

Sustainability Principles, Planning Objectives, Community Goals and Actions



Sustainability Pillar	Planning Objectives	Community Planning Goals	Sustainable Action Planning Initiatives
<p>Environment</p>	<p>To Become a More Sustainable and Complete Community</p>	<p>To pursue a more balanced land use management approach in protecting the natural environment, building livable neighbourhoods, strengthening the local economy, enriching community facilities and services, enhancing mobility choices and providing for infrastructure.</p>	<p>Communicate a clear sustainable vision within the ICSP.</p> <p>Identify, assign responsibility, cost and attach completion dates to achievable planning policies within the ICSP for environmental, residential, commercial, industrial, parks and recreation, infrastructure and community facilities land use management sectors.</p> <p>Town of GFW to mobilize community resources and create effective community partnerships to realize the sustainable vision and to achieve success with implementation of planning policies.</p> <p>Create momentum from the ICSP to pursue a more detailed and case specific Comprehensive Development Planning Strategy for leading GFW into the future.</p> <p>Establish baseline land use inventory data; identify sustainability targets; and commence an annual community sustainability progress assessment.</p>
	<p>To Protect the Natural Environment</p>	<p>To manage future land development in an environmentally responsible manner.</p>	<p>Through funding assistance from the Province, engage a professional biologist to prepare a comprehensive inventory of environmentally sensitive areas within GFW based upon watershed principles so as to clearly identify lands that are deemed non-developable and require protection.</p> <p>Map environmentally sensitive lands, and thereby also identify lands that are not environmentally sensitive and are developable.</p>

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			<p>Establish environmental protection guidelines for locations to be protected from future development.</p> <p>Expand projects for sustainable stormwater systems that make use of natural wetlands and floodplains.</p> <p>Explore implementation of a tree management strategy; topsoil and vegetative retention policies for new developments; and natural areas acquisition programs.</p> <p>Identify opportunities for pedestrian trail networks, open spaces and environmental education within environmental areas.</p> <p>Pursue use of natural species planting material and local aggregates as an economic opportunity in new developments.</p> <p>Encourage local environmental stewardship participation with management of sensitive lands.</p> <p>To address the concept of food security, explore the viability of establishing a local farmer’s market to serve GFW residents.</p> <p>Address policies for forest lands, gravel resources, development within flood and other hazard lands, and improving air quality.</p> <p>Coordinate community recycling, composting, landfill and water conservation initiatives, and pursue annual Exploits</p>

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			<p>River foreshore cleanup and integrated pest management programs.</p> <p>Establish baseline sustainable environmental targets.</p>
	<p>To Build Livable Neighbourhoods</p>	<p>To consider sustainable options for more varied affordable and economically efficient residential choices.</p>	<p>To gain Council support to pursue new residential planning policies and zoning categories for a diverse range of single family residential lot sizes.</p> <p><u>Consider smaller residential</u> lot sizes as an urban infill strategy based upon design management review.</p> <p>To maintain local residential options for large lot sizes but to also establish more sustainable, economically efficient, residential densities.</p> <p><u>Review a reduction</u> in front lot line setback for single family residential homes from current 9 meters.</p> <p>To ensure that new growth pays its way and is economically efficient.</p> <p>To address higher density residential housing, and to implement building, landscape, signage and parking design guidelines for such uses.</p> <p>To explore concepts of establishing a Urban Development Area boundary; identifying urban, suburban and rural residential locales; minimum lot sizes for varied serviced and non-serviced single family residential densities; permissible units-per-acre densities for higher density uses; infill development sites; incentives and</p>

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			<p>opportunities for sustainable, energy efficient and heritage design elements in new housing; decreased residential setback requirements to property line where feasible; more attention to site and building design; and alternative, more environmentally sustainable, infrastructure choices.</p> <p><u>To maintain</u> an option for acreage rural residential homes based on individual water and septic effluent service. Explore requirements for ensuring well water quantity and quality at time of subdivision approval consideration.</p> <p><u>Communicate with</u> land development community the policy changes of the ICSP.</p> <p>To create opportunities for affordable and rental housing choices for students and young families as an incentive to retain the young segment of the local population. Access funding from the Affordability Choice Today program <u>on the basis on 'staff in-kind assistance.</u></p> <p>To also consider the aging of the population and the need for well sited and varied seniors housing projects.</p> <p>To review the current land development referral and approval process to consider more local input from such informed groups as school district, fire department, provincial departments of environment and highways, local stewardship groups and neighbourhood associations.</p>

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			<p>To create neighbourhoods that are attractive, safe, and have lots of green space, good automobile and pedestrian networks, and are well connected to schools, shopping, community facilities, amenities and services.</p>
	<p>To Pursue Quality of Life Initiatives</p>	<p>Increase opportunities for healthy living with attention to local residents' access and use of parks, open spaces, walking trails, pathways and bicycle mobility provisions.</p>	<p>Review current parkland requirements for new residential developments.</p> <p>Communicate with local residents to determine their desires for enhanced recreational opportunities throughout the community, and with access improvements to the Exploits River.</p> <p>Develop a comprehensive pedestrian mobility and walking trail network concept plan.</p> <p>Identify options and potential opportunities for establishing an all-weather indoor walking facility for seniors and others of the community.</p> <p>Evaluate integrated trail requirements for local users, including cross-country ski trails. Address the issue of ATV's.</p> <p>Define the local parkland inventory, perform a local needs assessment and determine future requirements for tot-lot, neighbourhood, athletic, passive, decorative, district-level, rest and shade, winter season and natural area parks, and sidewalk boulevards.</p> <p>Explore park design options and locations specifically for seniors.</p>

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			<p><u>Explore the feasibility</u> and potential locations for sitting a ‘dog park’.</p> <p>Identify long term trails policy, provisions for bicycling mobility, and parkland acquisition strategies and a mechanism to finance these amenities.</p> <p><u>Explore the issue</u> of youth obesity in partnership with local organizations such as the School Board and Central Health to establish healthy and active living programming opportunities.</p> <p><u>Explore the concept</u> of developing all future residential areas with full access to pedestrian walking trails.</p>
		<p>Identify opportunities for community beautification.</p>	<p>Develop a community ‘priority’ visual improvements action plan.</p> <p>Implement community improvement initiatives such as Downtown Development Strategy.</p> <p>Envision community wide street tree planting programs, identify critical sightline locations for landscape improvement attention, review previous policy recommendations such as comprehensive community signage program, participate in programs such as Tidy Towns or Communities in Bloom, and ensure the Town’s facilities and properties lead by example in design and appearance.</p> <p>Establish municipal guidelines for site landscaping, tree planting and building design for new developments.</p>

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			<p>Beyond the excellent presence of Town Hall, improve the appearance of all municipal buildings and grounds, and relocate certain facilities such as the works yard near the Exploits River to an industrial area.</p> <p>Review infrastructure practices for more sustainable and aesthetically appealing design.</p> <p>Improve the overall appearance for the Town by identifying civic pride and beautification as a municipal priority for local residents' quality of life and for tourism attraction.</p> <p><u>Develop a strategy</u> to encourage local residents to maintain grass cutting of minor local public amenity areas, such as narrow rights of way, adjacent to local residents' private lands.</p> <p><u>Develop a strategy</u> to encourage local business owners to improve or commence landscape improvements to their development sites, and for encouraging business property owners to improve, where deemed necessary, the building appearance of their sites.</p> <p>Create a community recognition award for local residents and businesses that partake in property beautification.</p>
Economic	To Strengthen the Local Economy	Create an atmosphere of energy, focus and coordination through strategic planning initiatives and partnerships with the local business community, local residents and regional-provincial and national agencies and depts.	Prepare an innovative, realistic, community supported and achievable economic blueprint for the Town through preparation of a new and Council endorsed Economic Development Strategy that identifies short term and long range economic objectives and action plans for GFW.

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			<p><u>Adopt the approach</u> of utilizing a revised Development Regulations Bylaw to create local ‘opportunity’ for residents, existing businesses and the land development community, as opposed to strict land use regulation.</p> <p>Discuss the concept of GFW pursuing an enhanced post secondary university presence in the community, based upon emerging and specialty academic concepts related to the environment, sustainable development, professional planning programs for rural towns in transitions, etc. The objective is to explore the concept of evolving in part, into a ‘university town’.</p> <p>Appoint key community business leaders and external agency representatives to a revised Economic Development Committee of Council.</p> <p><u>Continue and expand</u> the Town practice of communicating with local business groups such as trucking firms and downtown business owners to assess their needs and pursue support.</p> <p>Identify priorities of local business retention, expansion, and promotion; attracting new businesses; tourism; and new business growth through ventures such as agricultural and cranberry production. Incorporate findings and recommendations of previous tourism and business development initiatives.</p> <p><u>Review the existing</u> ‘discretionary uses’ provisions for varied land use categories.</p>

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			<p>Consider smaller lot sizes for commercial development sites as a means to create more business growth.</p> <p>Review re-uses options for vacant schools. Ensure delivery of quality and cost-effective infrastructure services.</p> <p>Promote involvement of local business community organizations such as Chamber of Commerce, downtown business areas, hoteliers, service and retail commercial area owners and tenants, industrial businesses et al in economic development strategies, partnerships and initiatives.</p> <p>Pursue short term ‘shop local campaigns’ and longer term goals for GFW to evolve into a more vibrant regional shopping destination and service centre.</p> <p>Pursue the concept of the ‘local circle’ wherein local businesses and organizations pledge to purchase as much local goods and services as possible as one means of maintaining a strong local economy.</p>
		<p>Coordinate land use planning with economic development objectives.</p>	<p>Town to prepare comprehensive land use inventory base of information to clearly identify the supply and demand factors for residential, commercial, industrial and mixed use growth and development. Priority growth areas can then be identified and where additional lands are required to support future growth, re-designation of parcels can be considered. An inventory of vacant serviced land supply can then also be catalogued and marketed.</p>

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			<p>Pursue a mapping exercise and ‘highest and best use’ planning analysis of significant Town owned land property holdings.</p> <p>In pursuit of additional local employment opportunities, higher assessed property values and thereby increased taxation on commercial and industrial lands, and an increased level of consumer selection and services for local residents, land use planning policy attention is required to issues such as commercial and industrial building expansion and intensification, building and site design, and facilitation of new developments.</p> <p>Take short and long term planning views to both the High Street and Main Street commercial cores, and coordinate with economic development.</p> <p>Incorporate new planning principles named CPTED (Crime Prevention Through Environmental Design) that incorporates building siting, layout and design review by the RCMP.</p> <p>Formalize more effective coordination and processes to link the economic development role with the land use planning function of the Town.</p>
		Set Goals and Pursue Opportunity	Create local industrial opportunity through development based on existing assets and resources such as nursery stock gardens of native species for local landscaping and environmental restoration projects; stone products from local quarries for landscaping; agriculture; adventure travel tourism.

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			<p>Investigate opportunities and identify benefits for regional and provincial agency relocations to GFW, and for corporate offices of mining interests, hydro generators, oil and gas operators, and information technology centers to consider a business presence locally.</p> <p>Improve the tourism visitor experience within GFW by implementing existing tourism policy recommendations from previous studies, and continue to ask the questions of ‘how to improve the local tourism infrastructure inventory; what local events and attractions do we have to improve to keep tourists longer in our community; is our tourism signage welcoming and useful for tourists; what local tourism partnerships can we form to create tourism ‘packages’ for our guests”</p> <p>Review existing regulations for home based businesses and provide recommendations to consider for revisions. Address contractors’ yards.</p> <p>Maintain close relationships with the local businesses and program initiatives at College of the North Atlantic to facilitate community and business partnerships, and explore post secondary expansion opportunities in the fields of medical technology, geology, alternative energy sources, environmental expertise and agriculture, etc.</p> <p>Utilize findings from the proposed Economic Development Strategy to establish a retail market study to identify appropriate business use types and store mix</p>

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			<p>that add value to the existing business environment, regional shopping needs and that will add to expanding the GFW tourism sector. Conduct a consumer spending leakage study and twin with data that identifies store type voids in GFW to attract new business development through a 'direct approach'.</p> <p>Focus on opportunities for retail shopping developments within the community that add to the character, existing business mix and economic function of GFW.</p> <p>Establish a business visitation program to the largest local employers and emerging industrial businesses to ascertain their needs, infrastructure requirements and how the Town can assist in their further development and business expansion.</p> <p>Review existing regulations for home based business and provide recommendations to consider for revisions. Address contractors' yards.</p> <p>Maintain close relationships with the local businesses and program.</p>
<p>Social</p>	<p>To enrich the social fabric and sustainable character of GFW.</p>	<p>Organize and empower local groups.</p>	<p>Explore the feasibility of developing a Terms of Reference and organizing a community based group consisting of representatives from Family and Community Support Services, community health care, the School District and local college, area churches and service clubs, recreation providers and user groups, local residents, et al to identify social and sustainable needs of GFW, and to report the same to Town Council.</p>

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			<p><u>Establish a community</u> partnership with Central Health to address issues related to the aging of the local population and healthy living initiatives. Communicate with local residents and business groups to promote sustainability concepts of social inclusiveness, and how GFW is one.</p> <p><u>Support the local</u> multi-cultural population.</p> <p><u>Assess the viability</u> of immigration promotion programs.</p> <p>Support new planning policy direction to create a more diverse, well designed and appropriately sited, and affordable housing stock within GFW to meet the emerging needs of young adults and students, young families, and seniors so as to maintain a long term varied demographic mix within the community.</p> <p>Educate and promote the concept of GFW being a 'welcoming community'.</p> <p>Encourage the formation of residential neighbourhood associations and business community groups.</p> <p>Support lifelong learning programs for seniors and unique youth visitation programs to elderly at hospitals.</p> <p>Identify needs of individuals at risk, and provide for programs such as cold weather strategies. Promote community celebrations, neighbourhood festivals, sporting tournaments and people events.</p>

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			<p>Encourage outdoor restaurant seating in downtown commercial areas.</p>
	<p>To improve the unity of GFW.</p>	<p>Foster a connective and livable community.</p>	<p>Create a new brand and image for the Town that promotes the concept of one community, and more effective consolidation and unification of Grand Falls and Windsor.</p> <p><u>Establish a formal</u> Town flag for Grand Falls-Windsor.</p> <p>Utilize new logo image in decorative parkettes and landscaping features throughout the community.</p> <p>Coordinate a consistent signage display on the highway entrances to GFW, and within the Town.</p> <p>Develop a communication strategy to highlight to local residents and the traveling public the location of GFW businesses, amenities, facilities and services.</p>
		<p>Create physical linkages between Grand Falls-Windsor</p>	<p>Explore options to reduce the impact of the divided highway, and improve the connectivity flow between Grand Falls and Windsor.</p> <p>Pursue connective pedestrian and bicycling mobility options.</p> <p>Coordinate land use planning designations in a complimentary manner on both sides of the divided highway to create a more compact sense of community.</p>

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<p>Cultural</p>	<p>To strengthen the community identity of GFW through the promotion of its cultural and heritage resources.</p>	<p>Establish local partnerships with cultural, arts and heritage groups.</p>	<p>Expand the mandate of the current Council Committee of the GFW Heritage Society to encompass all cultural, arts and heritage initiatives.</p> <p>Prepare a distinct Terms of Reference for the new Culture, Arts and Heritage Committee of Council.</p> <p>Appoint key cultural and heritage representatives from within the community, and from relevant external agencies, to serve on the new committee.</p> <p>Document and inventory all local cultural, arts and heritage resources, including buildings, scenic viewscapes particularly to the Exploits River, and current programming initiatives.</p> <p>Create a long term objective to develop a Cultural, Arts and Heritage Resources Strategic Plan.</p> <p>Identify and secure funding sources for heritage conservation related objectives, and cultural/arts priorities.</p>
		<p>Develop strong linkages with economic development.</p>	<p>Share knowledge of, and take more tangible pride in, GFW's past through public education programs and activities, and coordinate with tourism development initiatives.</p> <p>Organize an annual calendar of heritage and cultural events and activities, and coordinate opening and closing times to cover the year.</p>

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			<p>Incorporate heritage design and architecture in new developments where feasible.</p> <p>Promote and more effectively showcase the historic past of GFW and quality local venues such as the Gordon Pinsent Arts Center as a major economic development and tourism assets.</p>
<p>Governance</p>	<p>To create opportunities for local residents and businesses to help shape the future of GFW.</p>	<p>Town of GFW to assume a sustainable leadership role.</p>	<p>To identify enhanced and expanded communication and public participation with local residents and businesses as a municipal priority.</p> <p>To develop and share with local residents and businesses, the annual ‘goals and objectives’ of Council, and the longer range capital, economic development, land use planning and infrastructure proposed projects.</p> <p>Explore the concepts of ‘community task forces’ to identify and develop action plans for critical community issues.</p> <p>Implement an expanded Committee of Council role, with increased participation opportunities for key representatives of the community.</p> <p>Foster the development of residential neighbourhood associations, downtown business area committees, industrial organizations, and develop stronger ties with the Chamber of Commerce, local environmental stewardship groups, and regional contacts.</p> <p>Develop sustainable development targets for the community (i.e. increased non-residential assessment</p>

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			<p>base; greater inventory of open space lands; increased residential densities; increased tree canopy cover with new developments; reduction in household water use; decrease in landfill usage; etc.).</p> <p>Recognize the expanded sustainable challenges for GFW as it moves forward into the future and the need for additional professional staffing.</p> <p>Become more fiscally responsible by making greater use of the land base for economically efficient growth, by becoming more coordinated with economic development by partnering with community planning initiatives, by continually seeking new revenue sources and by being resourceful, sustainable and innovative in infrastructure expenditures.</p>
		<p>Enhance communication from Town Hall.</p>	<p>Continue to update and improve the Town’s website.</p> <p>Develop a monthly newsletter for widespread community circulation both electronically and in mailed hard copy.</p> <p>Introduce an ‘ideas box’ format for local residents to provide comments to Mayor and Council.</p> <p>Create opportunities for Town Hall format open house meetings on a regular basis in non-municipal locations.</p> <p>Continue to provide an open doors philosophy for local residents and businesses.</p>

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		<p>Continue efforts for GFW to be a safe community.</p>	<p>Facilitate discussions with medical and emergency services providers to ensure community and regional needs are met.</p> <p>Work with the RCMP to ensure 24 hour office coverage.</p> <p>Lobby for activation of 911 services. Create opportunities for the local RCMP, fire department and search/rescue officials to maintain and expand service levels.</p> <p>Review municipal programs, services and facilities for their adequacy to meet the needs of local youth; develop partnerships with the Central School Board to enhance youth programming opportunities.</p> <p>Identify pedestrian mobility safety issues and the need for more crosswalks, sidewalks and municipal requirements for addressing pedestrian safety within large scale commercial development sites.</p> <p>Continue to address safety and community mobility issues related to the Trans Canada Highway bisecting the community.</p> <p>Conduct a risk management assessment of municipal facilities and services, and update the Community Emergency Response Plan as required.</p>