



3.0 GOALS & OBJECTIVES

3.1 MUNICIPAL MISSION STATEMENT

Council adopted a Strategic Plan including a Municipal Mission Statement. This statement is worded as follows:

The Municipality of North Middlesex is a dynamic community committed to capitalizing on our strong rural and urban assets by embracing our opportunities to build a healthy and sustainable future through:

- *Enhancing agriculture and economic development;*
- *Enriching community services;*
- *Conserving the natural environment.*

The Mission Statement, along with additional sections from the Municipal Strategic Plan, has assisted in establishing the goals and objectives of the Official Plan. The Mission Statement and elements of the Strategic Plan may be updated and altered by the Municipality without amendment to the Official Plan under the *Planning Act*.

3.2 GOALS OF THE OFFICIAL PLAN

The goals of the Official Plan form the basis for the detailed policies. The goals of the Official Plan are:

- a) To create a planning framework that promotes a flexible and adaptable economic environment to encourage investment and a broad range of employment opportunities, protects the dominance of the agricultural industry, and protects other rural resources;
- b) To promote the health and well-being of the Municipality and its residents through the planning and development of strong, efficient and healthy communities and associated services; and
- c) To enhance and protect the quality of the natural and built environment, while providing for the changing needs of the community.



3.3 OBJECTIVES OF THE OFFICIAL PLAN

3.3.1 Growth Management Objectives

- a) Identify distinct Urban, Community and Hamlet Settlement Areas that will be the focus of the existing and future growth and development.
- b) Strongly preclude all forms of non-farm residential growth outside of the established Urban, Community and Hamlet Settlement Areas.
- c) Limit growth and development within the Hamlet Settlement Areas, providing for the focus of growth in the Urban and Community Settlement Areas.
- d) Protect the rural area as the principal focus of resource related activities, including, but not limited to, agriculture, resource extraction, and environmental protection and appreciation.
- e) Utilize policies and regulations relating to the type, density or phasing of a use so as to not cause undue financial or other hardships to the Municipality.
- f) Provide adequate and efficient water supply and distribution, sanitary sewage collection and treatment, stormwater management and solid waste disposal systems.
- g) Require that all new development in the Urban and Community Settlement Areas occur on full municipal services to ensure the maintenance of the health of the community and the natural environment.
- h) Ensure development locates where municipal services exist or where they can logically and economically be extended.
- i) Utilize the provisions of the *Development Charges Act* to reduce growth related capital costs borne by the existing residents of the Municipality.
- j) Regulate the establishment of municipal waste disposal or transfer facilities, and ensure that appropriate studies are undertaken in accordance with the *Environmental Assessment Act* and the *Environmental Protection Act*.

3.3.2 Economic Development Objectives

- a) Ensure the continued economic strength of agriculture in North Middlesex.



- b) Foster tourism potential through the protection and augmentation of the Municipality's unique characteristics.
- c) Encourage visitors to come to and stop in the Municipality by providing for appropriate uses that may attract and promote tourism.
- d) Promote the development of new businesses and economic activities that are not currently available in the Municipality.
- e) Encourage the expansion and diversification of industrial and commercial development in order to maximize employment opportunities.
- f) Promote employment opportunities whose products are used by existing businesses in the Municipality.
- g) Promote employment opportunities that utilize products from existing businesses in the Municipality.
- h) Give priority to road and servicing improvements that improve the potential for employment-related growth and development.
- i) Provide employment lands with access to major roads and other transportation facilities.

3.3.3 Agriculture & Rural Resource Objectives

- a) Preserve agriculture as the primary land use outside of the Settlement Areas.
- b) Recognize and preserve the rural context and agricultural heritage as a significant factor contributing to the Municipal economy.
- c) Promote the viability of farm operations, ensuring their continued economic strength, wherever possible.
- d) Promote the expansion of agricultural capacity and agriculturally-related businesses in the Municipality.
- e) Recognize aggregate, mineral and petroleum resource potential and establish a framework for the long-term use of these resources.

3.3.4 Natural Heritage Objectives

- a) Identify, protect and enhance the natural forms and functions within the Municipality, where possible and appropriate.
- b) Protect Provincially significant wetlands, and significant habitats of threatened or endangered species through the prohibition of development within and in proximity to such areas.



- c) Ensure that development proceeds in a manner that recognizes and respects lands with inherent environmental hazards such as flood susceptibility, erosion, steep slopes, or any other physical condition that could endanger human life or property.
- d) Ensure that, through redevelopment, existing and potential sources of pollution, including contaminated soil are corrected and brought into compliance with acceptable standards as established by the Ministry of the Environment or other body having competent jurisdiction.

3.3.5 Land Use Objectives

- a) Protect agricultural activities and the agricultural land base from the intrusion of incompatible uses.
- b) Reduce conflicts between existing and proposed land uses through buffering, setbacks, landscaping and other appropriate standards in the Zoning By-law.
- c) Encourage compatibility between various land uses by reducing the instances of conflicting uses, while acknowledging that the Municipality of North Middlesex particularly depends and thrives on a diversity of land uses.
- d) Guide the maintenance and growth of economic activity in the Municipality through the development of proactive and flexible land use policy for areas of economic activity.
- e) Develop land use patterns in the Urban, Community and Hamlet Settlement Areas that are compact and efficient.

3.3.6 Cultural & Built Heritage Objectives

- a) Preserve and enhance the historical and cultural heritage of the Municipality.
- b) Encourage the beautification, improvement and/or redevelopment of the Municipality.
- c) Encourage the improvement and revitalization of the Central Areas of Ailsa Craig and Parkhill as healthy, vibrant and family-oriented areas for mixed commercial, residential, cultural, social, tourism and entertainment uses.
- d) Protect key cultural and built heritage elements in the Municipality through the appropriate use of available planning tools.