



Committee Report

To: Warden Janice Jackson
Members of the Planning and Development Committee

From: Mark Paoli
Director of Planning and Development

Date: March 18, 2021

Re: Plan the Bruce: Good Growth Interim Report

Staff Recommendation:

The Plan the Bruce: Good Growth Interim Report is for information.

Background:

The Plan the Bruce Discussion Papers are the next steps to set out a policy framework for a collective Vision and Guiding Principles for growth and development in Bruce County and form the backbone of the new Official Plan.

The Discussion Paper projects are presented in a staggered approach and are presented in a two-step process as follows:

1. The first step is an **Interim Report** which provides the background information and draft recommended directions as a base for broader community engagement.
2. The second step, which follows community engagement and any further needed analysis, is the **Discussion Paper** which will set out the key findings and final recommended policy directions for the Official Plan.

The Interim Reports will be in a traditional project report format, while the Discussion Papers will be in an accessible and engaging format to support broad communication. Throughout this process, the Plan the Bruce website will be the main platform for awareness and engagement.

The Plan the Bruce: Good Growth first Guiding Principle project is to advance an Interim Report (attached). The Interim Report was prepared Watson & Associates with input from County planning staff.

Interim Report Summary and Recommendations

The 20 recommended directions from the Interim Report are listed below and are offered to inform public consultation and policy development on the Plan the Bruce: Good Growth as it moves forward.

Topic	No.	Recommended Direction
Residential Themes	1	Maintain a Distinct Settlement Area Structure
	2	Plan for Permanent Population Growth Within the County
	3	Plan for Seasonal Population Growth Within the County
	4	Update County-wide Housing Projections
	5	Promote and Plan for Residential Intensification
	6	Define a Regional Market Area
	7	Responsibly Manage Municipal Infrastructure
	8	Develop a Robust Plan Monitoring and Evaluation Framework
Non-Residential Themes	9	Establish Consistent Employment Area Delineations
	10	Continue to Plan for Future Employment Lands Development within Bruce County
	11	Ensure that Employment Lands are Well Adapted to Structural Changes Occurring in the Evolving Macro-Economy
	12	Provide Stronger Direction Regarding Employment-Supportive Uses in Employment Areas
	13	Develop a General Marketing Strategy to Promote and Develop the County's Employment Areas
	14	Continue to Provide Broader Market Choice on Bruce County Employment Lands
	15	Explore Opportunities for Intensification of Employment Lands within Urban Settlement Areas
	16	Protect Employment Lands from Conversion to Non-Employment Uses
	17	Continue to Recognize Opportunities for Agricultural-related Industrial and Commercial Uses on Agricultural Lands Subject to Local Official Plan Policies
	18	Plan for the Vision of the Urban Employment Areas by Mitigating Land-Use Compatibility Conflicts
	19	Encourage Office Development in Downtowns and Support Smaller-Scale Office Opportunities in Designated Employment Areas
	20	Conduct a Commercial Land Needs Study that Specifically Addresses the County's Retail Requirements and Commercial Structure

Communication and Engagement:

In terms of communication and engagement, the approach will be to recognize public health considerations to manage the COVID-19 pandemic, while seeking to maximize awareness and involvement. More specifically, the communication tactics planned for the next phase of the Plan the Bruce: Good Growth project are:

- Information and tools on the project website at www.planthebruce.ca
- Social media posts to generate traffic to the project website
- Meetings with community stakeholders and delegations to Local Councils, in accordance with public health measures
- Pop up or virtual booths at community events, where possible.

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:

Plan the Bruce was identified as a major initiative and Council priority in the 2021 Planning and Development Business Plan.

Report Author:

Daniel Kingsbury, RPP
Senior Policy Planner

Departmental Approval:

Mark Paoli, Director
Planning and Development

Approved for Submission:

Sandra Datars Bere
Chief Administrative Officer