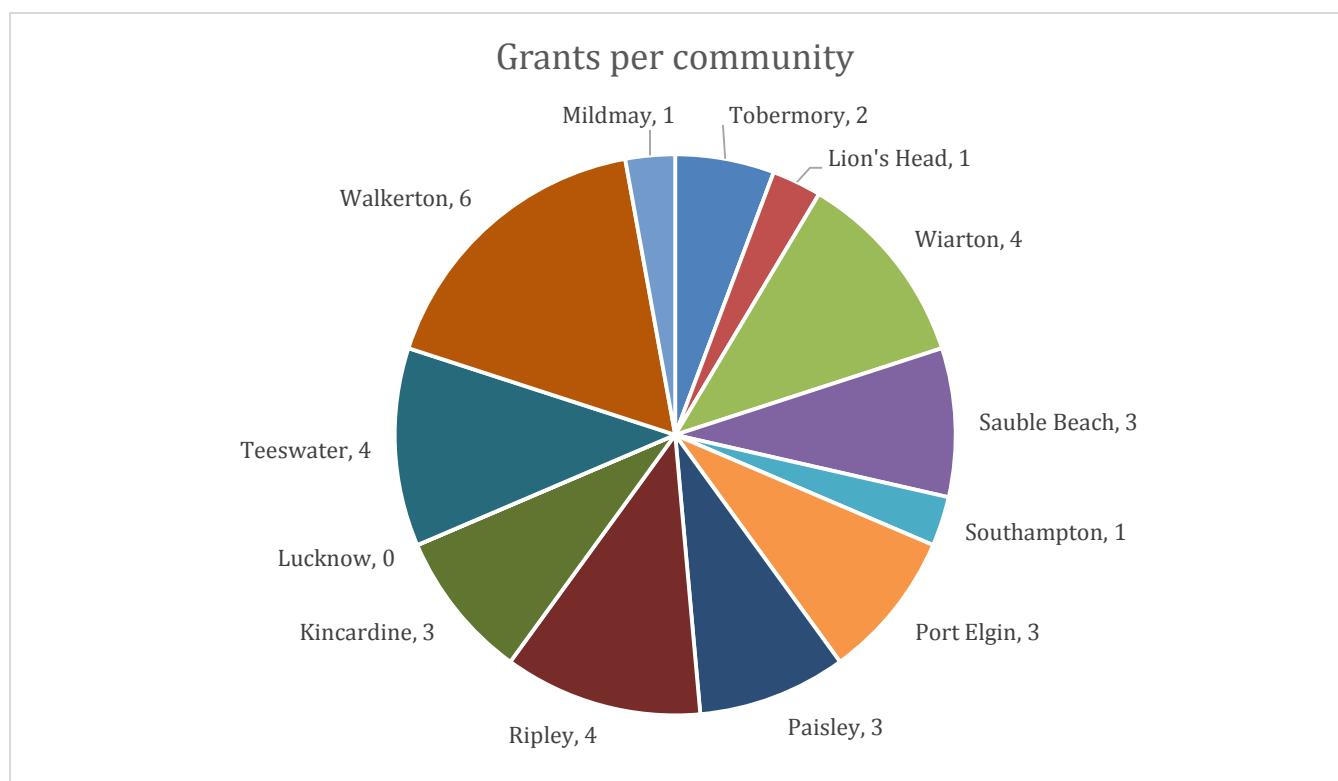
On February 12, 2018, Arran-Elderslie Council approved and endorsed, the Spruce the Bruce Toolkit for Paisley and acknowledged their continued support to the Paisley Spruce the Bruce Committee in their commitment to downtown revitalization.

On February 13, South Bruce Council supported the Teeswater Tourism Committee in an effort to move forward their Spruce the Bruce Toolkit and the actions within the Plan.



Other communities eligible for grants in the 2018 as part of step five of the program: Capitalize included Kincardine, Lion's Head, Lucknow, Mildmay, Port Elgin, Ripley, Sauble Beach, Southampton, Teeswater, Tobermory, Walkerton and Wiarton.

The charts below illustrate the breakdown of the grants awarded by community.



There were an additional six grants awarded under the Explore the Bruce marketing grants. The Explore the Bruce grants facilitated efforts to market and promote collaborative partnerships between business owners and local associations.

Total Grants awarded by Type in 2018:

- 2 Community Signage Grants
- 2 Destination Infrastructure Grants
- 9 Façade Improvement & Sidewalk Patio Grants
- 15 Storefront Signage & Awning Grants
- 7 Streetscape Beautification Grants
- 1 Regional Marketing Grant
- 5 Collaborative Marketing Grants

The County of Bruce, through the Spruce the Bruce granting portion of the program, invested a total of \$106,816.50 towards 41 projects. The total investment (public / private) was \$402,423. The investment by Bruce County additionally leveraged \$295,607.05 of both private and public dollars, which was invested back into strengthening downtown community economies.

Every \$1 dollar invested by the 2018 Spruce the Bruce program yielded an average return of \$2.34 in Bruce County communities. This is a lower ratio than the program has seen in previous years and staff will be reviewing how leverages can increase in 2019. The average cost per project in the 2018 Spruce the Bruce program was \$9,815.

\$106,816

- Total Granted by the County

\$295,607

- Total Leveraged Amount

\$402,423

- Total Project Amount

\$9,815

- Average Cost Per Project

\$1 : \$2.34

- Average Rate of Return Ratio

All successful applicants have now completed their 2018 projects. The following is the final list of the completed project grants who have received. (See Appendix 'A' for testimonials and before and after images from some of the highlighted recipients).

Spruce the Bruce Grants

Recipient	Community	Grant Type	Grant Amount
Kincardine & Bayfield Hearing Clinics	Kincardine	Storefront Signage & Awning	\$375.00
The Loop	Kincardine	Storefront Signage & Awning	\$1,000.00
Now Playing	Kincardine	Storefront Signage & Awning	\$1,000.00
Lion's Head Motel	Lion's Head	Façade Improvement	\$2,187.50
Balaklava Audio	Mildmay	Storefront Signage & Awning	\$1,000.00
Cowan Canoe & Kayak Livery Inc	Paisley	Storefront Signage & Awning	\$1,000.00
Municipality of Arran-Elderslie	Paisley	Streetscape Beautification	\$6,869.30
Paisley Chamber of Commerce	Paisley	Streetscape Beautification	\$4,500.00
All Seasons Motel	Port Elgin	Façade Improvement	\$4,000.00
The Woodpecker	Port Elgin	Storefront Signage & Awning	\$1,000.00
All Seasons Motel	Port Elgin	Storefront Signage & Awning	\$732.50
Township of Huron-Kinloss	Ripley	Community Signage	\$5,000.00
FIG Studio Kitchen	Ripley	Façade Improvement	\$2,048.80
FIG Studio Kitchen	Ripley	Storefront Signage & Awning	\$829.16
Township of Huron-Kinloss	Ripley	Streetscape Beautification	\$9,542.40
K's Takeout (Chip & Patty)	Sauble Beach	Façade Improvement	\$2,854.95
K's Take Out (Chip and Patty)	Sauble Beach	Storefront Signage & Awning	\$1,000.00
Bikini Paradise	Sauble Beach	Storefront Signage & Awning	\$1,000.00
Southampton BIA	Southampton	Streetscape Beautification	\$2,100.00
Stephanie Currie - Teeswater Hotel	Teeswater	Façade Improvement	\$4,000.00
McDonagh Insurance Brokers	Teeswater	Façade Improvement	\$2,835.61
Jenessa's Hair Studio	Teeswater	Façade Improvement	\$2,955.69

Recipient	Community	Grant Type	Grant Amount
Municipality of South Bruce	Teeswater	Streetscape Beautification	\$3,262.95
The Fish & Chip Place	Tobermory	Storefront Signage & Awning	\$1,000.00
Tobermory Princess Hotel	Tobermory	Storefront Signage & Awning	\$1,000.00
Walkerton Community Improvement Committee	Walkerton	Community Signage	\$5,000.00
Community Improvement Committee	Walkerton	Destination Infrastructure	\$2,500.00
Community Improvement Committee	Walkerton	Destination Infrastructure	\$2,500.00
Elephant Juice Walkerton	Walkerton	Storefront Signage & Awning	\$1,000.00
Essential U Designs	Walkerton	Storefront Signage & Awning	\$1,000.00
Walkerton Community Improvement Committee	Walkerton	Streetscape Beautification	\$9,660.00
The Round Table	Warton	Façade Improvement	\$4,000.00
One Life Health & Wellness	Warton	Façade Improvement	\$1,117.33
One Life Health & Wellness	Warton	Storefront Signage & Awning	\$653.33
Town of South Bruce Peninsula	Warton	Streetscape Beautification	\$3,946.50
Total			\$94,471.02

Explore the Bruce Grants

Recipient	Grant Type	Grant Amount
Harron Marketing	Regional Marketing	\$2,500.00
Saugeen Valley Conservation Authority	Destination Infrastructure	\$2,500.00
Township of Huron-Kinloss	Collaborative Marketing	\$2,080.00
Town of Saugeen Shores	Collaborative Marketing	\$2,500.00
Teresa Purchase	Collaborative Marketing	\$265.48
Bruce Peninsula Biosphere Association	Collaborative Marketing	\$2,500.00
Total		\$12,345.48

Please note: in the Town of South Bruce Peninsula and Township of Huron-Kinloss, approved grant project funding is split into thirds. One third paid by the municipality, one third paid by the County and one third paid by the applicant.

Looking Ahead to 2019:

Staff have worked with municipal and community leaders to complete an Economic Assessment for each community. This will allow us to track economic development improvements, changes and capacity within each community. This assessment aligns with the Business to Bruce and Explore the Bruce initiatives, as an overarching assessment of economic development. Some of the identified areas to focus on in 2019 include:

- Continuing to update Community Toolkits and supporting community developed and driven local Action Plans.
- Reviewing options for 2019 grants including specific criteria for each grant to ensure alignment and potential additional grant types/categories that support the broader economic development.
- Continuing to expand and work with communities on enhanced branding efforts and highlighting a “Destination Development” focused agenda at the local community level.
- Continuing to enhance the program awareness and branding of the Economic Development programs both within the County and within the Province.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None

Link to Strategic Goals and Elements:

Goal #7 - Stimulate and reward innovation and economic development

Element #C - Create local small business incubation and innovation centre for local economic development.

Written by: Paul McGrath, Project Coordinator, Planning & Development

Approved by:



Marianne Nero
Acting Chief Administrative Officer

Make + Take Workshop (Essential U Designs), Walkerton

Storefront Sign and Awning Grant

“This project has made our business identifiable to customers from the street and potential customers going by can now see where we are as well.”

- Laura Girdler



Jenessa's Hair Studio, Teeswater

Facade Improvement and Sidewalk Patio Grant

“This is a brand new business and therefore was necessary to have business signage, lighting, signage advertising hours, and a face lift to the building. The building before was tired and needed a facelift and had since drawn more traffic to the downtown core and has helped the overall facade.”

- Jenessa McKee



Southampton BIA, Southampton

Streetscape Beautification Grant

“We hope that the new bike racks will encourage visitors to cycle to the downtown core instead of drive as parking availability has always been an issue downtown Southampton, especially May through September.”

- Heather Hyde



Municipality of South Bruce, Teeswater

Streetscape Beautification Grant

“The banners and flower boxes bring vibrancy and life to the downtown core with the feeling of being welcomed and wanting to come back. Getting people familiar with our logo and branding of Tractor Town will allow us expand on other projects with ease. Our downtown before was looking bare and unvisited and now it will encourage those to stop and shop and possibly even open a business seeing potential. Advertising the events will make visitors aware of our local annual events and give them another reason to return to our community.”

- Rhonda Niesen



The Loop, Kincardine

Storefront Sign and Awning Grant

“This project has not only increased the traffic into our store, it has also upgraded the look of the downtown core by giving the store a much needed facelift.”

- Misty Traynor



The Fish & Chip Place, Tobermory

Storefront Sign and Awning Grant

“The sign successfully increased the visibility to the pedestrian traffic in the downtown and harbour area. It was commented on by numerous local residents and tourists on the new clean look.”

- Nora Burns

-



One Life Health & Wellness, Warton

Facade Improvement and Sidewalk Patio Grant

“People coming into the store and letting us know that the front looks amazing and it spruces the town up.”

- Vicki Formosa



FIG Studio Kitchen, Ripley

Storefront Sign and Awning Grant

“Being a brand new business we had no numbers to compare but when our sign went up we had people noticing it from the 4 way stop in Ripley. We were in business for almost 1 month before we even had a sign and people were having trouble finding us. Once the sign went up they were shocked at how classy and beautiful it was.”

- David Cook



Paisley & District Chamber of Commerce, Paisley

Streetscape Beautification Grant

“The volume of the crowd that came to town to see was impossible not to notice. The press covered our event and numerous papers and online news featured stories about the murals. The radio did a call in show about it. If you could measure impact by smiling faces, it would rate very high! It was great for increased foot traffic, sales and exposure.”

- Karen Kimpel



After:





Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: December 20, 2018

Re: Land Use Planning Transformation Update

Recommendation:

The Land Use Planning Transformation Update report is for information.

Background:

The work that needs to be undertaken to transform land use planning can be described broadly within two areas: **A. Strategic Work** (addressing the need to develop a clear set of land use priorities and bring them forward into the policy framework); and **B. Tactical Work** (improving our application processes both at the County and Municipal level and improving overall interactions and communications).

The first part of the Strategic work encompasses the Bruce GPS Engagement project. This is Bruce County's collaborative community orienteering initiative that is part of a broader strategic project to yield a clear set of land use planning priorities, considering all aspects of securing the physical, economic and social efficiency, health and well-being of Bruce County into the future. The engagement project will help inform and lead into a comprehensive Official Plan (OP) Review that will start mid-2019.

The tactical work includes reviewing the land use planning process for improvements related to planning applications as well as improvements to the way communications are handled. A Memorandum of Understanding between the County and Municipalities outlining 'who does what' is an expected outcome of this review. Additionally, a Land Use Planning Engagement Guide will be produced that will make recommendations and modernize our current communication tools in 2018 with a goal of advancing department engagement and communications in 2019.

Projected Project Timelines:

	Q2 2018	Q3/4 2018	Q1/2 2019	Q3/4 2019	Q1/2 2020	Q3/4 2020
BRUCE GPS Engagement	June		Report			
County Official Plan			Initiate			
Process Improvements			Database		MOU*	
Communications		Phase 1	Phase 2			

* Please note that the timing for the MOU work with our partner municipalities has been extended to 2020. The thinking is that this important work should be completed once the majority of the Transformation project is complete to ensure relevancy and comprehensiveness.

Tasks Completed:

The following tasks have been completed:

Bruce GPS Engagement:

- Regular reporting to County Planning Committee
- Web site with survey, map application and Frequently Asked Questions was developed
- Social media accounts set up, content created and updated
- Kick Off Event was held
- Pop Up booths set up for in-person engagement at community events
- Local Council presentations
- Stakeholder workshops
- Saugeen Ojibway Nation and the Historic Saugeen Metis meetings in November
- Lura's First Draft of the GPS User's Guide, currently under review by staff

Process Improvements and Communications:

- Established 'Standard' process boards in each 'Hub' office to visualize how files move through the process, where files tend to get slowed down, and how the process creates / delivers value for Council, applicants, and the public at large
- Prepared new standard templates for Planning reports that meet accessibility requirements and reduce copying, pasting, and re-formatting
- Streamlined the internal approval and certification process for consents (lot creation)
- Project 'Cityworks' software tool to improve inquiry and application management and integrate with BruceWorx
- Tenzing Communications was retained in October to assist in the development of an Engagement Guide. A strategy to develop the Engagement Guide has been completed

Upcoming Activities:

The following are the main activities for the next few months:

Bruce GPS Engagement:

- Finalize the Draft Bruce GPS User's Guide
- Phase 3 Engagement to begin in early 2019

Process Improvements and Communications:

- Develop a survey to establish how well people are currently engaged with the planning process and identify areas of improvement; improve existing communications templates and website; produce a 'Bruce County Planning Navigator' document to improve overall engagement in the planning process.
- Continue to standardize work and experiment with process improvements
- Implement standardized workflows into Cityworks system

Financial/Staffing/Legal/IT Considerations:

The ongoing work including Bruce GPS Engagement, Process Improvements and the development of an Engagement Guide was included in the 2018 budget; and, unused funds will be carried forward to complete the work in 2019.

The acquisition of a new Planning Database was partially funded in 2018, to allow for the preliminary establishment of a robust framework to house and maintain our current Geographical Information System (Mapping tools - ArcGIS and Geocortex), and that would support expansion and addition of other tools that can interface with our GIS system. A request for an additional \$55,106.00 is included in the 2019 Budget to facilitate acquisition of the new Planning Database, CityWorks PLL.

Interdepartmental Consultation:

Information Technology Services (ITS)

Link to Strategic Goals and Elements:

The Land Use Planning Transformation is considered a Council priority and is aligned in some way with nearly every goal and several elements of the Strategic Plan, including:

2. Leverage Technology

Element C: Effective, understandable communication (web-based and social media)

3. Find creative new ways to engage our public

Element E: Host regular public meetings on County governance - go where the public go.

Written by: Bruce Stickney, Manager Land Use Planning, Planning and Development

Approved by:

A handwritten signature in black ink, appearing to read "M. Nero", with a large, stylized flourish at the end.

Marianne Nero
Acting Chief Administrative Officer