



**Public Workshop # 1
Town of Bracebridge
Official Plan Update**



December 1, 2009

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Appendix #1 - PowerPoint presentation from workshop

1.0 BACKGROUND

The Town of Bracebridge is currently updating its Official Plan. The Official Plan is intended to define the future goals and objectives for the Town in a manner that will manage and direct physical change and ensure that land use and municipal investment in infrastructure is coordinated. As part of that process, a series of public workshops will be held. These workshops are intended to engage members of the public in discussions about the future of the Town of Bracebridge and ensure that the Official Plan represents the vision for the Town that it shared by the community.

The first workshop was held at the Bracebridge Sportsplex Complex on November 5, 2009. Approximately 60 people attended the session. Participants were involved in a series of exercises aimed at reviewing the mission, goals and objectives associated with land use in the Town of Bracebridge.

A copy of the Power Point presentation presented at the workshop is attached to this report as Appendix #1.

The workshop started with a presentation by Jim Dymont of Meridian Planning Consultants Inc. and Graeme Burt of planningAlliance. The presentation described the rationale for updating the Official Plan at this time, as well as reviewed jurisdictional issues related to the Federal, Provincial District and municipal governments.

An important context for this process is understanding how the Official Plan will implement the Community Strategic Plan that was developed by the community and the Town of Bracebridge in 2008. The Strategic Plan identifies a vision for the future of Bracebridge and describes how that vision will be implemented through a series of Mission Statements. The Strategic Plan also identifies specific actions that will be taken to implement the objectives. More detailed information related to the Strategic Plan can be found on the Town's website under the Community Plans & Studies Convergence headings.

2.0 EXERCISE #1

The first exercise completed by the participants was reviewing the Mission Statement of the Strategic Plan and providing information to the consulting team relating that Mission Statement to land use in the Town of Bracebridge. The Mission Statement is:

“Bracebridge is a progressive and well planned community committed to embracing its citizens desires for a sustainable Town that is healthy, green, creative and prosperous.”

Eight groups of approximately seven or eight people were asked to provide comments for interpretation of this mission with respect to land use. The following summarizes their comments:

(Note: Responses edited for format, but not content.)

- Land Division & Use
- Accessibility and Sprawl need for Transit

- Careful use of Waterfront
- Higher Density vs. Sprawl - 5 storeys in height
- Service Core in Downtown
- Riverfront Parks and Trails
- Scenic Views and Corridors
- Low Impact/Energy development
- Active Transportation
- By-laws - Powers all enabled tools for Town
- Simple terms - Province - By-law policies
- Cultural Meeting Place that recognizes Topography/Traffic
- Sell Shore Road Allowances to purchase community facilities
- Sustainable - Green Technology/Energy
- Downtown - Vibrant
 - Pedestrian Mall
 - Culture/Arts - Centre to Meet
 - Convention Centre
- Affordable Housing
- Affordable Living
- Cost of Services - Water
- Increase Green Space - Pedestrian (Diversified)
 - Farmers Market (Diversified)
 - Artists (Diversified)
- Community Integration - like Vertical integration
- Implementation - "Character"
- (i.e. Dark sky lighting - design, site alteration in urban environment)
- Open Space Issues - linked - walkways and move roads
- Incremental Steps needed
- Private vs. Municipal interests
- Accessibility
- Recreation
- Transit - Bikes/Hikes
- Private vs. Public Interest
- Year Round Accessibility
- Walkable Community
- Clean Industry
- Range of Housing
- Height of buildings to reflect Fire Trucks

(Note: Responses edited for format, but not content.)

3.0 EXERCISE #2

The Strategic Plan identifies four specific values for the community. Those are:

1. Creativity;
2. Community Partnerships;
3. Collaboration; and,
4. Economic Growth by Attracting People.

In the second exercise, participants were asked to identify specific things that they value about their community under these four generalized headings. The responses are identified below:

VALUES

What specific actions would you take to implement the values?

ECONOMIC

- Economic growth
 - improved use of high speed internet to encourage “at home” working
 - development of riverfront
 - Town to encourage small enterprises and boutiques
 - identify real economic opportunities (not traditional)
 - Rural - natural beauty (tourism)
 - Urban - residential community, medical/educational support facilities
 - Waterfront - residential community, resort community (small, clean community feeling)
- More support for Santa’s Village as a significant Bracebridge resource
- 45th parallel promotion
 - Better promotion of year round tourism
 - themed downtown look with enhancement of historical buildings to keep the small town look
- Tax Strategy (incentives) for industry
- Expand on existing education facilities
- Public transportation
- Better road systems to accommodate commercial traffic
- Improved Health Care

ENVIRONMENT

- Rene Caisse Theatre - Financial tie to Town, outdoor theatre to come (3)
- Creative Industries, Green Tech, High Tech (2)
- Arts and Crafts Show, artists tours/studio tours, creative stores in Town, open spaces (inspiring spaces), cultural murals, exhibits, displays, music (3)
- Cultural Centre (gathering place, arts centre, conference centre, sportsplex) (2)
- Winter activities but add ice sculptures
- Fall Fair
- Accessible, affordable transit linkages
- Post Secondary Institutions
- Library (creative courses at high school and Georgian College)
- Government, administration, a collaborative Town

SOCIAL

- Consultation in decision making
- Determine things that already work and continue them
- Collaboration - Private individuals need to be proactive in seeking information and opportunities to participate (public and private interests) (6)

- Tap the enterprise that small businesses have - through forums, committees, working groups
- Sponsorships, funding incentives
- Improve communication and community integration (2)
- Seek reactions to plans from public by publications and involve public/interest groups in planning (2)
- Listen and pay attention to ideas (2)
- Large meeting place, lands provided by Town for library, archives, art gallery, learning centre and tourism (2)
- Land Use - acknowledge private land ownership (2)
- Acknowledge and support sustainable resources (Farm Gate Friends) and local resources (2)
- Industrial, commercial, economical, cultural (music, art, theatre) rental opportunities, schools, churches (2)

CULTURAL

- Partnership (9)
 - Volunteers, library, seasonal and year round residents, other area municipalities, funding heritage society, generations (8 - 80 yrs old)
- Community summits, festivals gardens (2)
- Mixed use development (joint use buildings) (2)
- Multi use trails
- Downtown beautification (artistic, culture) (3)
- Youth mentorship programs
- Town Citizenry (keep citizens engaged in Town activities) (2)

Note: Numbers in brackets indicate multiple responses.

4.0 EXERCISE #3

Participants were asked to identify what issues the planning team need to consider as they prepare the background information and the policies of the new Official Plan. The purpose of this exercise is to help focus the project team in their research of technical issues and policy options. The following responses were received from the groups:

- Servicing Constraints
 - stay ahead of sewage and water constraints
- Encourage “GOOD” Development (10)
 - provide opportunity for new acceptable development (reduce bureaucratic artificial constraint)
 - involve the planner in determining locations of facilities/structures
 - plan for the long term to prevent sprawl and to allow good planning
- Encourage Redevelopment
 - Shoreline and CRD (thru incentives -Downtown)
- Affordable Housing and Living -1
- Taxation - Personal and Corporate -2 (1)
- Health Care Services (Hospitals) - 3 (1)

- Flexibility in Zoning in terms of allowing for people to choose green standards (i.e. parking and lighting)
- Green Design Standards (2)
 - clear preservation standards for developers re: natural environment including incentives
- (Taylor Road) Tim Horton's - eg. Keeping development in line with the look and feel of Muskoka
- Green Construction (2)
- Watershed Protection and Restoration (3)
- Mobility and Walkability (3)
 - bike paths on new roads or when/where warranted
- Natural Heritage Protection (incentives) (2)
 - engage public in returning areas to more natural form
- Dark Skies (1)
 - more dark sky preservation
- Not just in subdivisions
- Recreation (1)
- Employment Year Round vs. Seasonal (2)
- Health Services - family doctors, hospitals (2)
- Affordable Housing/Living (integrated not cauterized)
- Compensate the private landowner for development property (2)
- Affordable daycare, housing, groceries, activities for physical wellness partner with locals
 - Partner with community living
 - Christian/Horizons
 - Volunteers hours could go towards community hours required at school, elementary school with children who would benefit from hands on experiences through the waste resources and harvesting products through Muskoka
 - Co-ops
 - Summer employment opportunities (March Break)
- Public Transit (4)
- Aging in Place - housing for seniors (affordable, mixed housing, incidental care) (2)
- Rural - Urban Values (Integration and Mixing) - prevent urban and rural values from colliding through mutual respect of ownership (3)
- Youth Services and staying in Town - incentives to educate and employ and promote healthy lifestyles
- Eliminate wait lists for essential services (incidental, homecare)
- Daycare and Wellness Centres
- Centre/Meeting Place (4) - lack of urban core meeting place (reasonably priced or free)
- Cultural Hub (1) - planning must allow for cultural hub including allowing partnerships (library, senior centre, artistic)
- Where is the centre of our Community?
- Design Standards - need for building visual standards for facades and interiors
- Youth Culture Facility

As a final exercise, people were asked to prioritize the issues by identifying with stickers (•) the priorities that they believe should be considered in preparing the Official Plan. The priorities are identified as follows:

ECONOMIC	- Good Development	••••••••••
	- Taxation	•
	- Health Care	•
ENVIRONMENT	- Green Design	••
	- Green Construction	••
	- Watershed Protection	•••
	- Mobility/Walkability	•••
	- Natural Heritage Protection	••
	- Dark Skies	•
	- Recreation	•
SOCIAL	- Employment year round	••
	- Health services	••
	- Compensate landowners to develop	••
	- Public transit	••••
	- Seniors housing	••
	- Prevent urban and rural mixing	•••
CULTURAL	- Meeting place/centre	••••
	- Cultural hub	•

5.0 CONCLUSION

Participants were thanked for their participation to the process. This input, combined with the Mission and Objectives identified in the Community Strategic Plan will guide the development of the new Official Plan for the Town of Bracebridge.