



# Bruce County Growth Management Strategy (G.M.S). Council Presentation

---

March 2021

# Study Purpose



- Watson & Associates Economists Ltd. (Watson) and WSP, were retained by Bruce County to undertake a growth management strategy (G.M.S).
- This growth management strategy will inform the comprehensive review of the Bruce County Official Plan and, as such, will include an overview of the County's projected growth over the next 25 years, in keeping with the Good Growth Guiding Principle developed through the Bruce GPS engagement project, and consistency with the Provincial Policy Statement (P.P.S.). This study will provide the following outcomes:
  - Long-Term Growth and Land Needs Analysis;
  - Public and Stakeholder Engagement; and
  - Policy and Strategic Recommendations.

# Purpose of Presentation



- The purpose of this presentation is to provide Council with the findings of our technical analysis as it relates to the County-wide residential and non-residential land needs analysis.
- Furthermore, for information purposes, Watson will explore several of the residential and non-residential policy recommendations.
- After conducting the stakeholder sessions, the policy recommendations will be refined and brought back to council for further review.



# Planning Context



**COUNTY OF BRUCE**

---

**OFFICIAL PLAN**

---

Adopted By County Council  
May 20, 1997

Approved by Minister of Municipal Affairs  
September 15, 1998


Approved by the Ontario Municipal Board  
November 16, 1999


Five Year Review Approved by MMAH  
June 21, 2010

(Office Consolidation – Jan. 2006)  
(Update – May 2008)  
(Consolidation – including OPA 99 – Feb. 2009)  
(Consolidation – including Adopted OPA #116 – April 2009)  
(Consolidation – including MMAH Decision – August 2010)  
(Consolidated Copy – September 23, 2010)  
(OMB Decision [L201020] – June 30, 2011)  
(Update – August 2011)  
(OMB Oral Decision [L201020] – January 18, 2012)  
(Consolidation including OMB Decision of Mar 1, 2012 [L201020] – March 22, 2012)  
(Consolidation – June 2012) (Consolidation – January 2013) (Office Consolidation – April 2013)  
(Consolidation – June 2013) (Consolidation – October 2013) (December 2013) (April 2014) (Nov. 2014) (February, 2015) (July 2015) (Sept 2015) (June 2016) (Nov. 2016) (Mar 2017) (July 2017) (Aug. 2017) (September 2017)


**Bruce GPS Report**

A collaborative land use planning vision to help shape  
Bruce County for the next 20 years.






**BRUCE  
GPS**  
EXPLORING OUR WAY FORWARD



**PLAN THE BRUCE:  
HOMES**

Interim Report  
November 27, 2020



HERITAGE | CONNECTING | GOOD GROWTH | AGRICULTURE | COMMUNITIES | **HOMES** | NATURAL LEGACY | BUSINESS



**Bruce County – Land Use Service Delivery Review  
Final Report and Recommendations**

Delivered: October 6, 2020




1

ontario.ca/PPS

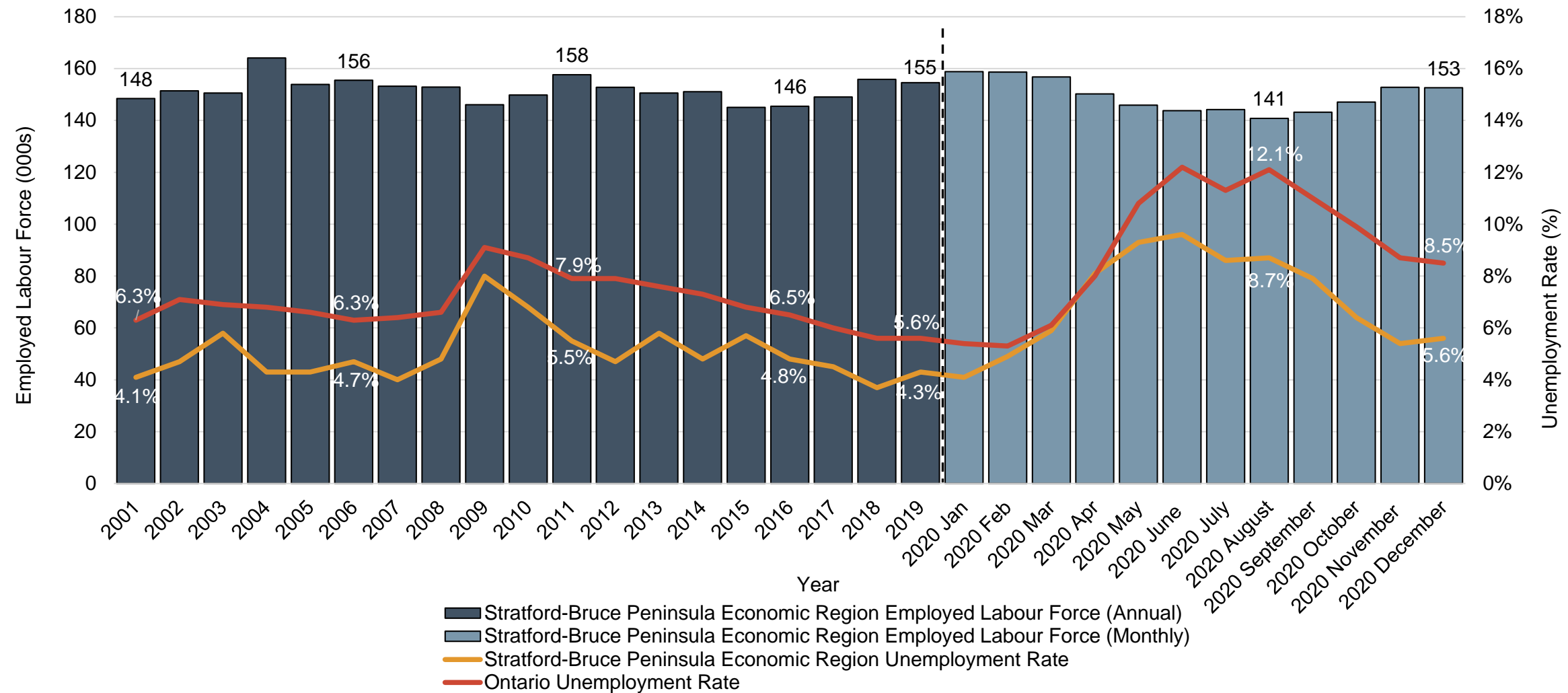
**Provincial Policy  
Statement, 2020**

*Under the Planning Act*

Ontario 

# Recap of Population, Housing and Employment Forecast

# Perth, Huron, Bruce, and Grey County Combined Labour Force Trends, 2001 to December 2020



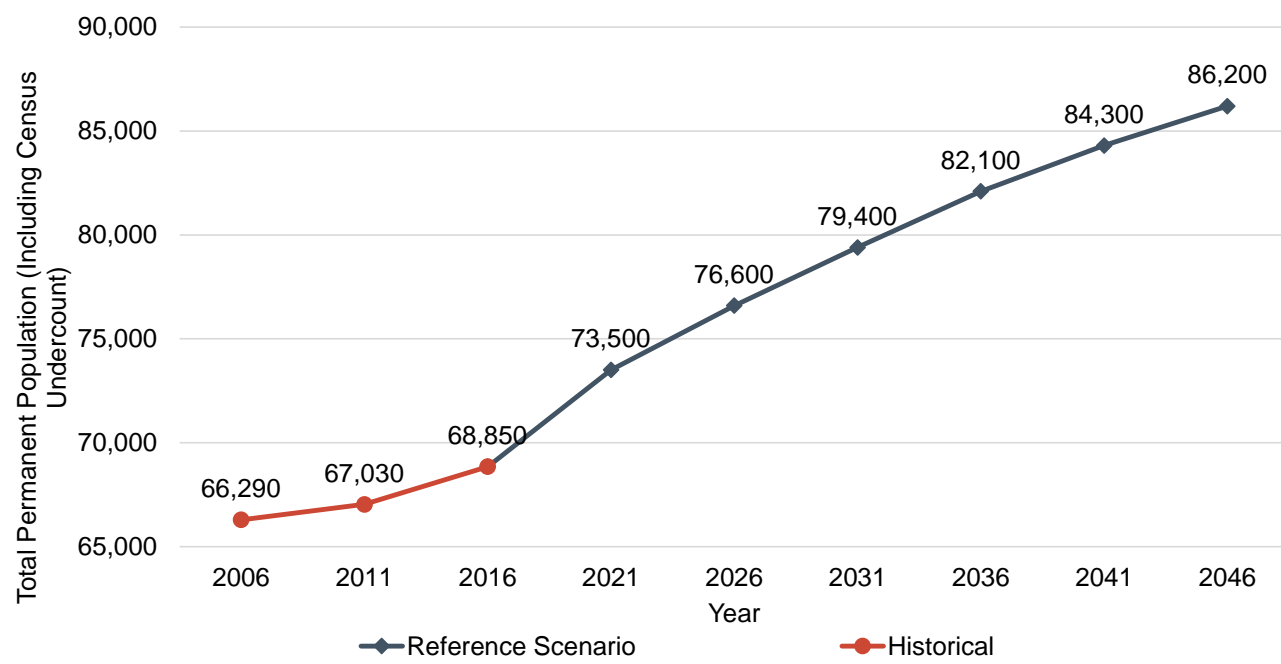
Note: Statistics Canada Labour Force Survey and Census labour force statistics may differ.  
Source: Statistics Canada Data Tables 14-10-0092-01, 14-10-0091-01, and 14-10-0293-02. By Watson & Associates Economists Ltd., 2020.

# Bruce County Preferred Permanent Population Growth Scenario, 2016 to 2046



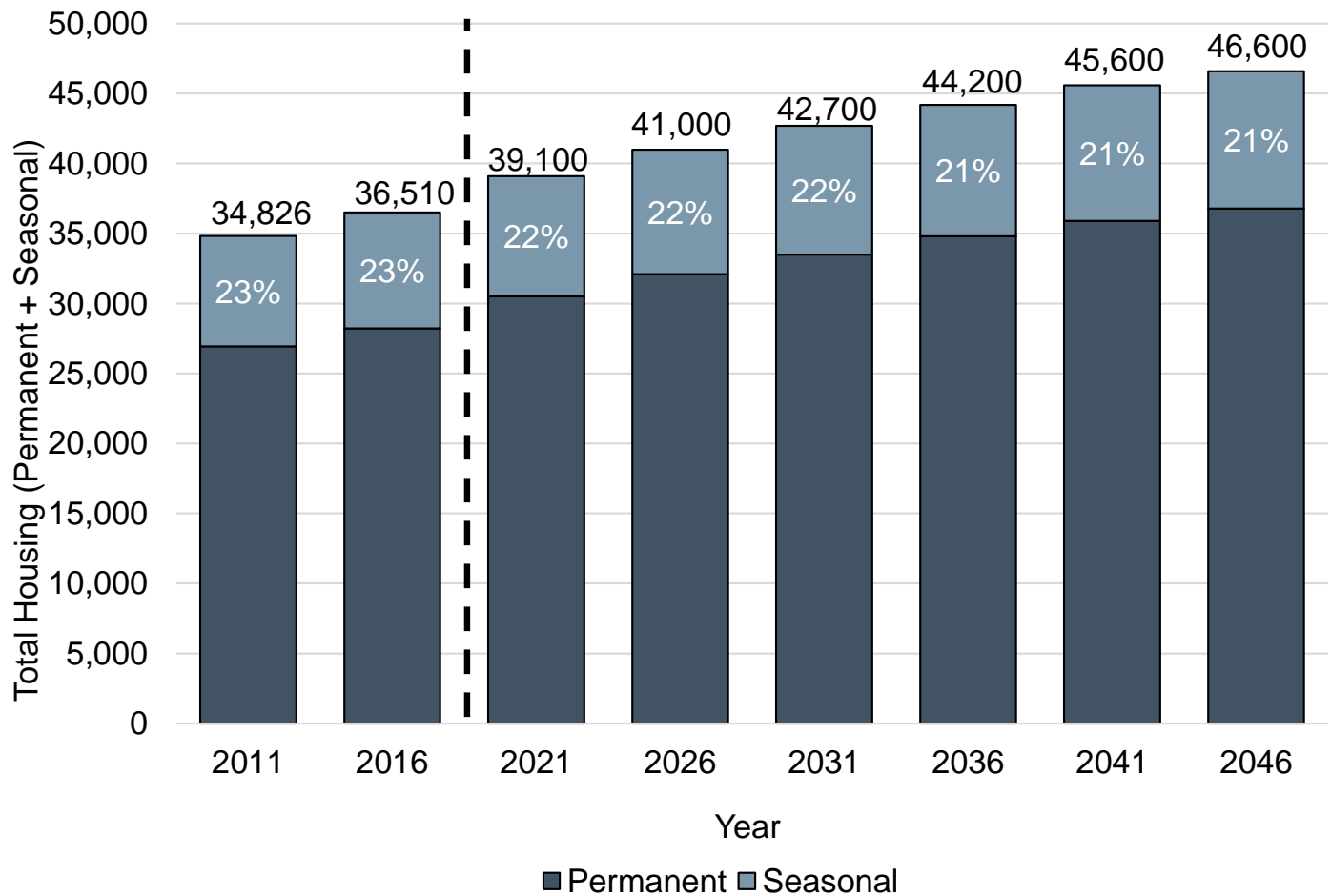
The reference scenario represents the preferred scenario for the following reasons:

- Represents a reasonable reflection of growth relative to historical trends;
- Embraces the identified growth drivers;
- Contextualizes Bruce County growth potential within the regional market area; and
- Represents realistic forecast migration trends and age structure.



Source: Forecast by Watson & Associates Economists Ltd., 2020.  
Note: Population includes the net Census undercount estimated at 2.65%.

# Bruce County Permanent + Seasonal Housing Growth by Local Municipality, 2016 to 2046

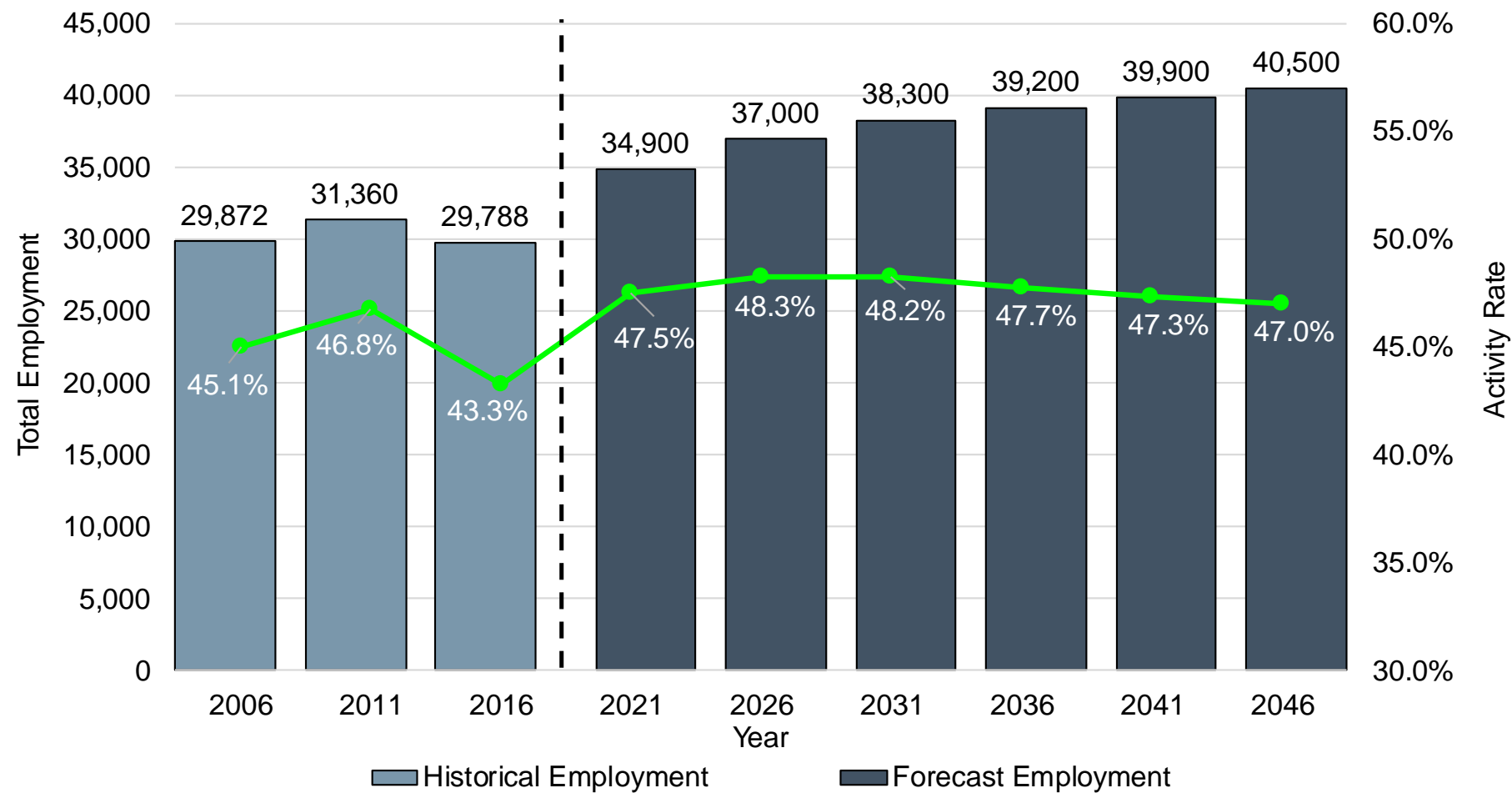


- The largest share of seasonal housing growth is anticipated in the Municipality of Northern Bruce Peninsula and the Town of South Bruce Peninsula.

Source: Historical data from Statistics Canada Census and MPAC data. Forecast by Watson & Associates Economists Ltd., 2020.



# Bruce County Preferred Employment Forecast, 2016 to 2046



Note: Activity rate is calculated with population including the net Census undercount estimated at 2.65%.

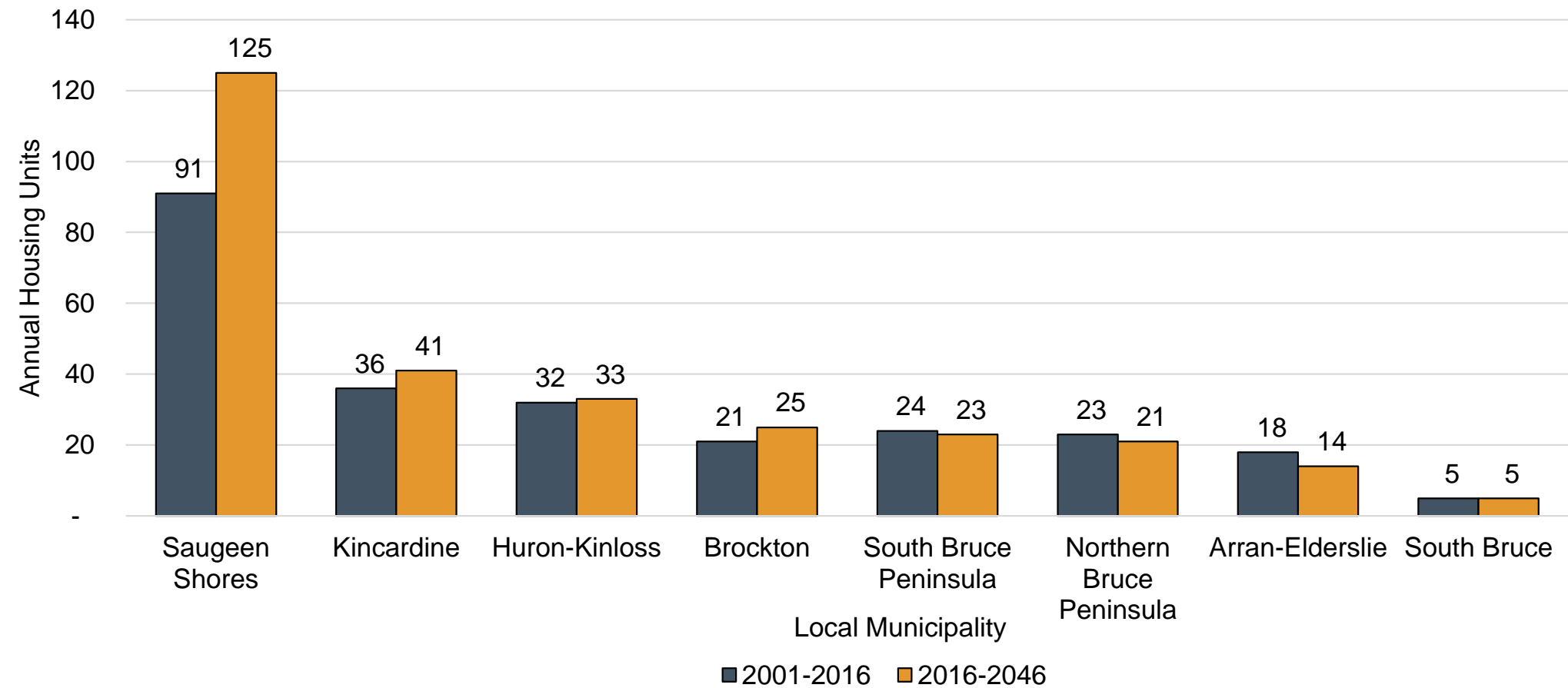
Source: 2001 to 2016 from Statistics Canada place of work data including work at home and no fixed place of work data.

Employment forecast derived by Watson & Associates Economists Ltd., 2020.

Note: Numbers have been rounded

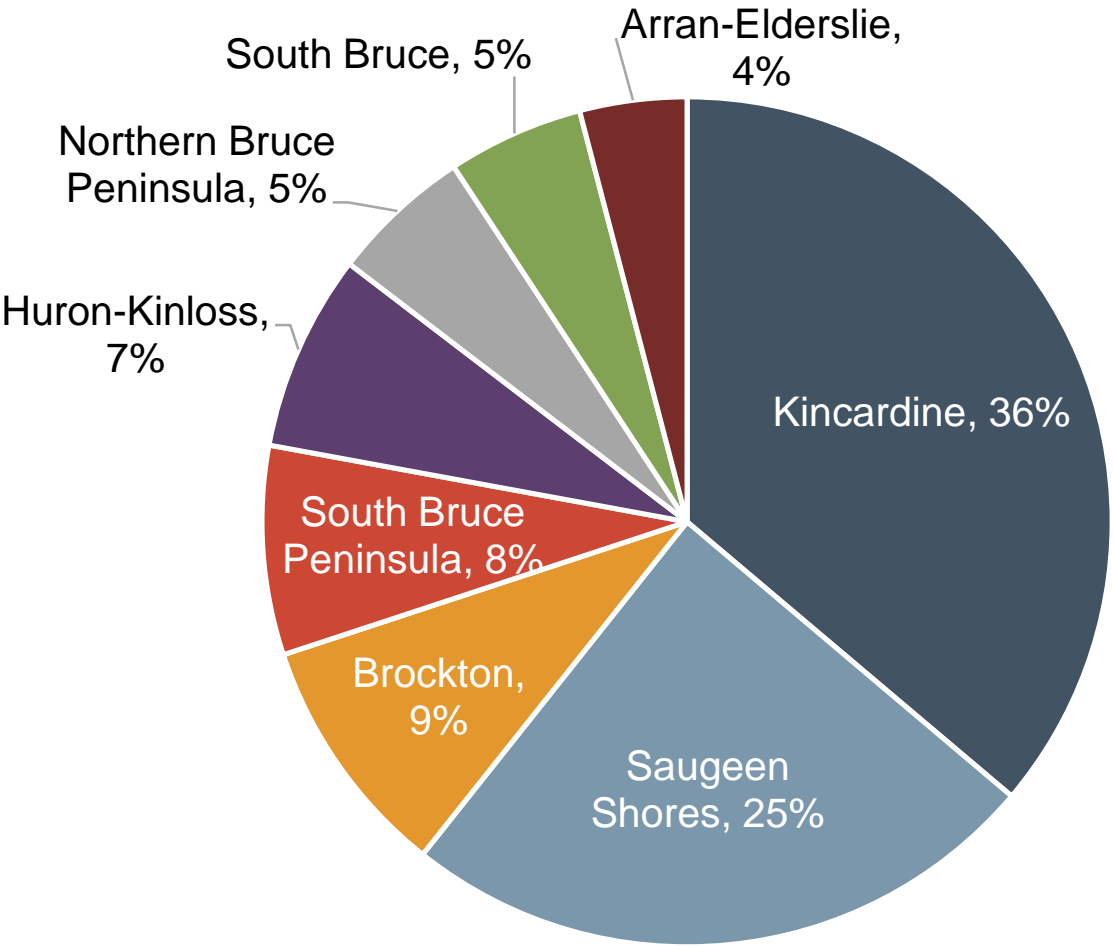
# Allocation of Population, Housing and Employment Forecast

# Bruce County Permanent Housing Growth by Local Municipality, 2016 to 2046



Source: Historical data from Statistics Canada Census. Forecast by Watson & Associates Economists Ltd., 2021.

# Bruce County Share of Employment Growth by Local Municipality, 2016 to 2046

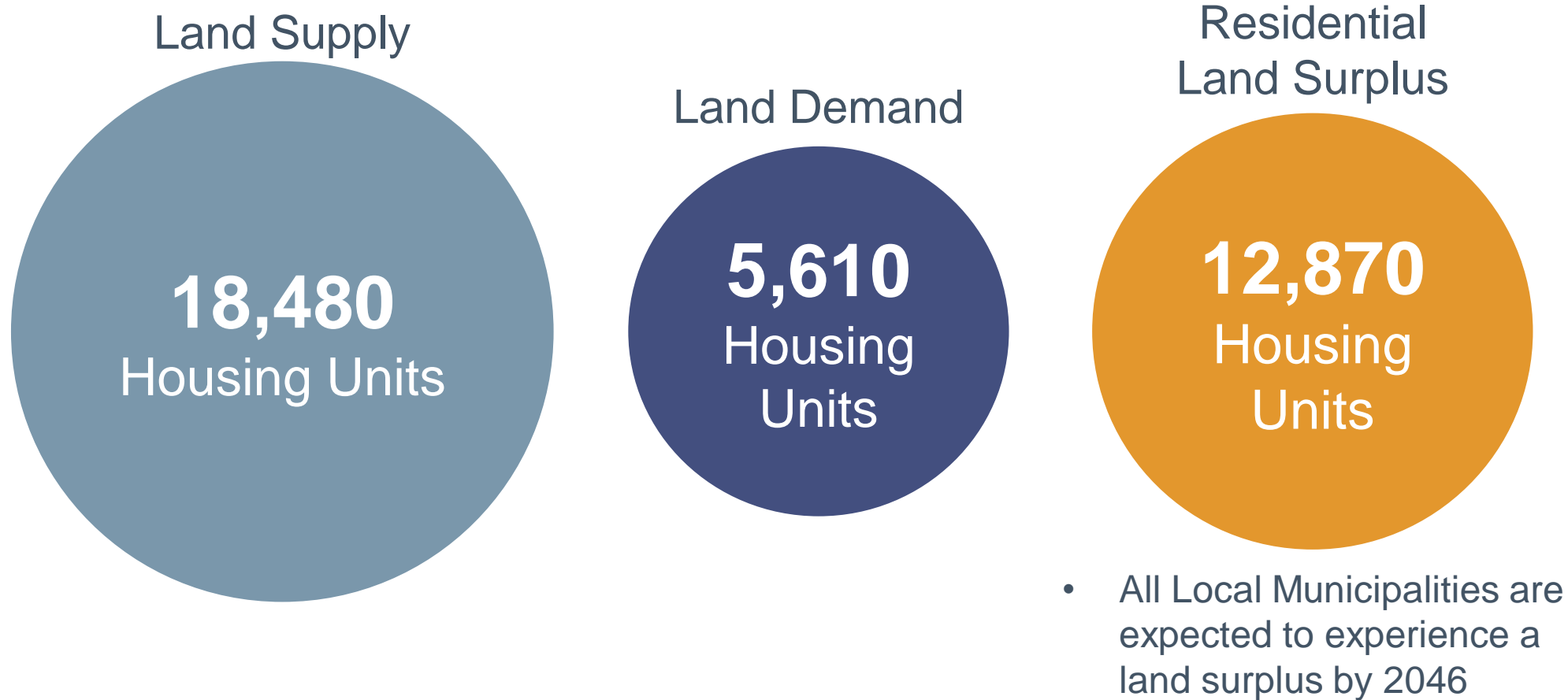


Source: Historical data from Statistics Canada Census, derived by Watson & Associates Economists Ltd., 2021.

# Bruce County Residential and Non-Residential Land Needs Analysis



# Bruce County Urban Residential Land Needs, 2021 to 2046



- The results of this draft GMS analysis identifies that no urban expansions to primary and secondary urban communities are required to accommodate future residential land need.

# Bruce County Urban Employment Land Needs, 2021 to 2046



Land Supply



Land Demand

Employment  
Land Surplus



- All Local Municipalities Excluding Saugeen Shores
- Surplus of 94 ha in Kincardine

Employment  
Land Shortfall



- **Saugeen Shores Urban Area**

# Bruce County Policy Recommendations

# Residential Policy Recommendations



## **Update County-wide Population and Housing Projections**

- Bruce County should contemplate a broad range of policy options to increase the supply and mix of homes available to current and future residents of the County.
- Policies of the Bruce County OP should continue to direct future housing growth to the designated settlement areas where full municipal servicing is available or planned for.

# Residential Policy Recommendations



## **Promote and Plan for Residential Intensification**

- Based on the GMS, policies of the Bruce County OP should establish a minimum County-wide intensification target of 10%.
- Intensification strategies should contemplate a range of housing options, to provide an appropriate range and mix of housing options and densities to meet projected market-based and affordable housing needs.



# Residential Policy Recommendations



## **Define a Regional Market Area**

- It is recommended that “regional market area” be defined based on the in-effect “hub model” of the County, being the Peninsula Hub, Lakeshore Hub and Inland hub:
  - Peninsula Hub: Arran-Elderslie, South Bruce Peninsula, and Northern Bruce Peninsula;
  - Lakeshore Hub: Saugeen Shores and Kincardine; and
  - Inland Hub: South Bruce, Brockton, and Huron-Kinloss.

# Residential Policy Recommendations



## **Develop a Robust Plan Monitoring and Evaluation Framework**

- It is important to undertake a regular review and update of the growth forecasts in consultation with local municipalities.
- Policies establishing direction for regular plan monitoring and evaluation may include a robust framework that enables the County and local municipalities to modify growth objectives based on actual supply and demand data, while contemplating a range of planning policy, demographic and economic factors that influence growth and change over the long-term planning horizon.

# Non-Residential Policy Recommendations



## **Establish Consistent Employment Area Delineations**

- Establish clear delineation of Employment Areas throughout the County, capturing clusters of business and economic activity.
- Refined Employment Area delineations will allow the County to form a hierarchy of industrial lands, providing a greater ability to plan for non-residential growth.

# Non-Residential Policy Recommendations



## **Continue to Plan for Future Employment Lands Development within Bruce County**

- All Primary and Secondary Urban Areas can accommodate forecast employment demand with the exception of the Saugeen Shores Urban Area.
- Expand the supply of designated Employment Lands within the Saugeen Shores Urban Community by a minimum of 20 gross ha (35 gross acres) within the next 10+ years.
- In Saugeen Shores, the precise delineation of the settlement area boundary expansion may occur through the County's OP Review in consultation with the local municipality, while being consistent with the PPS, 2020 (Policy 1.1.3.8).

# Non-Residential Policy Recommendations



## **Ensure that Employment Lands are Well Adapted to Structural Changes Occurring in the Evolving Macro-Economy**

- Recognize the importance of employment lands in accommodating knowledge-based sectors in addition to traditional industrial sectors.
- Consider establishing a distinct industrial designation which caters to office and prestige industrial employment uses in a business park setting. Such a designation may be warranted at select gateway locations within one or more of County's urban industrial areas.



# Non-Residential Policy Recommendations



## **Continue to Recognize Opportunities for Agricultural-Related Industrial and Commercial Uses on Agricultural Lands and in Employment Areas**

- The agricultural base represents a significant component of Bruce County's local economy.
- It is important that County efforts continue to recognize opportunities for agricultural-related industrial and commercial uses which are permitted in agricultural areas subject to local OP policies.

# Non-Residential Policy Recommendations



## **Encourage Office Development in Downtowns and Support Smaller-Scale Office Opportunities in Designated Employment Areas**

- Future opportunities for free standing office development should be encouraged and directed to downtown areas.
- Commercial and industrial (e.g. manufacturing, assembly and warehousing) with office uses, training facilities and showcase rooms/ancillary retail are increasingly integrated on-site and should be directed towards Employment Areas.

# Next Steps

# Next Steps & Timelines



- Engagement Session with Local Municipalities (Week of March 29<sup>th</sup>)
- Engagement Session with Industry Representatives and Public (Week of April 5<sup>th</sup>)
- Final Report and Final Council Presentation to Follow Engagement Sessions.

We are the explorers: navigating Bruce County towards a healthy, diverse, and thriving future.



**GOOD GROWTH**

COMBINING DEVELOPMENT WITH PRESERVATION OF CHARACTER...

Good planning decisions now will help us inspire growth and development innovation in the right proportions and the right places while sustaining our quality of life.

PLAN  BRUCE  GHS

HERITAGE CONNECTING **GOODGROWTH** AGRICULTURE COMMUNITIES HOMES NATURAL LEGACY BUSINESS