

## **SECTION 2**                      **GOALS AND OBJECTIVES**

### **2.1**                      **COMMUNITY VISION**

2.1.0.1      Prior to the development of the principles, policies, and land use concept in this Plan, the Township wanted to establish a positive and progressive vision for its future and to develop clear and comprehensive goals and objectives to achieve this future. To do this, the Township embarked on a community-based strategic planning process intended to bring together its previously separate and distinct communities to develop a vision for the new Municipality. The following section paints a picture of what the Township would like to achieve by the year 2016. Achieving this Vision will require commitment to the policies in this Plan and partnerships among all levels of government, the private sector, and the community.

2.1.0.2      The "Vision Statement" developed by the community for the new Township of Tay, which was adopted by Council in November of 1994, is as follows:

*The Township of Tay is a 'community of communities' which will work together to build a prosperous and progressive future.*

*The Township is proud of our heritage and values the unique environmental features, waterfront areas, and natural setting that are a part of our community.*

*Through tourism, agriculture, commerce and industry, the Township will endeavor to develop a diverse and stable local economy which is compatible with our lifestyles.*

*The Township will strive to ensure a range of community services to provide residents and visitors with lifelong opportunities in our community.*

*The Township was built on a long history of partnerships. The Township is committed to building upon and using these partnerships to achieve broad community development goals and to ensure that Tay remains a safe, affordable and active community."*

2.1.0.3      To support the community vision for the Township, goals were developed for eight key elements of the community.

- (a) Community identity
- (b) Economic development
- (c) Tourism and waterfront
- (d) Community services
- (e) Housing

- (f) Planning and the environment
- (g) Infrastructure and transportation
- (h) Community development and governance

2.1.0.4 Implementation of the community vision and the eight community goals requires many specific actions and activities by the levels of government and many different partner groups. The following describes the eight community goals in detail and lists the objectives required to implement them.

### **2.1.1 Community Identity**

2.1.1.1 *To create a common community identity which brings together the urban, rural and seasonal communities of Tay, while recognizing each community's character and foster pride in its people and its unique history and natural environment, including Ste. Marie Among the Hurons, Martyr's Shrine, the rolling hills, and the vistas of the Sound.*

2.1.1.2 As a Municipality amalgamated in 1994, the Township faces the challenges of bringing together the residents of a number of separate municipalities and generating a common sense of community identity. Residents are very attached to their communities, and they want to maintain a continued sense of belonging within these communities. A 'community of communities' is the concept put forward in the community vision.

2.1.1.3 To build a community identity within the new Township of Tay, residents need to develop a sense of belonging and feeling of attachment to the entire Municipality, and not just to their own community. Building on the valued features of safety, friendliness, cooperation, community spirit, and quality of life, the Community Identity goal will be achieved through the following objectives:

- (a) Developing an awareness and identity for Tay as a 'unified community of communities'.
- (b) Promoting and marketing of the community identity of Tay
- (c) Encouraging and supporting community-based events and initiatives which bring the community together
- (c) Fostering resident awareness and attachment to Tay

### **2.1.2 Economic Development**

2.1.2.1 *To create economic diversity and stability by supporting existing and new businesses in traditional sectors, such as agriculture and manufacturing, and emerging sectors, such as high technology and cottage industries, and fostering employment, training and entrepreneurial opportunities for the Township's residents in the community and the surrounding region.*

- 2.1.2.2 Economic conditions in the Township, like everywhere else, are changing. The traditional economic activities, like manufacturing and agriculture, are employing fewer people and new economic activities, like high technology businesses, are now growing. The shift from large companies with numerous employees to small companies with few employees is also being felt in Tay. Self-employment and cottage industries are seen as key opportunities for the Township's future economic health.
- 2.1.2.3 To create a positive and proactive response to these changes, the Township needs to diversify and stabilize its economy. The Township also needs to create an environment that supports existing businesses and attracts new businesses. Residents also need access to opportunities for developing the technical and entrepreneurial skills required in the markets of today and the future. The Economic Development goal will be achieved through the implementation of the following objectives;
- (a) Encourage and support small and home-based business and cottage industry development.
  - (b) Foster and promote local entrepreneurship.
  - (c) Maximize use of existing land, human and business resources in the community for economic development.
  - (d) Support the development of business services.
  - (e) encourage the provision of training initiatives in the Township
  - (f) Expand promotion and marketing of economic opportunities.
  - (g) Tie into regional economic development initiatives.

### **2.1.3 Tourism and Waterfront**

- 2.1.3.1 *To develop a vibrant tourism industry in Tay which promotes tourism, waterfront and service commercial opportunities in the Township, and recognizes and enhances our heritage and our air, water and natural resources for future generations.*
- 2.1.3.2 Tay is situated in the heart of some of the most spectacular natural and waterfront areas in the province. The attractions abound in the Township and the surrounding area, and its location at the 'gateway' to the Georgian Bay and Lake Huron vacation areas is enviable. The Township also enjoys a long and rich history of offering four-season recreation and leisure pursuits for both residents and visitors alike.
- 2.1.3.3 Tourism and waterfront development present a significant opportunity for the Townships' future. While the community is reasonably developed in terms of its tourism infrastructure, there is considerable potential for the Township to promote, stimulate and support the development of its tourism and waterfront resources. This development must take place in a manner which is compatible with the environment and provides an opportunity for continued public access to

natural areas and the waterfront. Building on the Township's existing tourism sector, natural amenities, locational attributes and waterfront, the Tourism and Waterfront goal will be implemented through the following objectives:

- (a) Expand the promotion of tourism and waterfront opportunities.
- (b) Support the existing tourism industry.
- (c) Encourage the expansion of the tourism and waterfront infrastructure.
- (d) Secure public access to waterfront areas.
- (e) Tie into regional tourism and waterfront initiatives.

#### **2.1.4 Community Services**

2.1.4.1 *To foster a healthy and safe community with leisure, recreation and educational opportunities for residents of all ages and incomes through partnerships with public, private and non-government organizations.*

2.1.4.2 Like most small communities in Ontario, the Township is experiencing changes in the community and social services needs of its residents. These changes have a profound affect on the ability of the community to address these needs, and to ensure the continued quality of life in the community. An aging population, limited opportunities for youth, need for 'life long' educational programs, and an increasing pressure to 'do more with less' have pressed the community service resources of the Township to their limits.

2.1.4.3 Despite these circumstances, the Township has the opportunity to use its resources and those of the organizations and agencies in the surrounding area, to meet the needs of its residents. The Township also has the potential to foster its community identity and build partnerships in the Municipality by 'working together' to meet the residents' community service needs. Utilizing the existing community resources in the Township and surrounding area, the tradition of volunteer involvement, and the potential for 'working together', the Community Services goal will be implemented through the following objectives:

- (a) Encourage and support initiatives to ensure continued awareness, information and access to health and social services in the community and North Simcoe area.
- (b) Expand year-round leisure and recreation facilities and programs for residents of all ages and incomes.
- (c) Encourage and support continued maintenance and enhancement of education, fire protection, police and library services and programs.

#### **2.1.5 Housing**

2.1.5.1 *To encourage the provision of a wide range of housing types which meet the needs of year-round and seasonal residents of all ages and incomes in the Township.*

- 2.1.5.2 Housing is an important issue in the future development of the Township. Different groups, whether it is seniors or young families or seasonal residents, will require types of housing which meet their needs. If these forms of housing are not available in the Township, then the potential for these people to leave the community will increase. To keep the existing residents, and to attract new residents, the community must encourage, support and provide housing opportunities for a diversity of residents.
- 2.1.5.3 To respond to the housing issue, there are opportunities for the community to develop partnerships to provide housing in the Township. These partnerships may be between various groups, including private developers, organizations and churches. Other opportunities to ensure that there is an adequate mix of housing in the Township include implementing property standards by-laws, and developing planning policies that are flexible enough to permit a range of housing types. The Housing goal should be implemented through the following objectives:
- (a) Identify future population growth patterns and housing needs for the Township.
  - (b) Investigate opportunities to ensure that appropriate and adequate housing is available for residents of all ages and incomes in the community in the future.
  - (c) Develop planning policies and guidelines to ensure the maintenance of the Townships existing housing stock.
  - (d) Investigate and implement a strategy for the seasonal dwellings.

## **2.1.6 Planning and Environment**

- 2.1.6.1 *To plan and manage land development in Tay to complement the existing natural and built environments, and to provide opportunities for appropriate future growth in the community which is compatible with the environment and lifestyles in Tay.*
- 2.1.6.2 Balancing development and environmental concerns is a crucial issue with the people of Tay. The community is of 'mixed minds' when it considers the desire to preserve and protect its natural areas, and the need to stimulate development in order to survive. There is no question that Tay residents would like to have their community planned and managed to encourage both environmental protection and community development. Many initiatives are impacting planning and the environmental conditions in Tay, planning reform, an ambitious Remedial Action Plan for Severn Sound, and the identification of the future growth and settlement patterns in the Township are just a few of these influencing factors.
- 2.1.6.3 Building on the community's desire to balance the need for development with

the preservation and protection of Tay's environment, the Planning and Environment goal should be implemented through the following objectives:

- (a) Identify future growth and development patterns for the Township.
- (b) Establish priorities to preserve and protect the environment, waterfront, heritage, character and lifestyles of Tay.
- (c) Update and revise the Official Plan, Zoning By-law and related by-laws to plan and manage future development in the community.
- (d) Develop Municipal Master Servicing Plans consistent with planning objectives in the Official Plan.
- (e) Promote and support community involvement in environmental awareness and protection initiatives.

### **2.1.7 Infrastructure and Transportation**

2.1.7.1 *To develop and maintain transportation and infrastructure systems that support existing and future development, protect the environment, improve transportation, and integrate current systems within the Township.*

2.1.7.2 Roads, sewers and water systems are the 'foundation' of any Municipality. Maintaining, upgrading and improving these systems is crucial to the future growth and development of a community. This is also true for the Township of Tay.

2.1.7.3 As an amalgamated community, the new Township inherited an infrastructure comprised of a mix of municipal and private road, water and sewer systems. The challenge facing the Township is the need to develop a comprehensive strategy which shows how these municipal and private systems function together and how the municipal systems relate to the Provincial and County infrastructures, including transportation and water systems.

2.1.7.4 Focusing on the Township's current mix of municipal and private infrastructures, environmental protection concerns, inter-regional transportation issues, and fiscal constraints, the Infrastructure and Transportation goal will be implemented through the following objectives:

- (a) Conduct and implement studies and strategies to ensure that the servicing infrastructure supports the development planned for the community.
- (b) Conduct regular, ongoing preventative maintenance and improvement projects for the infrastructure in Tay.
- (c) Explore opportunities to improve transportation networks and systems in the community.

**2.1.8 Community Development and Governance**

2.1.8.1 *To govern and manage Tay in a fiscally responsible and accountable manner, and build on the community's longstanding tradition of public awareness and involvement in community development initiatives.*

2.1.8.2 Since the Township is recently amalgamated, a strong local government that provides leadership and fosters a sense of community is essential. Bearing in mind the community's keen desire to be fiscally responsible, to foster community-based partnerships, and to develop the residents awareness and attachment to the Township, the Community Development and Governance goal should be guided by the following objectives:

- (a) Ensure fiscal responsibility in planning and delivery of municipal services.
- (b) Encourage and support more community-based service delivery through partnerships, volunteers and community activities.
- (c) Enhance communications to increase awareness and attachment to the community.

**2.2 GENERAL GOALS**

In concert with the Community Vision set out in Section 2.1, the general land use goals of this Plan are as follows:

2.2.1 This Plan is based on the premise that the Municipality will remain predominantly rural in nature with two major and two minor settlement areas during the planning period. Also, the Plan is based on the related premise that the Townships Settlement Strategy will maintain the integrity of the Natural Heritage System, Agricultural and Resource lands, and preserve the rural character of the Township.

2.2.2 Communities have developed in the Township which provide for a variety of uses including residential, commercial and industrial uses. The Plan provides for the completion of the existing communities while restricting and regulating residential, commercial and industrial development in other areas of the Township.

2.2.3 To promote the utilization of existing servicing infrastructure and the establishment of the most efficient service delivery systems and settlement patterns.

2.2.4 The tourist industry is recognized as an important economic benefit to the Township. New tourist commercial development and the expansion of existing development which provide a stable economic base for the Township are accommodated in the Plan.

- 2.2.5 Avoid the establishment of new scattered residential development in the rural areas by suspending the further approval of estate residential type development for the planning period of this Plan.
- 2.2.6 Direct and encourage the distribution and concentration of the projected growth of the Township among the Major and Minor Communities and the other existing settlement areas of the Township and reduce the amount and relative percentage share of the projected future residential growth of the Township locating in Shoreline Residential and Rural areas.
- 2.2.7 The Township, as part of its Official Plan Review and Consolidation Project, prepared a "Municipal Growth Management Strategy". The Municipal Growth Management Strategy, implemented through this Plan, is intended to encourage cost effective land use patterns and to strengthen the role of Settlement Areas as the focus of concentrated growth. The policies also generally seek to strengthen the role of rural areas for rural, resource, and resource-based recreational activities by reducing the amount of dispersed and scattered development.
- 2.2.8 The existing Settlement pattern and community hierarchy of the Township as described below is not anticipated to change taking into consideration the forecast and projected growth of the Municipality over the planning period to the year 2016. The identified Community boundaries on Schedules A and B to this Plan are intended to represent the ultimate extent and limits of the servicing areas for the various communities which in some cases may accommodate growth beyond the planning period. Generally the need for the approval of additional residential development proposals situated beyond these areas is not anticipated during the planning period.

<b>Growth and Settlement Strategy</b>			
Community/Area	Projected Growth in Units	Existing Vacant Lots	Settlement Area ultimate growth capacity (persons)
Port McNicoll	148	64	3820 *
Victoria Harbour	335	630	4600
Waubauskene	40	63	1200
Waverley	20	50	500
Shoreline/Rural areas	127	129	3400

\* Includes the growth projected from the CPR redevelopment project.

\*\* Source Tay's Growth & Settlement Study (Reinders & Associates Ltd.)



<b>Population and Household Forecasts</b>						
Year	Population			Households		
	Population	Growth	Rate	Households	Growth Rate	HH Size
1991	9,635			3514		
1996	10,467	832	1.7 %	3906	2.2 %	2.68
2001*	8995	-1472	-2.8 %	3413	- 2.5 %	2.64
2006	9595	600	1.3 %	3678	1.6 %	2.61
2011	10,182	587	1.2 %	3915	1.3 %	2.61
2016	10,733	551	1.1 %	4133	1.1 %	2.60
2021	11,257	524	1.0 %	4350	1.1 %	2.58

\* Note: Adjustment made for annexation of Tay Point to Town's of Midland and Penetanguishene as at January 1, 1998  
 \*\* Hemson Consulting Ltd., April 1995

### 2.2.9 **Major Communities**

The major communities of Victoria Harbour and Port McNicoll will continue to be the main focus of growth in the Municipality. Both communities are viewed as Major Settlement areas in terms of population, community form and historic momentum of growth. Both possess significant servicing infrastructure with surplus capacity or the capability for expansion. The further development of either area would be predicted to result in limited disruption to surrounding areas in terms of land use compatibility, transportation and other similar factors. Also, the impact of growth in regard to environmental and agricultural matters would be limited.

### 2.2.10 **Minor Communities**

The two Settlement Areas of Waubaushene and Waverley are viewed as Minor Communities in the context of the Townships settlement hierarchy by comparison to the other settlement areas of the Township. These communities represent areas of historic settlement activity and consist of significant population groupings, built form, and past planning recognition and/or activity. Municipal infrastructure in the form of centralized water supply systems are either present or planned. These areas typically provide some level of commercial or institutional service to the settlement and surrounding areas and offer recreational opportunities. The future growth opportunities of Waubaushene and Waverley will be closely tied to the provision of appropriate services, environmental considerations, and the need to balance the settlement form to complement and enhance the existing community.

**2.2.11 Shoreline and Rural Areas**

2.2.11.1 The Township has numerous existing clusters of development situated throughout the Municipality which have unique characteristics and vary considerably from each other in terms of scale, origins, and servicing. These areas include both permanent Estate Residential type developments on large lots located in the rural areas of the Municipality and older seasonal residential cottage type development on smaller lots situated in the Shoreline Areas. Some of these areas may be serviced by full municipal centralized water and sanitary sewers while the majority are serviced by private sewage treatment systems and wells.

2.2.11.2 Existing shoreline and rural development include the built up areas of Elimere Point, Robins Point, Sturgeon Bay/Tanner Point, Forest Harbour, and Port Severn as well as clusters at Elliott Corners and Vasey. Substantial residential growth in these areas is unlikely and generally not encouraged, although some infilling and conversions of seasonal residential uses are expected to occur during the planning period.

2.2.11.3 Shoreline residential areas contain both permanent and seasonal dwellings generally serving the seasonal residents. While provisions are made for the conversion of seasonal residences to permanent use, these areas generally are not considered as communities in the Official Plan.

2.2.11.4 The Township has approximately 48 kilometres of shoreline on the Severn Sound of Georgian Bay. This waterfront is a unique resource and a significant land and water asset to the Township of Tay. Any development along the waterfront should enhance and protect the qualities that contribute to the character and attraction of this unique resource. Any development or redevelopment of the waterfront should be based on the following nine principles of a "Green Waterfront":

(a) Clean

The waterfront should be clean and free of contaminants that impair beneficial uses by people and by other living things.

(b) Green

The diversity and productivity of the Severn Sound ecosystem should be protected and restored through remedial measures to restore healthy natural habitats and maintain natural ecological processes.

(c) Useable

The waterfront should support a mix of public and private uses in appropriate locations that minimize conflicts with adjacent uses, enhance shoreline residential areas, and permits appropriate industrial and commercial uses.

(d) Diverse

Waterfront uses and its environments should provide diverse experiences for visitors and residents. A mix of open spaces and facilities should be provided which balance both the public's demands and the environmental limits for these uses.

(e) Open

The density and design of waterfront development should not create a visual barrier or be an intrusion on the shoreline area. The shoreline should be, wherever possible, clearly identified as open to public access.

(f) Accessible

The waterfront should be easily accessible, where possible, and should be safe and accessible to the disabled as well as other sectors of the community.

(g) Connected

The waterfront should be linked, where possible, by continuous trails and by green corridors connecting the waterfront to the valley systems and major public open spaces. However, this linkage should not conflict with private and/or established uses.

(h) Affordable

Waterfront parks and facilities should be available to all groups and shoreline residential developments should include, where possible, affordable housing.

(i) Attractive

Waterfront design should protect vistas and views of the lake, emphasize sensitive design and massing of buildings, incorporate attractive and usable links, and create distinctive and memorable places along the waterfront.

2.2.11.5 Development shall maintain the principle of no net loss of fish habitat in accordance with the Federal Fisheries Act of Canada as demonstrated through an E.I.S.

2.2.12 **Heritage Resources**

2.2.12.1 The Township of Tay has inherited a rich legacy of heritage resources. Heritage resources are defined as structures, sites, environments, artifacts, and traditions which are of historical, architectural or archaeological value, significance or interest. These include, but are not limited to, structures such as buildings, groups of buildings, monuments, bridges, fences and gates, sites associated with a historic event; environments such as landscapes, streetscapes, parks, scenic roadways and historic corridors; artifacts and assemblages from an archaeological site or a museum; and traditions reflecting the social and cultural heritage of the community.

2.2.12.2 Tay's heritage resources provide a link to the past and are an expression of the Township's culture and history. They contribute in a very significant way to the Township's identity and unique character. While the Township's heritage resources are important from a historical and cultural perspective, they are also of social, economic, and educational value. The Township's heritage resources also help to instill civic pride, foster a sense of community, and contribute to tourism for the area.

2.2.12.3 It is therefore a goal of this Plan to support the identification and management of local heritage resources by encouraging their conservation, restoration, protection, maintenance and enhancement.

**2.3 GENERAL OBJECTIVES**

The general objectives of this Plan are:

2.3.1 To maintain the Township as a predominantly rural, agricultural and shoreline Municipality with distinct settlement areas;

2.3.2 To protect good agricultural land and to direct non-agricultural land uses to non-productive or marginally productive lands, wherever possible;

2.3.3 To discourage the creation of new parcels of land in agricultural areas through the granting of consents unless such parcels are related to agricultural land uses;

- 2.3.4 To accommodate additional population in a manner which is consistent with the other objectives and policies of this Plan;
- 2.3.5 To permit the development of a reasonable range of residential uses in order to provide for a variety of lifestyles, including seniors housing;
- 2.3.6 To encourage the infilling and completion of existing settlement areas, developments and communities;
- 2.3.7 To provide for appropriate commercial and light industrial uses in communities and adjacent to major traffic routes;
- 2.3.8 To provide for the development of new and the expansion of existing tourist commercial uses which provide a stable economic base in appropriate areas of the Township;
- 2.3.9 To allow for the conversion of seasonal residences to permanent residences in compliance with the policies of the Plan;
- 2.3.10 To protect as much as possible the sand and gravel resources of the Municipality;
- 2.3.11 To discourage the creation of new parcels which would conflict with existing or future extraction of aggregate resources;
- 2.3.12 To delineate waste disposal assessment areas and establish appropriate policies with respect to development adjacent to former waste management facilities;
- 2.3.13 To ensure the provision of sufficient recreational and open space facilities including additional public access to the waterfront for present and future residents of the Municipality;
- 2.3.14 To preserve the unique attributes of the regional landscape including significant historical and archaeological sites and areas, physical features and sites or locations of local significance;
- 2.3.15 To protect important and sensitive natural heritage areas;
- 2.3.16 To develop and maintain a rational and safe system of transportation routes;
- 2.3.17 To encourage the efficient use of public service facilities including centralized sewage treatment and water supply systems;
- 2.3.18 To ensure that the residents of the Township have continuing opportunities to participate in the planning of their Municipality; and,

- 2.3.19 To provide for more detailed planning studies in areas of the Municipality which require such studies.