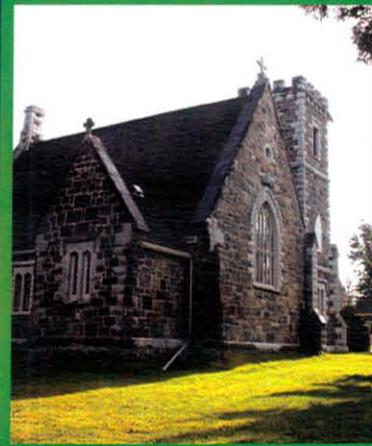
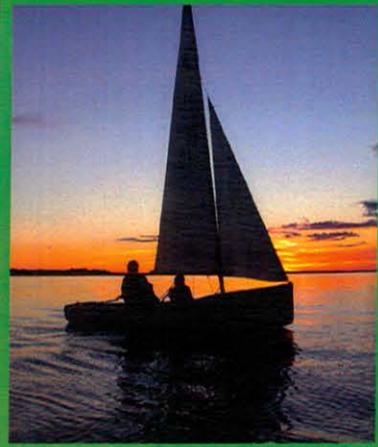


Appendix to Report No. RC-2012-0026  
entitled;  
'Municipal Cultural Plan'

2012/12/03 Committee of the Whole



## TOWN OF GEORGINA MUNICIPAL CULTURAL PLAN

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## **EXECUTIVE SUMMARY**

## **OUTLINE OF THE WORK**

### **Phases of the Work**

Work on Georgina's Municipal Cultural Plan was begun in late winter 2012 and concluded in early fall 2012. It was carried out in three phases:

- Research covering statistical overview, public policy context, land use, social history, asset inventory. This part of the work addressed the question, "Where Are We Now?"
- Personal interviews and group discussions leading to a Vision Statement for Culture in Georgina. This part of the work addressed the question, "Where Do We Need to Go?"
- Creation of strategies for cultural development including identification of tasks, responsibilities, timing and resources. This part of the work addressed the question, "How Do We Get There?"

## **ACKNOWLEDGEMENTS**

The consultants wish to thank Mayor Grossi and Councillors, Senior Staff and the members of the Steering Committee for their contributions to the development of the Cultural Plan for Georgina, under the chairmanship of Phil Rose-Donahoe, Manager of Cultural Services. We also wish to recognize the Steering Committee that enthusiastically assisted in the development of ideas and provided thoughtful comments and guidance.

## **THE CULTURAL PLAN**

### **A Vision for Culture in Georgina**

Personal interviews and stakeholder consultations resulted in a number of key themes which were employed in crafting an eight point (long form) **Vision Statement for Culture in Georgina** and a condensed **Vision Statement** as follows:

*Culture in Georgina arises from a unique landscape and a balance of urban and rural life. Cultural expression and celebration in Georgina contributes to the local economy, to personal growth and community well being; it transforms our communities by fostering creativity, the imagination and a shared vision of a better future.*

### **Strategies for Achieving the Vision**

The core of the Municipal Cultural Plan provides clear strategies to be deployed in cultural development over the next five years such as:

- Define the role of the Town
- Increase awareness of culture in Georgina
- Put culture in the heart of every community
- Explore partnerships
- Develop capacity in the cultural sector
- Embrace natural heritage as a cultural asset
- Create a cultural program investment fund
- Create a cultural capital investment plan

### **The Case for Natural Heritage**

While natural heritage typically appears as a minor component of a municipal cultural plan, Georgina's natural heritage has shaped its cultural identity in the past and will continue to be at the centre of its cultural identity into the future.

Georgina's Municipal Cultural Plan therefore brings an international planning perspective and recommendations related to two UNESCO initiatives:

- The World Biosphere program
- The Historic Urban Landscapes program

### **Managing the Municipal Cultural Plan**

Finally, Georgina's Municipal Cultural Plan includes strategies for managing the Cultural Plan as it goes forward.

#### Communications

Once it is received and adopted by Council, the Cultural Plan will be shared with stakeholders and the general public.

The Town will organize a kick-off event to launch the Plan and to celebrate culture in Georgina.

#### Measuring Success

Every year during Culture Days, the Town will issue a report on the State of Culture in Georgina. This report will summarize:

- Cultural participation levels
- Cultural products and offerings
- Distribution and impact of cultural events and activities
- Cultural sector growth and performance
- Access and inclusion
- Cultural facilities

#### Cultural Data Base

The Municipal Cultural Plan process has contributed to the advancement of the Town's Cultural Data Base which will be maintained as a key resource in managing the Cultural Plan.

### **BACKGROUND REPORT: WHERE ARE WE NOW?**

#### **Portrait of Georgina**

The work on the Municipal Cultural Plan began with extensive research which was undertaken to create a complete picture of Georgina today and where it may be in the near future. Using a wide variety of sources, this first report provides a summary of:

- History of Urban Growth in Georgina
- Characteristics of the Current Population
- Population Growth
- Employment Summary
- Summary of Policy and Planning Issues

This report also provides a list of built and natural heritage sites.

### **BACKGROUND REPORT: WHERE DO WE NEED TO GO?**

#### **Observations from Part One**

This report begins by identifying the cultural planning themes which emerged directly from the Part One work including:

- Cultural Landscape
- Urban Centres
- Cultural Change
- Downtowns and Neighborhoods
- Commuter Community
- Seasonal Residents
- Town's Leadership in Culture
- Cultural Sector
- Cultural Tourism

This report also makes observations derived from the Part One work which emerged indirectly in relation cultural planning trends including:

- Cultural Sector Development and Advancement
- Municipal Grants Programs
- Public Advisory Bodies
- Sectoral Organization and Advocacy
- Maintaining the Volunteer Base
- Municipality as Facility provider
- Municipality as Recruiter
- The Business Case for Culture
- Inclusion of the Private Sector

#### **Results of Previous Consultations**

This report provides a summary of the themes which emerged from planning and consultations undertaken by the Town prior to commissioning the Municipal Cultural Plan including:

- Cultural Identity
- The Role of Culture
- Cultural Sector Capacity
- Understanding and Communications
- Culture and Quality of Life
- Culture, Business and Economic Development
- Culture and Tourism
- Culture and Recreation
- Role of the Town

#### **Results of Municipal Cultural Plan Consultations**

This report also provides a summary of additional themes which emerged from further consultations including:

- Cultural Identity and Place
- Culture and the Environment
- Inclusion and Accessibility
- Cultural Industries and Economic Benefit
- Funding Strategy and Formula

**SUPPORT FOR THE CULTURAL PLAN**

# SUPPORT FOR THE CULTURAL PLAN

The Steering Committee which presided over the development of the Cultural Plan provides guidance and advocacy based on a collective commitment to the benefits of Culture. This commitment is evident in the following expressions of support for the plan.

**Denise Sheedy**

President

The Eaglewood Folk Festival

*We always knew we were different from other municipalities. Thanks to the new Municipal Cultural Plan, we can identify our uniqueness and appreciate the culturally vibrant community we have in Georgina. Future prospects look bright as the Plan is adopted and rolled out for the benefit of the entire municipality. It has been a real honour to contribute to the development of the Municipal Cultural Plan and the Eaglewood Folk Festival looks forward to a continuing partnership with the Town of Georgina in helping to celebrate our wonderful culture.*

**Mary Baxter**

Director of Library Services

CEO Georgina Public Libraries

*Georgina Public Libraries is thrilled to be part of the Town of Georgina's Cultural Planning process, helping to shape our identity and way forward as a growing, vibrant community. The Library's mission of "Opening Doors and Minds" celebrates collaboration with community partners, to bring a variety of cultural activities – from storytelling, to performance arts, to music and art displays – to our libraries, making culture available and accessible to all.*

**Widit McLean**

Georgina Arts Council

*Lake Simcoe, the river systems and the wetlands make Georgina a unique destination in southern Ontario. I believe the Cultural Plan will guide us in featuring and celebrating these differences, and thus attract new residents, visitors and businesses.*

**Andrew Sibbald**

The Briars Resort, Spa and Conference Centre

*Culture? Georgina? Really? While it's hard for us to see it, visitors see it clearly. And they want more of it. Let's discover it, cultivate it and freely share it with our friends, family and visitors. After all, good things grow...*

**Heather Fullerton**

Executive Director, Georgina Arts Centre & Gallery

*At the Georgina Arts Centre & Gallery we are all about collaboration, and this Municipal Cultural Planning process with the Town of Georgina has been a strengthening and fascinating experience. Our mission, "To excite the community about the Arts!" is imbedded in the fabric of this action plan and we look forward to the vitality the MCP will bring to Georgina's cultural future as we move forward.*

**Michelle Vacca**

Artist and Resident

*I am delighted to have been involved in the development of the Municipal Cultural Plan for Georgina, because Georgina is not just any place- it is like no other place; down-to-earth beautiful yet distinctively complex and full of possibilities. Just as culture is the heart of all communities, it is the core of our being- unequivocally. Culture is experienced all the time, whether it's realized or not- Georgina's Cultural Plan will heighten this awareness and steer our cultural capacity into something that is uniquely ours.*

**Annabel Slaight**

Co-founder, Ladies of the Lake

*We are fortunate to live in a place blessed by nature. By connecting our ecological, social, cultural and spiritual activities and fostering links between creativity, science, and innovation, we can help Georgina fulfill its potential as a truly desirable place to visit, to live in and to work in. Economic strength will be the inevitable outcome of a vision like this.*

**Melissa D. Matt**

Cultural Services Representative, Recreation and Culture Department

*With each generation, waves of people leave their mark and shape the communities that form Georgina. It's exciting to begin the Municipal Cultural Planning process, which helps us to examine how those who came here before us have impacted our lives, our culture, and how we define ourselves today. The Cultural Plan will help all of us to better understand our shared culture and allow us to celebrate it to its fullest, together.*

**Karyn Stone**

Economic and Tourism Development Office

*Georgina is so rich with culture that it is time that we truly recognize and create a greater awareness of our community's cultural assets. The Municipal Culture Plan will assist in communicating and connecting the cultural opportunities in our community and celebrate their importance to the economic sustainability of our Town. The Municipal Cultural Plan will also help us to identify opportunities to encourage growth and to support the various sectors that affect Georgina's culture.*

## **INTRODUCTION AND BACKGROUND**

# ABOUT THE CULTURAL PLAN

## GOALS OF THE MUNICIPAL CULTURAL PLAN

The goals of the Municipal Cultural Plan for the Town of Georgina are:

- To identify the cultural resources in Georgina
- To set these resources into the provincial, regional and local planning context
- To identify goals and strategies for developing Georgina's cultural resources
- To provide a framework for managing cultural development going forward

## SUMMARY OF THE MUNICIPAL CULTURAL PLAN

### Summary of Introduction and Background

The first section of this chapter is titled **Cultural Planning in Ontario**. This section identifies culture as a provincial policy priority and it provides a definition of culture.

The second section is titled **Cultural Planning Context**. This section identifies the Greenbelt, the Town's Official Plan, and urban growth issues as forces affecting culture. This section also identifies cultural assets in Georgina.

The third section is titled **Cultural Narrative**. This section provides a cultural history of Georgina and it identifies the significance of landscape as a cultural determinant.

The fourth section is titled **Public Consultations**. This section summarizes the themes which emerged from the meetings and discussions which took place during the planning process.

The fifth section is titled **Observations**. This section expands the list of planning themes by identifying themes which emerged from research and other sources.

### Summary of Cultural Development Plan

The first section of this chapter is titled **A Vision for Culture in Georgina**. This section includes a vision statement in both a short

form and a long form.

The second section is titled **Goals and Strategies for the Cultural Plan**. This section identifies 8 major goals and strategies related to the achievement of those goals.

The third section is titled **Cultural Plan: Communications**. This section provides an outline for the communications plan for the Cultural Plan.

The fourth section is titled **Monitoring and Evaluation**. This section sets out the parameters for managing the progress of the Cultural Plan.

### Summary of Background Reports

The first section of this chapter describes the **Results of the Planning Process** which had occurred prior to the start of the Municipal Cultural Plan process in 2012.

The second section is titled **The Case for Natural Heritage in the Culture of Georgina**. This section sets the international (UNESCO) approach into a Georgina context.

The third section contains the **Background Report** prepared by Sierra Planning and Management as the first part of the Municipal Cultural Plan process.

# CULTURAL PLANNING IN ONTARIO

## INTEGRATED COMMUNITY PLANNING

The Ontario Ministry of Tourism, Culture and Sport defines cultural planning as a “place-based approach to planning and development. It is a process for identifying and leveraging a community’s cultural resources, strengthening the management of those resources, and integrating those resources across all facets of local planning and decision making.”

In other words, a municipal cultural plan works hand in hand with a community’s other policies in the social, economic and environmental arena to strengthen the community as a whole.

### Culture and Community Sustainability

The Town of Georgina is joining leading municipalities in Ontario and elsewhere in the country who are increasingly recognizing culture’s role as one of the four pillars of community sustainability.

Culture is one of the four pillars of community sustainability, and supports the three other pillars:

*Culture contributes to the **social pillar** by building social cohesion, personal fulfillment, health and wellness and prospects for youth.*

*Culture contributes to the **economic pillar** through business attraction, tourism, and by stimulating urban and real estate development.*

*Culture contributes to the **environmental pillar** through retention of both built and natural heritage.*

### Immediate Benefits of the Plan

Not only will a Municipal Cultural Plan contribute to community well-being, but the process of creating the cultural plan will also bring immediate benefits by helping to:

- Bolster civic engagement
- Strengthen community identity

- Promote a better understanding of culture
- Support the growth of the cultural sector
- Create links from culture to other civic goals
- Demonstrate link between culture and economic development
- Build consensus to move community goals ahead toward realization

The completed Municipal Cultural Plan for Georgina is intended to:

- Develop a vision for culture in Georgina
- Document local values and characteristics including local cultural identity, existing public policies and an inventory of current activities in the cultural sphere
- Recognize places where cultural activities currently occur
- Develop an integrated framework for local cultural planning
- Identify goals and strategies to achieve the vision
- Recommend the organizational frameworks and resources required to achieve the vision
- Provide a plan of action for cultural development
- Allow for the measurement and monitoring of achievement

It should be noted with respect to the Chippewas of Georgina Island First Nation that indigenous cultural planning is occurring as a parallel planning process throughout Ontario and is led by the indigenous governing authority locally.

## WHAT IS CULTURE?

Culture has both a broad societal context, and a specific set of manifestations (e.g., the arts and other expressions of the imagination.)

The United Nations Educational, Scientific and Cultural Organization (UNESCO)'s definition reflects the former. The organization has defined culture as "...the spiritual, material, intellectual and emotional features that characterize a society...not only the arts and letters, but also the modes of life...value systems, traditions..."

More specifically, however, and in the context of municipal cultural planning, culture can be described in terms of its manifestations in activities and places associated with the following disciplines:

- Performing Arts
- Communications Media
- Literary Arts
- Heritage
- Electronic Arts
- Visual Arts
- Crafts
- Civic Arts
- Festivals & Events
- Design Arts

The following list shows the wide range of activities and places that typically fall under each of these disciplinary categories. (The list is non-exhaustive).

## Cultural Activities

### Performing Arts

- Spoken Word Theatre
- Musical Theatre & Opera
- Dance & Mime
- Circus & Magic
- Classical Music of all World Cultures
- Folk Music of all World Cultures
- Non-classical & New Music

### Communications Media

- Radio Broadcasting
- TV Broadcasting
- Webcasting & Blogging
- Publishing & Print Media

### Literary Arts

- Fiction
- Poetry
- Non-fiction
- Storytelling

### Heritage

- Natural Heritage
- Built Heritage
- Material Heritage
- Folkloric Arts

### Electronic Arts

- Film
- Video
- Audio

- New Media
- Digital & Animation

### Visual Arts

- Painting & Drawing
- Sculpture & Installation
- Printmaking
- Photography
- Performance Art
- Conceptual & Interdisciplinary

### Crafts

- Textiles & Fabric
- Glass
- Stone
- Metal
- Wood
- Mixed Media

### Civic Arts

- Public Art
- Urban Design

### Festivals & Events

- Civic
- Independent

### Design Arts

- Graphics
- Industrial Design
- Architecture
- Landscape

## **Cultural Places**

### Performing Arts

Concert Halls

Playhouses

Lyric Theatres

Recital Halls

Amphitheatres & Outdoor  
Performing Spaces

Teaching & Rehearsal Studios

Community Centres, Schools &  
Worship Centres

Restaurant/Pub/Cafe

### Communications Media

Broadcast Studios

Newspaper & Magazine Publishers

### Literary Arts

Bookstores

Libraries

### Heritage

Public Archives

Cultural Centres

Museums

Heritage Properties

Historic Sites & Monuments

### Electronic Arts

Cinemas

Digital Production Facilities

Film, Video, Audio Recording  
Studios

### Visual Arts

Commercial Art Galleries

Artist-Run Nonprofit Galleries

Public Art Galleries

Artist Studios

Teaching Studios

### Crafts

Artisan Studios

Artisan Studio & Stores

Retail Stores

Artisan-Run Nonprofit Galleries

Teaching Studios

### Civic Arts

Public Art Sites

Vistas & Streetscapes

Public Parks & Gardens

### Design Arts

Graphic Design Studios

Web Design Studios

Industrial Design Studios

Architectural Design Offices

Landscape Design Offices

## **Experiencing Culture**

Culture encompasses the range of modes of participation, from creator to casual observer.

Some people believe that only a portion of society participates in culture. In fact, anyone who reads a magazine, downloads music, notices a historic building or reads a news item online is participating in culture.

Cultural participation occurs in five modes from the most active to the most passive:

- Inventive: involving the act of creation (a songwriter)
- Interpretive: adds value to pre-existing works (the singer who records the song)
- Curatorial: selecting, organizing, collecting (the producer who organizes the concert)
- Observational: participation in selected experiences (the concert goer)
- Ambient: art that "happens to you" (the song overheard from a passing car)

## **Universal and Local**

Culture is embodied in a set of universal values that manifest themselves in a particular time and place. A made-in-Georgina definition of culture has been one outcome of the cultural planning process.

# CONTEXT FOR CULTURAL PLANNING

## DEFINED BY THE GREENBELT

Ontario's Greenbelt Act of 2005 and the Greenbelt Plan identify areas where urbanization should not occur in order "to provide permanent protection to the agricultural land base and the ecological features and functions occurring on this landscape."

With the exception of existing settlement areas within the municipality, the majority of Georgina's land area is governed by the Protected Countryside policies of the Greenbelt Plan. The Protected Countryside lands are intended to recognize and enhance the extent of the agriculturally and environmentally protected lands within the Greater Golden Horseshoe area. This Greenbelt Plan provides provincial recognition of the variety and importance of the various agricultural, natural and open space systems in Georgina.

## GEORGINA'S OFFICIAL PLAN

### Key Objectives of the Official Plan

The four main objectives of Georgina's Official Plan confirm that Georgina's cultural identity will continue to maintain a balance between rural and urban. These objectives (abbreviated) in order of priority are:

- Preserving significant natural heritage and environmental features
- Maintaining sustainable rural/agricultural area and agricultural industry
- Providing opportunities for residents while protecting the natural environment
- Expanding economic opportunities and diversifying the economic base

The Secondary Plans for Keswick, Sutton/Jackson's Point and Pefferlaw all contain goals for environmental protection and sustainability.

## Natural Heritage in Georgina

In addition to the land use definitions contained in the Greenbelt Plan and the Official Plan, there are 31 natural heritage sites (see Appendix B of Sierra report) in Georgina including:

- 52 kilometers of shoreline
- 7 bodies of water
- 6 sub-watersheds
- 11 land areas
- 5 native owned lands
- 3 regional forests

## Heritage Conservation in Georgina

Georgina's Official Plan recognizes the need to "conserve and promote cultural heritage resources and archaeological sites and to perpetuate their value and benefit to the community" and it provides a clear set of guidelines to achieve these goals. The Town has established the Georgina Heritage Committee as its agent under the provisions of the Ontario Heritage Act.

There are currently 14 properties in Georgina which are designated under the Ontario Heritage Act. The Pefferlaw area contains two sites of archaeological interest. Certain areas in Georgina are potential candidates for designation as Heritage Conservation Districts.

## Town of Georgina Cultural Administration

The Town of Georgina administers its interests in culture overall through its Department of Recreation and Culture and directly through that department's Manager of Cultural Services.

The Department of Recreation and Culture currently has responsibilities for:

- Theatres
- Parks

- Arenas
- Municipally owned recreation facilities including: Georgina Pioneer Village and Archives, Stephen, Leacock Theatre, The ROC (Recreational Outdoor Campus), Sports Fields, Aquatic Centre, Seniors Centres, Community Halls, Gym
- Leisure based recreational programming
- Cultural services
- Facility and Park Development

The Department is also responsible for producing Georgina's Calendar of Events.

The Town's Leisure Services Master Plan of 2004 (scheduled to be updated in 2013) identifies the distribution of facilities as a major challenge. This challenge is equally pertinent to the Municipal Cultural Plan.

## **SOCIO-ECONOMIC STRATEGIC PLAN**

### **URBAN GROWTH AS CULTURAL DETERMINANT**

#### *Keswick as Focal Point of Urban Growth*

Keswick will be the focus of urban growth in Georgina with about 39,000 residents anticipated by 2021 (representing 67% of Georgina's projected population at that time.)

Within the designated urban area of Keswick, the Secondary Plan identifies three urban centres for higher density, mixed use development:

- Glenwoods Urban Centre
- Maskinonge Urban Centre
- Uptown Keswick Urban Centre

In terms of cultural interests, the Maskinonge Urban Centre will be a tourist oriented commercial area focused on the marina uses along

the Maskinonge River. Uptown Keswick will focus on boutique shopping experiences and restaurants

Keswick's role as the urban centre of Georgina will be further reinforced by the development of the Keswick Business Park.

#### *Sutton/Jackson's Point and Pefferlaw*

The population in Sutton/Jackson's Point will more than double from its present level and will eventually (2032) represent about 21% of Georgina's projected population.

Within the designated urban area of Sutton/Jackson's Point, both the historic High Street in Sutton and Lake Drive in Jackson's Point are identified as cultural assets. Both areas are potential candidates for designation as Heritage Conservation Districts.

Growth in Pefferlaw is expected to be modest in keeping with its role as a rural centre.

### **Population as a Cultural Determinant**

While population growth can be an economic advantage, it can also produce a period of socio-cultural transition as newcomers become integrated and begin to make their contribution to cultural life.

Between 1996 and 2032 (36 years), the population of Georgina will have doubled and at least half of the Georgina's residents will be relative newcomers, bringing their own cultural narratives to add to the greater Georgina story as tributaries to a larger stream enriching the flow.

In addition to the practical realities of providing more services and facilities as to a growing population, broader societal trends (aging baby boomers, the tastes and preferences of the Net Generation, change in ethno-cultural mix, etc) will also be influential.

### **Place of Work and Cultural Participation**

In 2006, the number of local jobs in the Town of Georgina represented about 18% of the population. In 2032, this number is expected to rise

into the order of 30% of the population. The community's inability to support local employment has been a hindrance to economic growth. From a social and cultural perspective, having the majority of the workforce employed elsewhere has been equally detrimental. Commuting families tend to have much less leisure time and both cultural and recreational programmers report fewer program registrations than the need and demand would suggest.

It remains to be seen whether the extension of Highway 404 will cause an increase in commuting to work or whether it will simply provide a better route.

#### **Employment in Georgina**

Georgina currently accounts for a mere 1% of the total employment in the Region of York.

In 2006, there were 657 businesses in Georgina: 89% of these businesses employed fewer than 20 people; 9% employed more than 20 but less than 100. The Town of Georgina was the largest with 200 employees.

The Keswick Business Park will make a significant contribution to the number of available local jobs – moving the total from about 8,000 today to about 22,000 in 2032. Related to the population base, this represents an increase from 18% to 30% in local employment.

Georgina is currently a service economy. At present, about 70% of the jobs in Georgina are in retail and various services. Manufacturing and resource industries (including agriculture) represent the balance. A recently completed Labour Market study of Georgina and East Gwillimburg provides further detail.

#### **Seasonal Residents as a Cultural Force**

In the early 20th century, many lakefront communities in Ontario became destinations for day-trippers who arrived by steamer or inter-urban rail. These destinations also attracted those who

developed summer homes.

Georgina's claim to being the "original cottage country" is a valid one and the legacy of this claim can readily be seen along Lake Drive among other places.

The original seasonal residences have given way to year-round dwellings and new houses have been built on many lakefront lots. Today, there are an estimated 4,855 second home residents occupying 1,805 dwellings (or about 11% of the existing housing stock.)

Given that there is limited available lakefront, the seasonal resident population will presumably remain constant in absolute terms but will decline in relative terms from about 10% of the population today to about 7% of the projected population in 2032. Some seasonal residences may also become year round.

In terms of cultural participation, seasonal residents tend to participate mostly in one cultural activity – "cottaging" – and in the public events which occur in the prime cottaging season.

#### **Tourism**

The Town's Socioeconomic Mission and Strategic Plan of 2009 identifies "Expansion of the Tourism Sector" as one of four priority areas for economic development.

In this Plan, lack of universal access to the shoreline was seen to be an obstacle to tourism while the improvement of historic downtowns was identified as an aide to improving visitor experience.

This Plan noted the need to promote day tourism and to develop a "single major attraction marketable to visitors."

Tourism in Georgina is a mixture of significant opportunity and small capacity. On the one hand, there are 2 or more million daytrippers within a short drive; on the other hand, Georgina's unique visitor appeal (its lakefront) is almost entirely privatized not available for re-development and Georgina has limited hospitality infrastructure

Attendance at public beaches is reported to be at or above capacity.

### **Cultural Industries**

The Socioeconomic Mission and Strategic Plan also identifies “Entrepreneur Attraction” as an economic development goal and cites cultural industries as a principal target market.

## **CULTURAL ASSETS AND KEY INITIATIVES**

### **Community Improvement Plans**

The Planning and Building Department is undertaking Community Improvement Plans (CIP) for Keswick, Sutton/Jackson’s Point due to their historic significance and economic development potential. Proceeding with the CIPs exemplifies the Town’s commitment to promote revitalization and redevelopment efforts within these areas. As the success of these efforts will require support from the private sector, Economic Development staff has been working to develop strong business associations within these neighbourhoods and have determined their readiness for this project. Through a Community Improvement Plan municipalities can:

- Focus public attention on local priorities and municipal initiatives
- Target areas in transition or in need of repair, rehabilitation and redevelopment
- Facilitate and encourage community change in a coordinated manner
- Stimulate private sector investment through municipal incentive-based programs

### **Cultural Inventory and Mapping**

Prior to the beginning of the Municipal Cultural Plan process, the Town undertook a cultural asset mapping process which collected information in all categories of cultural assets across Georgina and which has been further refined by Town staff in the initial phase of

the Municipal Cultural Plan process.

The resulting Cultural Data Base is an evolving document. A copy of the Data Base (inventory and mapping) as it was at the end of June 2012 is included in Appendix B.

The existing cultural venue assets in Georgina which will figure in the development of the Municipal Cultural Plan include:

- Community Halls
- Eildon Hall Museum (Jackson’s Point)
- Georgina Public Libraries (Keswick, Sutton, Pefferlaw)
- Georgina Arts Centre and Gallery (Sutton)
- Georgina Military Museum (Keswick)
- Georgina Pioneer Village and Archives (Civic Centre site)
- Stephen Leacock Theatre (Keswick)
- Sutton Fair Grounds (Sutton)

### **South Shore Community Broadband**

Georgina is fortunate to have its own broadband Internet infrastructure which enables local artists and artisans, particularly those in rural areas, to display their art and talent to a worldwide audience, to access a global marketplace, and to collaborate with other artists and artisans around the world.

### **Water Conservation**

The Ontario Water Centre is a unique and innovative idea which ties Georgina’s history to global sustainability. Water plays a large part in Georgina’s identity both in its physical form and its socio-cultural development. Many early daytrippers came to Georgina for the healing waters of Spring House. Lake Simcoe is also a major part of Ontario’s ecosystem and, today, water is a subject of global significance.

Now in its formative stages, the Ontario Water Centre will be a place of innovation, research, learning and a “living laboratory.” Initial planning is underway and the project proponents (including The Ladies of the Lake and the Alliance for a better Georgina) are beginning to develop programs and activities (e.g., SPLASH Festival) as capital development is proceeding.

Through its Long Term Water Conservation Strategy, York Region is engaging communities in how to think about, use and protect our water.

#### **Sutton Public School**

In 2011, the Town acquired a de-commissioned elementary school in downtown Sutton including a building containing about 40,000 sf of area, an eight acre site including frontage on the Black River.

The Town recognizes the potential which exists to re-develop this property as a socio-cultural hub and has begun the process of considering its options.

#### **Loss of the Red Barn Theatre**

The Red Barn Theatre in Jackson’s Point was a seminal force in the development of Canadian Theatre in the middle of the 20th century. Although its pivotal role diminished as theatre festivals sprung up all across the province, it continued to be an important part of Georgina’s culture and a visitor destination. Many participants in this study noted that the destruction of this facility by fire was both a cultural and an economic loss.

# CULTURAL NARRATIVE

## WHY IS THIS PLACE HERE?

We live in a globalized world where the same retailers sell the same brands everywhere.

Yet, within this globalized environment every community is different because of the nature of its physical place and the character of the society which has been formed within it over time.

In order to give the Cultural Plan value and meaning for the future, we begin by identifying some of the broad narrative themes which underlie Georgina's story.

## GEORGINA'S CULTURAL CONTEXT

### Cultural Narrative of Southern Ontario

The history of the area which eventually became the Town of Georgina runs parallel to the development phases which occurred throughout southern Ontario over the past two hundred years.

Broadly speaking, this pattern is as follows:

- First Nations peoples had lived on these lands for millennia
- The first Europeans arriving in the 17th century are mostly explorers and early resource (fur) extractors; no settlements are created
- Settlement by Europeans mostly from UK begins in the late 1700s and early 1800s (many former soldiers from the Napoleonic Wars)
- As farmsteads are being established, local waterways are dammed to provide water power to run lumber and flour mills; villages grow up around the mills
- Overland routes connect the villages and waterways continue to be used for seasonal transportation
- Land clearing (for farms) is accompanied by the second wave of resource extraction (logging)

- The development of railroads beginning in the 3rd quarter of the 19th century provides reliable year round transportation for the movement of both goods and people, connecting with larger markets
- Rail transportation and early highways make "cottaging" possible; summer recreation destinations are developed for those who do not have cottages
- By the late 19th century and into the early 20th century local growth is stimulated by the maturing of local businesses, farms and public institutions and by improved infrastructure – roads and highways, electrification, telephone and radio communications, etc
- Beginning in the 3rd quarter of the 20th century, provincial highway systems are expanded; local economies become less self-sufficient; regionalization of government services begins and "villages" lose their traditional role as civic centres
- By the late 20th century, the pressures of growth and the appeal of small town life make former rural communities attractive once more; local economies become service centres for those who commute to work elsewhere

### Landscape as Culture

While the overall patterns of development in southern Ontario can be seen to have played out in Georgina as elsewhere, the landforms and watersheds which were left behind by the retreat of the glaciers have shaped Georgina's past and, in many ways, foretell its future.

Georgina is characterized first and foremost by a series of creek and river systems flowing from the higher ground of the Oak Ridges Moraine in the south northward (mostly) into Lake Simcoe.

The legacy of this topography today is a mixture of:

- Rich agricultural land

- Forests and wooded areas (some regionally significant)
- Wetlands and shore lands
- Natural areas protected for biological, hydrological and physical features
- Public parks
- Various types of urban and rural settlements

Within this topography, historic settlement patterns are visible in:

- Urban centres which arose around mill sites
- Residential/recreational settlements related to 52 kms of Lake Simcoe shoreline

As growth has occurred in Ontario over the past five decades, many areas in and around the GTA have been covered by new development and the natural characteristics of their landscapes have been obliterated.

Because of local, regional and provincial planning policies, this will not occur in Georgina; nature will prevail as form-giver to the cultural landscape.

As a cultural landscape, Georgina is made up of:

- A residential/recreational shoreline on its north and western edges with 29 identified “beaches” and 6 “points”
- A rural agricultural green belt across most of its southern half
- Two larger urban centres and several smaller lakeshore centres separated by various natural areas (productive, protected, wooded, etc.)

### **First Nations in Georgina**

The First Nations presence in Georgina has been continuous in a self-governing community now encompassing Georgina Island, Snake Island, Fox Island, Island Grove and Virginia Beach.

While the Chippewas of Georgina Island First Nation is not directly involved in the development of Georgina’s Municipal Cultural Plan, their cultural presence and the continuing influence of their traditional relationship to the land and water adds significant cultural value to the local narrative. They also have developed the first phase of their cultural plan.

### **Community of Communities**

In 2010, the residents of Georgina produced an illustrated local history entitled, “The Georgina Book: What Citizens Value the Most.”

This book describes a “community of communities” whose unique character is derived from “lakefront communities and small rural hamlets interwoven between its three larger communities –Keswick, Sutton and Pefferlaw.”

The book also described Georgina’s post-1970 identity as “operating as a township in which dispersed communities share a common administration.”

As is the case with all such municipalities which have been created on the basis of a provincially mandated amalgamation, the community’s past, present and future are thrown into apparent conflict:

- How will our local historical identities be protected within the larger new municipal entity?
- What are our culturally significant assets today; and how are they to be managed going forward?
- How do we manage the new cultural developments which will occur within the larger municipal entity?

### **Urban Centres in a Natural Setting**

This report takes the position that Georgina’s three larger communities – Keswick, Sutton/Jackson’s Point and Pefferlaw -- will continue to maintain their own cultural identities within Georgina as distinct urban places with their own residential neighbourhoods clustered around a commercial/retail core.

## **LANDSCAPE AS A CULTURAL ASSET**

### **Forever Natural**

This report also takes the position that Georgina's watersheds and land forms will continue to provide the organizing structure for its cultural narrative; that its protected and agricultural lands will remain in balance with and in counterpoint to its urban areas.

### **International Perspective on Landscape**

UNESCO's work represents the international benchmark in the protection of cultural assets and, in 2012, the World Heritage Committee of UNESCO celebrates its 40th anniversary. UNESCO's influence in the protection of natural assets has been exercised under two themes -- "cultural landscapes" and "world biosphere reserves" -- both of which provide validation of the cultural significance of landscape in Georgina.

#### *Cultural Landscapes*

The World Heritage Committee of UNESCO has three landscape categories:

- A landscape designed and created intentionally by man
- An "organically evolved landscape" which may be a "relict (or fossil) landscape" or a "continuing landscape"
- An "associative cultural landscape" which may be valued because of the "religious, artistic or cultural associations of the natural element"

UNESCO's message is clear: landscape is cultural.

#### *World Biosphere Reserves*

The UNESCO World Network of Biosphere Reserves covers internationally designated protected areas that are meant to demonstrate a balanced relationship between man and nature (e.g. encourage sustainable development).

There are several World Biosphere sites in Ontario including the Niagara Escarpment, Georgian Bay and Long Point.

#### **Socio-cultural Zones**

For the purposes of cultural planning, this report proposes three socio-cultural planning zones within Georgina:

- The Urban Communities (Keswick, Sutton/Jackson's Point and Pefferlaw)
- The Lake Simcoe Shoreline (and related back lands)
- The Rural Lands (including hamlets, productive and protected lands)

# PUBLIC CONSULTATIONS

## PROCESS PRIOR TO MUNICIPAL CULTURAL PLAN

### Consultations in 2010 and 2011

Prior to the start of the process for this present Municipal Cultural Plan (MCP), there had been discussions about the future of culture in Georgina with various stakeholders and interested parties.

Following the establishment of the Cultural Services Division and the engagement of the Cultural Services Manager in 2010, planning forums were held in November of 2010 and in February and March of 2011 and formal interactions occurred in the same time period with the Chamber of Commerce, at the Mayor's Youth Task Forum and others.

The outcomes of these forums and discussions have been summarized by the Town's Cultural Services Division and this summary is included in the Appendix to this present document.

### Cultural Development Themes from Previous Consultations

As interpreted by the present Consultants, the key points which emerged from these public consultations include:

#### *Cultural Identity*

Georgina is a composite of several communities which have had their own identities for a very long time. Georgina needs to be able to articulate a cultural identity in which these historical communities have a place.

#### *The Role of Culture*

It was agreed that culture had a role to play in economic and community development (as exemplified in other communities) but it was not made clear what strategies Georgina could use to further community development.

#### *Sectoral Capacity*

While Georgina is home to many artists, cultural events and assets,

the community had no framework to support cultural sector organization, collaboration and development.

#### *Understanding and Communications*

The functions of culture, the role culture in a civil society and culture's potential contribution to community development were found to be generally not well understood. This lack of common understanding is a barrier to communications.

#### *Culture and Quality of Life*

The role which culture might play in social development was also not clear. One side of this issue is the question of access to cultural experiences by all segments of the community. The other side of this issue is opportunities for personal and collective expression through cultural media. This second point is an important one in relation to the lives of teenagers.

#### *Culture, Business and Economic Development*

Apart from sponsorships and donations by local business to local culture, the relationship between cultural development and economic development was not clear especially the extent to which culture is a "cost" versus the extent to which it is an economic generator.

#### *Culture and Tourism*

Georgina's proximity to the GTA makes it an ideal destination for festivals and events. The means of capitalizing on Georgina's proximity to this enormous market need to be developed. In the short term, tourism to Georgina will consist mostly of day-trips because Georgina's hospitality infrastructure is small.

#### *Culture and Recreation*

Georgina's identity has always been closely tied to its Lake Simcoe shoreline and to its watersheds, its shoreline and its entire natural landscape. Given the importance of Georgina's natural heritage, culture should be connected with the unique ecosystem.

### *Role of the Town*

Potentially, the role of the Town through the Cultural Services Division includes providing administrative support, direct and indirect funding and facilities.

The Town also has a role to play through the Planning and Economic Development departments.

### **MCP CONSULTATIONS WITH STAKEHOLDERS**

The present Municipal Cultural Plan process enjoyed the benefit of the results of the conversations about culture in Georgina which had already been going for a year and a half.

Notwithstanding these conversations, it was important for the MCP Consulting team to meet with a sampling of stakeholders and community representatives (most of whom had previously been involved) to verify the outcomes from earlier discussions and to explore relevant issues further.

The MCP consultations included:

- Presentation and Q+A with Mayor, councilors and senior staff
- Individual interviews with Mayor and councilors
- Round table discussion with senior staff
- Meetings with the Steering Committee
- Panel discussions with selected community representatives

### **Cultural Development Themes from MCP Consultations**

Not surprisingly, many of the comments and observations from the previous discussions re-emerged with the following key themes:

#### *Cultural Identity and Place*

Local communities should maintain their own cultural identity within Georgina. There are characteristics that are common to all Georgina and characteristics that are specific to local communities.

Culture should be evident “at the heart of each community.” Each community should have a place or cluster of places that can be identified as cultural focal point or hub. Creation of such cultural focal points should occur as part of downtown revitalization.

#### *Environment*

Culture needs to be connected to the environment not just within Georgina but across York Region.

#### *Inclusion and Accessibility*

There is a need to be aware of the barriers to culture and to create a culture which is open to all – those who are disadvantaged, newcomers and those with diverse ethno-cultural backgrounds, and those of all ages.

Generational differences should be recognized. There is a need to recognize youth culture (boarding, video games, fashion, etc) as legitimate cultural expression and provide a place for it. The use of social media is key to youth participation and to inclusion generally. Transportation is continually cited as a barrier to participation.

#### *Cultural Industries and Economic Benefit*

The business case for cultural industries and their role needs to be better understood. Georgina should have a program for recruitment of cultural industries. The loss of the Red Barn has demonstrated the economic impact (in this case, loss) of culture.

### *Funding Strategy and Formula*

Although the town provides significant cultural funding to various organizations and special events annually, it does not offer community development grants. These are not specific to culture. A funding model which strengthens the cultural framework through such grants is required.

## **SURVEYS AND QUESTIONNAIRES**

### **Information Collected by the Town**

The Town took an active role in making contact with various stakeholders throughout the summer of 2012 to solicit opinions on the future of culture in Georgina. This initiative ensured that the opinions of summer residents are reflected in the Plan.

The results of this initiative have been incorporated into the final version of this document together with the results of an online survey.

# OBSERVATIONS

## RESULTS OF THE OVERVIEW

Examining Georgina from a broad planning perspective, a number of themes emerged which validate the results of the consultations and which will inform and shape the Municipal Cultural Plan. These themes include:

### *Cultural Landscape*

Georgina encompasses a bonafide cultural landscape. The exploration of themes related to the stewardship of land and water is a legitimate role for cultural development in Georgina.

### *Urban Centres*

The overwhelming majority of Georgina's urban population will be centred primarily in Keswick and in Jackson's Point/Sutton. Pefferlaw and the nine historic villages will be home to the balance of the population. An independent neighbour, Georgina Island First Nation, shares Georgina's natural history.

### *Cultural Change*

Population growth will not only raise the level of demand for services and opportunities, it will also change the cultural makeup of Georgina.

### *Downtowns and Neighbourhoods*

Growth in the urban centres provides an opportunity to integrate cultural services and providers at the downtown/neighbourhood level.

### *Commuter Community*

In terms of both cultural participation and cultural identity, Georgina will be challenged by the fact that many of its residents will continue to travel outside the community for their work.

### *Seasonal Residents*

Seasonal residents are a small but influential part of the population

occupying the shoreline for which Georgina is famous. They represent a culture within a culture.

### *Town's Leadership in Culture*

The Town's Manager of Cultural Services is the focal point for cultural development in Georgina; Georgina Public Libraries, the Georgina Arts Centre, Gallery, the Georgina Pioneer Village and Archives, the Stephen Leacock Theatre and Georgina Military Museum are the major and most active cultural program providers in Georgina.

### *Cultural Sector*

While there are many in the community variously engaged in cultural pursuits, the cultural sector has no collective identity.

### *Cultural Tourism*

Georgina is limited as a destination for cultural tourism by having limited hospitality infrastructure to speak of (therefore only daytrip visitors) and no destination attractions except festivals (occurring mainly in the summer)

## CULTURAL DATA BASE

A review of the Town's Cultural Data Base produces a general picture of the types and levels of cultural activities currently taking place in Georgina. (It is understood that the Data Base is a work in progress that will be continually updated.)

### *Visual Arts*

The data base identifies 31 individual visual artists/craftspersons, 3 visual arts festivals and 1 visual arts public facility. There is a notable absence of places and opportunities for learning and practice in visual arts and crafts.

### *Performing Arts*

The data base identifies 26 individual musical performers and 1 live theatre producer, 8 performing arts festivals, 3 schools of dance and

4 providers of music lessons and 1 public open stage, performing arts facility of 295 seats. Georgina appears to rely on outside sources for virtually all performing arts product and other than outdoor festivals has limited facility capacity to host performing arts.

#### *Literary*

The Data Base identifies 3 public library branches, 1 bookstore and 3 publishers. The lack of a high profile literary festival, a writers-in-residence program or local writers is notable.

#### *Cultural Industries*

There are arguably about 30 cultural industries identified in the Data Base of which the overwhelming majority is suppliers of goods and services with a high preponderance of gift and craft retail outlets. There is a conspicuous lack design arts and cultural product producers in Georgina.

#### *Media Arts*

The Data Base identifies 1 movie theatre. There is a notable lack of any activity in audio, video, new media, digital animation, mixed media arts, etc.

#### *Community Festivals*

The Data Base identifies about 10 community festivals (excluding events for retail promotion) of which most are heritage in theme and 3 are related to natural history and harvest. Given the relationship which land and water have to Georgina's identity, the lack of major public events and facilities related to environmental sustainability and to agriculture is notable.

#### *Civic Arts and Places*

While the Data Base identifies 6 public parks, there are no public gardens, public art or monuments noted nor are there any urban squares.

## **OBSERVATIONS RELATED TO TRENDS IN CULTURAL PLANNING**

### **Additional Ideas**

Many communities in Ontario are undertaking or have recently completed municipal cultural plans. While the consultation process in Georgina has produced a great many ideas for incorporation into the plan, there are some notable topics which have emerged elsewhere but were not cited or not identified in the same terms in Georgina. These include:

#### *Sectoral Development and Advancement*

Many communities wish to build culture as a contributing sector. Some municipalities have full departments with comprehensive mandates.

#### *Municipal Grants Program*

Many municipalities provide annual grant programs for the purpose of assisting cultural development, maintaining cultural activity levels, ensuring accessibility, etc.

#### *Public Advisory Body*

Many municipalities have Council appointed bodies with well defined terms of reference to advise Council on matters of public policy related to culture. Georgina has an established Heritage Committee in accordance with the Ontario Heritage Act.

#### *Sectoral Organization and Advocacy*

In many municipalities, the cultural community has come together to form an administrative organization (e.g., arts council) often formed with the assistance of the municipality.

#### *Maintaining a Volunteer Base*

Culture is but one community sector which relies on volunteers. Finding and retaining volunteers is an ongoing tasks for every organization. Bringing on new volunteers as the boomer generation

ages out is a high priority in the community and non-profit sector.

*Municipality as Facility Provider*

In the same way that municipalities provide arenas, pools, playing fields, many provide facilities for cultural development (e.g., workshops and studios) as well as cultural program delivery (museums, galleries, theatres.)

*Municipality as Recruiter*

Along with other municipalities, Georgina has identified recruitment of cultural industries as an economic development goal but any plan for recruitment requires a parallel accommodations plan to support it.

*The Business Case for Culture*

Everyone recognizes that culture is a quality of life issue. Full partnership between culture and the community at large (especially, the business community) depends on a well articulated case for the impact and benefit of culture beyond the quality of life effects.

*Inclusion of the Private Sector*

The business case will be an inducement for participation by the private sector as representatives of cultural industries; as sponsors, benefactors and program partners; as providers of in-kind resources (human and material), etc.

## **CULTURAL DEVELOPMENT PLAN**

# A VISION FOR CULTURE IN GEORGINA

## **Draft Vision Statement (Short Form)**

Culture in Georgina arises from a unique landscape and a balance of urban and rural life. Cultural expression and celebration in Georgina contributes to the local economy, to personal growth and community well-being; it transforms our communities by fostering creativity, the imagination and a shared vision of a better future.

## **Draft Vision Statement (Long Form)**

Cultural vibrancy will make Georgina a better place to do business and it will make a direct contribution to the local economy

Culture in Georgina will continue to be deeply rooted in natural heritage, in the experience of land and water throughout the seasons

Culture in Georgina will continue to be reflected in the perspectives of both urban and rural life, of new communities and old communities

Culture in Georgina will explore the unique relationship between art and nature

While honoring the past, Georgina will continue to encourage and support all forms of cultural expression and celebration as a core community value and as a way of life

Georgina will be a place where many forms of cultural expression can be learned and experienced and where works of art are produced

Cultural experience in Georgina will be open and accessible to all and will contribute to a higher quality of life

Culture in Georgina will also contribute to the maintenance of a cooperative and caring community

# GOALS AND STRATEGIES FOR THE CULTURAL PLAN

## GOAL #1: DEFINE THE ROLE OF THE TOWN

This goal addresses the need to ensure that the role of the Town is clearly defined and understood

Strategies to Achieve Goal #1	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
Develop, maintain and implement cultural policy	X		X	X	X	X	X		X
Provide statement of goals for cultural policy	X		X						X
Maintain a Council appointed committee to manage cultural policy	X		X	X	X	X	X		X
Through staff, provide facilitation, support and continuity for cultural development in Georgina	X		X	X	X	X	X		X
Maintain and manage the Town's cultural capital assets	X		X	X	X	X	X	X	
Integrate cultural development goals with economic development goals	X		X						X
Integrate cultural development goals with urban planning goals	X		X						X
Support cultural sector in development of a volunteer corps	X		X	X	X	X	X		X
Maintain and manage the Cultural Data Base	X		X	X	X	X	X		X
Develop and maintain a public art program	X		X	X	X	X	X	X	
Develop and maintain a cultural awards program	X			X	X	X	X	X	
Develop and maintain a cultural sector funding program	X		X	X	X	X	X	X	

**GOAL #2: INCREASE AWARENESS OF CULTURE IN GEORGINA**

This goal addresses the need to develop a broad and common understanding of the nature and function of culture in Geo

Strategies to Achieve Goal #2	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
Develop an online presence to promote cultural literacy <ul style="list-style-type: none"> <li>Describe the components of the cultural sector</li> <li>Describe the organization of the cultural sector</li> <li>Describe the categories and sub-categories for cultural activities and places</li> <li>Develop and maintain a Cultural Asset Data-base and an ongoing cultural map</li> </ul>	X		X					X	
Develop on-line community outreach and social media program <ul style="list-style-type: none"> <li>Identify all potential participant groups</li> <li>Develop initial FAQs about cultural participation</li> <li>Set up and manage “help line”</li> <li>Create capacity to respond, facilitate and follow through</li> </ul>	X		X	X	X	X	X	X	
Develop a visual identity program for culture in Georgina and incorporate into all municipal communications <ul style="list-style-type: none"> <li>Establish budget and timetable</li> <li>Define the design process and terms of reference</li> <li>Recruit and engage graphic design consultant</li> <li>Select preferred logo/wordmark and graphic style</li> <li>Develop a graphic applications manual and standards linking with wayfinding, facility and program signage</li> </ul>	X		X	X				X	

**GOAL #3: PUT CULTURE IN THE HEART OF EVERY COMMUNITY**

This goal addresses the fact that Georgina will always be a “community of communities”

Strategies to Achieve Goal #3	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
Identify centres for cultural development and engage with local business operators and property owners	X		X						X
Review neighbourhood and local planning goals and existing facility locations with a view to developing clusters of related uses such as cultural nodes	X		X						X
Within these clusters, develop site-specific public realm features to consolidate identity of place	X		X	X	X	X	X	X	
Look for opportunities for programmable outdoor public space in these clusters	X		X						X
Provide identifying signage, way-finding signage and plaquing in each cluster	X		X	X				X	
Develop a program and identify potential sites for public art projects throughout Georgina	X		X	X	X			X	

**GOAL #4: EXPLORE PARTNERSHIPS BETWEEN CULTURAL SECTOR, COMMUNITY AND TOWN FOR CULTURAL DEVELOPMENT**

This goal addresses the need to coordinate the efforts of the main players in cultural development

Strategies to Achieve Goal #4	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
Establish the composition of a high level working group to explore the relationship of the main players	X		X						X
Bring representatives together and create draft goals for this relationship	X		X						X
Define the "business case" for culture in Georgina	X		X						X
Identify the role and potential of institutional and non-commercial program providers	X		X						X
Identify the opportunities for cultural industries and commercial program providers	X		X	X					X
Identify the needs of cultural industries for skills training, product development and business practice	X		X	X					X
Identify the needs of cultural sector for human resources including the development of a corps of volunteers	X		X	X					X
Develop recruitment process and goals for development of cultural industries	X		X	X				X	

**GOAL # 5: DEVELOP CAPACITY IN THE CULTURAL SECTOR**

This goal addresses the need for the cultural sector to have the ability to act effectively and independently

Strategies to Achieve Goal #5	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
This goal and the strategies for its achievement are the responsibility of the cultural sector acting independently of the Town of Georgina:		X	X					X	
Establish a working group to explore organizational development of the cultural sector		X	X					X	
Establish draft goals and terms of reference for a cultural sector organizing body		X	X					X	
Circulate goals and terms of reference to stakeholders for comment		X	X					X	
Explore options for organizational models for a cultural sector organizing body		X	X	X				X	
Identify preferred option(s) and rationale		X		X				X	
Conduct research into cultural sector funding models in other municipalities		X	X					X	
Identify preferred funding model for Georgina		X		X				X	
Adopt a plan for creating the cultural sector organizing body including timetable and budget		X		X				X	
Conduct a “workshop” to finalize the plan		X		X				X	
Recruit a “Council of Champions” to develop the cultural sector organizing body		X		X				X	
Create a communications plan for the cultural sector organizing body development process and launch		X		X				X	
Establish a working relationship with the Town		X		X				X	

**GOAL #6: EMBRACE NATURAL HERITAGE AS CULTURE**

This goal addresses the incorporation of natural heritage as a significant force in Georgina’s identity – not just in the past and present, but also in the future

Strategies to Achieve Goal #6	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
Through the Town’s Environmental Advisory Committee, establish the composition of a high level working group to explore the relationship of natural heritage to culture in Georgina <ul style="list-style-type: none"> <li>• Bring representatives together for a workshop on the future of natural heritage in Georgina</li> <li>• Consider the relationship of various UNESCO programs (Biosphere, Cultural Landscape, Historic Urban Landscape)</li> <li>• Create a draft vision statement for natural heritage in Georgina</li> </ul>	X		X	X					X
Suggest ways to coordinate the various natural heritage stewardship organizations in regard to education and advocacy	X			X					X
Suggest program and administrative linkages to other aspects of Georgina culture	X			X					X
Develop a draft action plan and communications plan for the next two years	X			X				X	

**GOAL #7: CREATE A CULTURAL PROGRAM INVESTMENT PLAN**

This goal addresses the need to finance cultural development

Strategies to Achieve Goal #7	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
Define the proposition for “investment” in culture in Georgina and coordinate with the Town’s economic development goals	X	X	X						X
Analyse current use of municipal resources and provide recommended strategies and best use of resources	X		X						X
Compare cultural funding in other similar municipalities	X	X	X						X
Forecast capacity and growth of municipal resources in Georgina for next ten years	X		X						X
Identify examples of non-governmental strategies for supporting cultural development	X	X	X						X
Engage local business in a discussion of shared vision and goals	X	X	X	X					X
Develop draft protocols and expectations for local partnerships with cultural providers	X	X		X					X
Identify the preferred role of cultural sector organizing body in determining financing priorities and distribution of funds	X	X		X					X

**GOAL #8: CREATE A CULTURAL CAPITAL INVESTMENT PLAN**

This goal addresses the need for purpose-built facilities for the development of cultural skills as well as for the presentation of cultural products and events

Strategies to Achieve Goal #8	Lead		Timing					Financing Required	
	Town	Cultural Sector	YR1	YR2	YR3	YR4	YR5	Yes	No
Create an inventory and detailed description of cultural facilities in Georgina	X		X						X
Create cultural facility SWOT analysis	X		X						X
Compare Georgina to similar communities with respect to cultural facilities	X		X						X
Prepare draft vision statement and standards for cultural facilities in Georgina	X		X						X
Develop short, medium and long terms goals for cultural facilities	X			X					X
Identify capital financing sources and development tools (incentives, bonusing, mixed use)	X			X					X
Create a high level leadership group to develop strategies and partnerships	X			X	X	X		X	
Identify the top priority project and begin planning	X			X	X			X	

# CULTURAL PLAN: COMMUNICATIONS

## OUTLINE OF COMMUNICATIONS PLAN

The completion of the process of developing the Municipal Cultural Plan represents an important opportunity to raise public awareness and generate new interest in culture in Georgina.

### Communicating to Council

- Prepare staff report
- Presentation to Council
- Adoption by Council and directions to proceed

### Communicating to Stakeholders

- Distribute the Plan to all participants and stakeholders
- Convene a meeting to discuss the implementation of the Cultural Plan

### Communicating to the General Public

- Post the Cultural Plan on the municipal website
- Prepare a “messaging” outline for use in all communications
- Prepare and send a media release following Council’s adoption of the Cultural Plan
- Prepare to respond to public comment

### Launch the Cultural Plan

- Organize a “ribbon cutting” event for the Cultural Plan
- Make the event a demonstration and celebration of culture

# MONITORING AND ANNUAL EVALUATION

## ANNUAL REPORT ON THE STATE OF CULTURE IN GEORGINA

An annual review process should be established to track the progress of the Cultural Plan.

A “State of Culture in Georgina” report should be provided to all stakeholders and interested parties. The release of this annual report should occur during the annual cross-Canada Culture Days event in September.

Reporting will be organized by the following sub-sectors:

Natural Heritage

Cultural Heritage

Living Culture

Cultural Businesses

Festivals and Special Events

## GUIDING PRINCIPLES FOR EVALUATING THE PROGRESS OF THE PLAN

The performance indicators for the annual State of Culture in Georgina report may include:

### Participation Levels

- Overall number of attendees at cultural events and activities
- Overall number of citizens involved in organizing cultural events
- Overall number of cultural volunteers

### Growth in Cultural Product and Offerings

- Overall number of cultural events
- Number and type of new events since last report
- Overall number of cultural businesses
- Number and type of new businesses since last report

### Distribution of Cultural Events and Activities

- Overall number of event and activity sites
- Distribution of events and activities by location
- Distribution of events and activities by date

### Impact of Cultural Events and Activities

- Cultural profile: level and types of media traffic related to culture
- Cultural sector employment profile
- Number of private businesses supporting culture
- Types of support

**Cultural Sector Capacity and Performance**

- Initiatives undertaken for cultural advocacy and public awareness
- Initiatives undertaken for integrated planning and coordination
- Description of overall marketing and promotional program
- Description of sectoral capacity building and administration
- Growth in cultural data management

**Access and Inclusion**

- Initiatives undertaken to increase access to programs, events and activities
- Initiatives related to newcomer integration

**Cultural Facilities and Infrastructure**

- Status report on heritage buildings and sites
- Status report on public presentation facilities and sites
- Status report on facilities for skills development and training

**BACKGROUND REPORTS**

# SUMMARY OF PREVIOUS CONSULTATIONS

## MUNICIPAL CULTURAL PLANNING ACTIVITIES PRIOR TO 2012

In the summer of 2010, Andrew and Barbara Sibbald, proprietors of the Briars Resort in Jackson's Point, attended a Municipal Cultural Planning conference in Barrie. Inspired by stories of how other municipalities had leveraged their cultural assets to support economic development agendas, the Sibbalds invited key stakeholders – including business owners, cultural professionals, residents, and municipal staff – to form a cultural advisory committee, with the purpose of investigating how Georgina could mirror the experiences of municipalities that had embraced Municipal Cultural Planning.

Efforts to draw awareness to Georgina's underappreciated cultural resources coincided with the re-naming of the Town of Georgina's Leisure Services Department to Recreation, Parks & Culture, and the creation of a new Cultural Services Division guided by a Cultural Services Manager.

The initial meetings of the advisory group included:

- Andrew and Barbara Sibbald, Briars Resort
- Margaret Hyvarinen, Southshore Community Broadband
- Heather Fullerton and Suzanne Smoke, Georgina Arts Centre & Gallery
- Mary Baxter, Director of Library Services
- Karyn Stone and Karen Palmer, Economic Development Division, Town of Georgina
- Phil Rose-Donahoe, Manager of Cultural Services, Town of Georgina
- Catherine Campbell, Ministry of Tourism and Culture, Province of Ontario

In November, 2010, the group organized a conference to highlight culture's capacity to regenerate a community through a range of inventive economic development strategies.

Titled, *Redefining Culture in Georgina: Exploring the potential for prosperity and a better life by nurturing our cultural assets*, the forum took place at the Briars Resort and featured Municipal Cultural Planning Consultant, Greg Baeker, of AuthenticiCity. Dr. Baeker provided an overview of key Municipal Cultural Planning concepts and provided case studies of how Municipal Cultural Planning had transformed numerous communities.

Notable participants at the first forum included the Mayor, two Councilors, the Chief Administrative Officer, the Director of Recreation, Parks and Culture, the Director of Planning, representatives from various businesses and the Chamber of Commerce, cultural organizations, and Georgina Island First Nation.

The response to the first forum was overwhelmingly positive and provided momentum for a second forum on February 1st, 2011, which explored the potential of Georgina's many festivals and events to contribute to the community's quality of life and economic development prospects. In recognition of the potential for Georgina to become a festival and event destination within the Greater Toronto Area and beyond, the nearly 70 participants discussed how Georgina's festival and event organizers could better collaborate by sharing resources and expertise.

A third forum was held on March 29th, 2011, brought together Georgina's artists to explore how they could further contribute to "culture-led economic and community development."

In addition to the three forums, the Manager of Cultural Services presented at a Chamber of Commerce Breaknet on April 6, 2011, to discuss how business owners can contribute to ongoing efforts to create a culture-led economic development strategy in Georgina

He, along with the Economic Development Officer, also attended the Mayor's Youth Task Forum on April 13th to discuss some of the challenges teens face regarding access to culture.

The community engagement strategy undertaken between Fall 2010 and Spring 2011 highlighted a number of key concerns, including:

- Limited access to overnight accommodations, making Georgina a less-attractive destination for multi-day visits by outsiders
- Inability of our cultural festivals and events to attract large audiences, bring in sustainable revenue streams, sponsorship levels and media attention
- Lack of collaboration among cultural professionals and the small business community
- An inability to agree upon a coherent defining characteristic of our communities that can be marketed for tourism purposes
- Lack of an arts advisory council to advocate for the interests of our cultural community
- The need to better understand how recreation and culture are intimately connected and how in Georgina this relationship is defined by access to Lake Simcoe
- The need to apply a cultural lens to various social issues such as youth retention, lack of public transportation, and environmental concerns
- A misunderstanding of the Town of Georgina's vision for culture and its role in implementing this vision in collaboration with its community partners and other town departments

# THE CASE FOR NATURAL HERITAGE IN THE CULTURE OF GEORGINA

## COMMUNITY PLANNING CONTEXT IN ONTARIO

### Within the Four Pillars Planning Framework

Within the public policy context in the province of Ontario, cultural planning has recently taken a place of prominence as one of the “four pillars” of community sustainability which are:

- Social pillar
- Economic pillar
- Environmental pillar
- Cultural pillar

The work which has been undertaken to develop a Municipal Cultural Plan for the Town of Georgina fully subscribes to and supports this planning framework.

### Beyond the Four Pillars Planning Framework

Every community has a cultural identity which contains features which are unique to that locale. In some cases, one feature will be prominent above all others. For example, in Quebec City, it is its historic Old Town. In Georgina, it is the natural heritage and ecosystem.

## INTERNATIONAL PLANNING PERSPECTIVE

### UNESCO Framework

The assessment of Georgina’s cultural assets which was undertaken in the initial phase of the work on Georgina’s Municipal Cultural Plan identified natural heritage as a significant force in Georgina’s cultural identity.

The ecosystem of Georgina determined its original settlement forms and it will – through legislation and protective policy – continue to shape Georgina into the foreseeable future.

While the Municipal Cultural Plan for Georgina will embrace all the principles and practices of cultural planning in the province

of Ontario, the significance of the local ecosystem opens Georgina to connections with the approach to cultural planning which is practiced internationally through the networks and under the aegis of UNESCO’s World Heritage Committee.

While any UNESCO affiliation is non-binding at the local level, the value of its perspective and the access to knowledge which it provides cannot be underestimated.

This report therefore recommends that the Town of Georgina explore the following UNESCO programs in furtherance of its Municipal Cultural Plan.

### Man and the Biosphere (MAB) Program

THE MAB program promotes inter-disciplinary approaches to management, research and education in ecosystem conservation and sustainable use of natural resources.

The World Network of Biosphere Reserves is a UNESCO platform for sharing knowledge and experiences related to environmental sustainability. Participating Reserves develop innovative approaches to achieving a balanced relationship between humans and nature through both policies and management practices and they share their experiences with others.

The recent emphasis in MAB Reserves is on ecosystem conservation through appropriate usage as places where livelihood is sustained – Biosphere Reserves even include urban greenbelts.

Biosphere Reserves in Canada include Waterton Lakes, Niagara Escarpment, Long Point, Georgian Bay, Charlevoix, Southwest Nova and others.

### Cultural Landscapes

The concept of a cultural landscape differs from that of a biosphere in that a cultural landscape is defined specifically by the effects of human intervention on a distinct geographical area. Human

culture is the agent; the natural landscape is the medium; a cultural landscape is the result.

UNESCO provides three levels of differentiation of cultural landscapes:

- Those significantly shaped by human intervention
- Those where human intervention is balanced with nature
- Those least affected by human intervention

The cultural landscape of Georgina is characterized by a balance between human needs and nature which is a determining factor in its past, its present and its future.

#### **Historic Urban Landscapes (HUL) Program**

UNESCO's HUL program is the newest of its approaches to world heritage conservation and the one which has most in common with heritage planning in urban settings as practiced in Ontario.

Historic Urban Landscapes are defined by the quality of the architectural and physical environment, by the persistence of a sense of place and by the concentration of historic and artistic events that form the basis for the identity of a people.

While it shares many of the values and goals of Ontario practice, the HUL perspective is much broader and more focused on research, trend analysis and the integrated management of cultural resources in an urban setting.

Specifically, HUL recognizes the continually evolving relationships between heritage conservation and urban growth and between urban settlements and their rural environments.

HUL has been developed as a mechanism for protecting "historic cities" but it is also a toolkit of ideas and practices which can be applied effectively in communities such as Georgina.

# **COMMUNITY BACKGROUND REPORT**

## **SIERRA PLANNING AND MANAGEMENT BACKGROUND REPORT SECTIONS**

Report is appended as a seperate file

# CULTURAL DATA BASE

## CULTURAL RESOURCES IN GEORGINA

### Cultural Resource Mapping

Prior to the engagement of consultants for the development of a Municipal Cultural Plan, the Town of Georgina had begun baseline data aggregation as the first phase of a cultural mapping project. Additional data related to Georgina’s tangible and intangible cultural assets was accumulated in the research phase of the Cultural Plan and was provided to the Town for incorporation into its GIS maps and cultural tourism website.

The ongoing maintenance and development of the cultural resource data base is being managed by the Town’s Economic Development and Tourism Division.

# INTERVIEWS AND PARTICIPANTS

The following individuals participated in the development of the Municipal Cultural Plan:

## Cultural Planning Steering Committee

Mary Baxter  
Catherine Campbell  
Phil Craig  
Heather Fullerton  
Margaret Hyvarinen  
Kelan Jylha  
Bonnie Lax  
Melissa Matt  
Robin McDougall  
Widit McLean  
Phil Rose-Donahoe  
Denise Sheedy  
Andrew Sibbald  
Barbara Sibbald  
Robin Smith  
Suzanne Smoke  
Karyn Stone  
Michelle Vacca

## Other Participants

Sonia Ashton  
Chris Auger  
John Auger  
Amber Barker  
Rachel Big Canoe  
Peter Budreo  
Jehan Chaudry Naomi Davison  
Karl Goinarov  
Winanne Grant  
Diane Graves  
Robert Grossi  
Ken Hackenbrook  
Fronie Harpley  
Yvette Huber  
Harold Lenters  
Sarah Macleod  
Malcom Madsen  
Claire Marsden  
Rebecca Mathewson  
Karen Mell  
Bill O'Neill  
Laurence Ritchie  
Diana Rowney  
Mary Scott  
Denise Sheedy  
Peter Sibbald  
Annabel Slaughter  
Dave Szollosy  
Danny Wheeler  
Cathy Wilkinson  
Karen Wolfe



**TOWN OF GEORGINA MUNICIPAL CULTURAL PLAN**

**PART ONE: APPENDIX A**



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Appendix A: List of Designated Built Heritage Sites in the Town of Georgina

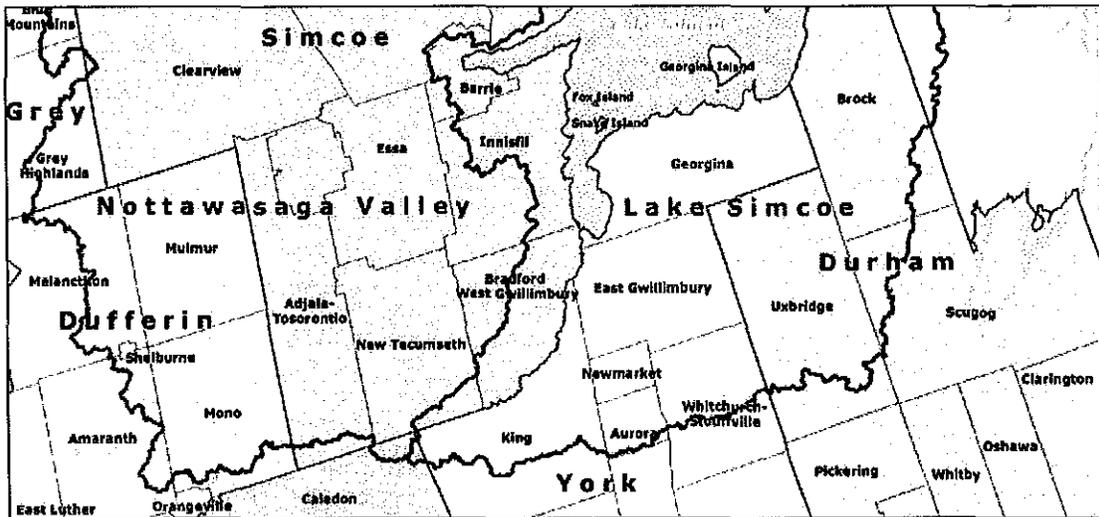
Appendix B: List of Natural Heritage Sites in the Town of Georgina

Appendix C: Planning and Policy Review

## 1. History of Urban Growth

The Town of Georgina is the northernmost municipality in the Region of York. The Town was amalgamated in 1970, merging 6 dispersed communities (areas of which were previously part the Town of North Gwillimbury). Georgina is bounded by Lake Simcoe to the north, Township of Brock to the east, Cook Bay and the Town of Bradford-West Gwillimbury to the west, and the Town of East Gwillimbury and the Township of Uxbridge to the south. The municipality is predominantly rural consisting of three larger urban centres – Keswick, Sutton/Jackson's Point and Pefferlaw – and the hamlets of Virginia, Udora, Baldwin, Belhaven, Brownhill and Ravenshoe.

Exhibit 1: Locational Map of the Town of Georgina



Source: Source Protection Authority

### 1.1. Georgina's Urban Centres

#### Keswick<sup>1</sup>

Keswick, previously known as Medina until 1897, began as a rural hamlet in the North Gwillimbury in the 1800's. Medina was originally bordered by Church Street to the north and the Maskinonge River (then called Jersey River) to the South. In the 1870s, the Hamlet of Jersey began to develop just south of the Maskinonge River. The Community of Keswick, as it is now known, is the product of an amalgamation of the hamlets of Median and Jersey.

The settlement primarily provided basic services to farmers located on surrounding farmlands. In the 1970s, after various subdivisions and residential construction activity (replacing old cottages with permanent dwellings), Keswick evolved to accommodate educational institutions, retail enterprises and other businesses to serve the needs of the new residential population. The

<sup>1</sup> The Georgina Book: What Citizen's Value the Most (2010)

community is currently Georgina's largest urban centre and is anticipated to continue to undergo a process of growth and intensification.

### **Sutton<sup>2</sup>**

Sutton (located in north-central Georgina, south of Lake Simcoe) began as a tiny village with industrial origins. The area began a slow process of development when Captain William Bouchier, a British naval officer and one of the village's earliest settlers, established several mill operations (saw and wood) in the area. Later the settlement accommodated a grist mill, general store, post office (the first in Georgina) and schoolhouse (which also functioned as a house of worship and Town Hall until 1850s).

Bouchier sold one-acre lots to tradesmen ensuring further growth in the area. Soon the village began to attract new residents, blacksmith shops, small department stores and other businesses (much of which were located along Sutton's Historic High Street). After a series of developments the community expanded. Having originally been called Bouchier's Mills, greater growth and development of the community resulted in a name change to Sutton. In the 1900s, the community experienced a boom in tourism due to its location to Lake Simcoe and Jackson's Point. This influx of guests continued to spur growth and economic development in the area. Characteristic of tourist towns, Sutton's local economy continues to be heavily service-oriented.

### **Jackson's Point<sup>3</sup>**

Named after John Mills Jackson, the Jackson's Point community has a history of being a summer vacation area and was originally "Ontario's first Cottage country". In 1828, Jackson acquired the harbour and property at the 'Point' from William Bouchier (the area was originally called Bouchier's Point). Synchronous with transit developments such as the creation of the Lake Simcoe Junction Railway Line in 1877 and the electric street car in 1907; Jackson's Point became a hot spot for visitors as the lakeside community became easily accessible to Toronto residents. The area which began as a farming community of estates owned by Scottish and British settlers underwent a process of physical transformation. With a new tourist market, farms and estate houses were transformed into vacation accommodations and amenities (hotels, picnic grounds etc.). Cottages were then developed around hotels and inns. Soon recreational facilities such as dance halls and restaurants became necessities to accommodate seasonal residents and tourists. Jackson's Point continues to reflect this history and is still a hub for tourist activity in the Town of Georgina. The Briar's Resort (originally William Bouchier's home) – one of Georgina's largest employers – and has operated as a year-round resort in Jackson's Point since the 1970s.

### **Pefferlaw<sup>4</sup>**

Pefferlaw was originally called Johnson's Mills after community founder Captain William Johnson. The development of the community was largely centered on the milling industries established by the Captain. The community was characterized by a saw and grist mill as well as woodwork and brickwork factories; with a business core consisting of hotels, artisan shops, the Sovereign Bank of

<sup>2</sup> The Georgina Book: What Citizen's Value the Most (2010)

<sup>3</sup> Ibid

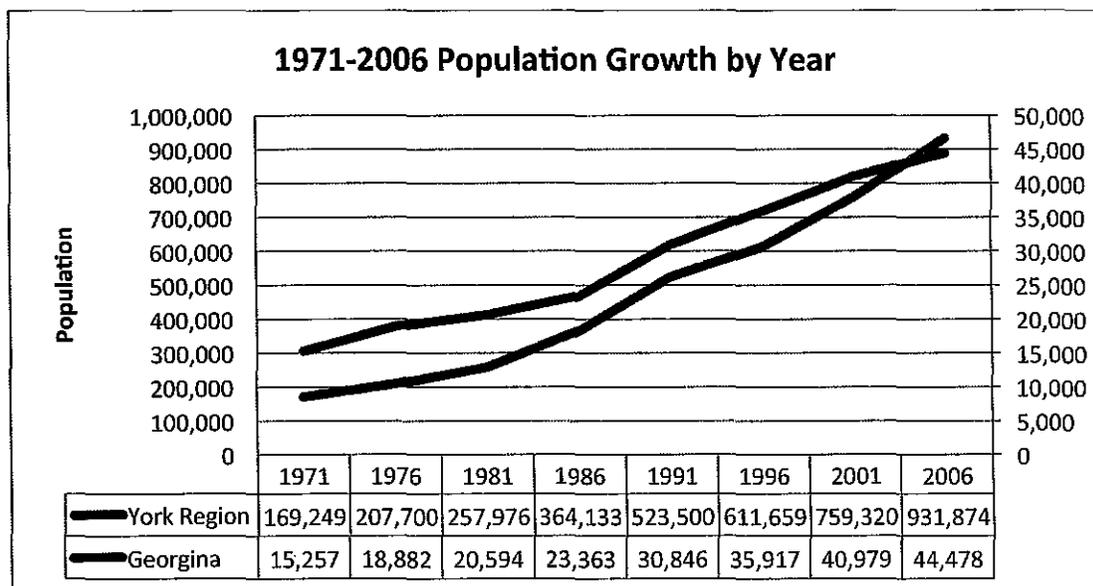
<sup>4</sup> Ibid

Canada and other establishments. The Pefferlaw business core grew out of a need to cater to surrounding farm land operations which were under intense cultivation in the early 1900's.

## 1.2. The Town of Georgina Post-Amalgamation

Since amalgamation in 1970, the Town of Georgina has seen continuous growth in its population. Though the pattern of growth in the Town was modest in comparison to the growth observed for the Region of York (which encompasses major growth areas such as Newmarket and Markham), Georgina's population doubled between the 1980's and 2006 (see Exhibit 2). The latest available Census data confirms the Town of Georgina continues to experience growth in its population. In 2011, the Town had a population of approximately 43,517 residents, reflecting 2.8% growth from the 2006 population of 42,346 residents.

Exhibit 2: Chart Displaying Historic Population Growth in the Town of Georgina and York Region



Source: York Region Planning and Development Services Department

## 2. Characteristics of Current Population

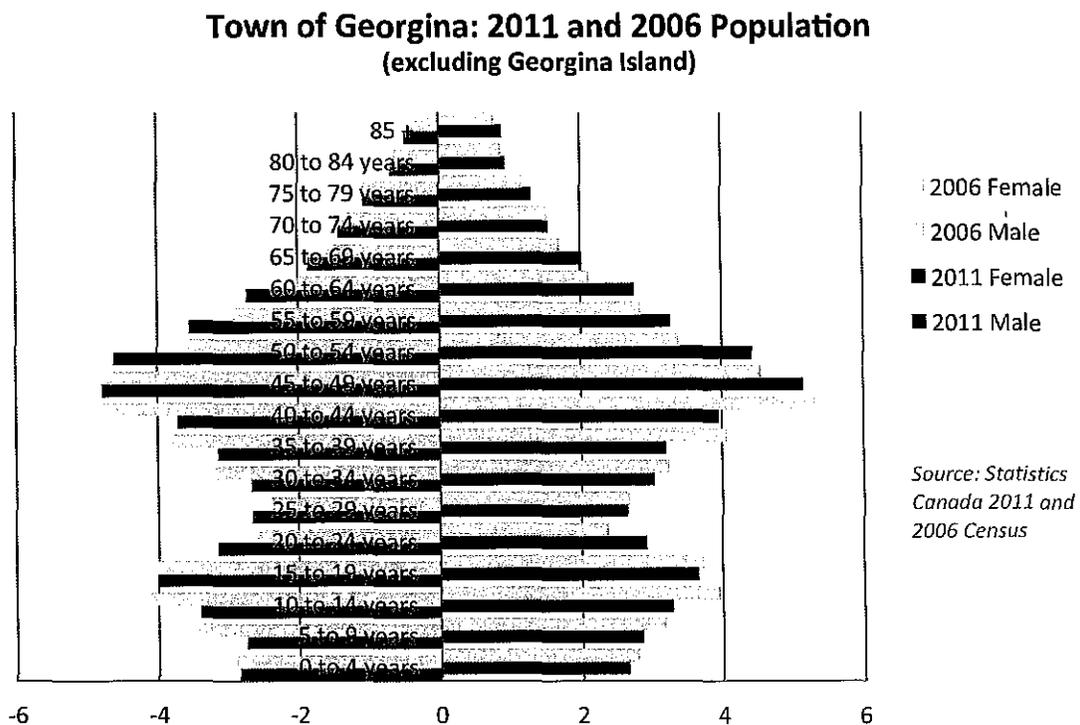
At the time of this report, limited population data was available from the 2011 Census. As such, the following discussion is largely based on an analysis of 2006 Census information. Where possible, comparisons were made with corresponding 2011 data.

### 2.1. Total Population

In 2011, Georgina had a population of 43,517 residents, reflecting 2.8% growth from the 2006 population of 42,346 persons. In 2006, Georgina's population represented roughly 5% of the total population for the Regional Municipality of York<sup>5</sup>.

The median age of the residents in 2011 was 40.8 compared to the 39.3 reported for the Region. Roughly 49% of the Town's population was under the age of 40, while 18% of residents were age 60 and over. Similar to trends observed in other municipalities across Ontario, Georgina will likely observe growth in its elderly population as residents in the 40-60 year old cohort (a large portion of the Town's population) continue to age (*See Exhibit 3*).

Exhibit 3: Chart Showing the Age Characteristics of Residents of Town of Georgina 2006-2011



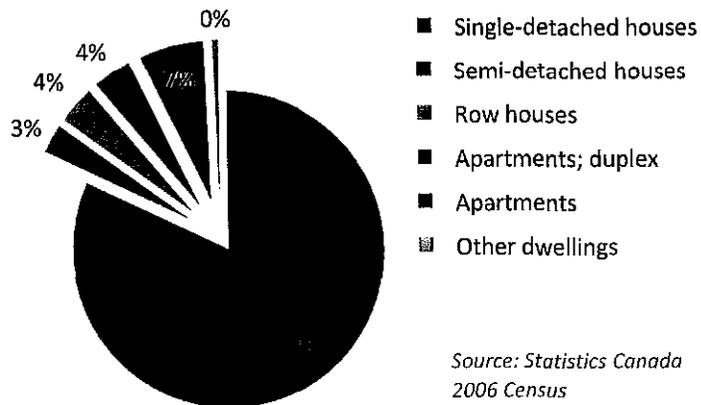
<sup>5</sup> Figure based a comparison of population figures recorded in York Region's 2009 Population, Household and Employment Forecast compiled by York Region's Planning and Development Services Department.

## 2.2. Households and Dwellings

Exhibit 4: Chart Showing the Town of Georgina's Housing Stock by Dwelling Type

In 2006, the housing stock in Georgina featured 16,879 private dwellings (17,824 in 2011). Eighty-six percent of these dwellings (15,263 homes) were occupied by usual residents (15,851 homes in 2011<sup>6</sup>) – usual residents being defined as a person or a group of persons who permanently occupy a dwelling<sup>7</sup>. Residences were largely single-detached houses (82%), the majority of which are owned by residents. Just over half of Georgina's housing stock was constructed before 1985. In 2011, Georgina's seasonal resident population was an estimated 4,855 individuals<sup>8</sup> with 1805 recreational dwelling units existing in the municipality.

Characteristics of Dwellings in the Town of Georgina (2006)



The Town of Georgina offers lower priced housing options compared to other municipalities across Ontario, particularly those within York Region – an attractive asset for potential residents. In 2006, the average value of dwellings in the Town was approximately \$270,000 compared to \$440,832 for York Region. The average household in Georgina was also smaller in size than what has been observed in the broader Region of York (See Exhibit 5).

Exhibit 5: Table Displaying Household Characteristics for the Town of Georgina, York Region and Ontario

	Town of Georgina	York Region	Ontario
Average Household Income	\$65,645	81,928	\$60,455
Average Cost of Dwelling	\$269,662	\$440,832	\$297,479
Persons Per Unit	2.7	3.2	2.6

Source: Statistics Canada 2006 Census

<sup>6</sup> Based on preliminary 2011 Census data released by Statistics Canada at the time this report was compiled.

<sup>7</sup> As defined by Statistics Canada.

<sup>8</sup> Town of Georgina (2009-2011) Household and Estimated Population Counts.

### 2.3. Immigration and Ethnicity

Around 2% of the Town's population was of Aboriginal identity (875 persons) in 2006.

Georgina's visible minority population largely consisted of individuals of African descent followed by those of South Asian, Southeast Asian and Chinese heritage. Visible minority groups represented 4% (1,655 persons) of the Town's total population.

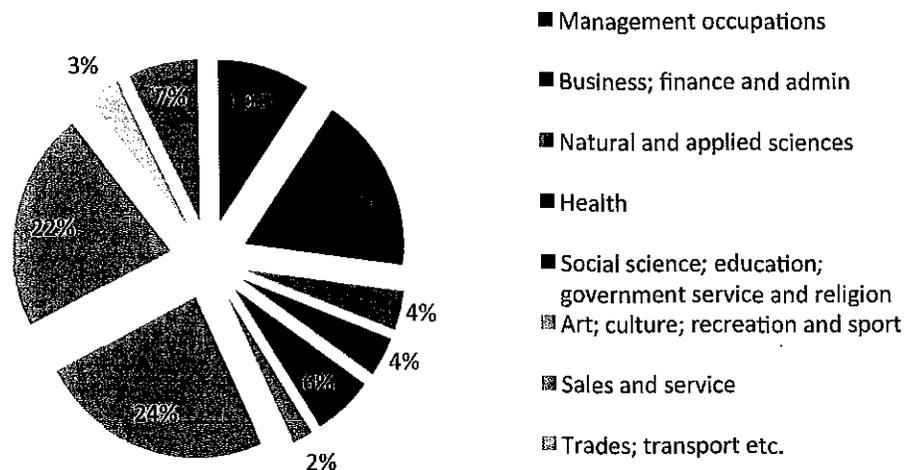
Twelve percent of the Georgina's residents were immigrants (4,960 persons).

### 2.4. Labour Force Characteristics

In 2006 Georgina had a slightly lower unemployment rate (5.3%) than York Region (5.4%) and a significantly lower rate than that of the Province (6.4%). Of the Town's eligible labour force (23,700 persons) a total of 22,000 individuals were employed, with the majority of individuals being employed in sales and service occupations.

Exhibit 6: Chart Showing Occupational Employment for Georgina's Labour Force 2006

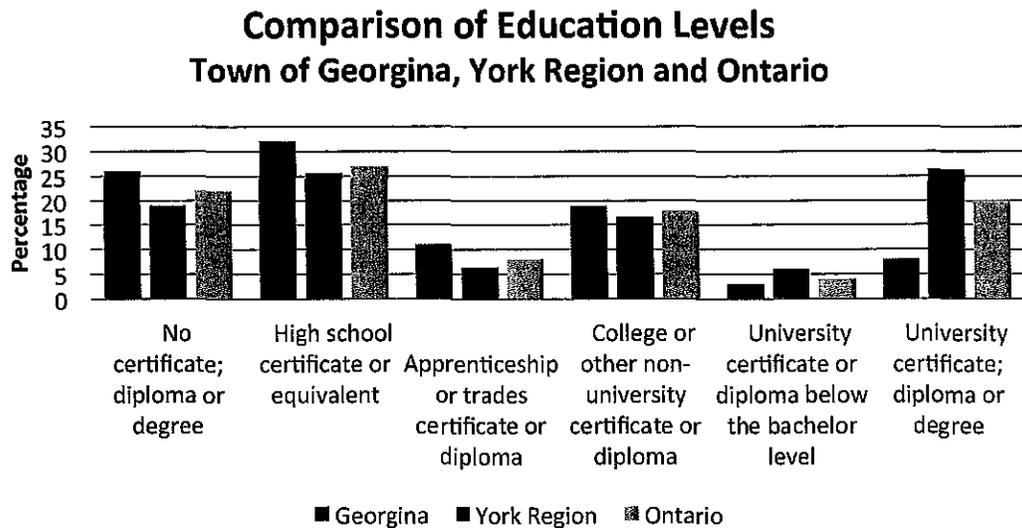
#### Labour Force by Occupation (15 and Over) Town of Georgina, 2006



Source: Statistics Canada 2006 Census

Roughly 40% of residents over the age of 15 years possessed college/tertiary level or trade qualifications. Yet, relative to Regional and Provincial trends, Georgina's population had low levels of higher educational attainment (i.e. a Bachelor's degree or higher).

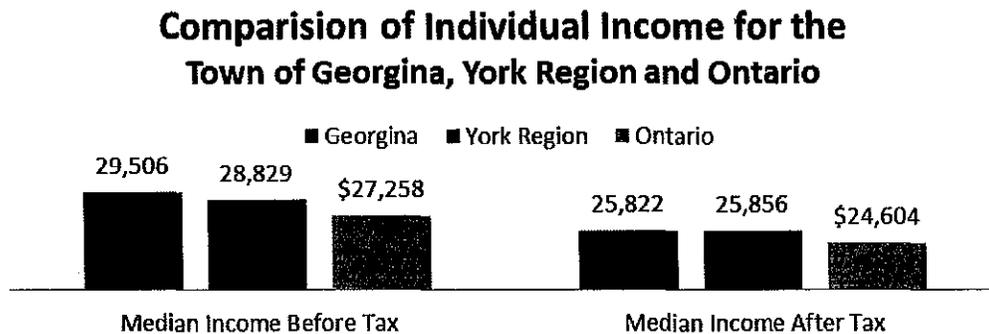
**Exhibit 7: Chart Comparing Levels of Educational Attainment of Residents of the Town of Georgina, York Region and Ontario**



Source: Statistics Canada 2006 Census

The Town recorded higher gross income levels than the Regional and Provincial average. Median gross individual income for Georgina's residents \$29,506 as opposed to \$28,829 recorded for York Region residents. Median net individual income for locals was comparable to Regional figures; however, Georgina residents still reported higher income after-tax (\$25,822) in comparison to the Provincial average (\$24,604).

**Exhibit 8: Chart Comparing Median Income of Residents of the Town of Georgina, York Region and Ontario**



Source: Statistics Canada 2006 Census

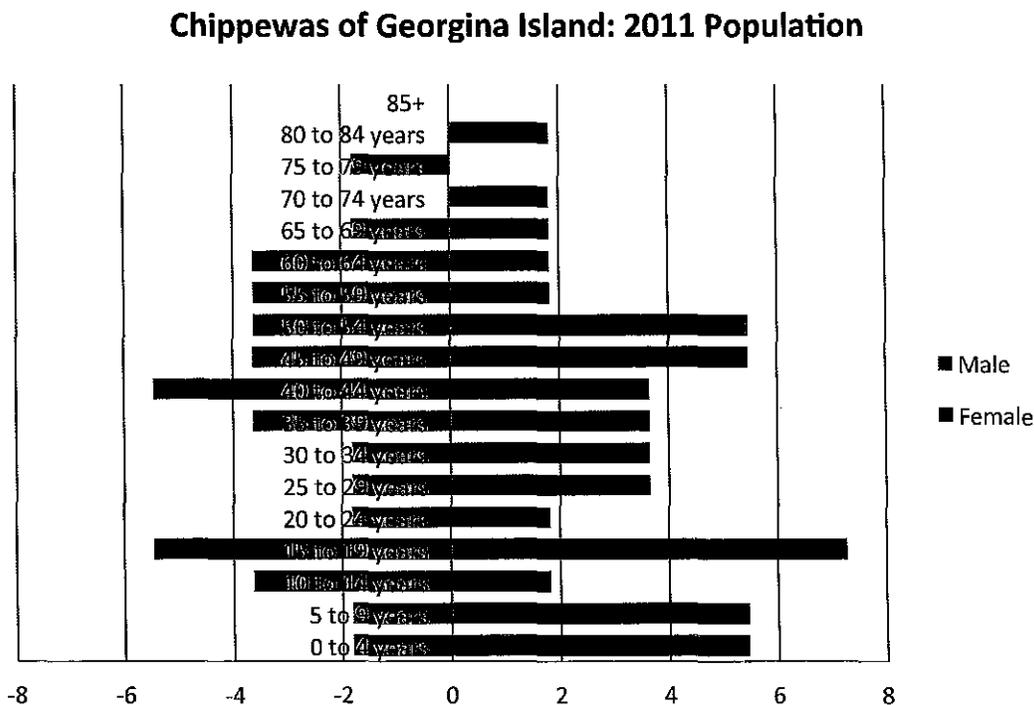
## 2.5. Georgina Island

Limited census data was available for Georgina Island. The 2011 Census provided the best breakdown of population demographics for the territory.

In 2011, the island had 275 residents. This figure reflected a 22% decline in the population which in 2006 stood at 353 residents. Fifty-three percent of residents were under the age of 40, with a significant percentage of this cohort being female (62%) (See Exhibit 9). The median age of residents on the island was 36.8 – significantly lower than those recorded for the Town of Georgina as well as the Province.

In 2011, there were approximately 560 private dwellings for which only 114 were occupied by usual residents.

Exhibit 9: Chart Showing Age Characteristics of Residents of Georgina Island in 2011 (detailed population data for 2006 was not available for comparison)



Source: Statistics Canada 2011 Census

### 3. Population Growth Through 2031

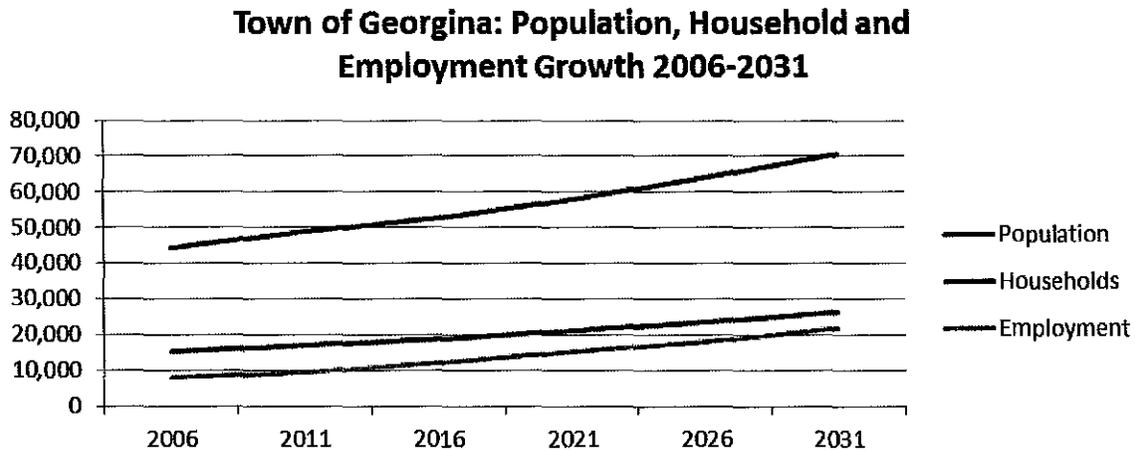
York Region's 2031 Population and Employment Forecasts report informed this growth outlook analysis for the Town of Georgina.

- 1) A comparative analysis of trends across municipalities was conducted, framing future growth trends in Georgina's within a broader regional context;
- 2) The 2009 forecast figures outlined in the report are still in use by the York Region Planning Department. Predictions are also comparable to those made in the Town of Georgina's 2011 Development Charges Background Study; and
- 3) Regional and municipal policy documents reflect these same figures, namely the 2010 York Region Official Plan and the 2008 Keswick Business Park Secondary Plan.

This analysis does not reflect activity on Georgina Island which is an Indian Reserve and is therefore not within the jurisdiction of York Region.

#### 3.1. Growth in Georgina over the Next 20 Years

**Exhibit 10: Chart Showing Projected Population, Household and Employment Growth for the Town of Georgina over the Period of 2006-2031**

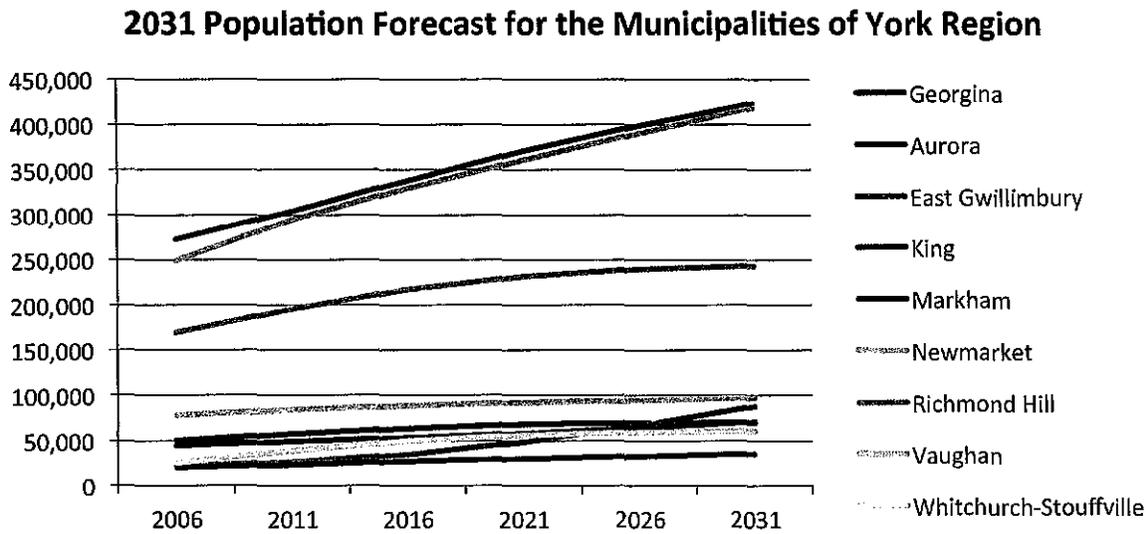


Source: York Region Planning and Development Services Department

By 2031, the Town of Georgina is anticipated to experience approximately 60% growth compared to its 2006 population. The Town's population is expected to expand to 70,700 residents in 2031 from 48,700 individuals in 2006. With a growth rate ranging from 8-11% every five years, Georgina's population is expected to grow at an average rate of 1.9% per annum with average household growth of over 450 units per year<sup>9</sup>. The majority of this growth is expected to occur in the communities of Keswick and Sutton.

<sup>9</sup> York Region 2009 Population, Household and Employment Forecast

Exhibit 11: Chart Displaying 2031 Population Forecasts for the Municipalities of York Region



Source: York Region Planning and Development Services Department

Georgina is one of the York Region’s smaller municipalities with respect to its population, yet population growth in the area over the next 20 years will be significant.

To date, strong growth in urban centres in the south and strong growth in Whitchurch-Stouffville is based on significant residential land supply. However, many parts of York Region are expected to see a significant reduction in growth rates after 2021. Mature centres such as Newmarket and Aurora are relatively constrained in supply of land, as such population growth in these areas are expected to lessen more so than any of the other municipalities. By 2031, Georgina is expected to grow at a faster rate most the municipalities in the York Region, second to East Gwillimbury (See Exhibit 12).

Exhibit 12: Table Comparing Projected Population Growth for Municipalities in York Region 2006-2031

York Region: Population Growth by Municipality						
	2006	2011	2016	2021	2026	2031
Georgina	44,500	48,700	52,800	58,000	64,100	70,700
% Growth		9	8	10	11	10
Aurora	49,600	57,300	63,700	68,200	69,700	70,400
% Growth		16	11	7	2	1
East Gwillimbury	21,900	26,300	34,700	48,300	66,800	88,000
% Growth		20	32	39	38	32
King	20,300	23,400	27,000	29,900	32,600	35,100
% Growth		15	15	11	9	8
Markham	272,500	303,500	337,800	370,500	399,100	423,500
% Growth		11	11	10	8	6

Sierra Planning and Management

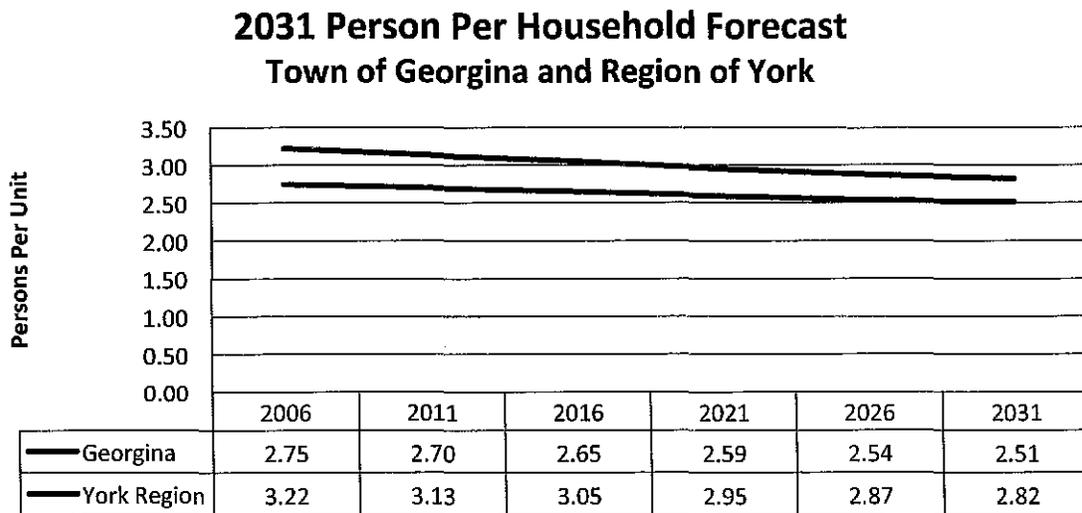
<b>Newmarket</b>	<b>77,400</b>	<b>84,000</b>	<b>88,700</b>	<b>91,900</b>	<b>94,600</b>	<b>97,300</b>
<b>% Growth</b>		<b>9</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>3</b>
<b>Richmond Hill</b>	169,500	195,000	216,900	231,500	239,400	242,800
<b>% Growth</b>		<b>15</b>	<b>11</b>	<b>7</b>	<b>3</b>	<b>1</b>
<b>Vaughan</b>	248,800	294,200	329,100	360,600	389,700	418,800
<b>% Growth</b>		<b>18</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>7</b>
<b>Whitchurch-Stouffville</b>	25,400	38,700	49,400	55,800	59,200	60,800
<b>% Growth</b>		<b>52</b>	<b>28</b>	<b>13</b>	<b>6</b>	<b>3</b>

Source: York Region Planning and Development Services Department

**Households**

The 2009 Population and Employment Forecast report identified that the number of households in Georgina will increase by 73% between 2006 and 2031 (from 15,300 households in 2006 to 26,500 in 2031). The report estimated a decline in the number of persons per household in Georgina. York Region is also expected to see a similar pattern of decline in the number of individuals per household. However, the average household size in Georgina (2.75 in 2006) is significantly smaller than has been observed across York Region (an average 3.22 persons per household in 2006). Despite this, the 2011 Census data indicates the average household size of Georgina is comparable to those across the Province.

Exhibit 13: Chart Showing Person per Household Projections for the Town of Georgina and York Region 2006-2031



Source: York Region Planning and Development Services Department

## Employment

The Town of Georgina is expected to observe an increase in local employment by 2031, with the number of jobs in the municipality growing to 21,700 over the next 19-20 years (almost 3 times the 2006 figure of 8000 jobs)<sup>10</sup>.

According to the York Region Forecast report, the local job market could only employ around 18% of residents in 2006. This reflects an on-going trend highlighted by Town officials and in municipal reports. The Town's limited ability to support local employment has hindered the growth of Georgina's economy. This is reflected in the municipality's low business tax base and decreased enrolment in leisure programs as to lengthy commutes to outer areas for employment reduce leisure time.

The implementation of growth and economic development plans (particularly as it relates to the development of Keswick Business Park) will be essential to improving this dynamic. The majority of employment growth in the Town of Georgina will occur in the Keswick Business Park. If anticipated growth occurs, this will create an activity rate of 30% by 2031 (based on an assessment of the projected number of jobs in the community as a percentage of the projected population). Seventy percent of the forecasted employment growth in 2031 will occur on employment lands – much of which will take place in Keswick Business Park<sup>11</sup>.

Still, the number of jobs to residents remains comparatively low to other municipalities in the York Region.

**Exhibit 14: Table Displaying Projected Population, Household and Employment Growth for the Town of Georgina over the Period of 2006-2031**

Town of Georgina: 2031 Population, Households and Employment Forecasts						
	2006	2011	2016	2021	2026	2031
Population	44,500	48,700	52,800	58,000	64,100	70,700
Households	15,300	17,000	18,800	21,100	23,700	26,500
Employment	8,000	9,300	12,000	15,400	18,100	21,700

*Source: York Region Planning and Development Services Department*

<sup>10</sup> York Region 2009 Population, Household and Employment Forecast

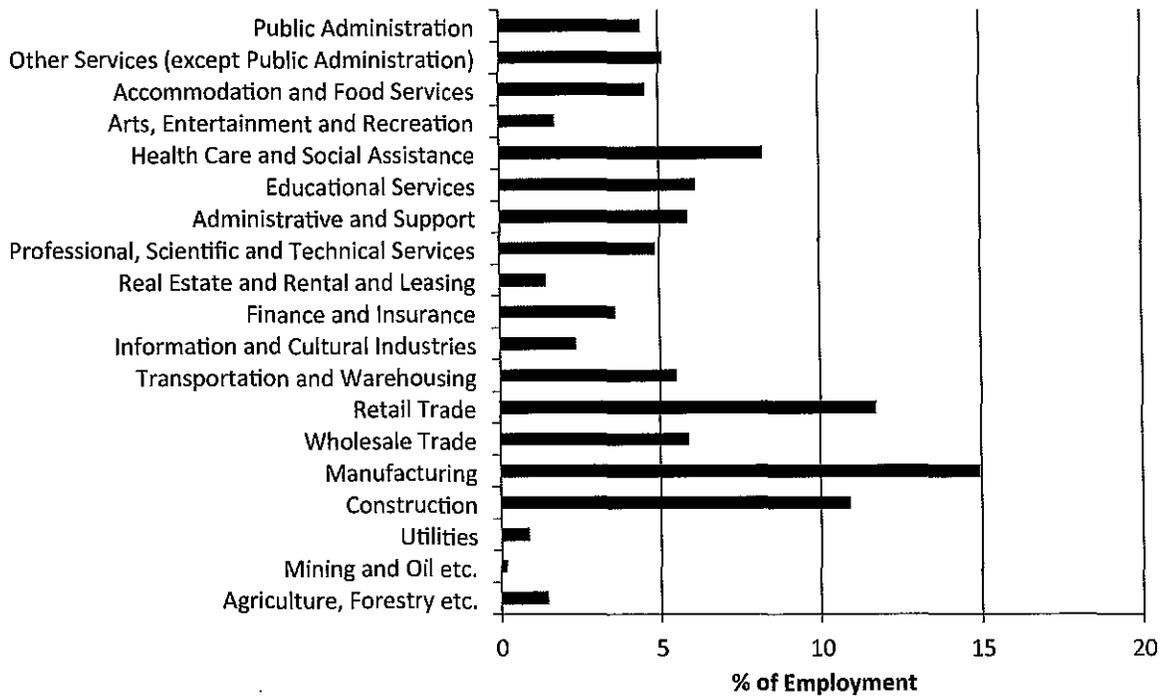
<sup>11</sup> Ibid

## 4. Summary of Employment and Employers in Georgina

York Region’s 2010 Employment and Industry Report showed employment in Georgina accounted for 1% of the share of total employment in the Region of York. This is forecasted to increase to 4% by 2031<sup>12</sup>. Major industries employing residents of Georgina in 2006 were Manufacturing, Retail Trade and Construction; with the majority of residents being employed in industries within the

**Exhibit 15: Chart Showing a Breakdown of Industries Employing Residents of the Town of Georgina in 2006**

### Labour Force by Industry (15 and over) for the Town of Georgina, 2006



Service sector.

Source: Statistics Canada 2006 Census

In 2010, the economic fabric of the municipality was largely made up of small enterprises (establishments with 1-19 employees) which constituted 89% of businesses. Over the course of 2001 to 2010 the Town has lost a total of 5 businesses, however, business growth in Keswick

<sup>12</sup> York Region 2031 Population, Households and Employment Forecast

(which accounts for nearly 50% of total employment in Georgina) has facilitated an increase in local employment<sup>13</sup>.

**Exhibit 16: Table Showing a Breakdown of the Number and Size of Businesses in the Town of Georgina in 2001, 2009 and 2010**

<b>Business by Size, Georgina 2001, 2009 and 2010</b>			
<b>Business Size Category</b>	<b>2001</b>	<b>2009</b>	<b>2010</b>
<b>Small (1-19 employees)</b>	613	594	588
<b>Medium (20-99 employees)</b>	42	63	56
<b>Large (100-499 employees)</b>	6	12	13
<b>Total</b>	661	669	657

*Source: York Region 2010 Employment and Industry Report*

Some major employers in the Town of Georgina are as follows:

**Exhibit 17: List of Some Major Private and Public Sector Employers in the Town of Georgina**

<b>Employer</b>	<b># of Employees</b>
<b>Private</b>	
<b>Crate Marine Sales Ltd.</b>	100
<b>Kesmac Brouwer</b>	70
<b>Buchner Manufacturing</b>	75
<b>The Briars Resort Traveller</b>	140
<b>Zehrs Market</b>	175
<b>McDonald's</b>	
<b>Simcoe Coach Lines</b>	120
<b>Canadian Tire Corporation</b>	103
<b>Wal-mart Supercenter</b>	
<b>IGA</b>	80
<b>Public</b>	
<b>Town of Georgina</b>	200
<b>Georgina Association for Community Living</b>	105

*Source: York Region 2010 Employment and Industry Report and Ministry of Economic Development and Innovation (MEDI), Community Profiles 2011*

<sup>13</sup> York Region 2010 Employment and Industry Report

## 5. Summary of Policy and Planning Related Issues in the Town of Georgina

### 5.1. Provincial Policy Directives Guiding the Future Development of Georgina

The Town of Georgina falls within the boundaries of the Ontario Greater Golden Horseshoe Area (GGHA), and under the regulatory umbrella of the Ontario Places to Grow Act (2005) which stipulates the parameters and management of growth within the GGHA. Pursuant to the Places to Grow Act, the 2006 Growth Plan for the Greater Golden Horseshoe was prepared and provides a framework for growth in the Province until 2031. The GGHA Growth Plan stipulates policies of the 2005 Greenbelt Act (GBA) and Greenbelt Plan prevail over all growth interests and policies where the GBA provides more protection for the natural environment and human health.

The entire Town of Georgina is situated within Ontario's Greenbelt and, in accordance with Provincial policy directives; the 2005 Greenbelt Act and Plan are chief regulatory tools restricting growth in Georgina. The primary function of Greenbelt policy being to identify of areas where urbanization should not occur in order to "provide permanent protection to the agricultural land base and the ecological features and functions occurring on this landscape"<sup>14</sup> All land-use planning policy documents for the Town of Georgina are in conformity with Ontario's Greenbelt Plan.

The Greenbelt Plan identifies that all of lands outside of Keswick, Sutton/Jackson's Point, Pefferlaw and hamlet areas is protected countryside (which support long-term agricultural production and economic activity) constituted of key natural heritage systems (*See map below*). The GBA provides protections for these rural lands, for which industry is limited to commercial, industrial and institutional uses serving rural resource and agricultural sectors and related recreation and tourism uses (agri-tourism).

In accordance with the growth restrictions/parameters outlined in the Places to Grow Plan and Greenbelt Act, The Town of Georgina's Official Plan (last updated and approved in 2010) states "the focus of population and employment growth in the Town will continue to be the community of Keswick. More restricted population and employment growth is anticipated in Sutton and Pefferlaw. The remainder of the Town will continue to be "rural/agricultural/ environmental in character and is not proposed to accommodate significant growth" (Section 1.7)<sup>15</sup>. Secondary Plans and subsequent growth policies have been created for Keswick, Sutton/Jackson's Point and Pefferlaw. From 1990 to 2000, only 235 residential units were built outside of the Secondary Plan areas. This trend is expected to continue and even decline into 2021 in order to maintain the agricultural nature and ecological soundness of the Town.

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<sup>14</sup> Ontario Greenbelt Plan (2005)

<sup>15</sup> Town of Georgina (2010) Official Plan



## 5.2. Growth in Georgina

As previously mentioned, the Official Plan for Georgina prioritizes future population and employment growth in the area of Keswick and to a lesser degree in Sutton and Pefferlaw.

### **The Community of Keswick and Keswick Business Park**

Keswick is the largest urban community in the Town of Georgina. By 2021, the community is expected to grow to 38,700 residents and 13,700 jobs<sup>16</sup>. Growth in the area is managed by the Keswick Secondary Plan. The Secondary Plan seeks to ensure new development is environmentally sound (as the area is situated alongside the Lake Simcoe shoreline and is divided by the Maskinonge River), and promotes a competitive economic environment that encourages investment and diverse employment opportunities. The latter target is also tied to the development of Keswick Business Park which neighbours the Keswick Secondary Plan Area (*see map below*).

Keswick Business Park is anticipated to be a key regional employment centre and facilitator of employment growth and economic activity in the Town of Georgina. York Region's 2009 Forecast report has set a target of 22,000 jobs in the Town of Georgina by 2026. The Business Park is anticipated to accommodate between 7,500 and 9,000 jobs of those jobs by 2026<sup>17</sup>. The Park is a key component of the Town's overall growth management strategy and plan for Business, Retention and Expansion (*See Exhibit 18*).

The Keswick Secondary Plan also identifies three urban centres within the community for higher density, mixed use development: 1) Glenwoods Urban Centre, 2) Maskinonge Urban Centre and 3) Uptown Keswick Urban Centre. Each centre has unique development/growth characteristics. Glenwoods is anticipated maintain and expand its retail and service commercial role via intensification and infill redevelopment. Similarly, Uptown Keswick is anticipated to be retail and service commercial in nature, though geared more towards offering boutique shopping experiences and restaurant amenities. The Maskinonge Urban Centre is a tourist-oriented commercial area (focused on marina uses along Maskinonge River) and is intended to develop as a mixed-use tourist commercial and residential centre and the focal point of Keswick.

### **Sutton/Jackson's Point**

The combined communities of Sutton and Jackson's Point make up the second largest urban area in the Town of Georgina. An additional 8,390 people are expected to be living in the Sutton/Jackson's Point (SJP) Secondary Plan area by 2031 (from a population of 6,760 in 2009). The local economy is heavily service-orientated (98.9% of employment). By 2031, an additional 1,850 jobs will be located in the area<sup>18</sup>. The majority of these new jobs will be service-related and primarily located within the community's centres and corridors.

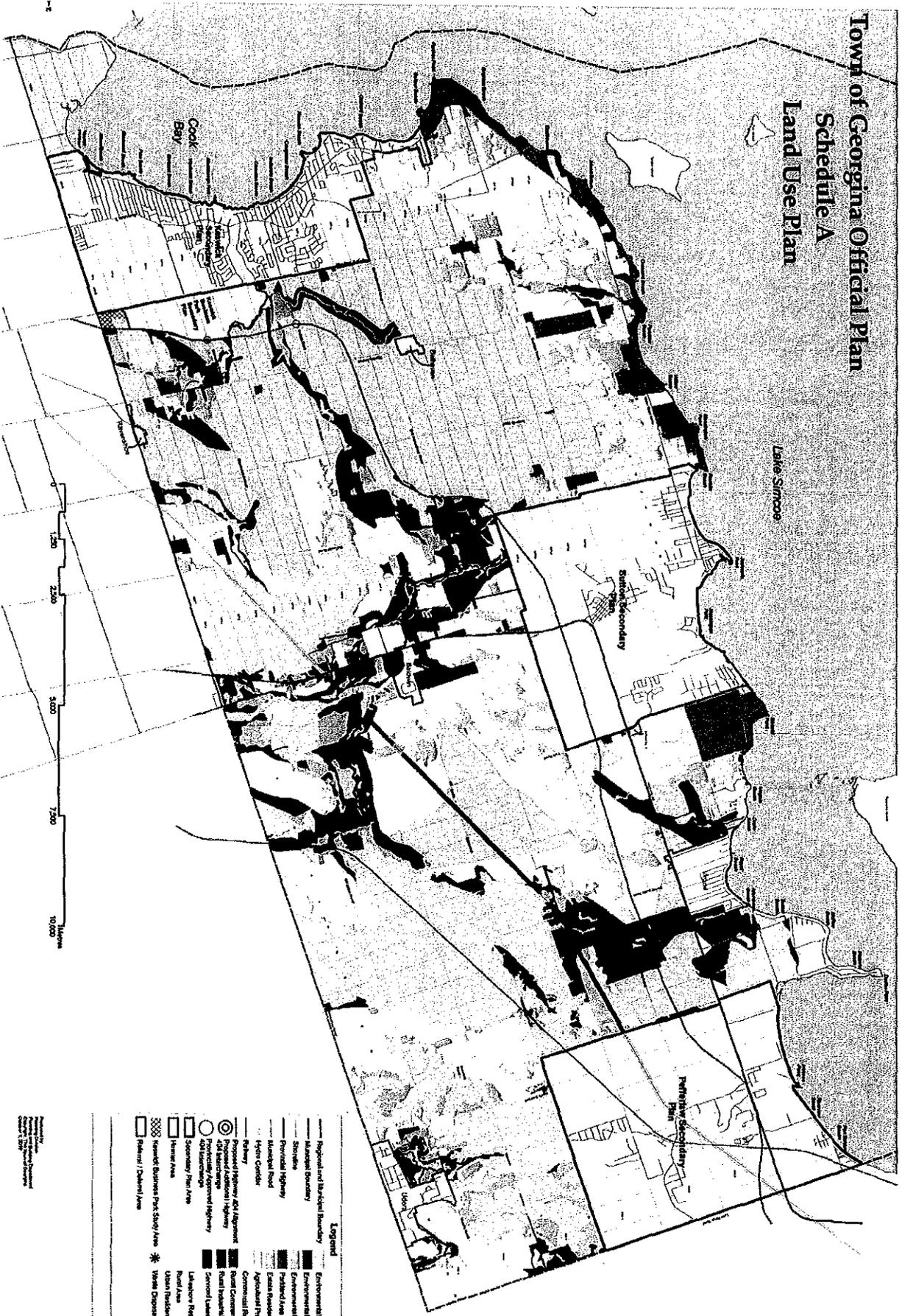
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<sup>16</sup> 2008 Keswick Secondary Plan

<sup>17</sup> Town of Georgina (2010) Official Plan and 2008 Keswick Business Park Secondary Plan

<sup>18</sup> Sutton Jackson's Point Secondary Plan 2010

# Town of Georgina Official Plan Schedule A Land Use Plan



**Legend**

Regional and Municipal Boundary	Environmental Protection Area 1
Municipal Boundary	Environmental Protection Area 2
Streets	Environmental Protection Area 3
Provincial Highway	Protected Area
Municipal Road	Ecological Protection Area
Hydro Corridor	AgriBusiness Protection Area
Primary	Conservation Recreation Area
Proposed Highway 404 Alignment	Rural Commercial Area
Provincial Highway All-Season	Rural Residential Area
Provincial Highway All-Season	Service Industrial Area
Provincial Highway All-Season	Industrial Residential Area
Secondary Park Area	Park Area
Tennis Area	Urban Residential Area
Special Business Park Study Area	Urban Industrial Area
Recreational / Cultural Area	Water Channel (Classed)

Approved by Council on 2018-05-01  
 Approved by the Minister of Municipal Affairs and Housing on 2018-05-01  
 Approved by the Minister of Environment and Climate Change on 2018-05-01



The SJP Secondary Plan (2010) identifies key areas for intensification and mixed-use development: High Street Historic Centre and Jackson's Point/Lake Drive Centre as well as northern and southern parts of Dalton Road. The High Street Historic Centre and Jackson's Point/Lake Drive Centre have been identified as areas of heritage and community improvement interest where all or some of the lands and buildings within these areas are identified as being within a community improvement project area.

### Pefferlaw

The Secondary Plan, approved in 2000, identifies the Pefferlaw community as an important rural centre for the Town of Georgina. The area is permitted to have modest growth, however, the community contains sites of archeological and heritage interest and thus development in the area is required to be 'architecturally sympathetic'. The Plan supports the maintenance of the role and character of the community as a seasonal recreational resort destination.

## 5.3. Impact of New Infrastructure on the Town of Georgina

The extension of Highway 404 north to Georgina is anticipated to assist population, employment and economic growth in the Town. The Highway will extend from Green Lane Road in Newmarket north to Ravenshoe Road bordering the Keswick Business Park area. The construction of the Highway 404 Extension will be completed in four phases:

<b>Phase 1: Advance Contract</b>	Phase 1 resulted in the completion of the Green Lane Northbound Bridge Structure in 2008.
<b>Phase 2: Advance Contract</b>	Phase 2 was completed in 2009 with the construction of the Mount Albert Road Overpasses.
<b>Phase 3: Mainline Contract 1</b>	Will extend Highway 404 8 kms from Green Lane to north of the Queensville Sideroad. Construction began in 2010. Once completed this portion of the 404 will consist of an 8 km stretch of 4 lane divided highway with provisions for future HOV lanes, a carpool lot at Green Lane and another carpool lot Queensville Sideroad with GO Transit facilities.
<b>Phase 4: Mainline Contract 2</b>	Phase 4 will extend 5 kms from North of Queensville Sideroad to Woodbine Avenue/Ravenshoe Road. Construction began in the Spring of 2011. This stretch will also feature of a 4 lane divided highway with provisions for future HOV lanes and a carpool lot at Woodbine Ave. with GO Transit Facilities.

*Source: Ministry of Transport Ontario 2011*

### Current Status of the Highway 404 Extension

All requisite lands along the Green Lane/Ravenshoe route have been purchased by the Province. To date, Phase 3 and 4 of the project are underway. According to York Region planning officials at

the time of this report, road work on the route was ongoing in the vicinity of Queensville Sideroad. It is anticipated that there may be some delay in the completion of the project until 2014.

York Region Planning officials identify that with past delays in the progress of the 404 extension, the Bradford Bypass (linking Highway 400 to Highway 404) has yet to be considered in the Provincial Growth Plan. However, the Province is protecting necessary property for the development of the Bypass and an Environmental Assessment (EA) was approved for the project.

### **Impact of the Development of Servicing on the Town of Georgina**

The Keswick Business Park Secondary Plan, approved in 2008, identified that the Highway 404 extension to Keswick and the Bradford Bypass to the south is expected to enhance accessibility to Keswick and will improve the viability of the Park as a regional employment centre. While transit infrastructure will surely assist growth efforts (namely industrial and commercial developments which will generate local employment opportunities and reduce travel to employment areas in the south), Georgina must resolve servicing capacity limitations if the Town hopes to fully capitalize on opportunities for economic growth.

At present, both the Sutton and Keswick Sewage Treatment Plants are undergoing approval processes for facility expansion. The Keswick Plant is near its servicing capacity and is currently unable to support a fully operational Business Park at Keswick. As such, the development of the Business Park will be phased with expansions to the Treatment Plant, limiting the pace at which employment and related population growth can occur in the Town. The Sutton Sewage Treatment Plant, though not operating at full capacity, has already allotted the remainder of available servicing to impending developments. If any growth is to be accommodated in Sutton/Jackson's Point and area, an expansion of current sewage treatment facilities will be necessary.

## **5.4. Heritage and Conservation in Georgina**

The Town of Georgina has a rich history tied to the industrial, naval and agricultural origins of its various communities. Patterns of development stimulated by early European settlers are intertwined with First Nations heritage reflected in existing ties between the Township and Georgina Island. Georgina's Official Plan (2010) recognizes the cultural dynamism of the area and thus enforces policies to protect local natural and built heritage assets (officially designated or otherwise), supporting the identification, protection and restoration of these features. Section 4.8.1 of the Official Plan provides that heritage conservation will be integrated into the development approval process and authorizes the Town (working with the Georgina Island First Nation and the Community) to identify significant cultural heritage resources that should be protected and conserved.

Georgina's Official Plan (2010) provides for the maintenance of a citizens' heritage advisory committee, known as the Georgina Heritage Committee, which may recommend properties for designation and review planning documents, development applications, building permits and sign permits as they pertain to identified heritage resources.

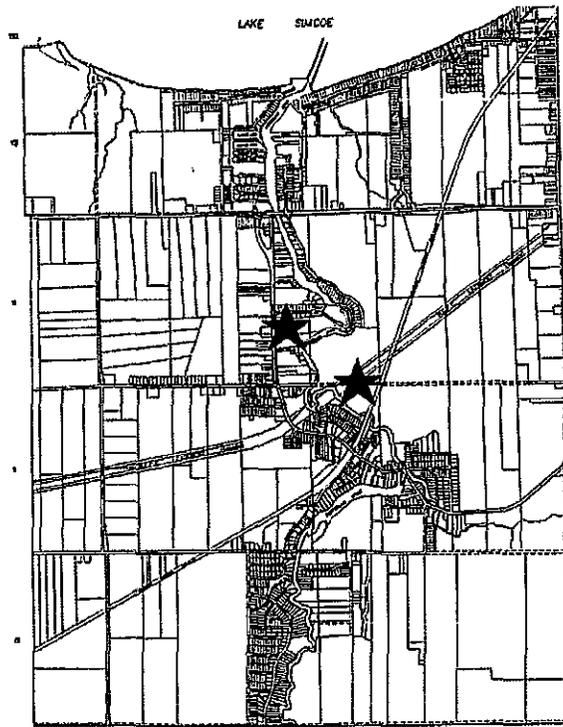
Various Secondary Plans for the Town identify unique heritage priorities within each Secondary Plan area. Heritage and Conservation policies outlined in Secondary Plans for Keswick, Sutton/Jackson's Point and Pefferlaw are congruent with those outlined in the Town's Official Plan.

Particularly in the Sutton/Jackson's Point area, the High Street Historic Centre has been identified as "an area of historical significance and a focal point for the community"<sup>19</sup> and is anticipated to develop as a location for cultural opportunities as significant heritage buildings have been identified in the area. The Plan identifies that the Town of Georgina should consider the designation of all or some of the lands and buildings within the 'High Street Historic Centre' designation as a Heritage Conservation District. Jackson's Point/Lake Drive Centre has also been identified as a community focal point for tourist activity with significant heritage assets. According to the SJP Secondary Plan, the Town may consider the designation of all properties within the Jackson's Point/Lake Drive Centre designation as a Heritage Conservation District.

The Secondary Plan for Pefferlaw recognizes the community possesses assets of archeological significance. Two potential archaeological sites have already been identified within the area. The Secondary Plan advises that other sites may exist in the area and thus policies of archeological preservation should apply to all development requests.

To date the Georgina Heritage Committee Currently has identified over 100 sites of heritage interest, 14 of which are designated properties (See Appendix A).

Exhibit 18: Map Showing the Location of Identified Archeological Sites in the Pefferlaw Community



Source: Town of Georgina

## 5.5. Municipal Policy and Planning Environment Conducive to a Cultural Plan for Georgina

The creation of a Municipal Culture Plan for the Town of Georgina is timely, coming on the heels of various planning and development initiatives in the municipality. As the Town anticipates a period of change – largely influenced by population, employment and industry growth plans linked to larger regional developments such as the extension of Highway 404 – a strategic effort must be made to promote, preserve and protect local heritage assets. Syncing the development of the

<sup>19</sup> (2010) Sutton/Jackson's Point Secondary Plan

Cultural Plan with various economic development and growth strategies will facilitate the Town's ability to take full advantage of anticipated tourism/agri-tourism, commerce and investment opportunities; leveraging local culture as an attractor for new businesses, entrepreneurs and residents.

Additionally, the creation of a Municipal Culture Plan for the Town of Georgina will tie existing heritage priorities currently dispersed across various local policies into a focused strategy which may be firmly situated within the context of the Municipality's economic and development goals.

*More detailed descriptions of the above mentioned policies and plans may be found in the Exhibit 18 and Appendix C.*

**Exhibit 19: Strategic Planning and Policy Review**

**Ontario Greenbelt Act 2005 (Status: Last amended in 2009)**

**Goal: To provide permanent protection of the agricultural land base and the ecological features and functions occurring within the Greenbelt Area**

**Objectives:**

1. To sustain the countryside, rural and small towns and contribute to the economic viability of farming communities;
2. To preserve agricultural land as a continuing commercial source of food and employment;
3. To provide protection to the land base needed to maintain, restore and improve the ecological and hydrological functions of the Greenbelt Area; and
4. To control urbanization of the lands to which the Greenbelt Plan applies.

**Town of Georgina Official Plan 2010 (Status: Amendments approved in 2010)**

**Goal: Maintain healthy communities via the development of strong urban and rural areas**

**Objectives:**

1. The preservation, protection, enhancement and support of the significant natural heritage and environmental features;
2. The preservation, protection and support of a permanent, healthy, sustainable rural/agricultural area and agricultural industry in the Town of Georgina;
3. The improvement of the health and well-being of residents, providing of a variety of opportunities for housing, employment, learning, social activity, culture and recreation, while protecting the natural environment; and
4. The development of the Town's economy by ensuring the continuing expansion of economic opportunities and diversification of the economic base.

The Leisure Services Master Plan (2004)	Socioeconomic Mission and Strategic Plan (2009)	Keswick Secondary Plan (2008)	Keswick Business Park Secondary Plan (2008)	Sutton /Jackson's Point Secondary Plan (2010)	Pefferlaw Secondary Plan (2000)
<b>Goal: To enhance the quality of life of all residents of all ages and abilities</b>	<b>Goal: To create sustainable and diverse economy, respecting Georgina's unique environment and values</b>	<b>Goal: To manage growth and development in Keswick</b>	<b>Goal: To develop the Business Park in an aesthetically pleasing and environmentally sensitive manner</b>	<b>Goal: To provide a framework to guide future growth and development in the Secondary Plan Area</b>	<b>Goal: To guide the physical development in a healthy and sustainable manner</b>
<p><b>Objectives:</b></p> <p>To ensure:</p> <ol style="list-style-type: none"> <li>1. Leisure services are accessible to residents;</li> <li>2. The Town has the infrastructure and management tools to deliver the leisure services needed; and</li> <li>3. Partnerships are developed to maximize the benefit to the community.</li> </ol>	<p><b>Objectives:</b></p> <p>To support:</p> <ol style="list-style-type: none"> <li>1. Business retention and expansion;</li> <li>2. An Industrial Attraction Strategy for Keswick Business Park;</li> <li>3. The expansion of the tourism sector; and</li> <li>4. Entrepreneur attraction.</li> </ol>	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To promote and strengthen community identity;</li> <li>2. To ensure that new development is environmentally sustainable; and</li> <li>3. To ensure that Keswick develops in a manner that promotes a competitive and adaptable economic environment.</li> </ol>	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To assist with providing a greater variety of local job opportunities;</li> <li>2. To ensure that the Town has a significant and marketable inventory of serviced business park lands available to attract businesses; and</li> <li>3. To ensure that new development is based on principles of sustainable planning.</li> </ol>	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To protect the natural environment, promoting a comprehensive greenlands system;</li> <li>2. To create well designed and sustainable neighbourhoods within the designated greenfield growth areas;</li> <li>3. To develop a well-connected, multi-modal and active transportation system; and</li> <li>4. To promote "green" development and buildings.</li> </ol>	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To maintain the role of the community as a seasonal recreational resort destination;</li> <li>2. To protect the resource economy of the community;</li> <li>3. To allow limited new development that is environmentally sustainable;</li> <li>4. To protect significant natural features; and</li> <li>5. To preserve a community identity and heritage.</li> </ol>
<div style="border: 1px solid black; padding: 5px;"> <p><b>Business Retention and Expansion (BR+E) (2010)</b></p> <p><b>Goal: To support 2009 Socioeconomic Strategic Plan</b></p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To identify issues and opportunities for developing the local business base; and</li> <li>2. Identify actions to advance these interests.</li> </ol> </div>					

## Appendix A: List of Designated Built Heritage Sites in the Town of Georgina

Address	Description
Victoria Road, E/S, Con. 1, Pt. Lots 21 & 22, RS65R1484, Pt. of Pt. 2	"Udora Mill" Continuous commercial operation from the 1860 – 1970
299 Hedge Road, Con. 8, Pt. Lot 5, RS65R1120, Pt. 4, RS65R15688, Pt. 1	Built 1822, owned by Mr. George Burns, The Thomas Mossington House named "Plumstead"
408 Hedge Road, Pt. Lt. 6 and Road Allowance between Lots 6 & 7, Con. 9, being Parts 1, 2, & 3 on Plan of Survey 65R8285	Built 1877, "St. George's Anglican Church"
51 High Street, Plan 69, Lot 6, Block 17	Built 1890, former George Hawkins Property, "Lytle House"
141 High Street, Plan 69, Pt. Block 72, RS65R2669, Pts. 1 to 4 and Pt. of Pt. 5	Built 1820, rebuilt 1835, "Bourchier Grist Mill", or "Sutton Mill", Grist Mill built by James O'Brien Bourchier founder of Bourchier's Mills, now called Village of Sutton, is now the Sutton Country Depot
153 High Street, Plan 69, Pt. Block 53	"The Manor House" Built in 1846, was the former residence of James O'Brien Bourchier, founder of Bourchier's Mills, now called Village of Sutton
163 High Street, Plan 69, Pt. Block 53	Built 1908, "Metro Radial Car, Sutton Terminal" was Hydro/Shea Real Estate.
577 Catering Road, Con. 7, Pt. Lot 15	Built in 1881, "Elm Grove School House", now known as the Elm Grove Hall
25103 Kennedy Road, Con. 6, Pt. Lot 16, RS65R2533, Pt. 1	Built 1858, William Henry Farm was known as the "Kildeer Farm"
25381 Kennedy Road, Con. 6, Pt. Lot 18	Built about 1846 – 1850, "Log House"
605 Varney Road, Concession 3, Part Lot 23	Deer Park Public School, owned by York Region District School Board

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**26557 Civic Centre Road,  
Part Lot 6 & 7, Con. 9 (NG), Being Part  
1, on Plan of Survey 65R23591**

*"Georgina Pioneer Village" officially opened in Fall of 1975*

**Black River linking Hedge Rd. & Lake  
Dr.  
Pt. Lt. 4, Conc. 8 (G) being Parts 1 on  
water lot CL2932**

*"Mossington Bridge"  
(owned by Ontario Heritage Foundation)  
c. 1912*

**Lake Dr. E. Jack. Pt.  
Pt. Lt. 18, Conc. 9 (NG) being Pt. 1 on  
Plan 65R31063 part of PIN # 03517-  
0271**

*"Courting House sometimes known as The Spring House"  
(Town of Georgina Road Allowance)  
c. late 1800's*

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## Appendix B: List of Natural Heritage Sites in the Town of Georgina

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### **Bodies of Water**

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**Lake Simcoe**  
**Maskinonge River (Jersey River)**  
**Black River**  
**Pefferlaw River**  
**Zephyr Creek**  
**Boyer's Stream**  
**Mill Pond**

### **Subwatersheds**

**Jackson's Point Creeks**  
**Pefferlaw Brook**  
**Black River**  
**Maskinonge**  
**Georgina Creeks**  
**Keswick Creeks**

### **Areas and Locations**

**Roches Point**  
**Briar's Park**  
**Arnold C. Matthews Nature Reserve**  
**Deer Park Area**  
**Wildlife Forest Area**  
**North Gwillimbury Park**  
**Mossington Embayment**  
**De La Salle Beach**  
**Mossington Park**  
**Sibbald Point Provincial Park**  
**Duclos Point Park**

### **Native Owned-Lands**

**Virgina Beach Marina Land**  
**Georgina Island**  
**Snake Island**  
**Fox Island**

### **York Regional Forests**

**Metro Rd Tract**  
**Cronsberry Tract**  
**Pefferlaw Tract**

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*Source: Town of Georgina*

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## Appendix C: Planning and Policy Review

### Town of Georgina Socioeconomic Mission and Strategic Plan (2009)

The Socioeconomic Mission and Strategic Plan (compiled in 2009) was developed from an analysis of the advantages and disadvantages of doing business in Georgina. The report put forth strategic recommendations/priorities for improvement of the Town's business environment. The report identified that in 2009 Georgina had the second lowest activity rate (14%) in Ontario compared to similarly sized jurisdictions, with the majority of residents commuting out of town for work. A low business tax base has placed a major burden on the municipal budget and residential tax base. This has resulted in lower service levels in the municipality. Business and entrepreneur attraction, retention and expansion was therefore the focus of priorities in the Strategic Plan.

The Strategic Plan supports a vision to "create an economy that is sustainable and diverse, respecting Georgina's unique environment and values" identifying the following as priority areas for economic development in the town by way of:

- **Business Retention and Expansion:** It was recommended that the Town establish a Business Retention and Expansion' program (BR&E) to aid rural communities in improving the local economy and local job creation;
- **An Industrial Attraction Strategy for Keswick Business Park:** The report highlighted the need for the municipality to find a niche' within which to market itself as an ideal location for industry; setting realistic targets for industry development and expansion considering low levels of servicing and environmental protection/growth policies (e.g. Places to Grow and the Lake Simcoe Protection Act) which place various restrictions of development in the area. The report predicted that even with the Highway 404 extension; Georgina will face challenges attracting industry as the municipality offers few advantages over the existing communities south of the highway and is a greater distance from retail markets;
- **The Expansion of the Tourism Sector:** Recommendations were made for the Town to:
  - Promote day events and capitalize on the day tourism market as the municipality's proximity to the GTA does little to encourage short overnight stays for the average tourist family;
  - Develop a cohesive strategy to promote local activities, events and heritage features. Central to marketing efforts should be the identification of a single major attraction marketable to visitors. While activities around Lake Simcoe were identified as a valued part of local culture, poor access to the lakeshore reduces its value an attractor;
  - Revitalize the Downtown areas and support facade improvements in tourist areas to improve the visitor experience.

- **Entrepreneur Attraction:** by way of the development of Cultural Industries.

## Business Retention and Expansion (BR+E) (2010)

Building on recommendations outlined in the 2009 Socioeconomic Mission and Strategic Plan the Business Retention and Expansion (BR+E) Plan proposed actions to foster the stability and growth of local business in Georgina. The Plan identifies six areas for strategic planning and investment by the Town of Georgina:

- **Assistance with the coordination of joint marketing and business networking initiatives** to facilitate partnerships and information/resource sharing among businesses. This includes the maintenance of a database of all local businesses;
- **Improved information access and communications to businesses/entrepreneurs** regarding training, funding and other program information via newsletters and potentially offering business support services;
- **Workforce development and training support** by surveying the local labour force needs and working with local training organizations to deliver the necessary programming;
- **Improve the availability and condition of commercial and industrial properties** as well as the downtown area, *“ensuring heritage conforming restoration and economic growth are pursued.”*
- **Develop a strategy to attract new commercial investment** examining ways to streamline the development process for commercial and industrial properties and identifying space for business expansion;
- **Assess the viability of key sector development in the areas of value-added agriculture, tourism, retail enhancement and manufacturing.** Actions recommended included:
  - The initiation of an agricultural-based BR+E to assess the potential for agri-tourism initiatives;
  - Working with accommodations providers to encourage new development or the re-development of existing properties;
  - The development of an inventory of meeting and event spaces; and
  - Assessing issues, challenges to attracting and serving the manufacturing industry locally.

## The Leisure Services Master Plan (2004)

The Leisure Services Master Plan, last updated in 2004, is a 10-year implementation for parks, recreation, and leisure service delivery in Georgina. Leisure facilities in the Town are as follows:

The Master Plan identified the need for:

- Greater services and programming geared to youth/teens;
- The expansion and greater connection of the existing trail network in Georgina;

- Improved access to waterfront areas which currently face issues with overcrowded beaches and a lack of parking facilities; and
- The equitable distribution of facilities across various communities in Georgina, ensuring recreational services and facilities are more geographically accessible across the Town.

The 2004 Master Plan identified that the population's commuting habits are a challenge in maintaining leisure services/programming. With a large proportion of residents working outside of Georgina, persons have little personal time for recreational activity. As such, declining program registrations (particularly minor hockey and figure skating registration) has been observed. Recommendations were made for:

- Less time sensitive drop-in programs; and
- Greater geographic spread in programs across communities for improved access to amenities.

## Ontario Greenbelt Plan, 2005

The Ontario Greenbelt Plan was developed pursuant to the Greenbelt Act (2005) The Plan provides detailed policy directives restricting growth in the Greenbelt Area of the Greater Golden Horseshoe within which the Town of Georgina is situated.

Objectives of the Greenbelt Plan are to:

**1.2.1** *“Protect against the loss and fragmentation of the agricultural land base and supports agriculture as the predominant land use;*

*Provide permanent protection to the natural heritage and water resource systems that sustain ecological and human health and that form the environmental framework around which major urbanization in south-central Ontario will be organized; and*

*Provide for a diverse range of economic and social activities associated with rural communities, agriculture, tourism, recreation and resource uses.”*

As it relates to protecting natural heritage and agricultural land, the Plan supports:

**1.2.2.1** *“B) Protection of prime agricultural areas by preventing further fragmentation and loss of the agricultural land base caused by lot creation and the redesignation of prime agricultural areas ;*

*C) Provision of the appropriate flexibility to allow for agriculture, agriculture-related and secondary uses, normal farm practices and an evolving agricultural/rural economy;*

- 1.2.2.2** *A) Protection, maintenance and enhancement of natural heritage, hydrologic and landform features and functions, including protection of habitat for flora and fauna and particularly species at risk;*
- B) Protection and restoration of natural and open space connections between the Oak Ridges Moraine, the Niagara Escarpment, Lake Ontario, Lake Simcoe and the major river valley lands, while also maintaining connections to the broader natural systems of southern Ontario beyond the Golden Horseshoe such as the Great Lakes Coast, the Carolinian Zone, the Lake Erie Basin, the Kawartha Highlands and the Algonquin to Adirondacks Corridor; and*
- C) Protection, improvement or restoration of the quality and quantity of ground and surface water and the hydrological integrity of watersheds."*

Policies related to Culture, Recreation and Tourism support:

- 1.2.2.3** *"A) The conservation and promotion of cultural heritage resources;*
- B) Provision of a wide range of publicly accessible built and natural settings for recreation including facilities, parklands, open space areas, trails and water-based/shoreline uses that support hiking, angling and other recreational activities; and*
- C) Enabling continued opportunities for sustainable tourism development."*

## Georgina Official Plan (2010)

The existing Official Plan (OP) for the Town of Georgina was approved in 2010 with regulations to manage land use and support the healthy and sustainable development of the Town. The Official Plan will be up for review in 2012. Subsequent to the approval of the OP, Secondary Plans for Pefferlaw and Keswick will be reviewed. The current Official Plan prioritizes future population and employment growth in the area of Keswick and to a lesser degree in Sutton and Pefferlaw. Respective Secondary Plans for these areas prioritize various growth and planning initiatives. The Plan supports the maintenance of the rural/agricultural/environmental character of areas outside of these three communities.

Georgina's Official Plan outlines a vision to maintain healthy communities via the development of strong urban and rural areas and "the provision of a variety of opportunities for housing, employment, learning, social activity, culture and recreation, while protecting the natural environment." The Town continues to recognize the need to "conserve and promote cultural heritage resources and archaeological sites and to perpetuate their value and benefit to the community" – exploring where possible the adaptive use of heritage sites.

As it relates to heritage conservation and archaeological preservation:

**4.8.1.2** *“Heritage conservation will be integrated into the development approval process by requiring the preparation of an archaeological assessment when a development proposal affects known archaeological resources or areas of archaeological potential. Archaeological assessments shall be completed by qualified licensed archaeologists in accordance with Ministry of Citizenship, Culture and Recreation technical conservation guidelines and Heritage Act Regulations.*

**4.8.1.3** *The Town, through the Georgina Heritage Committee, may examine buildings and sites with regard to the desirability and suitability for restoration, conservation and preservation purposes, and support initiatives, such as the creation of heritage resource information bases, comprehensive heritage site inventories and heritage master plans.*

*The Town may consider areas within the municipality for future designation as Heritage Conservation Districts and may also designate buildings and structures of heritage significance under the Ontario Heritage Act.*

**4.8.1.4** *The Town shall consult with the Georgina Island First Nation and relevant government agencies when an identified human cemetery, marked or unmarked human burial is affected by land use development. The provisions under the Heritage Act and the Cemeteries Act shall apply.*

**4.8.1.5** *The Town shall give consideration to the effects of municipal public works or similar municipal undertaking affecting buildings and features of historical significance. Consideration shall also be given to conserving built heritage resources, cultural heritage landscapes or other such resources that are under municipal ownership and/or stewardship.*

**4.8.1.7** *Where feasible and desirable, incentives may be provided to land developers in exchange for preservation of significant cultural heritage resources (e.g. increased densities, density transfers in exchange for heritage resource conservation).*

**4.8.1.8** *The Town will work with the Georgina Island First Nation and the community to identify significant cultural heritage resources that should be protected and conserved.*

**4.8.1.9** *In recognition of the importance of the fact that cultural heritage resources are tied most significantly to their original location, such resources shall be, wherever possible, incorporated into new development plans.”*

The Plan also provides for the maintenance of a citizens’ heritage advisory committee known as the Georgina Heritage Committee with authority for:

**7.9.1** (A) *“Recommending properties worthy of designation under Parts IV and V of the Ontario Heritage Act;*

*(B) Preparing and maintaining a list of properties, features and areas worthy of monitoring for conservation;*

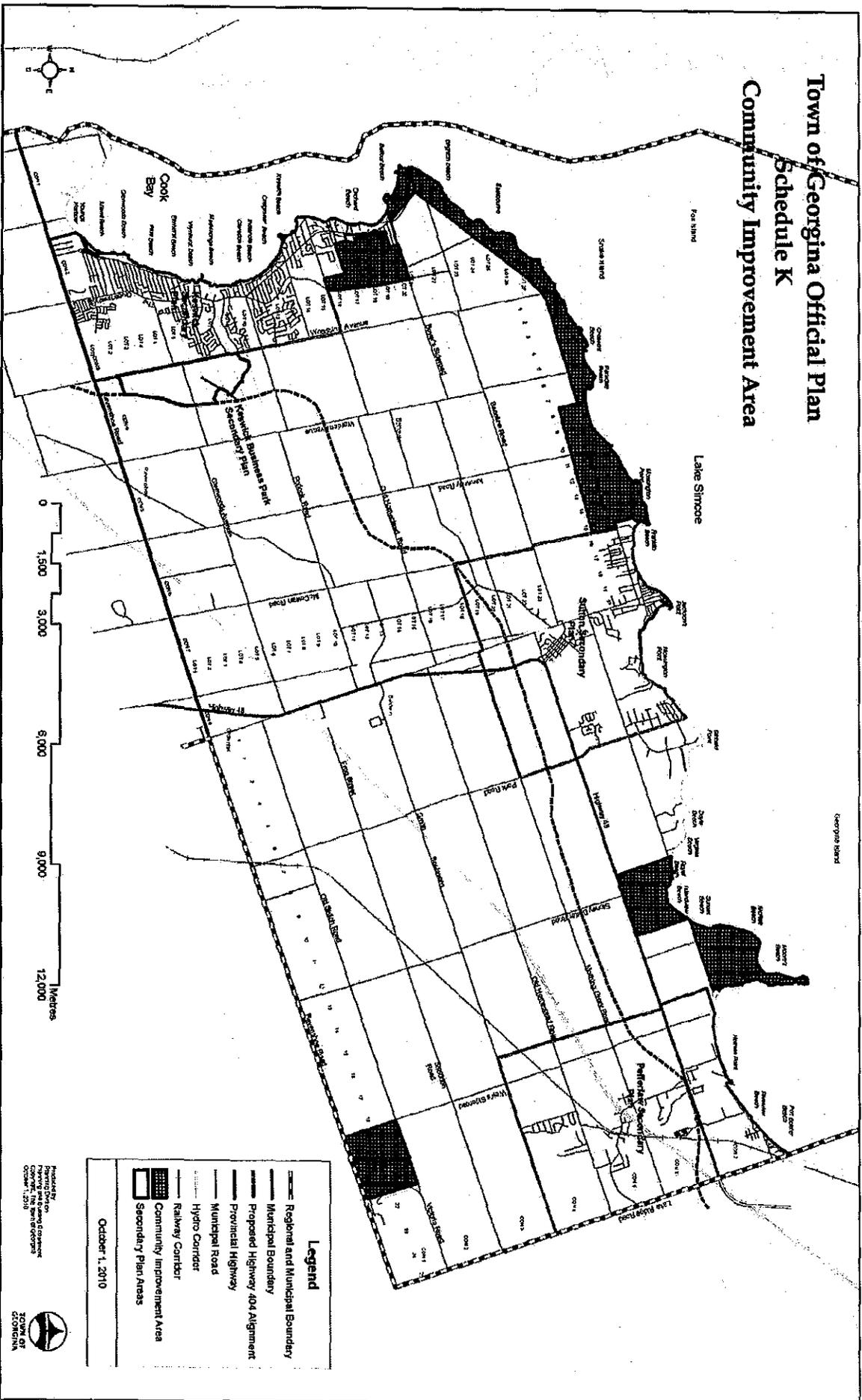
*(C) Encouraging and facilitating the retention of documentation that is of architectural and historical significance to the Town of Georgina;*

*(D) Establishing guidelines for the conservation of heritage resources including individual structures, heritage conservation districts and features of natural heritage;*

*(E) reviewing planning documents, development applications, building permits and sign permits as they pertain to identified heritage resources; and*

*(F) Reviewing municipal, provincial and federal heritage legislation.”*

# Town of Georgina Official Plan Schedule K Community Improvement Area



**Legend**

- Regional and Municipal Boundary
- Municipal Boundary
- Proposed Highway 404 Alignment
- Provincial Highway
- Municipal Road
- Hydro Corridor
- Railway Corridor
- Community Improvement Area
- Secondary Plan Areas

October 1, 2010

Prepared by:  
Town of Georgina  
Planning and Community Development  
October 1, 2010

TOWN OF  
GEORGINA

## Urban Planning Priorities for Three Urban Centers

Georgina's Official Plan has identified 3 Community Improvement Areas (CIPAs): Willow Beach and surrounding lakeshore communities, Virginia and Udora. The Secondary Plan for Sutton/Jackson's Point also identifies Sutton's High Street Historic Centre and Jackson's Point/Lake Drive Centre as community improvement areas. To date, however, community improvement plans have not been created for these areas.

### **Keswick Secondary Plan (Approved in 2008)**

The majority of projected growth in the Town is anticipated to occur in the community of Keswick. Keswick is the largest urban community in the Town of Georgina. By 2021, the community is expected to grow to 38,700 residents and 13,700 jobs.

The primary purpose of the Plan is to manage development in this major growth zone of the Town in a manner that:

**9.1.1.2** *"Provides an efficient, healthy, attractive, safe, pedestrian-oriented, accessible and barrier free community for the present and future residents of Keswick;*

*Promotes and strengthens community identity;*

*Ensures that new development is environmentally sustainable;*

*Ensures that new development is integrated with existing land uses in a logical, orderly and efficient manner;*

*Ensures that new development meets the needs of present and future residents of Keswick;*

*Ensures that Keswick develops in a manner that promotes a competitive and adaptable economic environment that encourages investment and a diversity of employment opportunities; and*

*Protects the environment, including the land, air and water and the life it supports."*

The Plan identifies that the growth of Keswick will be determined by two key factors:

- **Availability and Capacity of Local Servicing:** The capacity for local sewage treatment facilities to accommodate growth in the area is a concern for local planning officials.
- **The Development of Transit Infrastructure:** The construction of Highway 404 adjacent to Keswick and the Bradford Bypass to the south of the area are anticipated to increase

accessibility to the area. It is also expected that the development of infrastructure will improve the attractiveness of the location for settlement and business.

The Keswick Secondary Plan identifies three Urban Centres within the planning area along the Queensway Corridor. These Centres will facilitate higher density, mixed use development:

- **The Glenwoods Urban Centre:** The area is predominantly characterized by retail and service businesses combined with some institutional/community uses and medium density residential development. This area's retail and service commercial role is expected to expand through intensification and infill redevelopment;
- **The Maskinonge Urban Centre:** is a tourist oriented commercial area focused around the marina uses at the Maskinonge River. This Centre is intended to develop as a mixed-use tourist commercial and residential centre and will serve as the focal point of Keswick; and
- **The Uptown Keswick Urban Centre:** is mainly a retail and service commercial area which will feature specialized and boutique retail establishments, restaurants, small-scale office and mixed use commercial/residential uses.

Heritage and conservation policies within the Keswick Secondary Plan area are in keeping with those outlined in the Official Plan (*Outlined above*).

#### **Keswick Business Park Secondary Plan (Approved in 2008)**

Keswick Business Park is anticipated to be a key regional employment centre and facilitator of employment growth and economic activity in the Town of Georgina. The Park is targeted to accommodate between 7,500 and 9,000 jobs by 2026. The Park is a key component of the Town's overall growth management strategy.

The objective of the Secondary Plan is *"to provide for the development of this Business Park in an aesthetically pleasing and environmentally sensitive manner. The Town shall ensure that the natural environment is considered as an essential component of all new development, with special consideration given to natural topography, surface drainage patterns and vegetation cover"* (Section 9.4.1.1 C)

Policies outlined in the document support the following five goals of the Secondary Plan:

**9.4.1.2(a)** *To provide a successful, efficient, healthy, attractive, safe and accessible and barrier free business park for the Town of Georgina;*

*To assist the Town in becoming a more balanced and sustainable community by providing a greater variety of local job opportunities;*

*To ensure that the Town has a significant and marketable inventory of serviced business park lands available to attract businesses to the municipality;*

*To ensure that new development is based on achieving the principles of sustainable community planning; and*

*To ensure that new development is appropriately phased and integrated with existing land uses in a logical, orderly and efficient manner.*

Business Park development will be appropriately phased based on:

- The available water supply, sewage capacity and other municipal servicing in the area. The pace of development will be dependent on approvals for the proposed Keswick Water Pollution Control Plant expansion; and
- The northward construction of the Highway 404 to Keswick, and the Bradford Bypass to the south which is expected to enhance accessibility to Keswick and will improve the viability of the Park as a regional employment centre.

Heritage conservation policies within the Keswick Business Park Secondary Plan area are in keeping with those outlined in the Official Plan (*listed above*).

#### **Sutton/Jackson's Point Secondary Plan (Approved in 2010 and currently undergoing appeal process)**

The combined communities of Sutton and Jackson's Point, which sit within the Secondary Plan area, represents the second largest urban area in the Town of Georgina (the largest being Keswick). The Plan identifies that each community is distinct in historic urban development. Sutton grew primarily from the development of industry (saw mills and factories) while Jackson's Point has naval origins (wharf facilities along Lake Simcoe). An additional 8,390 people expected to be living in the Secondary Plan Area by 2031 (more than doubling the 2009 population of 6,760). The local economy is heavily service-orientated (98.9% of employment). By 2031, an additional 1,850 jobs is projected in the area. It is anticipated that the majority of these new jobs will continue to come from the service-producing sectors primarily located within the community's centres and corridors.

*"The purpose of this Secondary Plan is to provide a detailed land use plan and policy framework to guide future growth and development within the Secondary Plan Area" (Section 9.2.1.1). The long-term vision of the Plan is "to develop Sutton/Jackson's Point into a healthy, vibrant and sustainable community that provides a range of places and opportunities to live, work, and recreate, in a manner that protects the natural environment and respects the community's rich cultural heritage" (Section 9.2.1.3).*

The Plan is based on principles of environmental sensitivity and protection (particular as it relates the Lake Simcoe and Black River), the creation of a comprehensive and linked greenlands system and supports there municipalities Socio-Economic Strategy via policies which aim to:

- 9.2.1.4** *"Promote and strengthen a community structure that includes two local centres and two urban corridors that are the focus of intensification and new development which provides a range of housing, businesses and services in a manner that respects the community's cultural heritage and history; and*

*Develop a well-connected, multi-modal, active transportation system that promotes walking, cycling and transit usage, as well as providing an efficient road network for motor vehicles.*

Heritage and conservation policies are in keeping with the Official Plan. The Sutton/Jackson's Point Secondary Plan identifies two areas of heritage interest which will accommodate mixed-use development:

- High Street Historic Centre
- Jackson's Point/Lake Drive Centre

#### **High Street Historic Centre:**

The Plan supports the strengthening of the Centre as *"an area of historical significance and a focal point for the community"*. The area will continue to develop as a location for cultural opportunities as significant heritage buildings have been identified in the area. The Plan identifies that the Town of Georgina should consider the designation of all or some of the lands and buildings within the 'High Street Historic Centre' designation as a Heritage Conservation District.

The High Street Historic Centre sits within a Community Improvement Project Area. Secondary Plan policy has identified that the Town may consider the preparation of a Community Improvement Plan for the area.

#### **Jackson's Point/Lake Drive Centre**

The Jackson's Point/Lake Drive Centre has been identified as another community focal point and is considered a hub for tourist activity. *"Special care shall be given to maintain, adapt, enhance and preserve the historical built form on lands... The Town may consider the designation of all properties within the Jackson's Point/Lake Drive Centre designation as a Heritage Conservation District under the Ontario Heritage Act."*

All lands within the Jackson's Point/Lake Drive Centre designation are identified as being within a Community Improvement Project Area.

#### **Pefferlaw Secondary Plan (Approved in 2000 and has not been revised)**

The Pefferlaw Secondary Plan identifies the Pefferlaw community as an important rural centre for the Town of Georgina and is permitted to have modest growth.

Goals of the Plan include:

##### **6.7.3.2.1**

- (i) *"To provide for the optimal convenience, efficiency, health, safety and well-being of the present and future residents of the Pefferlaw Community Area;*

- (ii) To maintain the present role and character of the community as a seasonal recreational resort destination...;*
- (iii) To preserve, protect and enhance the significant and unique natural and environmental features and qualities of the Pefferlaw community area...; and*
- (iv) To promote a community identity and define, protect, and preserve the historical and architectural heritage of the community.”*

Heritage policies are consistent with those outlined in the Town’s Official Plan and support:

**6.7.3.2.2 (I)**

- I. “the development of an inventory of architecturally significant historic buildings and unique historical features, and where feasible, to assist with the conservation and/or restoration of such buildings or features;*
- II. To promote architecturally sympathetic development and encourage builders to have regard and take into consideration the character and style of existing structures when redevelopment occurs in the Central Business District;*
- III. To ensure that known areas of archeological potential... be investigated for items of archeological or historical interest prior to final approval of draft plans of subdivision or other consumptive land uses being undertaken nor established, and to encourage the removal of significant findings for preservation purposes.”*

The Plan identifies two potential archaeological sites within the Pefferlaw area and that others may exist within the Secondary Plan area.