

city of brantford

official plan background paper

GOALS  
and  
OBJECTIVES

Adopted  
June 28, 1982

**Local  
History**

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## PREFACE

In the spring of 1982, City Council decided to construct a series of goals and objectives for Official Plan Policy. These goals and objectives were developed to provide a basis for the analysis of future social, economic and demographic trends that will have a direct influence on the community.

After reviewing a series of drafts, Council approved the goals and objectives included in this document by its adoption of the following recommendation from the Committee of the Whole on June 28th, 1982:

"THAT the Official Plan goals and objectives for Official Plan purposes, as amended, be presented to City Council for endorsement as the basis for the new Official Plan."

These approved goals and objectives are reproduced herein so that the content of a series of Background Papers which are being published for Official Plan policy purposes can be seen in their context.

OFFICIAL PLAN .

GOALS AND OBJECTIVES

\* \* \* \* \*

ADOPTED BY CITY COUNCIL

June 28, 1982

1. GROWTH PROSPECTS

GOAL: To plan for an amenable living, recreation and working environment and suitable service infrastructure capable of accommodating the various and changing economic, physical, social, cultural and recreational needs of the residents of the Municipality, which, based upon the best available Provincial and Municipal data is estimated to contain a population of approximately 98,000 persons by the year 2001, and, in so doing, be responsive to changes in population size and demographic composition.

OBJECTIVES:

- (i) To provide for continuous population growth during the 20 year time span from 1981-2001 at an overall average annual growth rate of approximately 1.3%.
- (ii) To promote the economic, commercial and industrial expansion of the Municipality necessary to achieve the anticipated increase.
- (iii) To ensure the provisions of those opportunities and amenities necessary to discourage out-migration and to promote those levels of in-migration required to attain and sustain the projected rate of population growth.

- (iv) To ensure a continuing appropriate labour supply to provide for and accommodate the level of economic growth required to achieve the anticipated population increase.
- (v) To provide Municipal services and infrastructure, commensurate with the scale and rate of population expansion, in locations suitable to accommodate that growth.
- (vi) To promote energy conservation, including the use of alternate fuels, to reduce the increase in energy consumption which would otherwise result from an increased population.
- (vii) To provide for a changing age composition of the population during the time span 1981-2001 which will be characterized by an aging population and incrementally larger proportions of adults.
- (viii) To accommodate the changing needs of smaller family units and differing household composition resulting from the anticipated change in population structure.
- (ix) To anticipate the changes required to housing modes and function resulting from shifts in population and age composition and accommodate such shifts.
- (x) To anticipate and be responsive to the changing recreational, cultural and leisure requirements of a population characterized by an increasing proportion of adults.
- (xi) To anticipate and be responsive to the changing health, education and welfare needs of an expanding and aging population.

2. HOUSING

GOAL: To ensure the provision of adequate housing and suitable living environments for existing and future residents of the Municipality relative to their changing needs.

OBJECTIVES:

- (i) To encourage the private housing industry to establish developments providing a mixture of housing types to accommodate the housing needs of a wide range of persons resulting in functional, integrated neighbourhoods with respect to physical, social and economic factors.
- (ii) To facilitate the provision by the private housing industry of those housing forms and development patterns which result in the provision of affordable and energy-efficient housing relative to the needs of people.
- (iii) To acknowledge the desire for home ownership with respect to low density detached buildings and attempt to ensure the satisfaction of that desire to as great a degree as possible within the parameters of other goals and objectives.
- (iv) To encourage the establishment of housing forms and organizations which satisfy the specialized social, health and welfare housing needs of identified segments of the population.
- (v) To stabilize existing residential areas through, among other methods, the encouragement of building conservation and rehabilitation in order to maintain the supply of housing stock and to maximize efficiency of existing Municipal infrastructure.

- (vi) To maintain existing stable neighbourhoods in order to provide areas of defined character and to ensure provision of a range of housing types and costs.
- (vii) To provide the necessary public support services for future residential areas in the most effective and efficient manners.
- (viii) To ensure, to the highest possible degree practicable, that amenable residential living environments are achieved in both existing and future residential areas.
- (ix) To encourage high density residential development in appropriate locations in the core and fringe-core areas of the Downtown sector of the Municipality.

3. COMMERCIAL

GOAL: To develop a community containing adequate and suitably located areas for commercial development to serve the community and its wider trading area, as well as to satisfy the particular requirements of retail, service and office commercial components.

OBJECTIVES:

- (i) To identify and promote the Downtown Area as the retail, service and office commercial core of the Municipality and its wider trading area, while restoring and strengthening its roles as the perceptual centre of the City and as the focus for the economic and public institutional and cultural activities of the Community.

- (ii) To provide for a balanced hierarchy of retail and service commercial levels, ranging from a Regional classification through Community and Neighbourhood categories to a Convenience Commercial class, adequate to serve various portions of the Municipality dependent upon population and areas to be served.
- (iii) To increase compatibility between commercial areas and other land use areas as well as with transportation factors.
- (iv) To provide for opportunity for commercial investment and service to the general community in a balanced relationship with other Municipal goals and objectives.
- (v) To recognize commercial growth as a function of overall economic growth of the Municipality resulting in the expansion of the employment base and the concomitant need to ensure an appropriate and adequate labour supply.
- (vi) To provide for the further development of the commercial tourist and convention industry.

#### 4. INDUSTRIAL

GOAL: To develop an economically strong and diverse community by providing adequate areas for industrial development and re-development so located as to satisfy the particular requirements of existing and future industrial uses, while promoting an orderly and efficient pattern of land use in the Municipality, and, in so doing, provide for the broadening of the employment base and the maintenance of the Municipality's economic stability.



OBJECTIVES:

- (i) To encourage development and redevelopment in certain industrial areas as well as allocate additional lands and services for a broad range of diversified industrial uses.
- (ii) To ensure that an adequate supply of land is made available for existing and future industrial uses by the public and/or private sectors.
- (iii) To encourage the diversification of the industrial base.
- (iv) To create conditions necessary to take advantage of linkages in the industrial community to promote further industrial expansion and development.
- (v) To provide a suitable distribution of industrial areas relative to transportation routes, residential areas and efficient use of Municipal infrastructure and energy.
- (vi) To ensure the efficient use of industrial land and Municipal infrastructure serving it.
- (vii) To provide for the supply of support services, amenities and labour force characteristics necessary for existing and future industries.
- (viii) To encourage provisions for the continuing development and supply of an adequately varied labour force to fulfill the requirements of a broad industrial base.
- (ix) To achieve and maintain an industrial level in proportion to other land use levels sufficient to promote municipal fiscal stability.

- (x) To recognize the importance to the Municipality of the wide range of existing industries, both in type and scale, and to promote and assist, where possible, their continuance and growth through the maintenance of existing viable industrial areas as well as the provision of appropriate new industrial areas for expansion of these industries.

## 5. RECREATION, CULTURE & OPEN SPACE

GOAL: To meet the recreational, cultural and leisure requirements of the residents of the Municipality, responsive to their varying and changing needs, through the provision of open space and recreational and cultural facilities and programmes.

### OBJECTIVES:

- (i) To provide for the changing needs and desires of an aging population with respect to recreational, cultural and leisure factors.
- (ii) To co-ordinate the activities of both the public and private sectors in meeting recreational, leisure and cultural needs of the population.
- (iii) To provide facilities, programmes, parks and open spaces in suitable locations for the use of both youth and adults relative to their varying needs.
- (iv) To recognize and protect the cultural bases of the Municipality relating to the historical and cultural contributions of local individuals and groups of people.

- (v) To promote the fostering and support of the arts, in its broadest sense, in the Municipality.
- (vi) To conserve areas of the natural environment existing within the Municipality to provide for the physical and perceptual requirements for open space.
- (vii) To identify and protect all lands in the Municipality which are environmentally significant, environmentally sensitive or hazardous if developed.
- (viii) To incorporate identified environmentally significant areas, environmentally sensitive areas and hazard lands into the passive open space system, where appropriate.
- (ix) To encourage the redevelopment of depleted aggregate extraction sites and landfill sites by the private and/or public sectors for open space purposes where redevelopment for more intense urban uses is not feasible or appropriate.
- (x) To encourage the protection and management of the banks of the Grand River together with associated lands to provide for public access and passive land uses and, where appropriate, develop certain of these areas as active land uses for the benefit and enjoyment of all citizens of the Municipality.

## 6. ENERGY

**GOAL:** To conserve energy by promoting a more energy efficient pattern and functioning of urban development and redevelopment.

**OBJECTIVES:**

- (i) To provide for energy efficiency through encouragement of compactness and continuity of the urban form in development and redevelopment.

- (ii) To limit energy consumption, resulting from urban expansion, through the utilization of energy-efficient forms of extensions to Municipal infrastructure.
- (iii) To encourage greater thermal efficiency in site-specific planning and development.
- (iv) To promote the incorporation of energy conservation matters into residential, commercial and industrial building, renovation and rehabilitation.
- (v) To co-ordinate land use patterns to minimize the number and length of vehicular trips.
- (vi) To recognize the importance and potential practical function of pedestrian and bicycle modes of transportation in urban design patterns with respect to energy conservation.
- (vii) To increase public awareness of and participation in energy conserving matters.

## 7. TRANSPORTATION

**GOAL:** To provide for the development and operation of safe, energy-efficient and economical transportation systems and facilities for the movement of persons and goods within and through the Municipality.

**OBJECTIVES:**

- (i) To eliminate or modify hazardous situations in the present system and ensure that additions to the system maximize safety for the travelling public.

- (ii) To encourage modification of the rail transportation systems to eliminate conflicts with incompatible land uses; to eliminate conflicts with existing and future road systems; and to promote efficiency while maintaining a level of service adequate to supply passenger and freight transportation needs.
- (iii) To ensure the function of major roadways as transportation routes through the control of adjacent land uses which would inhibit that function.
- (iv) To co-ordinate land uses with transportation requirements to minimize conflicts between traffic and incompatible land use while at the same time maintaining a balance among the various types of land uses.
- (v) To ensure that the present and future transportation systems and facilities are integrated and developed in a manner that provides a suitable level of service to the public and a high degree of efficiency relative to energy conservation considerations.
- (vi) To provide for a public transit system adequate to serve the changing needs of the community compatible with the pattern of land use and population distribution.
- (vii) To improve the existing transportation network to increase efficiency with respect to energy consumption factors.
- (viii) To incorporate provision of facilities relating to the safe and efficient practical function of pedestrian and bicycle modes of movement in the transportation system.
- (ix) To ensure that the Municipality is directly connected to external transportation and service systems including rail, air, and major highway facilities.

8. FLOODPLAIN

GOAL: To prevent the potential loss of life, avoid property damage and reduce the need for utilization of emergency measures in the Floodplain of the Grand River within the Municipality, while maintaining the natural function of the Floodplain to as great a degree as is possible relative to existing land use patterns.

OBJECTIVES:

- (i) To prevent loss of life and minimize the magnitude of property damage resulting from inundation of the Floodplain.
- (ii) To ensure that the portion of the Regulatory Storm Floodplain lying within the corporate limits of the City of Brantford retains its function as a Floodplain as practicably as possible given the existing pattern of land use in that area.
- (iii) To provide for the most reasonable, safe and equitable use of land, including development and redevelopment, relative to its location in the Floodplain and to existing or proposed flood control works, commensurate with the protection afforded by the said flood controls.
- (iv) To integrate relevant land use planning and water management planning at the Municipal government level for lands in the Floodplain.
- (v) To recognize the inter-municipal nature of the Grand River watershed and interact with the Grand River Conservation Authority and watershed municipalities in respect to mutual problems of flooding, erosion water supply and water-quality.

9. HERITAGE

**GOAL:** To maintain relationships with the Municipality's past through encouraging conservation of buildings and areas which have an historical heritage or architectural significance.

**OBJECTIVES:**

- (i) To, where appropriate, protect, preserve and restore the historical heritage of the community as reflected in its buildings and defined areas.
- (ii) To integrate historical heritage factors with current requirements and functions of the public and private sectors of the Municipality.
- (iii) To balance the consideration of social and community needs with the preservation, improvement and utilization of the historical heritage of the Community:
- (iv) To foster the perception of heritage conservation leading to the preservation of the public and private sector of physical examples of the Community's history functioning in the contemporary municipality.
- (v) To recognize, promote and, wherever feasible, preserve symbols and physical examples of significant historical contributions of local groups or individuals representative of the diverse cultures which have influenced the character of the Community.
- (vi) To acknowledge and recognize the historical influence of the Six Nations Band relative to the early settlement and growth of the Municipality.

10. HEALTH, EDUCATION & WELFARE

GOAL: The encouragement and development of co-ordinated systems, facilities and operations responsive to the health, safety, education and social welfare needs of residents of the Community relative to their various and changing needs.

## OBJECTIVES:

- (i) To ensure the health and safety of residents by way of the provision of: adequate and continuous supply and distribution of potable water; safe, suitable and efficient facilities and systems for storm water, sanitary and industrial waste disposal; safe and efficient systems for disposal of solid waste; and the abatement, where feasible, of all forms of pollution.
- (ii) To ensure the security, safety and health of residents through adequate police, fire and hospital services provision.
- (iii) To encourage the meeting of the educational needs of the Community through such non-traditional means as libraries, museums etc., in addition to the existing public and separate school education systems.
- (iv) To encourage the establishment and expansions of local post secondary education facilities and programmes.
- (v) To encourage the local provision of educational, retraining and other facilities required for the supply to and provision of a diversified labour pool for industry and commerce responsive to needs.
- (vi) To meet the social needs of the Community efficiently through the provision of public services and the encouragement of, and assistance to, private or volunteer agencies.



11. CENTRAL AREA

GOAL: To restore the Central Area, consisting of that portion of the City existing prior to 1891, to its traditional level of importance to the Community in respect to physical, social, residential and economic factors.

OBJECTIVES:

- (i) To re-establish the Central Area, as far as is practicable, as the perceptual as well as the geographical centre of the Municipality.
- (ii) To establish and/or maintain City-wide serving functions in the Central Area thereby reviving its perception as the heart of the City.
- (iii) To aid in achieving compactness of the urban form and in reducing energy consumption, otherwise resulting from suburban sprawl and increases in travel distance, through concentration of activities in the Central Area.
- (iv) To utilize or promote programmes available to the public or the private sectors for the preservation, rehabilitation, energy conservation improvement, renewal and, where appropriate, redevelopment of the Central Area.
- (v) To make available to the residential portions of the Central Area those amenities and services provided in other residential areas in order to enhance the Central Area as a viable, desirable residential sector of the Municipality.
- (vi) To increase residential population levels in appropriate portions of the Central Area.

- (vii) To co-ordinate land use patterns in the Central Area to minimize land use conflicts and inefficiencies and to maximize commercial, residential and institutional use potential.
  
- (viii) To revitalize the Downtown Core existing in the Central Area as the commercial, cultural and institutional heart of the Municipality.

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