



OEMC Municipal Conference

Economic Development & Official
Plans – The Connection



Overview

- Strong communities are inextricably related to a healthy economy
- Official plans are a mechanism to set the tone and policy framework for promoting community-based economic development



What is Economic Development?

- Any activity that generates employment or a demand for goods and services



The Stakeholders

- Public Sector driven activities which create economic activity
- Private Sector investment in community development



What is an Official Plan?

- Sec. 16(1):

“An official plan shall contain goals, objectives and policies established primarily to manage and direct physical change and the effects on the social, **economic** and natural environment of the municipality or part of it...”



What is an Official Plan?

VISION



REGULATION

Official Plan

- Blueprint for Growth & Development
- Policy Document



Zoning By-law

- Regulates use of land and buildings

Site Plan Control

- Addresses details of development



Provincial Policy Statement

- 1.0 – Building Strong Communities

“Efficient land use and development patterns support strong liveable and healthy communities, protect the environment and public health and safety, and **facilitate economic growth.**”



Provincial Policy Statement

- 1.3. Employment Areas

“Planning authorities shall promote **economic development** and competitiveness by:

- Appropriate mix and range of employment
- Providing opportunities for a diversified economic base
- Planning for, protecting and preserving employment areas
- Ensuring the necessary infrastructure is provided



Provincial Policy Statement

- 1.7 Long-Term Economic Prosperity

Long-term prosperity should be supported by:

- Optimizing use of land and resources
- Maintaining healthy downtowns
- Promoting redevelopment of brownfields
- Providing for multi-modal transportation systems
- Providing programs to sustain tourism
- Protecting agricultural resources
- Conserving energy and providing for alternative energy systems



Economic Indicators

- Background studies should focus assessing the current economic health of your community:
- Rate of population and employment change
- No. of housing starts/level of building permit activity
- Real estate values
- Commercial/industrial vacancy rates
- Diversity of employment base
- Scope and extent of public investment in infrastructure
- Quality of life



Indicators to Opportunities

- Developing a mission statement that is realistic and clearly identifies the character and values of your community (branding your community)
- Planning, programming and financing improvements/rehabilitation of public infrastructure



Indicators to Opportunities

- Undertaking strategic planning or thinking to prioritize the initiatives and resources needed to improve your community:
 - Community strategic plan
 - Specialized studies: tourism, community improvement, waterfront development, brownfields, prime agricultural lands/resource-based inventories, retail needs, recreation master plan etc.



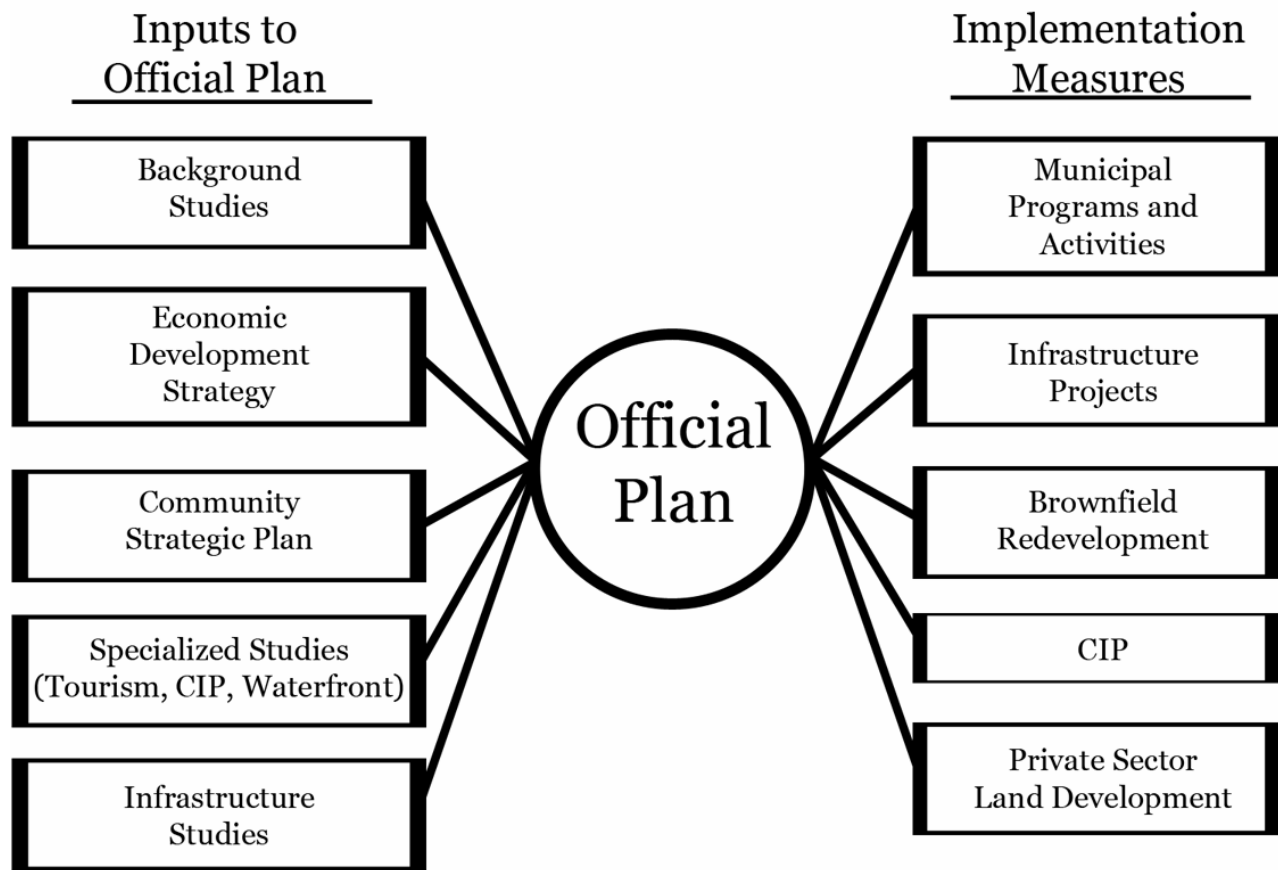
Indicators to Opportunities

- Identify obstacles to development:
 - 'negative' attitudes toward change or growth
 - Lengthy development approvals process
 - Municipality/community is not marketed
 - Lack of a cheerleader at 'city hall'
 - Lack land base for development
 - Lack infrastructure to accommodate development



Role of the Official Plan

- Set out positive framework for community development
- Establish goals and objectives which are a measuring stick for achievements
- Set out specific details of community economic development initiatives
- Set out specifics of infrastructure improvements





Planning Practices

- Build-in a 'Mission Statement':
 - Can set out overall statement for aspirations of the community

Example: (Central Frontenac)

The Mission of the EDC is to contribute to the growth, economic well-being and quality of life of our community and citizens



Planning Practices

- Set out a strategy for economic development:

Example 1: (Perth)

- ❖ *Promote business retention*
- ❖ *Implement plan to promote Perth as a tourism destination*
- ❖ *Improve telecommunications services*
- ❖ *Enhance Perth as desirable place to live*



Planning Practices

- Perth Strategy cont'd
 - ❖ *Expedite development approvals which conform with OP policies*
 - ❖ *Ensure adequate supply of available land for all types of land use*
 - ❖ *Sustain level of public services and infrastructure required to support growth and development*
 - ❖ *Ensure maintenance of building stock and heritage resources*
 - ❖ *Conserve/enhance natural heritage features*



Planning Practices

- ***Example 2 –Central Frontenac***
 - ❖ ***Manage renewable and non-renewable resource base***
 - ❖ ***Develop public-private partnerships as means to attract investment and business development***
 - ❖ ***Provide for a broader mix of commercial and industrial land uses***
 - ❖ ***Develop usable data base of resources***
 - ❖ ***Develop a marketing strategy***
 - ❖ ***Develop an economic plan for diversification that considers labour force skills of the community***
 - ❖ ***Develop an integrated training strategy***
 - ❖ ***Support establishment of Home Based Businesses***



Planning Practices

- *Example 3 –Mississippi Mills*
- There are four main themes to Mississippi Mills' economic development strategy:
- (i) that Mississippi Mills is a special place to live and work and future commercial and industrial investment can add to and benefit from what is offered;
- (ii) that the retention and expansion of existing businesses and economic sectors within the community represent the best way in which to expand the Town's economy;
- (iii) that home-based businesses represent an important business startup opportunity and help keep entrepreneurs within the community;
and
- (iv) a successful economic development strategy requires strong and committed partnerships, both within the community and regionally.



Planning Practices

- *Example 4 – Prince Edward County*
- In keeping with the Vision for Prince Edward County, it is the aim of County Council to improve the economy of the County, increase employment opportunities and expand the assessment base. The County intends to meet its economic objectives by:
 - a) designating enough land in the Official Plan to meet business needs and to offset dormitory residential development;
 - b) providing on-going employment and training opportunities in agriculture, tourism, commerce, industry and health care;
 - c) providing leadership and assistance in the task of promoting the County as a desirable location for business, in cooperation with other agencies and levels of government;
 - d) providing a business climate and corporate culture, which is
 - conducive to economic growth;
 - e) ensuring that existing businesses and institutions are provided opportunities to flourish and expand within the County and that communication and actions are co-ordinated between local industries and businesses; and
 - f) providing and maintaining institutions, community facilities, social and health care services, recreation and leisure opportunities that will ensure a high standard of living for all County residents and serve to promote an attractive lifestyle to potential investors.



Planning Practices

- *Example 5 – Dubreuilville*
- *Diversification Measures:*
 - *Building a 'tourists-for-a-day market which reinforces French culture and the community's end of the highway location*
 - *Develop an eco-tourism market*
 - *Organize, market and deliver French summer camps catering to the Northern Ontario Francophone market*
 - *Establish a community cooperative to develop a blueberry farm*



Planning Practices

- *Example 5 – Dubreuilville cont'd*
 - *Town Beautification: Use property standards as a backdrop to encouraging community pride in maintaining buildings and continued participation in programs such as Communities-in-Bloom*
 - *Developing a value-added wood products industry using underutilized tree species*
 - *Acting as a host community for housing in support of mining exploration and production*



Planning Practices

- Identify specific municipal infrastructure projects:
Example 1 – Prince Edward County
- a) The existing water treatment and sewage treatment plants serving the Picton Urban Centre will be upgraded and replaced when required
- b) The existing water distribution and sewage collection systems in the Picton Urban Centre will be maintained and upgraded
- c) The existing water treatment and sewage treatment plants serving the Wellington Urban Centre will be expanded when required



Planning Practices

- *Example 2 – Perth*
- *Road improvements which may be considered over the life of the plan include:*
- *Eastern By-pass: construction of an arterial road from County Road 43 to Highway 7*
- *South Street Extension: construction of an arterial road across the Tay River*
- *Wilson Street Extension: construction of an arterial connecting Highway 7 to the Lanark Road*
- *Drummond Street extension north of Dufferin Street (Highway 7)*



Planning Practices

- ***Other Practices:***
 - ***Municipally funded community improvement programs (CIP) for commercial façade improvements and rehabilitation of buildings on main street (Pembroke)***
 - ***Municipal/Provincial financial incentives for Brownfields redevelopment (Brockville)***
 - ***Development of commercial wind farms (Frontenac Islands)***



Summary

- Municipalities are mandated to facilitate economic development through their planning documents
- Municipalities can use inputs from strategic planning exercises and special studies as a backdrop to developing policies in their Official Plans
- Municipalities can facilitate economic development through public investment in infrastructure, through financial incentives to lever private investment and through leadership
- Official Plans can set out economic development strategies with a high level of detail on goals, objectives and economic development initiatives and projects