

2. Building our Tradition: Goals of the Official Plan

This Plan is the product of the community's fundamental vision, goals and objectives, identified and refined through consultation with Town staff and the public, and based on relevant background materials. This Section provides the framework for managing growth in the Town, as well as the vision goals and objectives, which guide the policies of this Plan.

2.1 Vision

The Town's vision is an aspirational statement that identifies what is important to the community, now and in the future. It provides a broad direction for the Town's future planning and development trajectory and creates a basis for establishing the goals and objectives to follow.

This vision was created through extensive consultation to ensure that it accurately reflects the needs of the community. Through collaboration with stakeholders, councillors, business owners, and the community, this resulted in the following vision for the Plan, and for the Town at large:

"In Bradford West Gwillimbury, we are building on our tradition of agriculture and history within a growing community that will provide opportunity for all who call it home."

This vision is supported by the following principles, which support the goals and objectives to come:

- Managing growth and *development* in a sensitive manner;
- Providing housing options that recognize demographic change;
- Protecting and enhancing our built, natural, and agricultural heritage;
- Supporting choice in mobility and movement; and
- Being open and ready for business.

2.2 Goals and Objectives

The goals, objectives, and policies of the Plan, while divided into distinct Sections, represent a balanced approach to planning, designed to promote the vital link between community, economy and environment.

2.2.1 Create Healthy and Complete Communities

- a) Promote a mix of land uses, which provide for at-grade animated uses and residential uses above the ground floor.
- b) Prioritize *affordable* and accessible housing by providing access to different housing types and tenures.
- c) Encourage the *development* of “complete streets” that support pedestrian and cycling activity, a “Vision Zero” approach to design safety which aims to eliminate all traffic fatalities and severe injuries while increasing mobility, accessible public spaces, and enhanced street treatment on all streets.
- d) Promote and diversify commerce, employment and residential growth within *settlement areas*, specifically in commercial cores and along arterial corridors.
- e) Utilize good community design principles which strive for compatible integration of built and *natural environments* and enhance the *character* and identity of existing communities.
- f) Enhance sense of place through built form and urban design policies, particularly in core areas, to create safe communities.
- g) Ensure *infrastructure* can meet the needs of future *developments* within the planning horizon.
- h) Promote sustainable growth and development of the community and the overall health and wellbeing of its population and the environment. A community and its ability to prosper can only be achieved if its population is healthy.
- i) Established Bradford West Gwillimbury as a growing community that strives to support the health, wellbeing and prosperity of its citizens.
- j) To ensure that a full range of community facilities, including open spaces, recreational areas and parks to create an interconnected system is developed to serve the expanding residential community, the adequacy of school sites and other community facilities such as trails will be evaluated during the preparation of Community Plans, secondary plans or plans of subdivision.

2.2.2 Promote Economic Development

- a) Provide for an appropriate mix and range of employment uses to meet long term needs.
- b) *Preserve* existing employment lands and direct employment-related growth toward existing *employment areas* to allow for the efficient use of land and *infrastructure*.
- c) Strengthen economic development policies to foster local job opportunities and ensure long-term economic vitality within the Town.
- d) Promote home-based businesses and live/work housing forms, and allow for flexibility in the types and intensity of permitted uses, provided potential nuisances can be appropriately mitigated.
- e) Ensure appropriate, compatible integration of employment uses adjacent to non-employment lands through transitions that include but are not limited to buffering and landscaping.
- f) Facilitate job creation by fostering expansions to the operations of existing employers and attracting new employers to reduce out-migration by young people from Bradford West Gwillimbury.
- g) Improve flexibility in appropriate areas to ensure that *development* can proceed in an efficient manner.
- h) Improve local employment rates is important to support the concept of complete communities where residents can live, work and play.

2.2.3 Promote Food Security

- a) Protect rural area *character* to continue supporting the Town's viable rural economy.
- b) Support opportunities for local food, urban and near-urban agriculture, and agri-food businesses by protecting agricultural resources and minimizing land use conflicts.
- c) Strengthen prime agricultural areas by limiting use permissions, *lot* creation, and *lot* size for optimal compatibility with *agricultural uses*, *agriculture-related uses*, and *on-farm diversified uses*.
- d) Protect and enhance critical agricultural assets and mitigate against *negative impacts* that may occur from growth.
- e) Ensure compatibility with sensitive uses by implementing appropriate *development* setbacks.
- f) Preserve and protect land currently used and land with the potential for use in the growing and production of food and ensure that healthy food is available in every neighbourhood.

- g) Protect the agricultural industry and land currently that is used or has the potential to be used for growing and producing food (both in the Holland Marsh and on the highlands) because of its importance to the economy of the Town and because it employs the largest proportion of the total workforce in the Town.

2.2.4 **Conserve and Enhance Natural and Cultural Heritage Resources**

- a) Protect the *natural heritage features and areas* and their ecological function and conserve cultural heritage resources by ensuring future *development* decisions do not pose *negative impacts*.
- b) Develop a local *natural heritage system*, consistent with the Provincial natural heritage system mapping, which identifies a connected and continuous network of environmentally *significant* lands throughout the Town.
- c) Create and strengthen connections between built and *natural environments* by ensuring *development* compatibility.
- d) Strengthen natural heritage policies to include enhancement and restoration opportunities.
- e) Promote principles of environmental *sustainability* within all new *developments* and ensure they are the basis of land use planning decisions.
- f) Protect the quality and quantity of ground and surface water resources.
- g) Conserve and protect cultural heritage resources through enhancement in their current locations in existing communities or through the incorporation of *significant built heritage resources* and *significant cultural heritage landscapes* into new developments or redevelopment.
- h) Conserve and protect cultural heritage resources through municipal incentives, where available, and identifying and listing resources in a Municipal Register. Where appropriate, the resources may be designated under the *Ontario Heritage Act*.

2.2.5 **Develop Resilient, Sustainable Infrastructure**

- a) Promote the use of *green infrastructure*.
- b) Encourage sustainable building practices such as low impact *development* techniques and considerations of energy efficiency and water *conservation* in all new *developments*.

- c) Ensure transportation *infrastructure* can serve the needs of existing and future *development* and adequate *infrastructure* is in place prior to proceeding with new *development*.
- d) Develop *active transportation infrastructure* and support *development* which maximizes on these opportunities, including subdivision street layout, major road locations and design, utilitarian as well as recreational trail use, public and private parking and rural road use.
- e) Plan for transit-supportive densities in appropriate areas to better support the success of an intensified *active transportation* network.

2.3 Conformity and Monitoring

2.3.1 Conformity

~~As part of the Official Plan Review launched in 2016, the~~ Official Plan ~~uses a horizon year of 2051. The population and employment forecasts within this Plan are based on background analysis that was prepared in support of the County of Simcoe's municipal comprehensive review in 2022. is being reviewed to plan to a 2031 horizon with respect to growth management based on the population and employment forecasts contained in Section 3.2, Table 1 of the County of Simcoe Official Plan in effect as of the date of adoption of this Plan.~~ It is intended that this Plan will be reviewed and updated to reflect desired changes in managing growth and to remain in conformity and consistency with various Provincial and County plans and policies.

The ~~background analysis prepared for the~~ County's ~~Plan municipal comprehensive review~~ provides a population forecast of ~~50,500~~83,470 people and ~~48,000~~30,900 jobs in the year ~~2034~~2051. These projections are to be achieved by meeting *intensification targets* within the *delineated built-up area* and minimum density targets on designated greenfield areas within *settlement areas*.

2.3.2 Effect and Duration

- a) This Plan is consistent with the Provincial ~~Policy Planning~~ Statement and conforms to the Greenbelt Plan, ~~Growth Plan~~, Lake Simcoe Protection Plan, and South Georgian Bay Lake Simcoe Source Protection Plan. The timeframe for this Plan is to the year ~~2034~~2051, with respect to growth management and a twenty-five year timeframe and beyond for *infrastructure*, the

protection of future employment lands and provision of public services.

~~b) The County must undertake a *municipal comprehensive review* to implement the new forecasts and monitoring-related policies contained in the Growth Plan. An amendment to this Plan based on the policy updates arising from the next Simcoe County *municipal comprehensive review* is anticipated and can be used to harmonize the vision, goals, objectives and policies to extend the timeframe for this Plan to the year 2051.~~

e)b) No by-law may be passed, and no public work may be undertaken by the Town that does not conform to this Plan. The Town's capital works planning shall provide the *infrastructure* required to implement the objectives of this Plan.

d)c) It is intended that this Plan will be reviewed and updated to reflect refinements in managing growth and to remain in conformity and consistency with various Provincial and County plans and policies.