



# Committee Report

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

From: Mark Paoli  
Director of Planning and Development

Date: September 16, 2021

Re: Plan the Bruce: Good Growth Discussion Paper

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## Staff Recommendation:

That the Plan the Bruce: Good Growth Discussion Paper be endorsed as a foundation for developing policies in the new Official Plan.

## Background:

The Plan the Bruce: Good Growth Discussion Paper is one of eight Discussion Papers that will be completed through the Plan the Bruce project. The image below shows the steps from policy directions in interim reports, to discussion papers, and the new Official Plan.



## Community Engagement:

The community was invited to be involved with the Plan the Bruce: Good Growth Discussion Paper and offer meaningful input in a variety of ways. Engagement outreach for the project included a social media campaign, Radio ads, Newspaper advertisements, direct outreach to stakeholders and municipalities and delegations by request to 2 local councils and committees. Community engagement highlights include:

- 1254 visitors to the project web site
- 63 web site survey responses and 5 written comments
- Development-industry workshops
- Meetings with staff from each of the eight municipalities.

The feedback generally supported the interim policy directions, and the feedback from local municipalities was particularly useful in understanding local growth trends relative to the population and employment forecast presented in the Interim Plan the Bruce: Good Growth Interim Report released in March. As a result of this feedback, the Discussion Paper has revised the growth forecast for Bruce County higher. The Discussion Paper attached reviews the responses and sets out the analysis in more detail.

## Directions:

Final recommended directions are summarized in the table below.

No.	Topic	Recommended Direction
1	Growth Management	<ol style="list-style-type: none"><li>I. Responsibly Manage Municipal Servicing Infrastructure</li><li>II. Maintain a Distinct Settlement Area Structure</li><li>III. Plan for Permanent Population Growth</li><li>IV. Plan for Seasonal Population Growth</li><li>V. Develop a Robust Plan Monitoring and Evaluation Framework</li></ol>
2	Residential Themes	<ol style="list-style-type: none"><li>I. Update County-wide Housing Projections</li><li>II. Define a Regional Market Area</li><li>III. Promote and Plan for Residential Intensification</li></ol>
3	Non-Residential Themes	<ol style="list-style-type: none"><li>I. Establish Consistent Employment Area Delineations</li><li>II. Continue to Plan for Future Employment Lands Development within Bruce County</li><li>III. Ensure that Employment Lands are Well Adapted to Structural Changes Occurring in the Evolving Macro-Economy</li><li>IV. Provide Stronger Direction Regarding Employment-Supportive Uses in Employment Areas</li><li>V. Continue to Provide Broader Market Choice on Bruce County Employment Lands</li></ol>

No.	Topic	Recommended Direction
		<ul style="list-style-type: none"> <li data-bbox="690 199 1476 304">VI. Explore Opportunities for Intensification of Employment Lands within Urban Settlement Areas</li> <li data-bbox="690 304 1476 388">VII. Protect Employment Lands from Conversion to Non-Employment Uses</li> <li data-bbox="690 388 1476 535">VIII. Continue to Recognize Opportunities for Agriculture-related Industrial and Commercial Uses on Agricultural Lands Subject to Local Official Plan Policies</li> <li data-bbox="690 535 1476 640">IX. Plan for the Vision of the Urban Employment Areas by Mitigating Land-Use Compatibility Conflicts</li> <li data-bbox="690 640 1476 745">X. Encourage Office Development in Downtowns and Support Smaller-Scale Office Opportunities in Designated Employment Areas</li> <li data-bbox="690 745 1476 871">XI. Conduct a Commercial Land Needs Study that Specifically Addresses the County’s Retail Requirements and Commercial Structure</li> </ul>

**Financial/Staffing/Legal/IT Considerations:**

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

**Interdepartmental Consultation:**

The final Plan the Bruce: Good Growth Discussion Paper was circulated to the Corporate Services, Transportation and Environment and Human Services departments for review and feedback.

**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:**

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**Departmental Approval:**

Mark Paoli  
Director of Planning and Development

**Approved for Submission:**

Sandra Datars Bere  
Chief Administrative Officer