

PRESENTATION BY RON MILLS, PLANNER, TOWNSHIP OF MULMUR
at the January 26, 2013 Strategic Planning Workshop

(Check against delivery)

- **Mulmur has a brand new Official Plan.**
- **Hands up all those that would like a copy for your coffee table.**

• GRAPHIC NO. 1

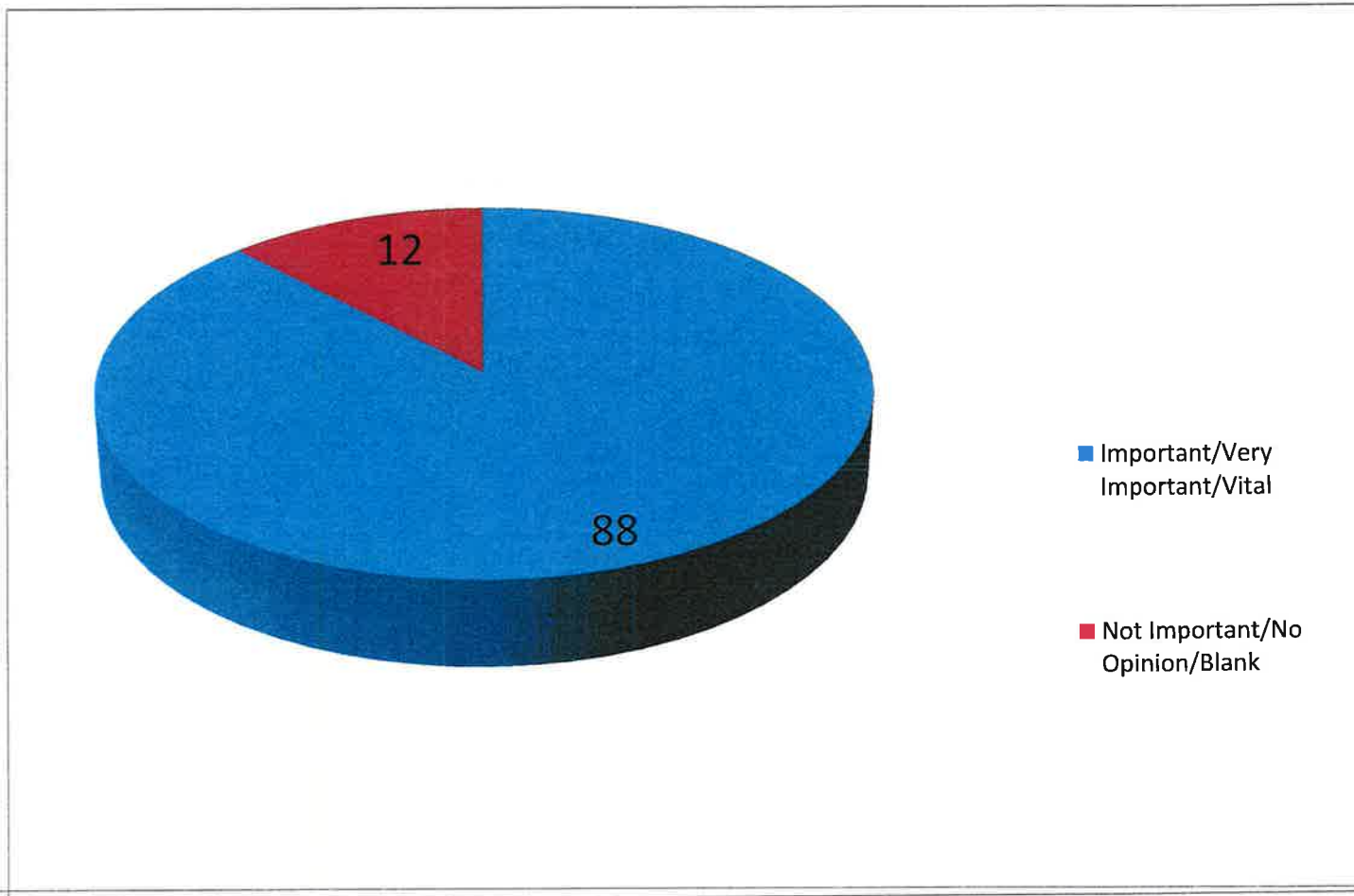
- **The truth is, most of you won't look at it.**
- **But you'd be outraged if we didn't have one (I hope).**
- **The exception might be if some land use proposal comes along that you don't like.**
- **Then you would want the OP to be the very tool that would stop it.**
- **You could be disappointed.**
- **Despite all of the pages and pages of policies and objectives that are contained in it, it is not a document that is necessarily intended to prevent change.**
- **Change is inevitable and it can be good. We use the OP to react to change.**

IN PERCENTAGES

11. Residents need more information on the Official Plan's implications.

Important/Very Important/Vital	88
Not Important/No Opinion/Blank	12

#1



- It is the tool that enables us to determine whether a land use proposal (someone else's idea of what they think is good for Mulmur and one that we should embrace) is desirable or not.
- If it is desirable, (or we can't stop it) the OP helps us to make sure, to the extent possible, that it gets done well - that it gets done right.
- But planning should not, and need not, be reactionary only.
- We really have two choices – We can just let things happen OR we can make things happen.
- No that's not quite right - We can allow things to happen AND we can make things happen.
- It might sound the same to you, but there is a difference – its called BALANCE.
- That's where strategic planning comes in. It's the other half of planning – the proactive part, the exciting part and all too often, unfortunately, the forgotten part.
- But why make things happen – Mulmur is just fine the way it is?
- The problem is, if you don't shape your own future, someone else is going to shape it for you. And you may not like the shape.
- But - enough about the virtues of strategic planning – that's not my role here today.

- **My role is to tell you how our new OP sets us up to become more strategic and less reactionary – in a sense sets the stage (along with a strategic plan and considerable community engagement) for us to succeed (or at the very least survive?).**
- **I can assure you that we were thinking somewhat strategically when we developed the new Plan. Its just too bad we didn't have a strategic plan before we developed a new Official Plan.**
- **We're doing this backwards in a sense, but backwards is still a lot better than not at all.**
- **Within three short years, we will begin another review of our OP and whatever strategies we develop now can be re-enforced in the plan then.**
- **So, I've developed a top ten list (in reverse order of course) of how the new OP sets the groundwork for this strategic planning effort.**
- **Take note of how many of these things have an economic development aspect – even preserving what we have has, or at least can have, economic benefits.**
- **There is nothing at all wrong with thinking that way – strategic planning demands that we find a balance between interests, including financial interests.**

- our economic survival may well depend on it.
- OK, so here is Ron's top ten list – the order is not cast in stone.
- I'm going to compare this with the results from our earlier survey of the opinions of ratepayers where available – are you ready?
- **Just remember BLUE – you thought it was important, RED – you thought it was not**

10. Defects have been eliminated

We have fixed a lot of problems we had with designations that didn't make sense (eg. Hockeyworks),

addressed some existing land uses that are potentially problematic (eg. Ron Little Trucking),

re-configured things so that they actually have a chance of happening (eg. The Primrose Business Park),

eliminated designations that were not, or are no longer appropriate (eg. Estate residential areas next to Mansfield Ski Club),

and the list goes on

It has already paid some dividends for us.

NO COMPARISON WITH THE SURVEY RESULTS IS AVAILABLE FOR THIS ONE!

9. Aggregate policies strengthened

This would have been much higher (lower) on this list if it had not been that we had already amended our policies substantially back in 2004.

However, we have managed to preserve some very important language pertaining to environmental protection, preserving our rural character and protecting human health and safety in the new plan.

NO COMPARISON WITH THE SURVEY RESULTS IS AVAILABLE FOR THIS ONE!

WE ALREADY KNEW!

8. Places to play – things to see and do?

The new Plan envisions further and potentially large scale recreation related developments and uses in the Mansfield North Recreation Area, and provides for the pre-planning of that area (in the form of a recreation area master plan).

Policies on most types of recreational facilities, uses and even activities have been developed.

We can, if we want, capitalize on tourism and recreation opportunities – trails, parks sitting idle, fishing areas, wildlife viewing, County forests, sports facilities, scenic roads and

places – the list goes on and the opportunities are many and varied. It's more a question of what you want (or don't want).

THERE WERE TWO COMPARISONS WITH THE TEST RESULTS FOR THIS ONE!

GRAPHICS # 2 AND 3

7. Local job creation facilitated

The new Plan sets the stage for appropriate industrial/commercial/institutional development, primarily within the Primrose Business Park – an area of about 100 acres intended to focus business development.

The Plan also continues to encourage people to set up home based businesses and industries and to work at home.

(Some communities out there are actively attracting talented people and people with money to live, work and play in their area – because it is just plain good for their local bottom line).

THERE WERE TWO COMPARISONS WITH THE TEST RESULTS FOR THIS ONE!

GRAPHICS #4 and #5

6. Leveling the “playing field” for farmers

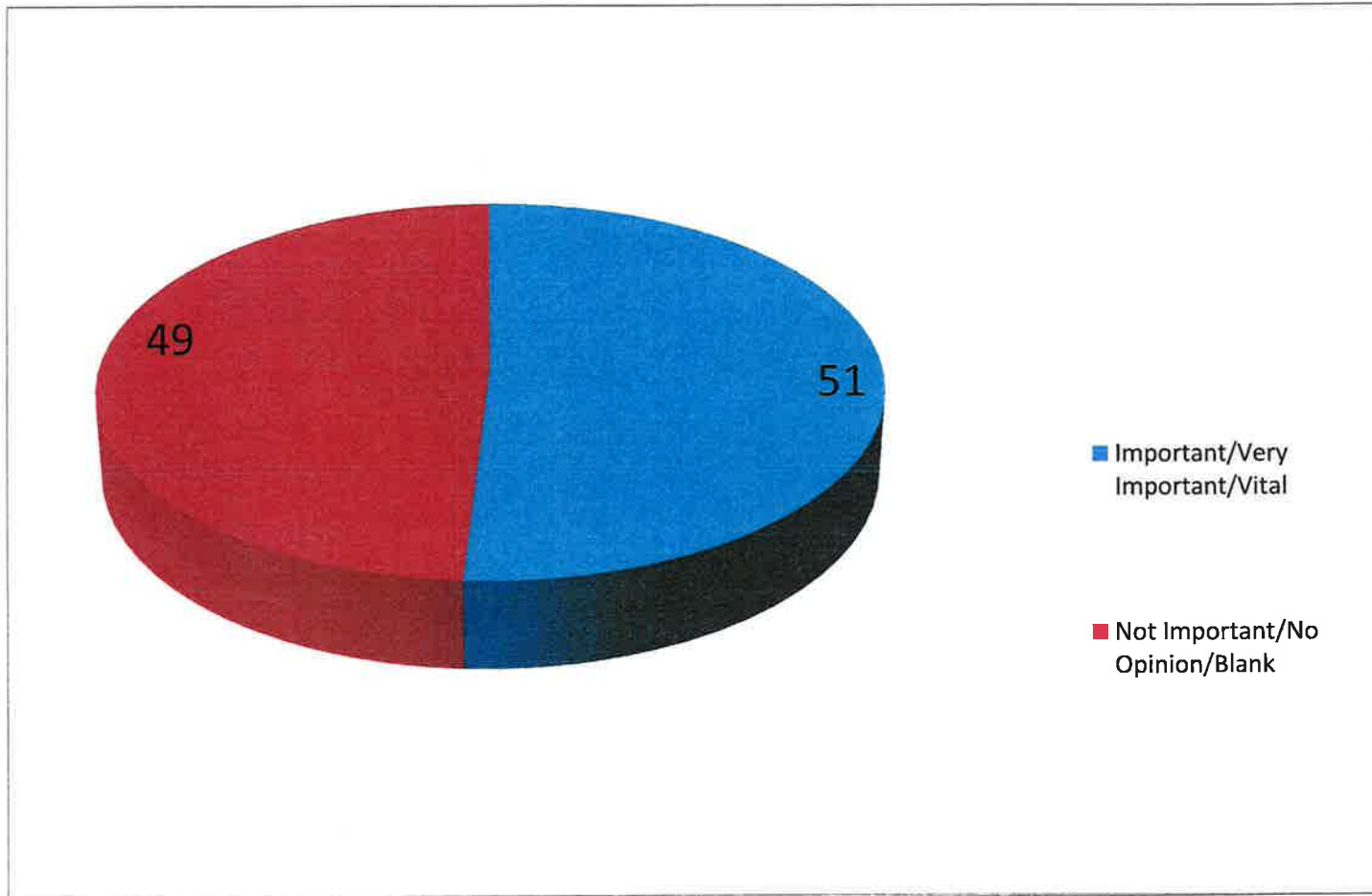
The new Plan levels the playing field for our farmers and provides for not only the protection and continuation, but

IN PERCENTAGES

3. *The Mansfield North recreation area (ski hill area) should be developed for tourism and recreation.*

Important/Very Important/Vital	51
Not Important/No Opinion/Blank	49

#2

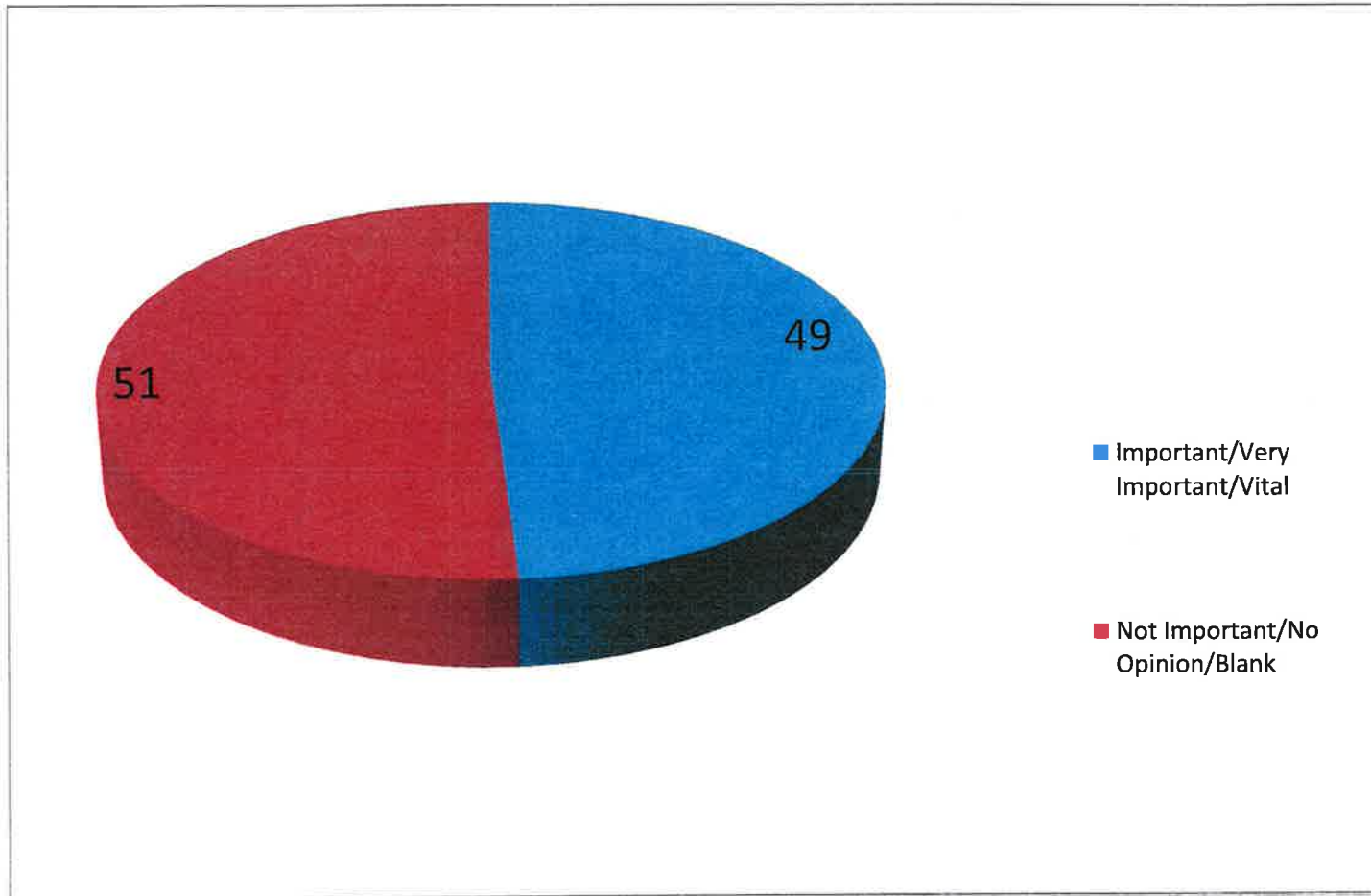


IN PERCENTAGES

3

10. *Mulmur needs to develop more tourism opportunities.*

Important/Very Important/Vital	49
Not Important/No Opinion/Blank	51

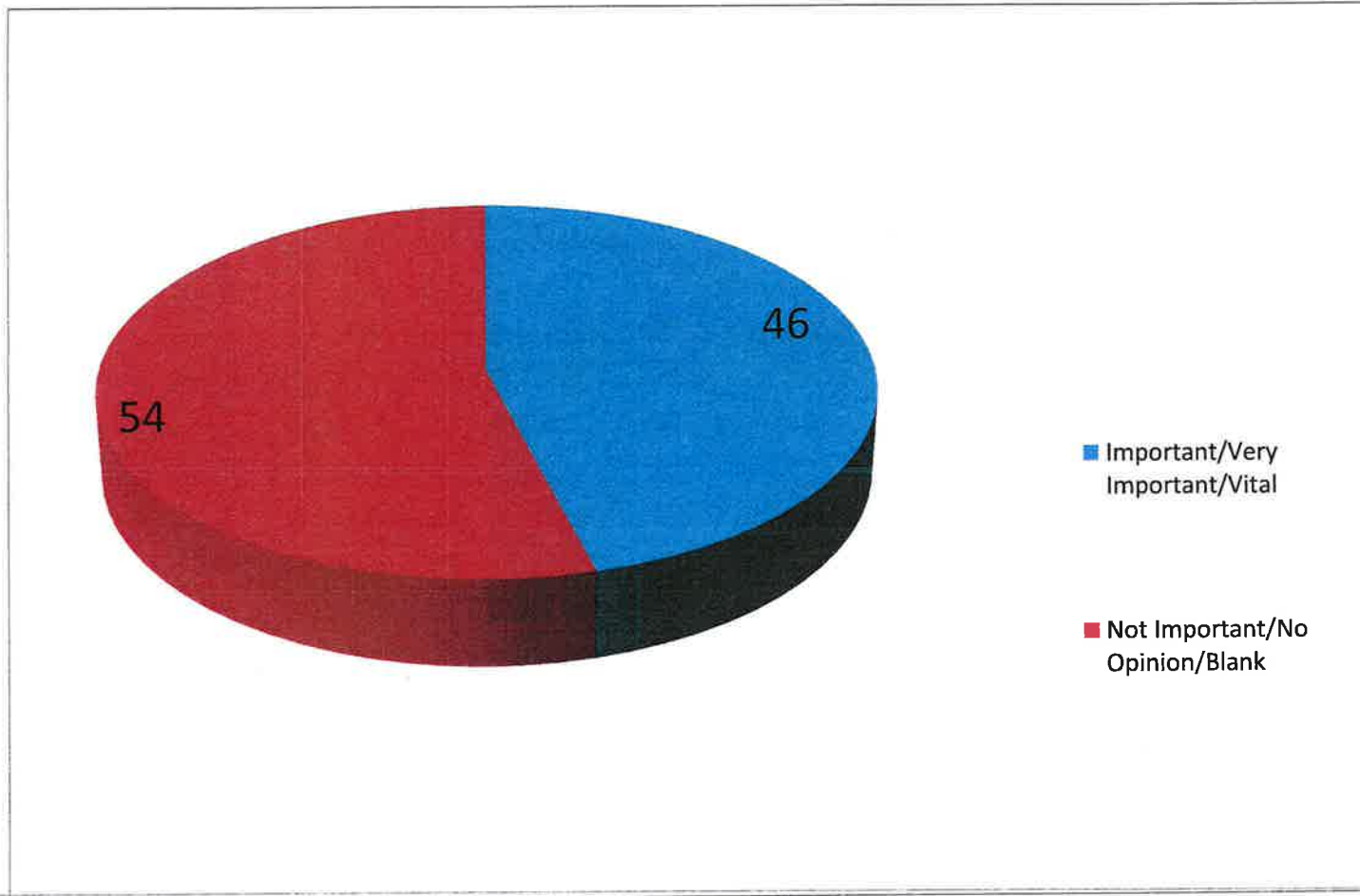


IN PERCENTAGES

#4

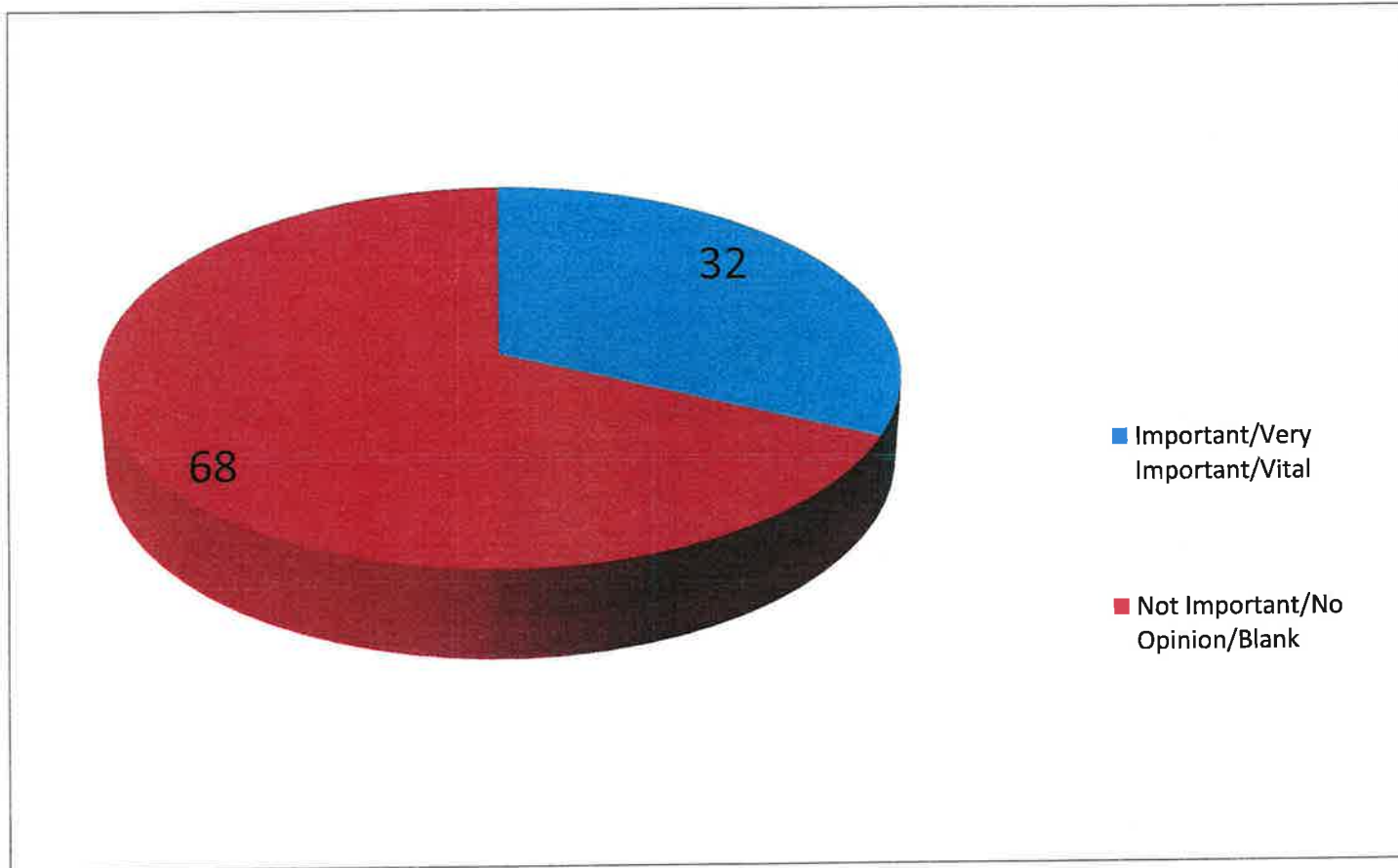
13. *Mulmur needs to encourage home-based tele-work and business.*

Important/Very Important/Vital	46
Not Important/No Opinion/Blank	54



#5

1. *Mulmur needs to increase tax revenue by gaining more non-residential development.*
Important/Very Important/Vital 32
Not Important/No Opinion/Blank 68



also, albeit some-what less directly, the diversification and sustainability of agriculture.

THERE WERE TWO COMPARISONS WITH THE TEST RESULTS FOR THIS ONE!

GRAPHICS #6 and #7

5. Planned growth preserves community character

The new Plan allows planned and controlled residential growth AND preserves the character of our communities.

We need a certain amount of residential growth (both in settlement area and rural lots) to help us pay for things – vital services, infrastructure improvements, etc.

The Plan provides for modest residential growth, primarily directed to Mansfield, while ensuring that the character of the community is not fundamentally changed.

It allows for very limited lot creation in the Rural areas, and no new lot creation in Agricultural areas.

GRAPHIC #8

4. Water resources better protected

Policies to better protect surface and groundwater resources and the Pine River in particular have been introduced.

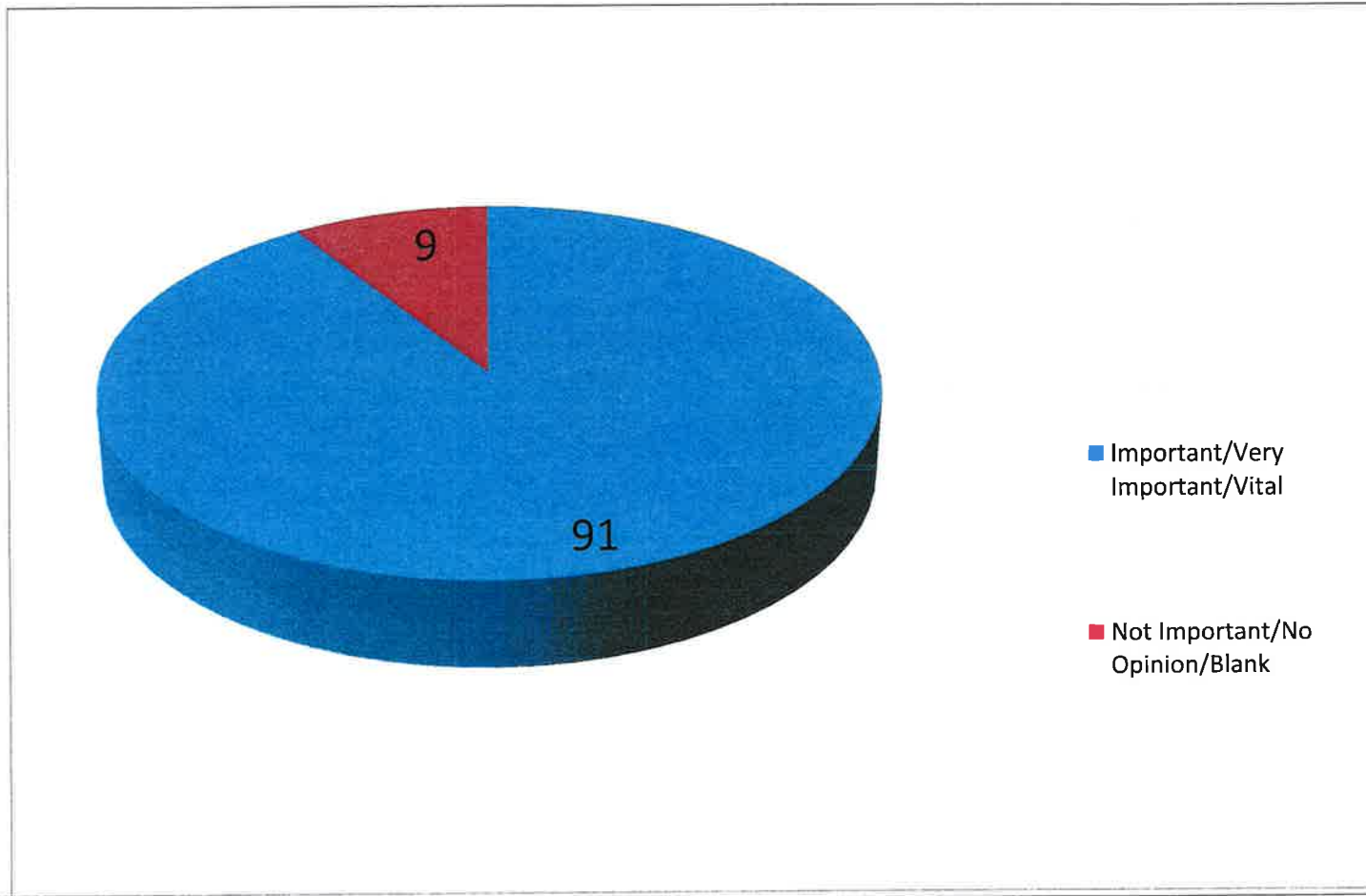
Policies have also been developed around water taking, and

IN PERCENTAGES

#6

6. *Mulmur must retain its farming and agricultural character.*

Important/Very Important/Vital	91
Not Important/No Opinion/Blank	9

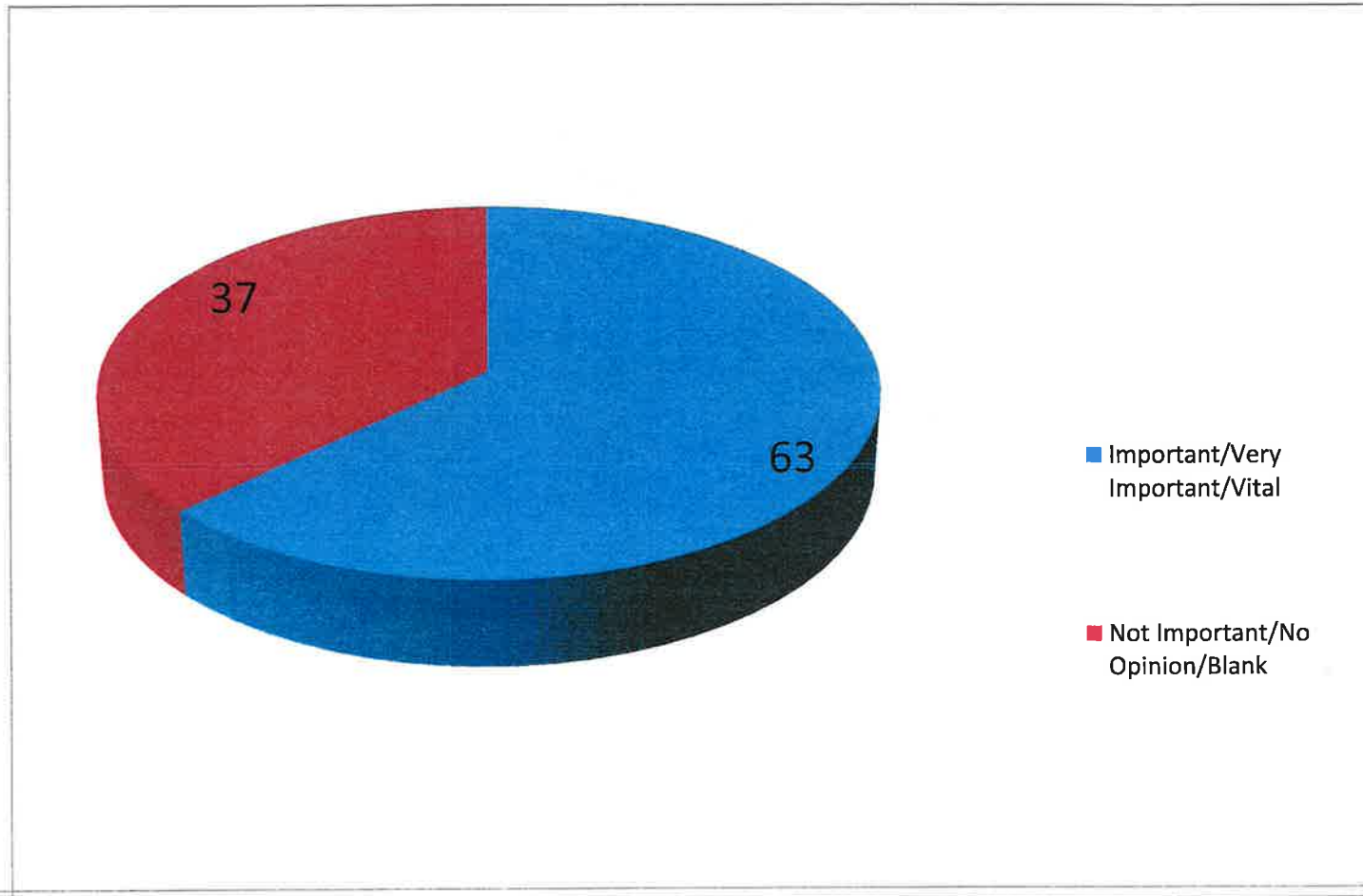


#7

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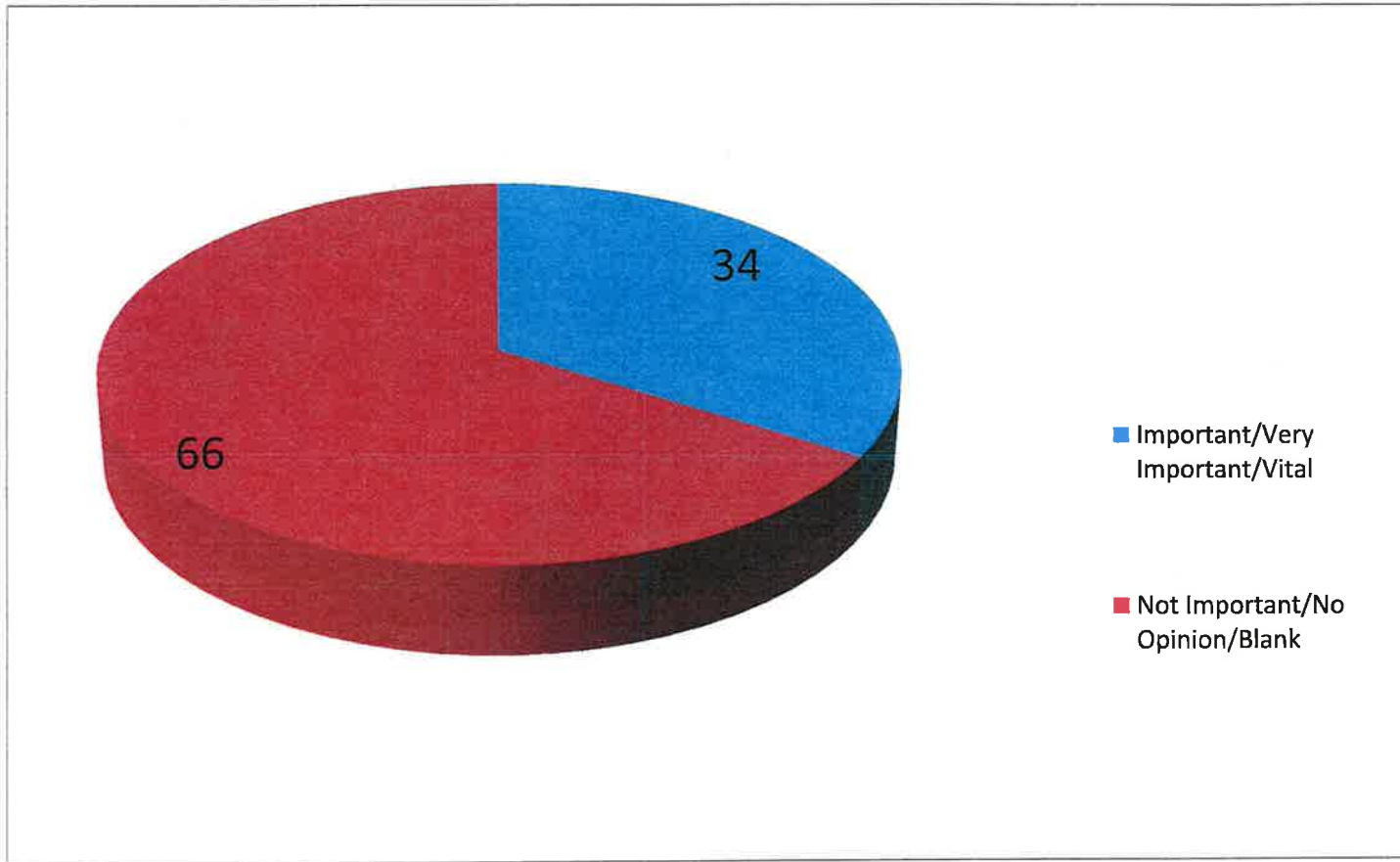
16. *Mulmur needs a Farmers' Market - local opportunities to sell produce.*

Important/Very Important/Vital	63
Not Important/No Opinion/Blank	37



#8

2. *Mulmur needs more residential growth in the next 5 years.*
Important/Very Important/Vital 34
Not Important/No Opinion/Blank 66



water bottling has been defined as a land use subject to Planning Act approvals.

THERE WERE NO COMPARISONS WITH THE TEST RESULTS FOR THIS ONE!

3. Environmental protection

It defined much more accurately the areas that warrant a “Natural Area” designation and protection, and took large, poorly defined areas that had nothing more than steep slopes out of that designation.

Areas with steep slopes were identified separately and policies were developed to deal with developments and uses on steep slopes.

There are now all kinds of up-to-date policies in place to ensure that natural areas and features are preserved and protected. Adjacent lands are also defined and will be protected where the impacts of their development could cause harm.

The role of the NVCA has been more clearly defined.

THERE WAS ONE COMPARISONS WITH THE TEST RESULTS FOR THIS ONE!

GRAPHIC #9

2. Rural Character or Bust!

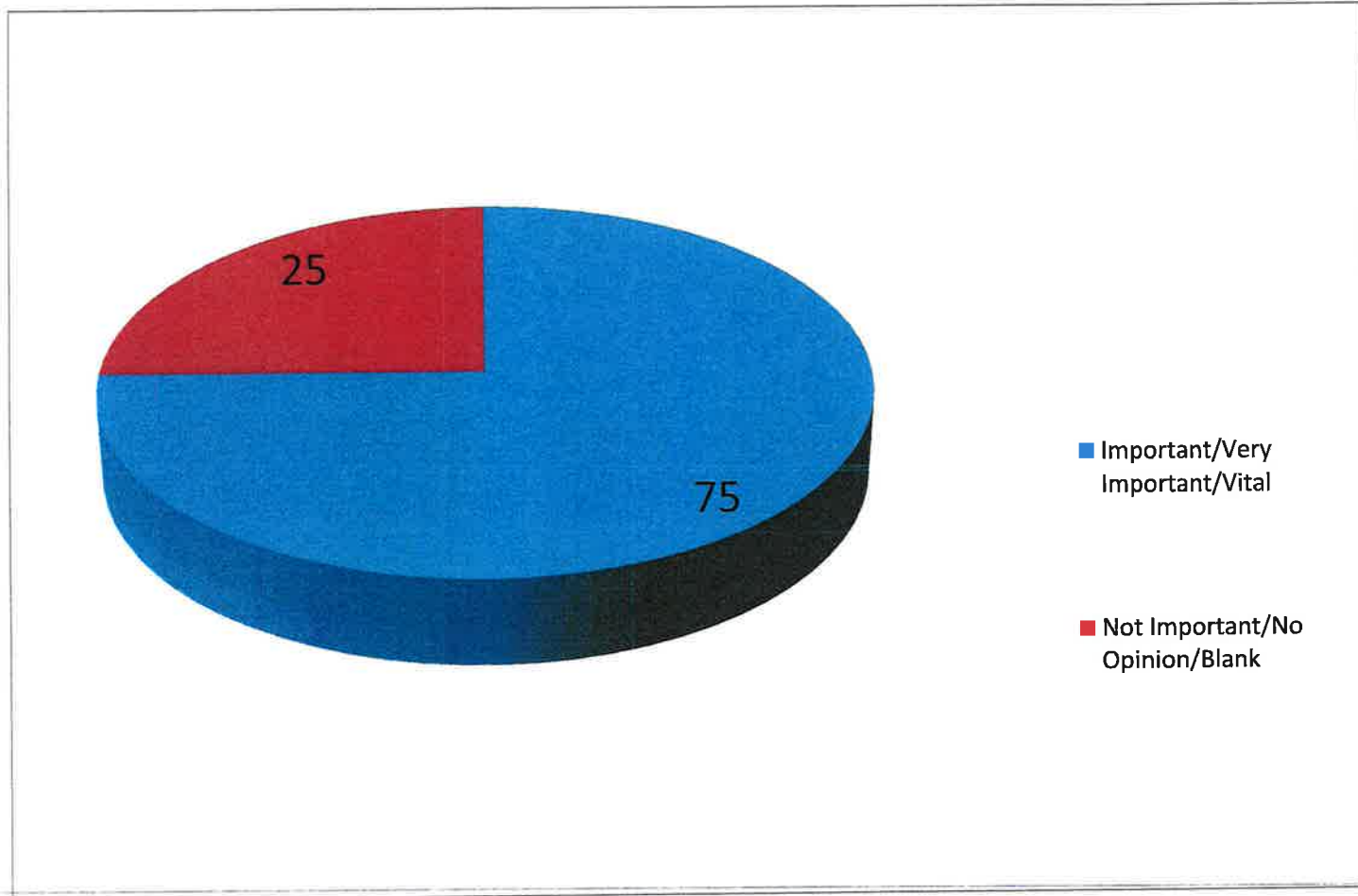
The new Plan is now a much more effective tool in our quest to preserve the rural character and scenic resources and features of the Township.

IN PERCENTAGES

17. *Mulmur needs to establish more policy on environmental issues.*

Important/Very Important/Vital	75
Not Important/No Opinion/Blank	25

#9



THERE WAS ONE COMPARISONS WITH THE TEST RESULTS FOR THIS ONE!

GRAPHIC #10

PASS?

1. Community engagement

When you pick your copy of the OP up off the coffee table and read it, it will so excite you (or make you mad – I really don't care which) that you can't help but get involved in this strategic planning effort, and make a meaningful contribution to making the future of Mulmur what you so desperately want it to be.

GRAPHIC #11

In summary, we have no idea what the future holds, but we can influence where we end up if we plan and act strategically.

In my mind, strategic planning starts with developing guiding principles, then coming up with projects that excite us, then identifying small, specific, achievable actions that, when carried out, eventually allow us to realize our dreams.

Are you in?

I've often thought – just think of what we could accomplish if all of the talent and resources that have been devoted to fighting things that we don't want could be channelled to projects designed to accomplish what we do want.

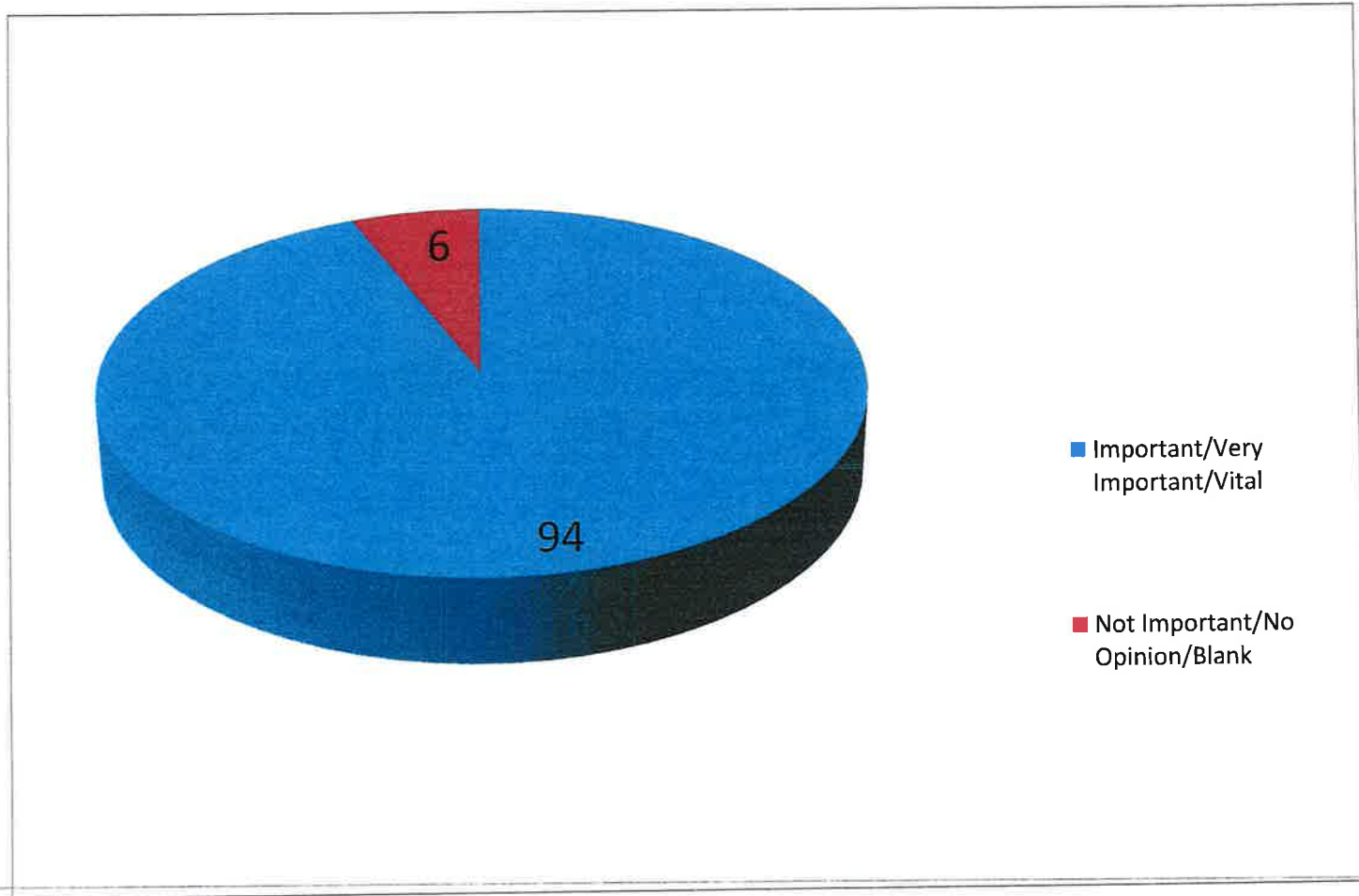
We can't stop those buggers from proposing things we don't want, OR CAN WE?

If we are to succeed, we need some more unbridled enthusiasm – like what my granddaughter Paige demonstrated on the weekend when I asked my three young grandchildren (in an effort to get them out of the house and involved in Papi's first annual winter carnival) OK YOU

IN PERCENTAGES

#10

5. *Mulmur must retain its rural and scenic character.*
Important/Very Important/Vital 94
Not Important/No Opinion/Blank 6

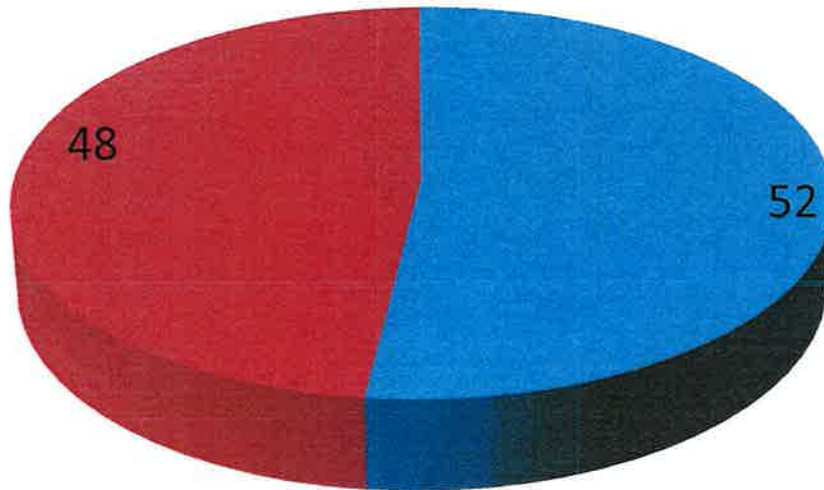


IN PERCENTAGES

#11

8. *Mulmur needs to re-awaken its community spirit.*

Important/Very Important/Vital	52
Not Important/No Opinion/Blank	48



■ Important/Very Important/Vital

■ Not Important/No Opinion/Blank

GUYS, WHO WANTS TO DO WHAT? Paige replied "I WANT TO DO WHAT".

Now that's what I'm talking about!

Thank you!

**Ron Mills, Planner
Township of Mulmur**

MULMUR'S OFFICIAL PLAN

By:

Ron Mills

Mulmur Township Planner

RON'S OFFICIAL PLAN TOP 10 LIST

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2. ‘Rural Character’ preserved
1. Community engagement assured

*Making the known possible, instead
of letting the unknown happen....*

*Ron Mills,
Mulmur Township Planner*