

TOWN OF
GEORGETOWN

OFFICIAL PLAN
2018

Table of Contents

1. INTRODUCTION	1
1.1. PLAN CONTENT	1
1.2. PURPOSE	1
1.3. PLANNING AREA	2
1.4. LEGAL ENABLEMENT AND REQUIREMENTS	2
2. THE TOWN OF GEORGETOWN	3
2.1. HISTORICAL BACKGROUND	3
2.2. COMMUNITY OVERVIEW	4
2.2.1. SITE AND SITUATION	4
2.2.2. EXISTING LAND USE	4
2.3. POPULATION STRATEGY	6
2.4. MUNICIPAL SERVICES / INFRASTRUCTURE	6
2.4.1. SEWER COLLECTION AND TREATMENT	6
2.4.2. CENTRAL WATER SUPPLY	7
2.4.3. SOLID WASTE	7
2.4.4. FIRE PROTECTION	7
2.4.5. POLICE PROTECTION	7
2.4.6. TRANSPORTATION	7
2.4.7. PARKS AND RECREATION	8
3. ECONOMIC DEVELOPMENT	8
3.1. COMPETITIVE ADVANTAGES AND OPPORTUNITIES	9
3.2. REGIONAL COOPERATION	10
3.3. REGIONAL PROMOTION	11
3.4. REGULATORY ENVIRONMENT	11
4. SHAPING THE COMMUNITY	11
4.1. THE VISION FOR GEORGETOWN	11
4.1.1. THE INTEGRATION OF SYSTEMS	11
4.1.2. GEORGETOWN VISION STATEMENT	12
4.2. TOWN OBJECTIVES	12
4.2.1. ECONOMIC OBJECTIVES	12
4.2.2. PHYSICAL OBJECTIVES	12
4.2.3. SOCIAL AND CULTURAL OBJECTIVES	13
4.2.4. ENVIRONMENTAL OBJECTIVES	13

5. LINKING VISION AND GOALS TO TOWN FORM	13
5.1. GENERAL LAND USE PLAN	13
5.2. ACCOMMODATING GROWTH	13
6. POLICIES AND ACTIONS	14
6.1. ECONOMIC POLICIES AND PLAN ACTIONS	14
6.2. PHYSICAL ENVIRONMENT POLICIES AND ACTIONS	20
6.3. SOCIAL AND CULTURAL POLICIES AND ACTIONS	24
6.4. ENVIRONMENT POLICIES AND PLAN ACTIONS	27
6.5. GOVERNANCE POLICIES AND ACTIONS	31
6.6. BUDGET POLICIES	32
7. IMPLEMENTATION	33
7.1. DEVELOPMENT PROCESS	33
7.1.1. ADMINISTRATION	34
7.1.2. DEVELOPMENT BYLAW	34
7.1.3. APPROVAL OF DEVELOPMENT OR CHANGE OF USE	34
7.1.4. DEVELOPMENT AGREEMENTS	34
7.1.5. DEVELOPMENT BYLAW AMENDMENT APPLICATION	35
7.1.6. DEVELOPMENT BYLAW AMENDMENT PROCESS	35
7.1.7. DEVELOPMENT BYLAW AMENDMENT CRITERIA	35
7.1.8. VARIANCES	36
7.2. BUDGETING	36
7.3. COLLABORATIONS AND PARTNERSHIPS	36
7.4. OFFICIAL PLAN REVIEW	36
7.5. PLAN AMENDMENTS	36
7.6. APPEAL PROCEDURE	37
APPENDIX A – REGIONAL DEVELOPMENT CONTEXT MAP	38
APPENDIX B – GENERAL LAND USE PLAN	39

1. INTRODUCTION

This document is an update of the 2009 Official Plan for the Town of Georgetown, itself an update of the 1999 Official Plan. Beginning in 1979, the Town guided decision making with an informal policy document titled, “The Georgetown Plan”. While this document was never formally adopted as an Official Plan, it did provide a useful historical framework and foundation for the first Official Plan, written in 1999.

In 2008, Georgetown undertook an Official Plan review in concert with a review of the Zoning and Subdivision Control Bylaw (“Development Bylaw”) and an integrated community sustainability planning exercise. The purpose of this work was three-fold: 1) it accommodated a provincial obligation to review the Official Plan every five years; 2) it satisfied federal and provincial requirements to plan for sustainable infrastructure investments, which allowed for the continued receipt of Gas Tax Revenue under the federal and provincial Gas Tax Agreement; and, 3) it fulfilled the Town’s desire to make sure their efforts and investments align with the wishes and capabilities of its people, protect the natural and built environment for the long term, and reflect the Town’s rich history while maintaining authenticity.

In 2017, Council again sought to review the Town’s Official Plan and Development Bylaw to ensure they were up-to-date and were serving the needs of residents as best as possible. This Plan is the result of that review.

1.1. PLAN CONTENT

The intentions of this Plan are expressed in seven related sections:

- Introduction;
- The Town of Georgetown;
- Economic Development
- Shaping the Community;
- Linking Vision and Goals to Town Form;
- Policies and Plan Actions; and
- Implementation.

The first section reviews the purpose, geographical scope and legal enablement for the Official Plan. The second section explains the historical context of Georgetown and then describes the Town’s contemporary situation. This leads into a discussion on the priority that Georgetown places on *Economic Development*, and the role that Georgetown’s recent development successes and regional context has in the development of an economic development strategy. In the fourth section, called *Shaping the Community*, the community’s collective vision of the future is introduced along with associated goals. The vision and goals, while providing an overall character of and direction for the plan, need to be pragmatically linked to the day-to-day influence of Town Council. Following this discussion, policies and actions are presented, which are means by which the Plan is achieved. Lastly, the Official Plan discusses the basic elements of implementing the intentions set forth in this plan.

1.2. PURPOSE

The Official Plan for the Town of Georgetown is a formalized statement of Objectives, Policies, and Plan Actions approved by the Town Council concerning the nature, extent and pattern of land use and development within the Town until the year 2033. The Town’s vision as presented in the Plan indicate

overall policy direction while the objectives and policies deal with specific topics and issues. Plan actions are statements indicating specific initiatives or directions that may be undertaken to implement the Plan.

1.3. PLANNING AREA

The Official Plan covers the entire area contained within the legal boundaries of the Town of Georgetown. Although the Plan formally addresses only those matters that arise within the Town's legal boundaries, consideration has also been given to the Town's relationship with neighbouring municipalities, adjacent rural areas, the region and the province as a whole.

1.4. LEGAL ENABLEMENT AND REQUIREMENTS

The Town of Georgetown derives the majority of its powers from the *Municipal Government Act* and the *Planning Act*. The *Planning Act* empowers Council to appoint a Planning Board, adopt an Official Plan and to subsequently adopt implementing land use and development control bylaws. The *Municipal Government Act* empowers Council to make other bylaws and/or implement programs and strategies to help implement other aspects of the Official Plan.

An Official Plan is intended to be a dynamic planning tool and is subject to periodic review and/or amendment. The Official Plan will therefore be monitored on an ongoing basis to ensure its compatibility with changing circumstances. Under the *Planning Act*, a formal, comprehensive review is to be undertaken every five years.

2. THE TOWN OF GEORGETOWN

2.1. HISTORICAL BACKGROUND

The location of Georgetown was originally designed to serve as the capital centre for Kings County. This was a natural consequence of the water-based transportation and industry of previous centuries. Yet Georgetown was not always as it is seen today. Looking back in the past helps provide a sense of community identity and an understanding of how Georgetown became the place that it is today.

Before European settlement, the area was inhabited by the Mi'kmaq peoples. The area was a pine forest wilderness with an abundance of wild game, as well as fruit, berries and wild nuts for the gathering. The Mi'kmaq called their land Samkook—"the land of the sandy shore"—and the river systems were their highways and their source of a variety of fish. Things changed on the Island with the arrival of the first French explorers in 1534. Calling Abegweit (the Mi'kmaq name for the Island), "the finest land t'is possible to see," Jacques Cartier paved the way for another French explorer, Samuel de Champlain, who claimed Glooscap's land for the king of France in 1603. He renamed the Island 'Isle Saint Jean'. The French began European settlement on the Island, and settlement history of the Georgetown area commenced.

In 1768, Charles Morris, chief surveyor, laid out the Town in a grid pattern following the plan for Charlottetown (where the streets meet at 90 degrees), and allowed sizeable back-up lands to be designated as the Royalty. Many of the existing lots in Georgetown have 84 ft. frontage, with 120 ft. depth, which can be traced back to this Morris Survey.

Between 1830 and 1900, Georgetown flourished in both population and commercial activity – its growth based on wood, wind, and water. Until Summerside grew in prominence, the Georgetown port remained second only to Charlottetown. By the latter part of the 19th century, one could find various legal, medical, and financial services being offered. Additionally, Georgetown craftsmen were busily engaged in various industries. Train service was established in 1872, providing a vital link in the transport of goods and services to and from Georgetown. By 1871, the population had risen to its zenith of 1,250 persons. The Town was administered first by a board of six assessors, a chairman, and a clerk. In 1912, it was finally incorporated with mayor and six councillors.

Shipbuilding was carried out on several of Georgetown's nine wharfs. Between 1850 and 1870 the shipyards were at their peak. The remains of these shipyards and wharves can still be seen along the waterfront. The turn of the 20th century saw a decreased demand in shipbuilding, which affected the whole Maritime area. The resulting negative economic forces caused Georgetown to undergo a turnabout in fortunes. A vicious circle ensued. As more and more people left, fewer and fewer businesses were able to survive. By 1931, the Town's population dropped almost in half, to only 679 people.

By the 1950s, in light of the continued economic decline of the Town, the provincial government realized that if something was not done soon, this vital area of the province would eventually falter. Investments in the 1950s saw the construction of a new elementary school. In the 1960s, with cash infused by the Province and land made available by the Town, the present-day shipyards and the seafood plant were built. The Town installed a modern sewerage treatment system. The provincial government installed a water supply system.

Fire destroyed both the historic Kings Theater and the marine terminal in the 1980s. However, in short order both sites were replaced with larger and more modern structures. In the 1990s, the Town formed its own "Georgetown and Area Development Corporation" (GADC). In 1993, the "A.A. Macdonald Memorial Gardens" were established in the heart of the Town, commemorating "Georgetown's Father of

Confederation”. The summer of 1998 saw Holland College construct a new vocational school specializing in welding, plumbing, and related trades.

2.2. COMMUNITY OVERVIEW

2.2.1. Site and Situation

Georgetown is located on the eastern coast of P.E.I., at the southern end of a peninsula overlooking the beautiful Cardigan Bay and Brudenell River, approximately 52 km east of Charlottetown. The peninsula is approximately 2.5 kilometres in width and 11 kilometres in length. The location at the convergence of the rivers with a deep harbour is favourable for shipping, fishing, and recreational boating or sailing, and few harbours in the region or in the entire province can match Georgetown’s potential for shipping and recreation. The harbour is an asset that inherently provides a sustainable base for a source of prosperity. The Town’s location at the end of the peninsula can provide some challenges with respect to over-the-road vehicle access.

The topography of the peninsula is gently rolling with the highest areas running along its central axis. Elevations vary from sea level at the tip of the peninsula to 37 metres at its highest point. Within the Town boundaries the terrain slopes gently from less than 20 metres at the Town’s northern limit to sea level at the harbour. Soils are generally well drained, but isolated low-lying areas in the Town remain quite wet.

2.2.2. Existing Land Use

Georgetown’s land use pattern is quite unique when compared to other small towns in the province. The Town’s history is clearly reflected in its wide streets, formal central square, prominent institutional buildings and active harbour. The underpinnings of the historic town remain clearly evident.

With a total area of only 128 hectares (316 acres), the Town of Georgetown is physically quite small. However, the Town still contains sufficient vacant land to accommodate continued residential growth. There are currently around 160 vacant lots designated for residential or mixed-use development and an additional 45 hectares of large areas of land that are designated for residential, mixed use, or comprehensive development. At a net density (*i.e.* considering area lost to roads, *etc.*) reflective of the traditional block pattern of the Town (~50%) and a minimum lot size of 370 square metres, this could yield almost 600 new single-unit residential lots; the real number would, of course, be much lower when environmental constraints and irregular lot shapes are considered. In comparison, Statistics Canada community profiles show that 14 new private dwellings were created in Georgetown between 2006 and 2011 and again between 2011 and 2016. Assuming this five-year rate of development continues, the existing inventory of vacant lots alone represent over 55 years of development supply.

Despite the sizable inventory of undeveloped land, higher-impact uses, such as an industrial park, will be difficult to locate within current Town boundaries. The only large undeveloped area of land not located within the wellfield protection zones is approximately 5 hectares of comprehensive development area located between North Street and East Royalty Road.

As a foundation for future development, the present land use pattern has notable advantages and disadvantages. Kent Street as the primary entry to the Town has impressive vistas and a very attractive mix of institutional buildings and public spaces. Many of the limited commercial activities in the Town are also clustered along this street. Water Street, with its commanding view of the harbour is a mix of industrial, residential and commercial properties.



Image 1 - A mixed commercial/residential property on Water Street

The adjacent historic residential neighbourhoods are sprinkled with attractive period homes, some of which are in need of upgrading, and some of which have been restored to varying degrees. The number of vacant lots in the town’s core could represent either an asset or a liability depending on the standards used for infilling. With some careful management, these neighbourhoods have exciting potential for renewal.

The location of a major seafood plant, the two wharves and the East Isle Shipyard pose relatively few land use conflicts with the exception of existing and potential truck traffic. The former location of oil storage tanks, near the corner of Glenelg and Fitzroy Streets, provide a large area of vacant land that could accommodate future development. The policies in this Plan and associated Development Bylaw designate this site as a comprehensive development area, geared specifically to nonindustrial or light industrial employment opportunities that can be hosted in harmony with adjacent and nearby residential properties, municipal service capacity, and the all other policies set forth in this Plan.



Image 2 - The former location of oil storage tanks

The residential areas currently located east of Kent Street offer particular opportunities for residential growth via infill on vacant lots, augmented by the fact that municipal services are available in this area. While such opportunities also exist to the west of Kent Street, they are more limited.



Image 3 - Vacant lots east of Kent Street

2.3. POPULATION STRATEGY

Population counts in Georgetown are complicated by the temporary workers working at the seafood processors; their inclusion or exclusion from census counts has not been consistent over the years. However, estimates based on other Statistics Canada data suggest that Georgetown had a permanent population of 634 residents in 2006, 580 residents in 2011, and 555 residents in 2016. This represents a decline in population over the years, though the trend has slowed in the most recent census period. These trends are not unique to Georgetown, and indeed the most recent population decline of 4.3 percent aligns with the decline of 4.6 percent seen in Kings County as a whole.

Because Georgetown is the Town centre for the Georgetown peninsula, the Town serves as the service centre not only for the citizens within the Town of Georgetown's jurisdiction, but for the peninsula as a whole. Statistics Canada reported a population for Kings Royalty of 280 people in 2016. Thus, the *community* of Georgetown could realistically be reported as 835 (555+280).

Census statistics also do not capture seasonal residents, who likely form a significant portion of the Town's population in the summer months. These residents do not contribute to population numbers, but they do contribute to the tax base, local economy, and culture of the Town.

Nonetheless, the declining population is an issue that deserves attention. To compound this challenge, the median age of the population has increased from 39 in 2006 to 50 in 2016. Georgetown has room to grow its population. However, to do so it must provide the quality of life, services, and job opportunities that attract new residents (both seasonal and permanent)—particularly families—and that retain existing residents.

Council targets a reversal of population decline into population growth in the next census period, 2021, and an eventual growth to 650 residents by 2031. This Plan contains Council's policies and planned actions intended to help reach these targets.

2.4. MUNICIPAL SERVICES / INFRASTRUCTURE

2.4.1. Sewer Collection and Treatment

The Town is currently serviced by a single cell sewage stabilization pond (lagoon) located at the southeastern part of the community, south of Richmond Street. Treated sewage discharges directly into the Georgetown harbour via a 450 mm (18 inch) gravity outfall located approximately 1200 metres into the harbour.

The lagoon was originally constructed in the 1970s and consists of earthen, grassed berms with an imported clay liner on the interior slope.

The sanitary collection system services the majority of the community via gravity mains, which flow to a low point at the southern end of West Street. A duplex submersible pumping station lifts the sewage from West Street to the existing lagoon.

In recent years, Council has undertaken a phased program to upgrade the sewage lagoons to modern treatment standards and to increase its capacity. Most recently, in 2017, work included the installation of two solar mixers, a curtain wall, and a flume structure downstream of the existing level control structure.

2.4.2. Central Water Supply

The water system was built in the 1960s to service commercial customers, primarily along Water Street. It has been expanded over the years to service residential customers within the core of the community. The existing system consists of eight wells along Route 3 and Burnt Point Road. The wells are chlorine treated.

The water system is currently owned and operated by a provincially-owned company, Environmental and Industrial Services Incorporated (EISI).

As the Town grows, additional capacity will be required to keep up with demand; therefore, more wells may have to be brought on line. As additional wells are brought on line, it will become imperative that the Wellfield Protection Area be protected to prevent contamination of the Town's water supply.

2.4.3. Solid Waste

Solid waste management services are administered and provided by the Island Waste Management Corporation (IWMC), a provincial Crown Corporation.

IWMC's mandate is, "to deliver a cost effective and environmentally responsible provincial waste management system to both the residential and commercial sectors of PEI." As of 2018, they operate and maintain a four-stream, island-wide, source-separation-based waste management system, called the Waste Watch Program.

2.4.4. Fire Protection

The Town has a municipally-owned and operated volunteer Fire Department, which services the Town and the adjacent outlying areas. Fire dues are included in municipal taxes and collected separately outside of the Town. Rural areas that are serviced by the Department pay a fee for that service based on their property assessment.

All firefighters are volunteers and the Town is fortunate to have a relatively young and active fire brigade. As of 2017, the department had 24 active firefighters.

The Fire Department is challenged by an unusually high number of high risk facilities within their service area, including the East Isle Shipyard, Seafood 2000, Holland College, Eastern Fabricators, and the facilities at the Brudenell Provincial Park. The shipyard, in particular, warrants that Firefighters are trained in confined space rescue.

2.4.5. Police Protection

All police services are provided by the Montague Detachment of the R.C.M.P. as part of the Provincial Policing Contract. In general, crime rates in the Town are very low and this arrangement is adequate to meet the Town's needs for the foreseeable future.

2.4.6. Transportation

There are approximately 14.5 km of streets in the Town. Of this total, 3 kilometres are classified as Provincial streets (*i.e.* the Department of Transportation and Public Works maintains them). There are an additional 11.5 kilometres of streets that are owned by the Town. Of these, approximately 6.5 kilometres are paved and 5 kilometres are unpaved. Most of the paved streets are in generally fair condition. Poor drainage in certain locations creates problems in the spring and fall seasons. There are almost 3 kilometres of sidewalks in the Town, portions of which will need upgrading in the coming years.

2.4.7. Parks and Recreation

According to the Recreation Facilities Inventory for Kings County (December 2008)¹, Georgetown's recreational assets included the following:

- Two baseball fields
- Three Rivers Sportsplex
- One tennis courts
- One regulation-sized soccer field (marginal quality)
- Fishing—available off the pier
- Walking trails: track around the tennis courts, Burnt Point walk with an outlook and benches, and the Confederation Trail
- Parks: West Beach Park, AA MacDonald Park & Community Gardens, and Brundenell Provincial Park (providing opportunities for golf, horseback riding, canoeing, kayaking and rowing)
- Kings Playhouse-theater, dancing, movies, day camps special events and more
- Georgetown School grounds—includes one soccer field and two ball fields

In general, the population of young children in any one age group is insufficient to make up competitive teams for league sports. Many young local athletes tend to gravitate to regional teams in adjacent communities.

The Town's major sports facility is the Three Rivers Sportsplex. The rink is operated by a committee of dedicated volunteers. The facility is in need of repairs, which could improve the viability of space and heating costs for the long term. Standard upkeep and repairs are also in need and delayed only due to funding availability. Local support for the Sportsplex remains strong but maintaining or growing the number of children registered for sporting activities is a challenge due to competition with other regional leagues. As well, the community hopes that the Arena can support the return of or increase in the number of special events held at the arena.

3. ECONOMIC DEVELOPMENT

In recent years, Georgetown has made remarkable strides in its promotion of tourism assets, food processing and manufacturing economic activity, and educational opportunities (e.g., Holland College-Georgetown campus). Successful community economic development will build upon this momentum and incorporate a clear long-term vision and a coordinated strategy. It is only when individual developments are seen as part of an evolving long-term plan or vision that true economic momentum can be achieved and critically important spin-off benefits realized. While it is beyond the scope of this Official Plan to propose a comprehensive long term economic development strategy for the Town of Georgetown, certain elements of such a strategy are readily apparent.

Employment levels in the Town meet or exceed those of comparably sized Towns in the province and is comparable to the Kings County and provincial averages (see Table 1). Seasonality of employment is, however, more pronounced, with almost 20% of the employed workforce engaging in agriculture, forestry,

¹ Prepared by Regional Field Officer, Marguerite Arsenault, of the Sport and Recreation Division of the Department of Communities, Cultural Affairs and Labour.

fishing, and hunting industries in 2016. One of the Town's (and the region's) greatest assets is the large, stable, and highly productive labour force.

It is clear that Georgetown's close proximity to Montague allows it to greatly benefit from the services provided by its sister community. Taken from a regional perspective it is evident that economic activity has not declined in the region as much as it has been re-distributed. While Georgetown has seen a loss of commercial services in the 1990s, it has strengthened its role in manufacturing and is well poised to capitalize on its natural advantages as a tourism destination, which will in turn help to facilitate the return of an increasing number of commercial services.

Table 1 – 2016 Employment Levels of Towns in Prince Edward Island

	Population Aged 15+	Employment (%)
Kings County	14,200	55.8
Town of Georgetown	425	56.5
Town of Montague	1,530	40.8
Town of Souris	815	53.4
Town of Alberton	895	44.7
Town of Borden-Carleton	565	54.0
Town of Cornwall	4,320	61.7
Town of Kensington	1,365	56.0
Town of Stratford	7,795	64.0
Prince Edward Island	117,055	58.2

Source: Statistics Canada 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016365.

3.1. COMPETITIVE ADVANTAGES AND OPPORTUNITIES

A basic element for any successful economic development strategy is to identify and capitalize on areas where the community has unique strengths or competitive advantages.

In the past, Georgetown's harbour has been the Town's most obvious asset. This remains the case today. The Georgetown Port Inc., which was created to manage the federally divested Department of Transportation and Public Works (DOT) wharf, is an integral part of Georgetown's economic development efforts.

The Georgetown Harbour Authority, which manages the Queen's Wharf, is also vital to the creation of a meaningful economic development strategy that continues to recognize and build upon the Town's financial and cultural fishing industry roots.

Shipping, fishing, shipbuilding and related marine activities will continue to be a core component of Georgetown's economic development efforts. This will be complemented by stronger efforts to capitalize on the harbour's exceptional potential for recreational activities. For example, the harbour provides

beautiful views from the Confederation Trail, opportunities for sea kayaking and other recreational boating, and wildlife watching – all of which provide strong tourism potential.

Georgetown is beginning to take advantage of one of its greatest assets: its heritage. An ever-increasing percentage of Prince Edward Island's visitors are seeking opportunities to experience and become familiar with the Island's culture and history. As the capital of Kings County, Georgetown provides ample opportunities for those interested in such pursuits.

The Town has other obvious assets. Prince Edward Island residents have learned in the past that smallness is both a liability and an asset. Georgetown's small-town character tends to offer a quality of life that is uniquely appealing for residents and tourists alike. Many of the qualities that are most appealing to young families, seniors and others include safety, friendliness, small local schools and churches, and a community that is walkable. These characteristics can be promoted to sub-urbanites and urbanites looking to improve the quality of their lives.

A community development strategy, created in the context of regional economic development, should be a participatory venture. It must reflect the views of local residents and it must involve them in the development process. In Georgetown, any major local initiative will likely be dependent on the strong support of volunteers. It is much easier to involve volunteers in a large number of small development projects than it is a few very large ones. Small projects tend to be less capital intensive and have shorter gestation periods, thus producing ongoing results and rewards. Large, capital intensive projects tend to be difficult for local people to participate in or relate to on a personal level. Small projects products can create broad based spin-off benefits equal to or exceeding those of large capital ventures.

3.2. REGIONAL COOPERATION

One key to the success of small to medium sized communities is forging of cooperative bonds with their geographic trade areas and neighbouring communities. Each of the communities in the geographic area known as the Three Rivers Region—Georgetown, Montague, Cardigan, Brudenell and Poole's Corner—has certain natural competitive advantages. Given their close physical proximity, their fortunes are inevitably connected. Growth in population, economic activity, employment or services in any one of these communities will benefit the region as a whole. A strategy that promotes the region and recognizes the natural competitive advantages of the various centres has a much greater chance of success than a fragmented individual approach.

The Regional Development Context Map (Appendix A) illustrates the scale and variety of economic activity on the Georgetown Peninsula. This map highlights Georgetown's small geographic size and its obvious interrelationship with the water, its surrounding service area, the Brudenell Resort, the Confederation Trail, adjacent businesses, cottages, and rural homes. While Georgetown's legal boundaries are extremely limited, its sphere of influence and trade area, service area, or economic region is obviously far larger. As an example, it is evident from the Regional Development Context Map that the Brudenell Resort is in fact a Georgetown resort. The geographic proximity of this facility to Georgetown provides a rationale for joint planning and promotion.

The Town and the Georgetown Area Development Corporation play a lead role in facilitating co-operation between members of the region's business community. Given the lack of a chamber of commerce, it is critical that the Town create a forum for business interests to provide valuable input on issues such as: the continued viability of Georgetown's wharves; establishment of (and support for) vital services such as banking and health facilities; and other service requirements such as fire services, policing, and accommodations.

3.3. REGIONAL PROMOTION

Georgetown's Mayor, Council, businesses and citizens are collectively promoting—through their day-to-day actions—the fact that Georgetown is not only an excellent community to live in, but also, “open for business.” These efforts should be built upon with a formalized and sustained public relations and marketing strategy focused on regional media, travel writers, and others. The marketing strategy must look to capitalize on cost-effective promotional opportunities such as co-operative ventures with other levels of government, local businesses, and carefully targeted niche marketing efforts.

3.4. REGULATORY ENVIRONMENT

Regulations cannot create economic development, but they do provide the conditions in which economic development grows. Poorly designed and implemented, or inconsistent, regulations put up barriers (“red tape”) to economic development and push that development away. On the other hand, thoughtful regulation promotes the types of communities where people want to live and do business.

As part of the most recent review of this Plan and the Development Bylaw, Council turned a close eye to development regulations in the Town. A significant level of effort was put into reviewing each different regulation, with the intent to answer questions such as:

- Does this regulation promote a fair and consistent development environment?
- Is this regulation easy to understand and to implement?
- Does this regulation protect the things residents and business owners value about the Town?
- Does this regulation provide a level of certainty about what land owners can do with their land, and what residents can expect to see happen on the land around them?

The result of this exercise is a Development Bylaw that, Council believes, provides an improved framework for development that improves the quality of life and contributes to economic development in the Town.

4. SHAPING THE COMMUNITY

4.1. THE VISION FOR GEORGETOWN

4.1.1. The Integration of Systems

The aim of Georgetown's Official Plan is to articulate the economic, social, cultural, and environmental values of the community and to integrate them into a vision for Georgetown's future. Integrated sustainable planning requires the consideration of temporal and spatial relationships between human-induced planning actions and the natural and social systems upon which the community depends. The integration of people, place and economy into one plan, with a keen recognition of the role of infrastructure within this fabric, is a critical first step in accomplishing sustainable community development. These elements are intrinsically interlinked and cannot work without consideration of one another. This holistic approach embraces opportunities to work together to achieve common goals, and is founded in civic participation.

To help ensure the connectivity of various systems (environmental, economic, social, and cultural systems), the Town worked in collaboration with community members and various community organizations to co-create a vision for the future of Georgetown. This vision reflects the values the

community places on such things as self-sufficiency, accessibility to services, quality of life and heritage. To help the Town reach this vision, objectives are presented in the following categories: Economic, Physical, Social and Cultural, and Environmental.

4.1.2. Georgetown Vision Statement

Nestled at the confluence of the Montague, Brudenell and Cardigan Rivers on the Northumberland Strait, the Town of Georgetown is a beautiful place that has long been where people, ideas and honest work converge. As the historic seat of Kings County, an important regional service centre, our future is one in which:

- We are stewards of our home; the natural environment that provides for us and the built structures that shelter us.
 - We care for people; the health, happiness, and peacefulness of our residents and guests.
 - We celebrate our heritage and are a cultural destination; well-known by artisans and tourists, and much enjoyed by our Island-wide community.
 - We foster entrepreneurship; we provide support and infrastructure for our natural resource and manufacturing industries, the family-owned shop, institutional services, and in-home occupations.
-

4.2. TOWN OBJECTIVES

4.2.1. Economic Objectives

- To protect the viability of the Town's fishing industry.
 - To expand commercial services in the Town.
 - To encourage co-operative planning and promotion between the Town, local businesses, and business interests in the region.
 - To capitalize on the Town's tourism potential.
 - To increase the Town's assessment base.
 - To maintain affordable and competitive property tax rates and utility rates for all Georgetown property owners.
 - To provide a variety of housing opportunities to meet various socio-economic needs.
 - To expand and diversify local employment opportunities.
 - To provide vital institutional services and facilities.
 - To promote Georgetown as a community that welcomes and celebrates artisans and crafters.
-

4.2.2. Physical Objectives

- To create and maintain a safe, efficient, stable, and visually appealing residential environment.
- To establish a plan for future development that maximizes infrastructure efficiency and minimizes potential land use conflicts.
- To ensure an adequate supply of serviced land to accommodate the projected needs of various land uses within the Town for the period of the Plan.
- To encourage the maintenance of a safe and efficient vehicular, pedestrian, and active transportation systems in the Town.

- To maintain high quality, cost-effective sanitary sewer services and secure long term central water supply services for property owners within the Town.
- To manage storm water run-off in a safe and cost-effective manner.
- To encourage the preservation and enhancement of the Town’s historic buildings and streetscapes.

4.2.3. Social and Cultural Objectives

- To preserve and enhance the unique historic, small town character of Georgetown.
- To provide easily accessible basic health services for our residents and guests.
- To foster and provide for a culture of life-long learning.
- To create and promote a community climate that fosters a sense of security, stability, and prosperity.
- To foster social interaction and healthy lifestyles for all residents in the Town.

4.2.4. Environmental Objectives

- To minimize emissions of air pollutants and greenhouse gases.
- To protect the quality and supply of groundwater and surface water resources in and adjacent to the Town.
- To learn about and prepare for anticipated changes to the climate and related impacts.
- To protect existing trees in the Town and include tree planting in Town beautification efforts.

5. LINKING VISION AND GOALS TO TOWN FORM

5.1. GENERAL LAND USE PLAN

A General Land Use Plan illustrates the general intent of policies for future land use, management and development, expressed within reference period not to exceeding fifteen years, as guided in the Province of Prince Edward Island *Planning Act*, and consistent with the goals, objectives and policies of this Plan. For Georgetown, the General Land Use Plan presents designated areas for particular sets of land uses (Appendix B).

5.2. ACCOMMODATING GROWTH

Decisions made in Georgetown’s history have put the Town in the fortunate position of being a significant land owner. This fact, in combination with the Town’s minimal debt load, allows for the Town to plan for and leverage assets in a manner that will best benefit citizens over the long term.

There are opportunities to accommodate residential growth within existing residential zones, and within the municipal service boundary for water and wastewater treatment. Indeed, residential infill is encouraged within the policies of this Plan to maximize the affordability of the infrastructure, as well as its operational efficiencies. Should Council deem it necessary, financially sustainable, and in the best interest of the Town to allow for the expansion of these services for new residential growth, an area bordered by North Street to the southeast, and Kent Street to the west and Burnt Point Road to the northeast, is designated as residential and considered the area most suited for such an expansion. However, much of this area lies within the three Wellfield Protection Zones, so while single-unit residential would be one of the most compatible of all potential uses in such an area, special provisions must apply to future residences located here for the protection of the Town’s water supply.

Commercial growth can also be accommodated within the Town's existing boundary if the many residential properties along Water Street are converted to commercial or mixed uses. The Town also supports in-home occupations, under certain conditions, expanding the opportunities for the provision of commercial services throughout residential zones.

The industries currently present (East Isle Shipyard, Seafood 2000 and United Mussels) in Georgetown, and accommodated by industrial zoning, are hemmed in by residential development and harbour. As a result, they are quite limited in the ability to grow beyond their current footprint. As described in Section 2.2, other possible lands for industrial development are in short supply, so future industrial growth may need to be accommodated via a boundary extension, and appropriate land use designations at that time. It may be noted that in the former Plan (1999) there was a third industrial zone accommodating the former location of storage tanks owned by Ultramar between Fitzroy and West Street, North of Grafton. This current Plan now recognizes that area as a Comprehensive Development Area zone where appropriate use, such as light industrial or office-oriented work, will be considered by Council in collaboration with the Georgetown Area Development Corporation and other stakeholders. Any development that does occur will do so via a development agreement to ensure future use accommodates both surrounding residential areas, and the capacity of municipal services.

6. POLICIES AND ACTIONS

This Plan provides the overall policy framework to guide development, and related decision making in the Town of Georgetown. The policies, which are central to the implementation of the Plan, are inherently interconnected; however, for ease of presentation they are categorized into the following sections: economic policies; policies relating to the physical (built) environment; social and cultural policies; environmental policies; governance policies; and, policies about budgeting.

6.1. ECONOMIC POLICIES AND PLAN ACTIONS

F-1 Commercial Economic Development

It shall be the policy of Council to aggressively pursue new retail and service activity for the Town of Georgetown and to work with current operators to support and strengthen existing businesses.

Plan Actions

- 1 Council shall maintain a close relationship with all local business operators and look for opportunities to support and encourage local business.
- 2 Council shall work with the Georgetown Area Development Corporation (GADC) to identify and pursue opportunities for joint-promotion of the Town and local businesses and attractions.
- 3 Council shall work with GADC to recruit investors interested in opportunities to establish commercial businesses and services that may not only be viable, but also have been identified by the residents of the Town as desirable.
- 4 Council shall work with GADC and appropriate government agencies to help local residents pursue programs targeted at 'starting your own business'.

F-2 Mixed Use Designation

It shall be the policy of Council to designate land for a mix of land uses.

F-3 Mixed Use Zone

It shall be the policy of Council to establish a Mixed Use (MU) Zone on the land designated for mixed use.

Plan Actions

- 1 Council may establish, in collaboration with interested stakeholders, architectural and landscape design guidelines to create a unified look throughout the Mixed Use (MU) Zone. 2 Council shall encourage commercial development to locate within the Mixed Use (MU) Zone.

F-4 Tourism Economic Development

It shall be the policy of Council to target development efforts toward strengthening local tourism infrastructure, attractions, services, and related business and employment opportunities.

Plan Actions

- 1 Council and GADC shall continue to work closely with the King's Playhouse to expand activities and markets for this facility.
- 2 Council shall continue to work with GADC to develop the Georgetown waterfront including: continued development and maintenance of the Municipal Beach Park; continued development of a marina; and general beautification and clean-up efforts for the Town.
- 3 Council may work with the A.A. Macdonald Memorial Garden Committee, the Georgetown Beautification Society, and the GADC to develop a seasonal garden centre to supply local and regional needs and act as a tourism attraction. Opportunities for a gift shop shall also be pursued.
- 4 Council shall work with the Brudenell Resort to promote local attractions and services to Resort guests.
- 5 Council shall encourage the Provincial Government to consider developing the Brudenell Resort into a four-season facility.
- 6 Council shall work with GADC and other local groups to expand the number of local festivals and events and to expand opportunities for local tours, harbour excursions, etc.
- 7 Council shall encourage private sector investment in tourism services such as gift shops, craft shops, and related activities.
- 8 Council shall promote and encourage the development of a range of tourism accommodations in the Town.
- 9 Council shall identify a site and work with GADC to develop a fully serviced R.V. Park within the Town.
- 10 Council shall encourage the operation of bed and breakfast establishments in the Town.

- 11 Council shall develop a public relations and marketing strategy to promote the Town to regional media, travel writers, and potential visitors.

F-5 Wharves

It shall be the policy of Council to maintain the viability of the Queen's Wharf and the DOT Wharf.

Plan Actions

- 1 Council shall continue to work with the Georgetown Harbour Authority, Georgetown Port Inc., regional development agencies and other stakeholders to maintain a high standard of structural quality of wharves within Georgetown.
- 2 Council shall work with the Georgetown Harbour Authority, and Georgetown Port Inc. to provide adequate security for fishing vessels and gear.
- 3 Council shall maintain a regular dialogue with the Georgetown Harbour Authority, and Georgetown Port Inc. to ensure that fishing interests are adequately taken into account in the long-term management and development of the Town.
- 4 Council shall Work with key stakeholders, including but not limited to the Georgetown Harbour Authority and Georgetown Port Inc., to identify ways in which the Town could support and strengthen the operations and use of the wharves within Georgetown's jurisdiction.

F-6 Fishing Equipment

It shall be the policy of Council to make accommodation for the storage of equipment related to the fishery.

Plan Actions

- 1 Storage of fishing vessels and gear shall, in the Development Bylaw, be made a permitted use in all zones except the Open Space (OS) Zone.
- 2 Council shall work with the Georgetown Harbour Authority and Georgetown Port Inc. to provide adequate security for fishing vessels and gear.

F-7 Industrial Uses

It shall be the policy of Council to support the continued growth and development of the present industrial operations in the Town where they do not conflict with adjacent commercial or residential interests.

Plan Actions

- 1 Council shall continue to work with local industries to promote their growth and continued viability.
- 2 Council shall only consider amendments to the Development Bylaw to permit new industrial development where it can be accommodated without creating conflicts for existing and future residential and tourism developments.

- 3 Council shall explore the merits of developing a major (large) new industrial park through the extension of the Town boundary.

F-8 Industrial Designation

It shall be the policy of Council to designate existing industrial land in the Town, together with the Queen's wharf and the DOT wharf, for industrial use and to protect these areas from residential encroachment.

F-9 Industrial Zone

It shall be the policy of Council to establish an Industrial (I1) Zone in conformance with the industrial land designation.

Plan Actions

- 1 New industrial development in other parts of the Town shall only proceed via Official Plan and Development Bylaw amendments.

F-10 Comprehensive Development Area Designation

It shall be the policy of Council to designate land for the use of small-scale, light-impact industrial uses and commercial uses, such as offices.

F-11 Comprehensive Development Area Zone

It shall be the policy of Council to establish a Comprehensive Development Area (CDA) Zone for lands designated as a Comprehensive Development Area.

F-12 Comprehensive Development by Development Agreement

It shall be the policy of Council to permit recreational parks in the Comprehensive Development Area Zone. All other development in the Comprehensive Development Area Zone shall require a development agreement.

F-13 Public Service and Institutional Designation It shall be the policy of Council to designate land for the use of public service and institutional facilities.

F-14 Public Service and Institutional Zone

It shall be the policy of Council to establish a Public Service and Institutional (PSI) Zone on lands designated for public service and institutional facilities.

F-15 Institutions and Services

It shall be the policy of Council to support the institutional facilities and services currently located in the Town and to pursue opportunities to attract additional institutional activities.

Plan Actions

- 1 Council shall work with GADC and other interested parties to attract and accommodate additional institutional facilities and services.
- 2 Council shall ensure that existing and future institutional facilities accommodate, in accordance with regulations, universal accessibility.
- 3 Council shall pursue the establishment of a clinic and/or health services centre, on a full or part-time basis.

F-16 Policing

It shall be the policy of Council to maintain the current arrangement of utilizing the services of the R.C.M.P., pursuant to the Provincial Policing Contract. If policing requirements change dramatically this policy may be revisited.

F-17 Firefighting Service

It shall be the policy of Council to continue to provide municipal fire services through the Georgetown volunteer Fire Department and to provide the department with the financial resources required to maintain a highly trained and well-equipped fire service.

Plan Actions

- 1 Council shall continue to support the efforts of the Georgetown Fire Department and supply funding necessary to maintain equipment and training.
- 2 Council shall work with the Georgetown Fire Department to create and implement a long-term capital budget plan to address the need for equipment and gear replacement, purchase, or recertification.

F-18 Emergency Measures

It shall be the policy of Council to review the Georgetown Emergency Measures Plan on a regular basis and to ensure it is adequate to address the Town's evolving needs.

Plan Actions

- 1 The Town shall update its Emergency Measures Plan (1990) using the template provided by the provincial Emergency Measures Organization for small communities.
- 2 Council shall review the Emergency Measures Plan on an annual basis in order to ensure that it continues to meet the Town's needs.

F-19 Signage

It shall be the policy of Council to, through the Development Bylaw, regulate the type, size, and location of signage in the Town in a manner that balances the need to advertise local business and provide direction to visitors with the desire to maintain and enhance the aesthetics of the Town.

F-20 Offsite Signage

It shall be the policy of Council to develop a program for the permitting and regulation of offsite signage, such as sandwich board signs and signs directing visitors to businesses.

6.2. PHYSICAL ENVIRONMENT POLICIES AND ACTIONS

P-1 Promote Residential Development

It shall be the policy of Council to work with the private sector and other levels of government to increase residential subdivision and development activity in the Town.

Plan Actions

- 1 Council shall encourage residential development on vacant Town owned land in the appropriate zones as defined within the Development Bylaw.
- 2 Council shall identify private sector partners to facilitate housing development in the Town.
- 3 Council shall support the development of a descriptive inventory of available land in Town for the use of promoting and facilitating development opportunities to potential residents, realtors, developers, and other parties.
- 4 Council shall initiate a broad based promotional campaign aimed at attracting new residents to the Town.
- 5 Council shall work with the Georgetown Housing Corporation or other interested stakeholders to develop enough affordable housing to meet current needs and near-future projected demands.
- 6 Council shall ensure that drainage issues on vacant lots within zones allowing for residential use are adequately addressed within a stormwater management plan and its implementation.

P-2 Residential Land Designation

It shall be the policy of Council to designate land for residential use.

P-3 Residential Zones

It shall be the policy of Council to establish residential zones on land designated for residential use.

Plan Actions

- 1 Council shall establish a Single-unit Residential (R1) Zone and a Multiple-unit Residential (R3) Zone.
- 2 Residential zoning shall be in conformance with the General Land Use Plan.
- 3 Residential zones will be defined, in part, by the number and types of permitted dwelling units.
- 4 The Development Bylaw shall zone sufficient residential land to meet the projected needs of the Town.
- 5 Council shall prioritize maintaining the predominantly low density residential character of the Town. Council shall, however, seek to accommodate increased medium and higher density residential development within the Multiple-unit Residential (R3) zone.

- 6 High density housing forms shall be permitted in commercial areas, adjacent to the downtown, and in other areas, subject to strict development standards and adequate buffering from existing low-density development.
- 7 Council shall, in the Development Bylaw, establish residential development standards relating to density, setbacks, building height, parking, buffering and other matters in order to enhance the health, safety and convenience of residents.

P-4 Variety of Dwelling Choices

It shall be the Policy of Council to encourage the Georgetown Housing Corporation and all other developers to provide a variety of dwelling choices to accommodate a range of socio-economic needs and physical abilities.

Plan Actions

- 1 Council shall monitor and assess whether an appropriate amount of barrier free design dwellings exist given the needs of the current and forthcoming citizen demographic and, when needed, encourage the development of barrier free design homes on serviced lots.
- 2 Council shall collaborate with Holland College and local industries to address the housing needs of current and future students and/or workers.
- 3 Council shall support, in its Development Bylaw, provisions for the allowance of single-unit dwellings, duplex or semi-detached dwellings, row or townhouse dwellings, and multi-unit dwellings, in order to provide a financial and physical variety of dwelling choices.

P-5 Accessory Apartments

It shall be the policy of Council to enable the addition of an accessory apartment to single-unit dwellings.

Plan Actions

- 1 The Development Bylaw shall permit the addition of an accessory apartment to any single-unit dwelling provided that adequate parking spaces are provided, the apartment has safe fire exits and meets all requirements of the fire marshal, the exterior of the residence retains any appropriate single-unit appearance, and the accessory apartment complies with provisions of the Development Bylaw.

P-6 In-home Occupations

It shall be the policy of Council to permit a range of in-home occupations in residential areas, provided there is no significant negative impact on adjacent properties or the immediate neighbourhood.

Plan Actions

- 1 The Development Bylaw shall set out standards for home occupations that limit potential residential conflicts, such as square footage, number of employees, parking, signage, physical changes to the structure, and any other factors that may represent an impediment to the safety, convenience or enjoyment of neighbouring residents.

P-7 Bed and Breakfasts

It shall be the policy of Council to permit the operation of small scale bed and breakfast establishments in all zones permitting residential use.

Plan Actions

- 1 The Development Bylaw shall permit the operation of “bed and breakfast” establishments in all zones permitting residential use provided that they are limited in terms of size, signage, parking, dining facilities and that the overall visual appearance of the building and character of the neighbourhood is not negatively affected.

P-8 Mobile Homes and Modular Homes

It shall be the policy of the Council to regulate the location and upkeep of mobile homes and modularhomes.

Plan Actions

- 1 The Development Bylaw shall permit modern modular homes in residential zones.
- 2 The Development Bylaw shall not permit the development of mobile homes or mobile home courts.

P-9 Roads

It shall be the policy of Council to work closely with the Department of Transportation and Public Works to ensure that the key routes leading to the Town and the provincially-controlled streets within the Town are maintained at the highest possible level. Council shall also ensure that Town-owned streets are maintained at a standard that adequately reflects their role and level of use.

Plan Actions

- 1 Council shall continue to work with the Provincial Department of Transportation and Public Works to monitor the condition of all Provincial roads within the Town and linking the Town to other key destinations.
- 2 Council shall endeavor to ensure that these roads are maintained to a high standard and receive priority attention by the Province.
- 3 Council shall maintain all Town owned streets to the highest level possible within local budgetary constraints, with highest priority being placed on streets with highest projected traffic volumes.
- 4 Council shall continue to facilitate the development and promotion of the Confederation Trail and develop facilities at the terminus of the trail aimed at promoting the Town and its facilities.

P-10 Active Transportation

It shall be the policy of Council to maintain a safe system for active transportation, focusing on walking and cycling.

Plan Actions

- 1 Council shall prepare a plan identifying priority locations for sidewalk expansion.
- 2 Council shall, following the completion of the sidewalk priority plan, budget for sidewalk expansion and maintenance in keeping with the sidewalk priority plan.
- 3 Council shall ensure that bicyclists are safely accommodated within the existing road system, and links for cyclists, and pedestrians, are provided between the Town's key features and the Confederation Trail.

P-11 Wastewater Collection and Treatment

It shall be the policy of Council to provide high quality wastewater collection and treatment services for the present and future built-up areas of the Town, in a manner that is cost-effective over the long term.

Plan Actions

- 1 Council shall continue to implement its waste water collection master plan.
- 2 Council shall pursue, in collaboration with the Provincial government, an extension of the Town's boundary, and include within that extension the entire existing and proposed lagoon system.
- 3 Council shall continue to conduct detailed inspections of the current collection system, establish priorities for repair or replacement, and undertake such repair or replacement as budgets permit.
- 4 Council shall give priority to connecting all existing residents within the 250-day wellfield capture zone, designated as Wellfield Protection Zone A (WPA), to the waste water collection system where such services are available.
- 5 Council may consider expansion of the collection system in response to development pressures or in order to facilitate new development, but only as capacity of the system allows and after all existing residents within the 250-day wellfield capture zone, designated as Wellfield Protection Zone A (WPA), are provided service or there is a plan in place to do so.
- 6 Council shall encourage the development of vacant lots with access to municipal central sewer services before expanding residential land into unserved areas.
- 7 Unserved areas of the Town shall be serviced on a priority basis as budgets permit.
- 8 Council shall, as budget permits, and before service expansion, integrate backup power for any sewage pumping stations.
- 9 Council shall pursue opportunities to integrate alternative energy technologies into the municipal wastewater collection and treatment system.
- 10 Council shall avoid and limit wastewater infrastructure development in areas where it may negatively impact the natural environment and may require additional studies to assess potential impacts in such areas as a condition of development approval.

P-12 Central Water System

It shall be the policy of Council to ensure a financially and environmentally sustainable supply of water that meets or exceeds accepted water quality standards.

Plan Actions

- 1 Council shall encourage the development of vacant lots with access to municipal central water service before expanding residential land into unserviced areas.
- 2 Council shall avoid and limit development in areas where it may negatively impact the natural environment and may require additional studies to assess potential impacts in such areas as a condition of development approval.
- 3 Council shall ensure that any transfer of central water system responsibilities from the Province to the Town is negotiated in a manner that benefits residents of the Town, is viable for the Town, and is subject to the system being fully inspected and upgraded as determined by the Town.

P-13 Stormwater Management

It shall be the policy of Council to work closely with the Department of Transportation and Public Works to ensure that stormwater run-off is managed in a manner that is cost-effective and environmentally sensitive and that minimizes risks to public health, safety, and private property.

Plan Actions

- 1 Council shall prepare and implement a stormwater management plan for the Town in a timely and cost-effective manner.
- 2 The Town shall work with the Department of Transportation and Public Works to ensure that stormwater systems are properly installed and maintained in the Town.
- 3 No physical changes or infilling of any lot, stream, wetland or water course shall be permitted without the approval of Council and an assessment of any stormwater run-off impacts.

P-14 Micro Homes

It shall be the policy of the Council to only permit micro homes (homes smaller than 37 square metres in floor area) as part of a grouped dwelling development and subject to the development agreement criteria applicable to grouped dwellings.

P-15 Grouped Dwellings by Development Agreement

It shall be the policy of Council to permit grouped dwellings in the Multi-unit Residential and Mixed Use Zones by development agreement.

6.3. SOCIAL AND CULTURAL POLICIES AND ACTIONS

SC-1 Heritage

It shall be the policy of Council to encourage and support initiatives that protect, enhance, and showcase Georgetown's heritage assets.

Plan Actions

- 1 Council shall work with property owners, community groups, and provincial and federal agencies to identify and enhance the significant heritage residences, municipally owned buildings, and institutions within the Town.
- 2 Council shall support an advisory committee for the guidance of efforts related to, identifying and enhancing the significant heritage residences, municipally owned buildings, and institutions within the Town.
- 3 Council shall encourage the GADC and other groups to purchase and upgrade vacant heritage structures.

SC-2 Historical Streetscapes

It shall be the policy of Council to encourage the enhancement of historically significant streetscapes in the Town.

Plan Actions

- 1 Infill development on heritage streetscapes shall be encouraged to be done in a sensitive manner that will compliment, rather than detract from, historic buildings in the Town.
- 2 Council shall continue to actively promote beautification efforts in the Town.
- 3 Council shall preserve trees on Town property and shall generally encourage the protection and planting of native trees as part of the consultation process on development applications.
- 4 Council shall actively support the efforts of the Georgetown Beautification Society and generally promote planting of native trees, flowers and ornamental shrubs in the Town.
- 5 Council shall explore the feasibility of establishing Heritage Advisory Committee to manage architectural guidelines and targets for implementation for heritage properties and streetscapes.
- 6 Council shall support efforts to maintain unique architectural features and essential services associated with existing institutions in Town.
- 7 Council shall work with the Georgetown Beautification Society to develop a coordinated tree planting program on both public and private property.
- 8 Council shall host an annual cleanup day for the Town, and support initiatives that facilitate participation, such as the provision of a dumpster in a central location for the convenience of residents.

SC-3 Lifelong Learning

It shall be the policy of Council to pursue and support opportunities for the lifelong learning and social interaction of its residents.

Plan Actions

- 1 Council shall encourage Holland College to expand its programming in the Town.
- 2 Council shall prepare and adopt a Volunteer Development Strategy.

- 3 Council shall expand efforts to recognize the invaluable contribution of the Town’s volunteers and may initiate activities such as a “volunteer recognition day”.

SC-4 Arts and Culture

It shall be the policy of Council to recognize the importance of arts and culture in Georgetown as a defining feature of the Town’s history and future, and to support arts and culture through strategic investments, partnerships, and Council decisions and activities.

Plan Actions

- 1 Council shall seek to integrate cultural infrastructure into other projects and initiatives.
- 2 Council shall give consideration to arts and culture within all political and administrative agendas to ensure the integration of this community strength within decision making.
- 3 Council will interpret ‘arts and culture’ in a holistic manner, expanding the view beyond the traditional focus to include not only arts and heritage-related activities, but also Town design, leisure, and history. All the pillars of culture will be embraced and developed.
- 4 Council shall support initiatives to showcase the Town’s art and cultural assets, and enliven public spaces through good community design, the development of an arts and cultural tourism industry, and hosting major events.
- 5 Council shall support the integration between recreation and cultural service delivery.
- 6 Council shall draw on the expertise and perspectives of citizens actively participating in and/or contributing to the arts and cultural sector in the community to ensure Council decisions are aligned with the community’s vision and momentum regarding the development of an arts and cultural tourism industry.
- 7 Council shall encourage local service clubs, church groups, etc. to actively pursue and promote local activities such as lobster suppers, craft fairs, garden parties, heritage days, fishing and boating regattas, and nature walks.

SC-5 Open Space Designation

It shall be the policy of Council to designate land as Open Space.

SC-6 Open Space Zone

It shall be the policy of Council to establish an Open Space Zone within land designated for Open Space.

SC-7 Parks and Open Spaces

It shall be the policy of Council to ensure the provision of open space accessible to all residential neighbourhoods.

- 1 Council shall develop a network plan for open spaces, linking various green spaces and trail corridors throughout the Town, to create opportunities for active transportation and recreation.
- 2 Open spaces shall serve multiple purposes to the benefit of residents. For example, the Memorial Garden may serve as a community park as well as a stormwater retention area and node for trail connection. Council shall continue encourage the development of open space that incorporates this type of multi-functional purpose.
- 3 Council shall work with the GADC to continue to support the efforts of the A.A. Macdonald Memorial Garden Committee and the Georgetown Beautification Society.

SC-8 Recreation and Leisure

It shall be the policy of Council to develop and maintain recreation and leisure programs and facilities that meet the needs of Town residents in a cost-effective manner.

Plan Actions

- 1 Council shall prepare and implement a parks and facilities plan.
- 2 Council shall maintain the Town's two ball diamonds.
- 3 Council shall explore the feasibility of upgrading the soccer facility.
- 4 Council shall explore the continued development of a new park on the former C.N.R. property on Kent Street, which will include expanded recreational facilities such as basketball courts and tennis courts.
- 5 Council shall support the efforts of the Rink Committee to continue to make repairs and improvements to the Three Rivers Sportsplex.
- 6 Council shall develop and ensure the continued maintenance of safe playground areas adjacent to all residential neighbourhoods.
- 7 Council shall continue to seek and provide funding for a full time Recreation and Leisure Director, and provide work space for that Director.
- 8 Council shall continue to work with the Recreation and Leisure Director to identify and support Georgetown recreation and leisure opportunities specific to multiple targeted demographics, with specific attention to youth and seniors.

6.4. ENVIRONMENT POLICIES AND PLAN ACTIONS

E-1 Environmental Nuisance

It shall be the policy of Council to restrict activities that would cause excessive noise, dust, fumes, vibration, or glare from harsh lighting, particularly within residential zones.

Plan Actions

- 1 Council shall explore the development of a bylaw controlling the burning of leaves, grass, and refuse in the Town.

- 2 Council shall establish procedures to ensure that properties are maintained in a reasonable manner and do not become unsightly.
- 3 Council shall explore the development of a bylaw prohibiting Jake braking within Town limits.
- 4 Council shall explore the development of a noise bylaw outlining appropriate thresholds within a given proximity to residences.

E-2 Climate Change Adaptation

It shall be the policy of council to collaborate with the Province of Prince Edward Island, other municipalities, and/or non-government organizations for the purposes of learning about, engaging professional services for, and planning and implementing a climate change adaptation program.

E-3 Groundwater Protection

It shall be the policy of Council to work with appropriate provincial government departments to protect both the quantity and the quality of groundwater resources in the Town.

Plan Actions

- 1 Council shall require proponents of new developments that would result in major water consumption to perform a water impact assessment to ensure there would be no adverse impact on the Town's water resources.
- 2 Council shall explore working with the Province to commission or participate in a study that measures actual peak and average groundwater demand of existing customers and confirms the pumping rates of existing well pumps so that data is available to project future groundwater demands should the system be extended.
- 3 Council shall explore working with the Province to commission or participate in a study that measures actual peak and average groundwater demand, and models groundwater characteristics for the Georgetown peninsula in order to identify groundwater availability, vulnerability to anticipated changes to precipitation patterns, and salt water intrusion.

E-4 Wellfield Designation

It shall be the policy of Council to designate an area in which provisions shall be implemented and enforced for the protection of the Wellfield.

E-5 Wellfield Protection Overlays

It shall be the policy of Council to establish Wellfield Protection (WFP) Overlays within land designated for wellfield protection. The delineation of the Town's WFP Overlays shall be defined by the Town's Wellfield Protection Plan to minimize the potential for groundwater contamination and protect the Town water supply. The Town's Wellfield Protection Plan identifies time-dependent capture zones that are surface and subsurface areas surrounding the wellfield through which contaminants are reasonably likely

to move toward and reach the wellfield in a given amount of travel time. Within the WFP Overlays, the following Plan actions shall be implemented:

Plan Actions

- 1 Council shall define within the Town's Development Bylaw specific controls on land use within three WFP Overlays: Zone A, Zone B, and Zone C. These three zones shall correspond with capture zones delineated by the Town's Wellfield Protection Plan. The 250 day capture zone as defined by the Town's Wellfield Protection Plan shall be Zone A, the 25 year capture zone shall be Zone B, and 50 year capture zone shall be Zone C. The degrees of protection cascade from Zone A (most protected) to Zone C (lesser degree of protection). Therefore, if an activity is explicitly allowed in one Zone, it will also be allowed in the Zones cascading outward (subsequent Zones).
- 2 All unused wells shall be appropriately capped in order to reduce risks to groundwater.
- 3 The Town shall seek to acquire vacant commercial and agricultural properties within the WFP overlays, as defined by Georgetown's Wellfield Protection Plan.
- 4 Council shall review literature on water conservation, safe disposal of household (and industrial) wastes and other information pertaining to the protection of the water supply and may make it available to residents, business operators and property owners.
- 5 Council shall develop and implement a plan to improve the security around operational wellheads, including the provision of appropriate signage.
- 6 Council shall explore the feasibility of establishing a Wellfield Protection Advisory Committee consisting of municipal and provincial representatives, as well as interested stakeholders.
- 7 The Town shall work with the Province to conduct or commission a field survey within the WFP zones to document agricultural practices, petroleum storage tank construction and fuel handling procedures, and to determine the status of any existing or former wells and on-site sewage disposal systems.
- 8 The Town shall work with the Province so that any municipal boundary extension encompasses all properties delineated within the Town's Wellfield Protection Plan as capture zone boundaries (250 day, 25 year and 50 year zones), and any such extension and/or amendment to the Official Plan to accommodate growth, must have regard to the following:
 - a) an assessment (submitted in a written report) by a qualified hydrogeologist or hydrogeological engineer of the current yield of existing wells or wellfield to ensure that development potential is contained within the sustainable operating capacity of the water supply system; and
 - b) an assessment (submitted in a written report) by a qualified hydrogeologist or hydrogeological engineer of the risk of contamination of the groundwater supply or over-consumption inherent in changing from one land use designation to another.
- 9 Until the time at which the entire WFP capture zone boundaries are within the Town's jurisdiction, the Town shall work with the Province to control land uses within the WFP Area in order to minimize risks to groundwater.
- 10 The Town shall work with the Province to ensure that appropriate safety controls are present for all oil tanks within the WFP zones.

- 11 The Town shall work with the Province to acquire funding to implement inspections and monitoring services for the long-term as identified in the Town's Wellfield Protection Plan in order to mitigate present and future risks to water quality.
- 12 The Town shall work with the Province to ensure that production wells comply with current applicable regulations.
- 13 Council shall evaluate the Town's Wellfield Protection Plan at least once every five years and, if the Protection Plan is found to be obsolete, shall instigate a comprehensive review and update of the Protection Plan.
- 14 Council shall, as part of a formal review of the Wellfield Protection Plan, work with a qualified professional to confirm, and/or more specifically delineate, and/or extend the location of Wellfield protection capture zone boundaries.
- 15 Council shall work with qualified hydrogeologists to monitor the downgradient water quality associated with all cemeteries located within any of the Wellfield Protection zones.
- 16 Council shall, as part of a formal review of the Wellfield Protection Plan, investigate the re-location of municipal wells for improved long-term protection and sustainability.

E-6 Surface Water Quality

It shall be the policy of Council to work with our neighbours and the Provincial Government to preserve and upgrade the quality of the region's rivers, streams, bays, estuaries, wetlands and other surface water features.

Plan Actions

- 1 Council shall work with provincial departments, area municipalities, area residents, and other interested groups such as the Island Nature Trust and Ducks Unlimited to protect and enhance the regions significant surface water features.
- 2 The Development Bylaw shall establish a buffer zone that meets or exceeds the minimum standards of the *Environmental Protection Act Watercourse and Wetland Regulations*, or successor legislation, adjacent to all streams, rivers, and wetlands.
- 3 Council shall partner with community organizations to plan and implement an annual shore cleanup day. At such an event, Council may support collaborative efforts with other government agencies or environmental organizations to provide educational programming on water and beach ecosystems and current state of health.

E-7 Greenhouse Gas Reduction

It shall be the policy of Council to support initiatives that result in the reduction of greenhouse gas emissions.

Plan Actions

- 1 Council shall develop, or commission the development of, a baseline inventory of municipal and or community greenhouse gas emissions.

- 2 Council shall support initiatives in Georgetown that reduce the consumption of fossil fuels through improved systems and operational efficiencies, conservation, fuel switching, and/or the promotion of behavioral change.
- 3 Council shall investigate the feasibility of opportunities to integrate renewable energy and/or energy storage technologies within municipal infrastructure systems or municipally owned facilities.
- 4 Council shall encourage and support industries and commercial ventures within Town that pursue district heating, cogeneration, or waste heat recovery.

E-8 Alternative Energy

It shall be the policy of Council to investigate and support the incorporation of alternative energy technologies and infrastructure within the Town's jurisdiction when such integration would result in direct benefits to a Town citizen(s), and/or result in the avoidance or reduction of greenhouse gas emissions.

Plan Actions

- 1 Council shall, as needed, engage the help of professionals to assess potential impacts of an alternative energy technology or related infrastructure.
- 2 Council shall, as needed, engage the help of professionals to assess the potential energy capacity of various forms of alternative energy available within an area or at a site within the Town's jurisdiction.
- 3 Council shall support programs and initiatives that increase citizen's knowledge of and access to alternative energy technologies for space or water heating, or electricity generation.
- 4 Council shall explore the feasibility of replacing or offsetting the Town's current electrical load and/or heating load with locally generated forms of alternative energy.
- 5 Council shall, through the Development Bylaw, permit the development of renewable energy systems, such as, but not limited to, solar collectors and wind energy systems and shall implement development controls to reduce the impacts of such systems on neighbours and on the orderly development of the Town.

E-9 Reduced Air Pollutants

It shall be the policy of Council to support initiatives that reduce the emission of air pollutants.

Plan Actions

- 1 Council shall support community-wide, and/or municipal initiatives that support the reduction of air pollutants through education, improved efficiencies in infrastructure or operations, the installation of end-of-pipe technologies, or bylaw development prohibiting a combustion activity within Town limits resulting in obnoxious or environmentally unacceptable emission levels.

6.5. GOVERNANCE POLICIES AND ACTIONS

G-1 Plan Review

It shall be the policy of Council to periodically review the Plan and related documents in accordance with Provincial law and criteria as set out in this Plan.

Plan Actions

- 1 Council shall review the Official Plan every five years.
- 2 The Town shall assist existing and future Council members to become knowledgeable about the concepts embodied in the Official Plan.
- 3 The Town shall maintain open and transparent communication with all residents and community organizations while implementing and reviewing this Plan.

G-2 Partnerships and Collaboration

It shall be the policy of Council to pursue partnerships or work collaboratively when opportunities for doing so would directly benefit Georgetown residents and/or reduce municipal costs.

Plan Actions

- 1 The Town shall pursue and maintain partnerships with other municipalities, levels of government, and private industry when collaboration would benefit the implementation or enforcement of policies and actions described in the Official Plan, benefit Georgetown residents, and/or reduce Town costs.
- 2 Council shall consider, as a condition of future cost-sharing or other financial assistance with physical infrastructure or a service, whether the relevant authority, commission or carrier demonstrates that its proposed plans support the specific policies of this Plan.
- 3 Council shall work with appropriate Provincial departments to develop a signage strategy that allows for the promotion of Georgetown on provincially-managed roads.
- 4 Council shall work with local businesses, current wharf users, and the Provincial Government to ensure that the DOT Wharf is maintained at a high level and remains designated as one of the Province's key shipping ports.
- 5 Council shall work with shippers to ensure their needs are met for an efficient truck route through the Town to the DOT Wharf in order to expedite vessel loading, minimize traffic conflicts and safety concerns, and minimize the emission of air pollutants and greenhouse gases.
- 6 Council shall assume a leadership role, forming strategic collaborations between government levels and with community organizations, setting mutual development and investment priorities for effectively investing in the arts and culture sector.
- 7 Council shall explore partnerships with Provincial departments and neighbouring municipalities to promote solid waste reduction, re-use and re-cycling and to ensure the continued management of solid waste in a financially and environmentally appropriate sustainable manner.

6.6. BUDGET POLICIES

B-1 Property Tax and Utility Rates

It shall be the policy of Council to strive to maintain stable and affordable property tax and utility rates.

B-2 Deficit

It shall be the policy of Council to not budget for a deficit in any fiscal year, other than amortization.

Plan Actions

- 1 Any incurred deficit not offset from a reserve fund or other surplus funds shall be debited to the operating fund for the next fiscal year.
- 2 If Council determines during a fiscal year that operating expenditures are likely to exceed the revenue and transfers provided for in its operating budget by more than five percent, the council shall immediately notify the Minister in writing.

B-3 Cost-Sharing

It shall be the policy of Council to aggressively pursue all options for cost-sharing and maximize assistance from other levels of government.

B-4 Major Capital Expenditures

It shall be the policy of Council to amortize major capital expenditures over an appropriate number of years.

B-5 Staffing

It shall be the policy of Council to continue to maintain generally low permanent staff levels and contract out for specialized services until needs and projected savings warrant further staffing. However, Council shall explore the feasibility of employing a Development Officer to administer the Development Bylaw. This employment may take the form of a standing offer contract for services on an as-needed basis, a shared employment with neighbouring municipalities, or employment in full.

B-6 Permit Fee

It shall be the policy of Council to explore altering the current fee structure for permits from a flat fee to a scale based on square footage with a maximum cap.

7. IMPLEMENTATION

7.1. DEVELOPMENT PROCESS

7.1.1. Administration

Overall implementation of this Official Plan is the responsibility of Council. The primary implementation tool for the Plan is the Development Bylaw. Aspects of the Plan may also be implemented through other municipal bylaws, Council's operating policies and procedures, the municipal budget and other appropriate Council actions.

Day-to-day administration of the Official Plan and Development Bylaw are carried out by the by the Chief Administrative Officer (CAO) and staff, whose tasks are delegated by the CAO, under the direction of Council.

Council will also appoint a Planning Board that will advise Council on planning matters.

7.1.2. Development Bylaw

The Council of the Town of Georgetown reviewed the Official Plan and Development Bylaw in winter of 2017-2018, and amended them from the last review document, conducted in 2008-2009. In accordance to the provisions of the *Planning Act*, the Development Bylaw is in conformance with the policies and provisions of this Plan. The revised and consolidated Zoning and Subdivision Control Bylaw document shall be referred to as the "Town of Georgetown Development Bylaw" or "Development Bylaw". The Development Bylaw shall set out specific land use areas and zones, permitted uses for each area or zone, standards and procedures for development and land use, and procedures and standards to control the subdivision and consolidation of land in the Town. The Bylaw may also provide for "special permit" uses.

The Development Bylaw shall be interpreted and administered by a Development Officer employed by the Town of Georgetown, or the CAO during times in which a Development Officer is not employed.

7.1.3. Approval of Development or Change of Use

The Development Bylaw shall require any person undertaking any development or change of use of land or premises to apply for a development permit using a standard application form. The Development Officer may attach such conditions as deemed appropriate to any development permit in order to ensure conformance with this Plan.

The Bylaw may also enable the Development Officer to require any additional information necessary to verify the compliance of the proposed development with the Development Bylaw. Such additional information may include, but is not limited to, construction plans, storm water management plans, and traffic studies.

Once the development is approved, a numbered permit will be issued, which must be displayed at the site. A permit will not be issued if the development does not comply with any provincial or federal laws in force, such as fire protection, health and safety, sewage disposal, and plumbing and electrical installations, and receipt of a development permit does not excuse the developer from complying with any such enactments.

7.1.4. Development Agreements

Council shall, where specified by this Plan, only approve certain developments subject to a development agreement. Council may also require a development agreement for any permitted development to ensure fulfillment of any special conditions attached to the development. Where Council approves a development agreement, the development agreement shall:

- (a) be legally binding on both parties;

- (b) specify the development, expansion, alteration, or change permitted;
- (c) specify the conditions under which the development may occur; and
- (d) set terms by which Council may amend or terminate and discharge the agreement.

7.1.5. Development Bylaw Amendment Application

A person who seeks to have the Development Bylaw amended, including amendments to the zoning map (“rezoning”), shall address a written and signed application to Council. Such application shall include:

- (a) a detailed description of the proposed use of the land;
- (b) such information, prepared by the appropriate professional, as Council requires to determine compliance with this Plan; and
- (c) monies, as determined by Council, necessary to cover the costs of advertising and processing the application.

7.1.6. Development Bylaw Amendment Process

Council shall review each Development Bylaw amendment request subject to the following process:

- (a) The Town shall hold a public meeting to solicit input from residents on the proposed amendment request.
- (b) The Town shall give seven days clear notice of the public meeting. This notice shall be advertised at least two times in a newspaper with circulation in the Town.
- (c) The Town shall also forward a notification letter to property owners who own parcel(s) of land which are located (in whole or in part) within 60 m (197 ft.) from any lot line of the parcel subject to the application.
- (d) The Town shall place a sign on the land subject to the application indicating that a planning application has been received.
- (e) Following the public meeting, Council shall formulate a decision on the proposal, subject to the policies of this Plan.

7.1.7. Development Bylaw Amendment Criteria

Council shall not amend the Development Bylaw unless Council is satisfied the proposal:

- (a) is consistent with the intent of this Official Plan;
- (b) does not conflict with any Municipal or Provincial programs, bylaws, or regulations in effect in the municipality;
- (c) is not premature or inappropriate due to:
 - (i) the ability of the Town to absorb public costs related to the proposal;
 - (ii) impacts on existing drinking water supplies, both private and public;
 - (iii) the adequacy of central water and sewage services or, where such services are not available, the suitability of the site to accommodate on-site water and sewage services;

- (iv) the creation of excessive traffic hazards or congestion on road, cycling, and pedestrian networks within, adjacent to, or leading to the proposal;
- (v) the adequacy of fire protection services and equipment;
- (vi) the adequacy and proximity of schools and other community facilities;
- (vii) the creation of a new, or worsening of a known, pollution problem in the area, including, but not limited to, soil erosion and siltation of watercourses;
- (viii) the potential to create flooding or serious drainage issues, including within the proposal site and in nearby areas; and
- (ix) the suitability of the site in terms of grades, soil and geological conditions, the location of watercourses and wetlands, and proximity to utility rights-of-way.

7.1.8. Variances

Council shall, through the Development Bylaw, outline the situations in which Council may grant a variance to the provisions of the Development Bylaw.

7.2. BUDGETING

While the Development Bylaw and other Bylaws passed under the *Municipal Government Act* are the primary tools for controlling and directing private sector development activities in the Town, the municipal budget is the key policy tool for directing the activities of the Town. As such, the budget is a key implementation tool for the policies laid out in the Plan and, to the extent practicable, the budget should conform to the policies of this Plan.

7.3. COLLABORATIONS AND PARTNERSHIPS

The Town of Georgetown actively builds and engages in collaborative relationships with neighbouring Towns and villages. For example, Georgetown, Montague and Souris share a commitment to work together to manage resources in a way that is in the best interests of all affected resident / taxpayers.

Future collaborations will include, but not be limited to, investigating the need for and feasibility of a joint Development Officer. As well, the communities of Georgetown, Montague and Souris are currently working together to find solutions for other common needs and issues. While some of these directly involve the sustainability of providing essential municipal services and accessing funding, others topics on the table include sharing resources to offer residents within the region a rich variety of social and cultural programs for their physical and mental well-being.

7.4. OFFICIAL PLAN REVIEW

Council will, on a regular basis, review its activities in terms of the successful implementation of this Plan in accordance with the provisions of the *Planning Act*.

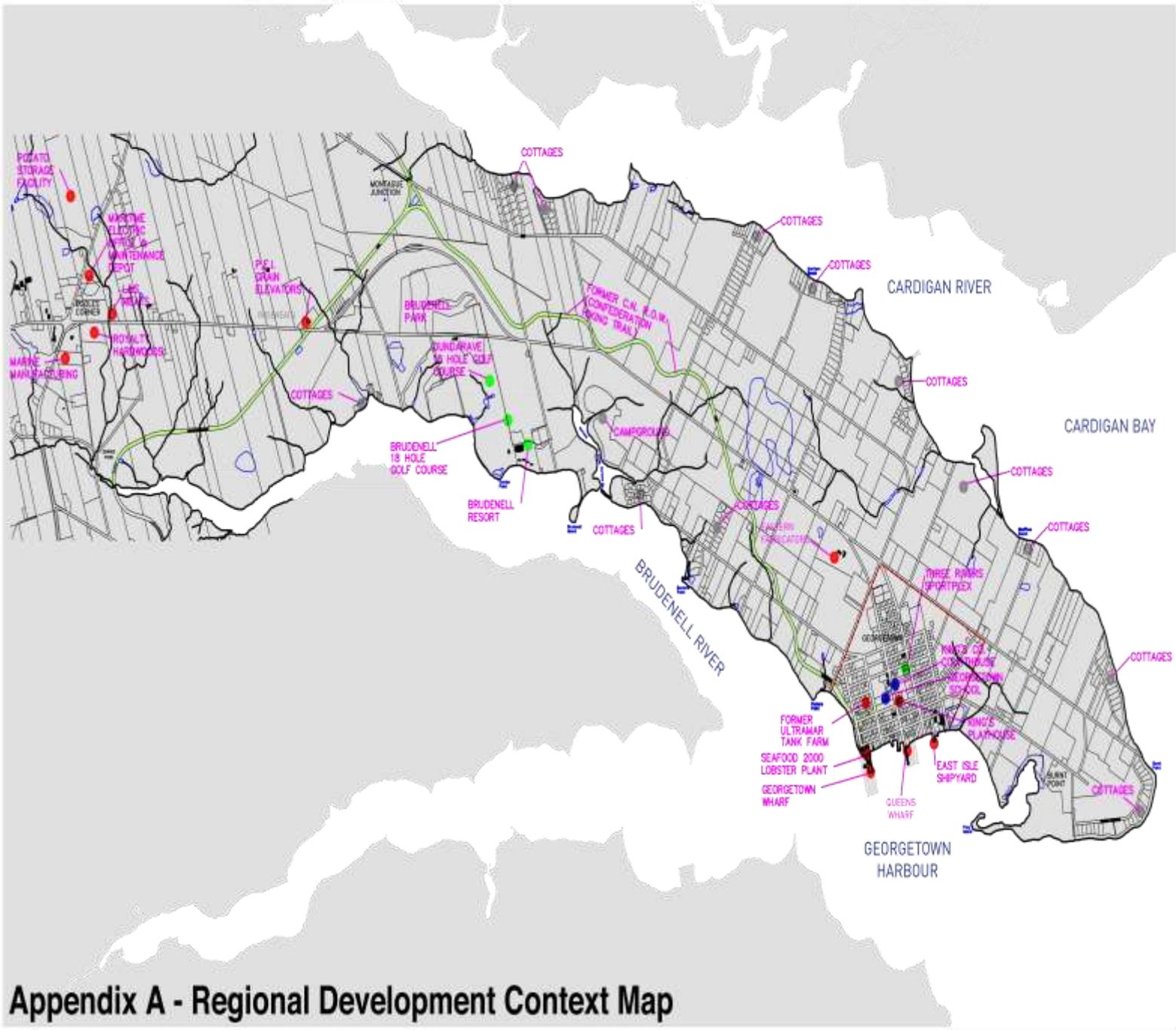
7.5. PLAN AMENDMENTS

The Official Plan may be amended as circumstances change in the Town or in response to requests from the public, provided that all provisions of the *Planning Act* are met.

7.6. APPEAL PROCEDURE

Any person who is dissatisfied with a decision of Council in the administration of the Official Plan or the Development Bylaw may, within 21 days of the decision, appeal that decision in accordance with the provisions of the *Planning Act*.

APPENDIX A – REGIONAL DEVELOPMENT CONTEXT MAP



Appendix A - Regional Development Context Map

APPENDIX B – GENERAL LAND USE PLAN

