

PORTLAND, ONTARIO VISIONING – TRANSLATING VISION TO OBJECTIVES

Draft Objectives for Community Review and Feedback

In 2019 the Township embarked on a visioning exercise for the Village of Portland. The project is under the mandate of the Portland and Area Community Advisory Committee (CEC). The first phase was further guided by an Advisory Group comprised of a broad range of community stakeholders (service clubs, businesses, community groups etc.).

ZanderPlan, a consulting firm based in Perth, was engaged for the project. They held facilitated community conversations in the fall of 2019. An online survey was also developed to allow interested parties to provide input. Approximately 160 individuals participated in the process.

ZanderPlan delivered their vision document to Council, the CEC and the public in December of 2019. The document sets out five key vision themes. A copy can be found on the Township's website here: <http://www.rideaulakes.ca/news-events/notices/>

Following the delivery of the vision, work must be done to translate it into a set of actionable items so that priorities can be defined and resources applied. An intervening step in moving from broad vision themes to specific actions is defining objectives. Objectives give focus to the vision. Action planning gives meaning to objectives. An example of how this hierarchy/relationship works is:

Vision: 'inclusive village'

Objective: ensure public spaces incorporate universal design/accessibility best practices.

Action plan: upgrade 50% of sidewalks to accessible standards by 2021

This following chart does the following:

- 1) Provides refined wording for the vision statement for each theme;
- 2) Provides draft objectives under each theme (the numbered items in the right-hand column);
- 3) Links the community input received (as consolidated and summarized by ZanderPlan) to the draft objectives.

As you review the chart please consider the following questions:

- 1) Do the draft objectives reflect the intent of the community vision? If no, please explain.
- 2) Are there objectives that should be added or removed? If so, what are they?
- 3) Do you want to be contacted to take part in the action planning process that will follow? If so, what number or email can we contact you at?

WE NEED YOUR FEEDBACK!

We would like to make participation as easy as possible for all residents and stakeholders. If you have questions, or just want to speak to someone about your thoughts and ideas, we encourage you to call to Leila, Recreation and Volunteer Coordinator, at 1-800-928-2250 or Virginia, Portland CEC Chair, at 613-489-1122. You can also email you comments and questions to: feedback@rideaulakes.ca

We ask that you provide your feedback by February 21, 2020.

VISION PART 1: Village renewal focused on high-quality investment and development that is complimentary, community-focused and tourism-focused

(from Zanderplan themes: “Improved, sustainable infrastructure, responsibly developed” and “Responsibly managed and developed built environment”)

| Objectives | Associated Feedback |
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| 1. Appropriate scale and built form of new development and infill | “bigger isn’t better”; “much the same, but a bit larger”; no more large buildings/complexes; balanced growth (growth doesn’t hurt village feel or harm environment); heritage buildings maintained; beautiful buildings restored and constructed; municipal and big businesses on Hwy 15; any new development is low density |
| 2. Streetscape renewal | Street redevelopment; improved streetscape to attract visitors; enforced/improved property standards |
| 3. Waterfront connections/public space | “Portland’s future continues to be linked to the lake”; improved harbour facilities; better public access; larger park, more green space; more Hannah Park-type community spaces on prime waterfront views; boardwalk; pier at Hannah Park; lakefront interpretive centre (boat building) |
| 4. Responsive to community needs | See #3, 6, 9, 10, 11 |
| 5. Low-impact design (LID) principles | See #6, #13, #16 |
| 6. Wastewater servicing innovation | Long-term plan for proper infrastructure; adequate municipal water, sewer and septic system |
| 7. Adaptive use of structures | See #1 |
| 8. Façade improvement of existing commercial stock | See #2 |
| 9. Priority to local services, tourism services and attractions/investments | Improved municipal facilities (library, community centre, visitor’s centre, active hall, current hall maintained); better high-speed Internet access; electric docking for boats, cars, snowmobiles; no more traffic; adequate off-street parking, boat storage and access |
| 10. Appropriate range of housing types and affordability | More affordable housing for families and seniors |
| 11. Accessible public facilities and streets to facilitate “aging in place” | Graduated retirement facility (independent and assisted living); safe, walkable community; integrated transportation links (ability to get to/from Portland without a car) |
| 12. New development incorporating heritage, local vernacular or complementary modern design elements | Commercial development limited and built in Victorian style; Township offices at entrance to Portland; Moroni’s property becomes Township office and library; Portland & Area Heritage |

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| | Society informed and involved in evolution of Portland; retaining or repurposing the Anglican church; Gallagher property (community-driven solution, greenspace/park/farmers' market at pavilion, open air theatre, public use, Gallagher House rebuilt, use for municipal infrastructure, not for Township office) |
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VISION PART 2: REINVIGORATE PORTLAND'S ROLE AS AN AUTHENTIC, PERSONAL, SUSTAINABLE, WORLD-CLASS TOURISM NODE ON THE RIDEAU SYSTEM

(from Zanderplan theme: Portland as an example of sustainable management of tourism and development)

| Objectives | Associated Feedback |
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| 13. Invest in waterfront connections/public space | The lake is healthy and enjoyed; sailing race; Skate-the-Lake is successful heritage event; see #3 |
| 14. Support tourism services already established, such as marinas and short-stay accommodations | Improved bylaws to support small business; local investors, invest locally; better presentation of government dock and seasonal parking, see #9 |
| 15. Identify gaps in tourism services and foster them through investment attraction and Community Improvement Plan (CIP) incentives | Accommodation for tourists/visitors; small hotel (15-30 rooms); B&Bs; restaurant visible from highway and open year-round; ice cream shop; café |
| 16. Support the ecological and recreational welfare of Big Rideau Lake and the Rideau system | Environmentally conscious development; maintain, clean and improve environment; monitor and protect water quality along shoreline; plan to reduce climate change; economic development that honours and supports our natural assets; local food and labour |
| 17. Support the development of 'authentic tourism experiences' focusing on culture, history and the arts | Sustainable tourism; honour local heritage; geology centre; arboretum; multiple pollination gardens; value of farming and local food; Emmanuel Center can become a beacon for arts and heritage in the community |
| 18. Support four-season events and tourism offerings | Vibrant winter activities; active community (biking, hiking, canoeing, outdoor gatherings and events); waterfront festival; summer and winter special events |

VISION PART 3: DIVERSIFY AND IMPROVE THE QUALITY OF LOCAL BUSINESS AND SERVICE OFFERINGS

(from Zanderplan theme: Vibrant village with an innovative economy – successful and stable small businesses)

| Objectives | Associated Feedback |
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| 19. Focus non-water/tourism-related commercial development on Colbourne St. as the “Main street” and the Highway corridor as appropriate | See #1, #3, #12 |
| 20. Develop a Portland Community Improvement Plan (CIP) to facilitate, encourage and support the renewal of existing businesses and commercial building stock | Portland is an attractive destination; common themed and discrete signage (visual and textual); community hall refurbished in current location; see #14, #18 |
| 21. Encourage development of compatible, home-based businesses and services, including short-stay accommodations and B&Bs | See #15 |
| 22. Encourage the redevelopment of vacant, derelict and/or underused lands in established commercial areas, including through property standards enforcement | See #2, #12, #14, #16 |
| 23. Identify specific businesses and services the community and tourism economy require and pursue investment attraction | Green economy; build on services/infrastructure to attract businesses (drug store, grocery store, post office); co-working and training centre for growing Tech Hub in Ottawa; retreat centre |
| 24. Facilitate existing small businesses in efforts to expand or transition their current operations | See #14 |
| 25. Encourage youth in business in the village | Enhanced “youth-friendly community” |

VISION PART 4: AN INCLUSIVE AND RESILIENT COMMUNITY

(from Zanderplan theme: Thriving, healthy and active community attracting young families, retirees and visitors)

| Objectives | Associated Feedback |
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| 26. Create and support the development of quality community spaces to facilitate social interaction within the community | Community centre is hub of community; renewed strength and pride in community; civic pride; more activities for retirees in centre of town; active living |
| 27. Embrace the wider community, including the rural and waterfront areas outside the village proper | Virtual gathering spot (website/social media) as community builder to help connect with youth and cottagers |
| 28. Support recreational assets and programs that reduce social isolation of vulnerable members of the community | Active citizenship; thriving volunteerism and events; community is caring and supportive; youth-oriented activity; more variety of kids’ |

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| | recreation; acknowledge home improvement and maintenance; see #25, #26 |
| 29. Develop public infrastructure on the basis of universal design to support a wide range of users/abilities | Improved mobility and support for active living; electric car charging stations; better bus connections to bigger centres; lighted path from Kin Park to village; sidewalks in good repair and accessible; school with daycare attached; splash pad |
| 30. Share ideas and resources across community groups, service clubs and not-for-profits | See #27 |
| 31. Support the development of new housing stock to address the needs and financial realities of a wide range of users, especially seniors and youth | Portland is home to young and old; see #10, #11, #25 |
| 32. Support the development of 'flexible' housing, commercial and institutional building stock that can adapt easily to evolving community needs | Other places for people to gather (café, restaurant, park); private money/investment; see #10, #11 |

VISION PART 5: UPHOLD THE NATURAL ENVIRONMENT AS THE FOUNDATION OF OUR SOCIAL AND ECONOMIC WELL-BEING

(from Zanderplan themes: "Improved, sustainable infrastructure, responsibly developed" and "Portland as an example of sustainable management of tourism and development")

| Objectives | Associated Feedback |
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| 33. Ensure public investments incorporate leading practices in low-impact design and support resiliency in a changing climate | See #5, #16 |
| 34. Ensure stormwater systems in the village improve environmental performance over time | See #6, #13, #16 |
| 35. Recognize the need for a developed/semi-hardened shoreline in the village, but offset impacts through wetland preservation and upland rehabilitation in the wider bay | See #13, #16 |
| 36. Support citizens in protecting and enhancing their local groundwater aquifer | See #16 |
| 37. Consider communal or decentralized wastewater systems or individual tertiary systems as a means to reduce collective nutrient loading near shorelines | See #6, #13, #16 |
| 38. Support citizens in making investments in environmental, well and septic/wastewater programs through community improvement plans, local improvement charges programs or other methods | See #6, #16 |