



4.0 GENERAL POLICIES

4.1 ECONOMIC DEVELOPMENT POLICIES

4.1.1 General

Economic development is an important underlying component of the planning framework of this Plan. Agriculture has been the principal economic activity in the Municipality. The policies of this Plan promote the protection of agriculture, provide flexibility to accommodate the evolution of the agricultural industry, and encourage the diversification of the economy. The following policies relate to economic development and the diversification of the economy.

- a) This Plan envisages that agriculture will continue to be the principal economic activity in the Municipality. The Municipality will support, protect and promote agricultural activities.
- b) The Municipality will monitor the supply of employment and industrial land to ensure that a sufficient supply is available to flexibly accommodate potential future needs.
- c) Employment and industrial lands will be focussed in Urban Settlement Areas and will be located adjacent to or in close proximity to Provincial Highways and County roads.
- d) Council will co-operate with the business community to ensure that employment areas are well served by appropriate infrastructure, including municipal services, roads and modern telecommunication technologies.
- e) The Municipality will promote balanced residential, farm, commercial and industrial land bases to provide long-term stability to Municipal finances, promote growth in the tax base and to reduce the need for out-commuting.
- f) The Municipality will promote healthy and attractive communities, with a high standard of design to increase tourism interest and attract investment.
- g) In order to protect agricultural and other business operations and activities, this Plan will prohibit residential and other sensitive land uses from locating in general agricultural, industrial or business areas or adjacent to existing operations.
- h) The Municipality will promote the economic health and well-being of the Central Areas in Ailsa Craig and Parkhill. Specifically, the



Municipality will support the creation of Business Improvement Associations. Council may consider preparing Community Improvement Plans, in accordance with the policies of Section 9.4 of this Plan, for areas including the Central Areas of Ailsa Craig and Parkhill.

- i) By taking advantage of the incentive-based initiatives available from the Province, the remediation, conversion and reuse of derelict industrial and other brownfields sites in the Municipality is strongly encouraged and supported by the policies of this Plan.
- j) In order to respond to changing economic conditions, this Plan maintains a flexible land use framework, to be implemented through the Zoning By-law, to accommodate evolving land use needs.

4.1.2 Tourism Related Economic Development

This Plan encourages growth in tourism and visitation to the Municipality, particularly in the Central Areas of Ailsa Craig and Parkhill and in areas of rural amenity. The following policies tourism related policies shall apply.

- a) This Plan promotes the existing tourism and destination-oriented uses in the Municipality and encourages the establishment of additional tourism opportunities within the Urban Settlement Areas and areas of scenic quality.
- b) Tourism uses within the Central Areas of Ailsa Craig and Parkhill that encourage visitor stops will be promoted, provided such uses do not detract from the principal functions and uses of these areas.
- c) Agriculturally related and rural resource-related tourism opportunities will be encouraged.

4.1.3 Home Occupations

To promote and recognize changing lifestyles and needs of the agricultural industry, this Plan promotes home occupations and on-farm secondary businesses, subject to the other policies of this Plan. The following policies apply to home occupations throughout the Municipality.

- a) Home occupations will be permitted in dwellings throughout the Municipality, subject to the other policies of this Plan and the provisions of the Zoning By-law. Bed and breakfast establishments shall be permitted in single detached dwellings in any land use designation where such a dwelling is a permitted use.
- b) A home occupation will be of a scale that is clearly accessory to the residential use.



- c) A home occupation will not generate negative traffic impacts upon a Provincial Highway corridor.
- d) Signage for home occupations will be small in scale so as to not detract from the residential character of a lot and neighbourhood.
- e) Outside storage associated with home occupations will not be permitted.
- f) Home occupations within a Settlement Area will not require alterations that interfere with the residential character of the structure. Uses that generate uncharacteristic traffic for a residential neighbourhood or would otherwise disrupt the peaceful and quiet enjoyment of other residential properties in the neighbourhood will not be permitted.
- g) The Zoning By-law and other by-laws or municipal licensing procedures may regulate home occupations.

4.1.4 Brownfields Redevelopment

In the promotion of “smart growth” opportunities, it is the policy of this Plan to promote the reuse of vacant industrial and other brownfields sites within the Municipality. The following policies will relate to the redevelopment of industrial and other brownfields sites.

- a) Proposals for the redevelopment of brownfields sites will have regard to surrounding conditions, and existing land use and built form patterns.
- b) Applications to redevelop existing or previously used industrial lands and institutional lands for non-industrial purposes shall meet the requirements of Section 9.7.2 of this Plan.
- c) Where analysis indicates the likelihood of contamination, development proponents will confirm the extent of contamination and any measures necessary to clean up the site in accordance with the Ministry of the Environment standards and any requirements of the Municipality, including Section 9.7.2 of this Plan.
- d) The proponent’s professional engineer will certify the necessary remedial measures have been fully carried out and that the site is suitable for the proposed use. Prior to development, the development proponent shall submit a Record of Site Condition to the Ministry of the Environment and the Municipality certifying that the soil and groundwater conditions at the site are suitable for the proposed development.



- e) The Municipality may undertake a Community Improvement Plan, in accordance with the policies of Section 9.4, to take advantage of the opportunities accorded under the *Planning Act* to encourage brownfields redevelopment and assist with the financial issues associated with this type of initiative.

4.2 COMMUNITY DESIGN POLICIES

The following policies relate to the physical design of communities, and new applications for new development, including plans of subdivision, infill development proposals, and site plans within the Municipality.

- a) Through implementation of this Plan, the Municipality will seek to maintain and improve the physical design characteristics of the Settlement Areas in the context of new and existing development and stress a general high quality of settlement design throughout the Municipality.
- b) Through the review of development applications, including plans of subdivision, site plans and other development approvals, the Municipality will:
 - i) Ensure that new development is designed in keeping with the traditional character of the Settlement Areas, in a manner that both preserves the traditional image of the Settlement Areas and enhances the sense of place within the Municipality while maintaining the community image of existing settlement areas;
 - ii) Promote efficient and cost-effective development patterns that minimize land consumption;
 - iii) Promote the improvement of the physical character, appearance and safety of streetscapes, civic spaces, parks;
 - iv) Encourage tree retention wherever possible and appropriate;
 - v) Strongly encourage design that considers, and wherever possible continues, existing and traditional street patterns and neighbourhood structure; and
 - vi) Request that proponents submit design guidelines with development applications, establishing how the policies of this Section have been considered and addressed. Such guidelines may also be required to address related issues of residential streetscaping, landscaping, setbacks, garage placement, and architectural treatment.



- c) Adequate measures shall be taken to ensure that the permitted uses have no adverse effects on adjacent land uses. Adequate buffer planting shall be provided between any uses where land use conflicts might be expected, and such buffer planting may include provisions for grass strips and appropriate planting of trees and shrubs, berms or fence screening.
- d) Designs that establish reverse lotting on Municipality roads, or require features such as noise attenuation or privacy fencing, are discouraged. Wherever possible, new residences will be oriented toward streets or parks. Access to County roads will be limited and require the approval of the County of Middlesex.
- e) This Plan encourages compatibly scaled and designed infill developments within the Central Areas of Ailsa Craig and Parkhill, which enhance the traditional character and economic viability of such centres.
- f) A high quality of architecture and site design for institutional uses such as schools, churches and libraries is encouraged.
- g) Streetscaping that reflects the intended character of settlement areas is encouraged. In particular, traditional streetscaping in the Central Areas of Ailsa Craig and Parkhill will be encouraged.
- h) A high quality of park and open space design is strongly encouraged. The lands for parkland dedication will be carefully selected to facilitate their use as a central focal point to new or existing neighbourhoods. Where possible, uses should front onto parks.

4.3 CULTURAL HERITAGE POLICIES

4.3.1 General

Conservation of the Municipality's heritage resources, including buildings, structures, monuments or artefacts of historic and/or architectural value or interest, and areas of unique, rare settlement composition, streetscape, landscape or archaeological value or interest is important. It is the intent of the Municipality to support these conservation efforts for the benefit of the community.

In addition to conservation, the Municipality encourages the public to develop an understanding and appreciation for the historic development of the Municipality. The Municipality supports public awareness, participation and involvement in the preservation, restoration and utilization of heritage, through the implementation of the following policies.



4.3.2 Policies

It is the policy of the Municipality that:

- a) New development and re-development shall have regard for heritage resources and shall, wherever feasible, incorporate these resources into any plan that may be prepared for such new development or re-development within the Municipality.
- b) Council may restore, rehabilitate, enhance and maintain heritage properties owned by the Municipality in fulfilment of the heritage objectives. Where feasible, relevant by-laws, programs and public works undertaken by the Municipality should further the heritage objectives.
- c) Council will require the preparation of an archaeological assessment and the preservation or rescue excavation of significant archaeological resources that might be affected by any future development. For a proposed development within an area of archaeological potential, an archaeological assessment shall be required prior to registration of a plan of subdivision or prior to execution of a site plan agreement.
- d) Council will encourage the conservation and protection of cultural heritage resources or the mitigation of adverse effects on cultural heritage resources in conditions of consent and subdivision approval and agreements.
- e) In areas considered to be of architectural or historical value, Council will encourage the preservation of the architectural or historical building or site to be included in proposals for redevelopment, intensification or infill.
- f) Council may consider amendments to the Zoning By-law, including increased density provisions that would enable the restoration of a historical facility.
- g) Council will encourage the preservation of significant built heritage resources and cultural heritage landscapes.
- h) Council may utilize the *Ontario Heritage Act* to conserve, protect and enhance the cultural heritage resources of the Municipality, through the designation of individual properties, heritage conservation districts and archaeological sites.
- i) Council may utilize any government programs available to assist in the implementation of heritage conservation policies.



- j) Council may pass by-laws providing for the making of a grant or loan to the owner of a property designated under the *Ontario Heritage Act*, for the purpose of paying for the whole or any part of the cost of alteration of such designated property, on such terms and conditions as Council may prescribe.
- k) Council may choose to form a Municipal Heritage Committee to prepare, publish and monitor an inventory of heritage resources within the Municipality, and generally advise on heritage matters. Should Council choose to form a Heritage Committee, the Municipality will consult its Heritage Committee on decisions to designate a property or part thereof under the *Ontario Heritage Act*.
- l) Council may choose to maintain an inventory of the Municipality's heritage resources to be used as a guide for policy formulation. The following criteria may be used in determining the historic or architectural value of heritage resources included or proposed to be included in the inventory:
 - i) The architectural significance of any building(s) in terms of its form, massing and/or cultural relevance;
 - ii) The historical value of the site or building from a social, cultural or economic perspective;
 - iii) The integrity and present condition of the heritage resource; and
 - iv) The environmental quality (both natural and built) of the site.
- m) Council may choose to designate a heritage conservation district or districts. Council may pass a by-law defining an area to be examined for future designation as such a district, or may prepare a study for the area to determine the feasibility and appropriateness of such a designation. Such a study should be prepared in accordance with the Province's Heritage Conservation District Guidelines.