

COMPLETE COMMUNITIES in RURAL NL

HOW TO GET THERE

MNL Convention, Gander, NL, May 1, 2015

TRACT



Context

- Global Economic Shift: Rural to Urban
- Rural NL Impacted
- + 200 Rural Communities in NL
- Aging Demographics

Context



- New Rural Community Planning Model Needed
- Complete Communities Viable Option
- Strength of Model Increases with Regional Effort

Context



- Key Components
- Steps to Implement
- Introduce PlaceBuilderTM

What are Complete Communities?



- Well Planned, Engaged, and Committed Communities
- Age in Place: Live, Work, Learn, Shop, Play.
- Focus: Quality of Life and Sense of Place
- Focus: Retaining Youth/Seniors /Attracting New Residents

What are Complete Communities?



- Create Economic Stability and Prosperity
- Sustainable Model for Managing Future Change

Key Elements of Complete Communities

- Mixed Use: Well Planner Land Base
- Housing Choice and Affordability Options
- Strategic Commercial Development



Key Elements of Complete Communities



- Active and Healthy Living Opportunities
- Focus: Open Space, Heritage and Cultural
- Community Design Principles
- Distinct Tourism Branding

Efficient and Compact Use of Land



- Smaller Footprint on Land Base
- Distinct and Connective Land Use Patterns
- Preservation Lands

Efficient and Compact Use of Land



- Minimize Unaffordable Road and Water/Sewer Infrastructure Costs
- Identify Growth Strategy to Coincide with Serviced Area
- Confirm Priorities: Short Range and Long Term

Housing Diversity and Choice



- Responds to Changing Local Housing Needs
- Flexibility and Opportunity in Community Planning
- Range of Lot Sizes and Innovative Housing Types

Housing Diversity and Choice



- Proactive Options for Seniors' Housing and Affordability
- Favourable Conditions for Tourism Accommodation
- Maintain High Level of Community Livability Values

Steps to More Complete Rural Communities



- Urban and Rural Planning Act + Rural Communities
- Better Community Plans to Shape Future
- Responsive Development Regulations

Steps to More Complete Rural Communities



- Inventory of Local Infrastructure Needs, Costs and Challenges
- Acknowledge Rural Community Relations in Regional Context
- Regional Partnerships for Higher Level of Shared Benefits

Regional Pathway – How Can It Work?

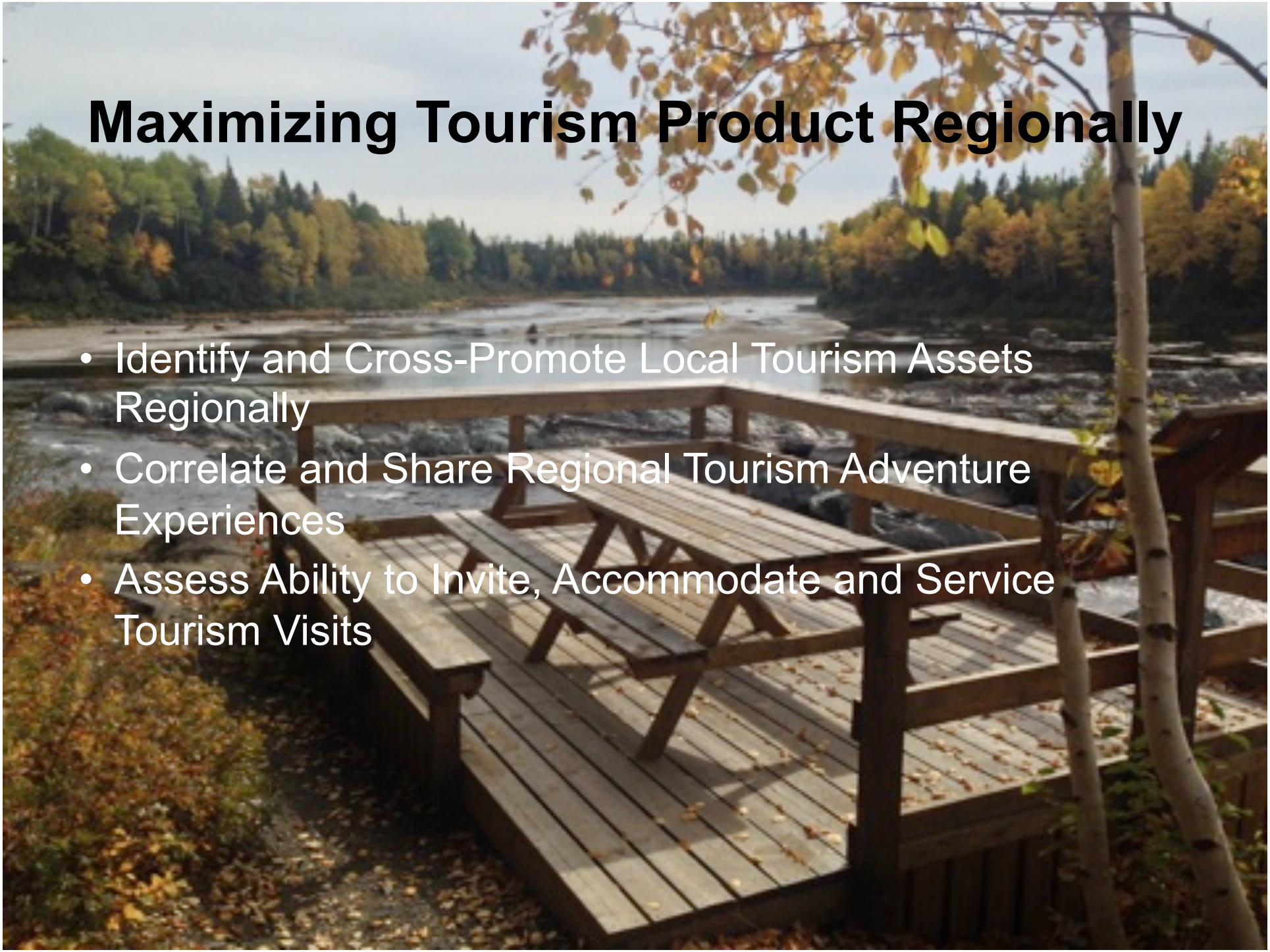


- Rural Communities Strength in Working Together
- Regional Symmetry/Cooperation vs Amalgamation
- Value Individual Community Name and Identity

Regional Pathway – How Can It Work?



- Complete Community Locally and Evolve Regionally
- Develop Shared Regional Vision, Goals and Objectives
- Regional Complete Community Action Framework



Maximizing Tourism Product Regionally

- Identify and Cross-Promote Local Tourism Assets Regionally
- Correlate and Share Regional Tourism Adventure Experiences
- Assess Ability to Invite, Accommodate and Service Tourism Visits

Maximizing Tourism Product Regionally



- Establish Regional Tourism Identity and Promotion Strategy
- Maximize Tourism Expenditures
- Share Tourism Signage Message

Retention Strategies for Seniors and Youth



- Engage Seniors and Youth Through Participatory Opportunities
- Identify Priority Local Needs
- Develop Responsive Programs and Improvement Projects

Retention Strategies for Seniors and Youth



- Explore Regional Mobility Alternatives
- Pursue Regional Seniors Housing Facilities
- Coordinate Recreational and Employment Initiatives for Youth

Regional Complete Communities – Next Steps



- Continue Local Dialogue on Complete Community Planning
- Assess Current Local and Regional Assets, Resources and Challenges
- Identify Shared Resources to Realize Complete Community

Regional Complete Communities – Next Steps



- Create Regional Forum to Work Together
- Establish Regional Action Plan of Cooperation
- Explore Regional Forum with Province

Summation – RURAL Complete Communities



- Not Every Rural NL Community Can Become Complete
- Working Regionally, Rural Communities Can Leverage Local Assets
- Regional Success Will Strengthen Local Communities

Summation – Complete Communities

- Regional Priority Initiatives Provide Economic Efficiency
- Regional Infrastructure Needs Create Louder Voice
- Regional Complete Communities Pathway to Future



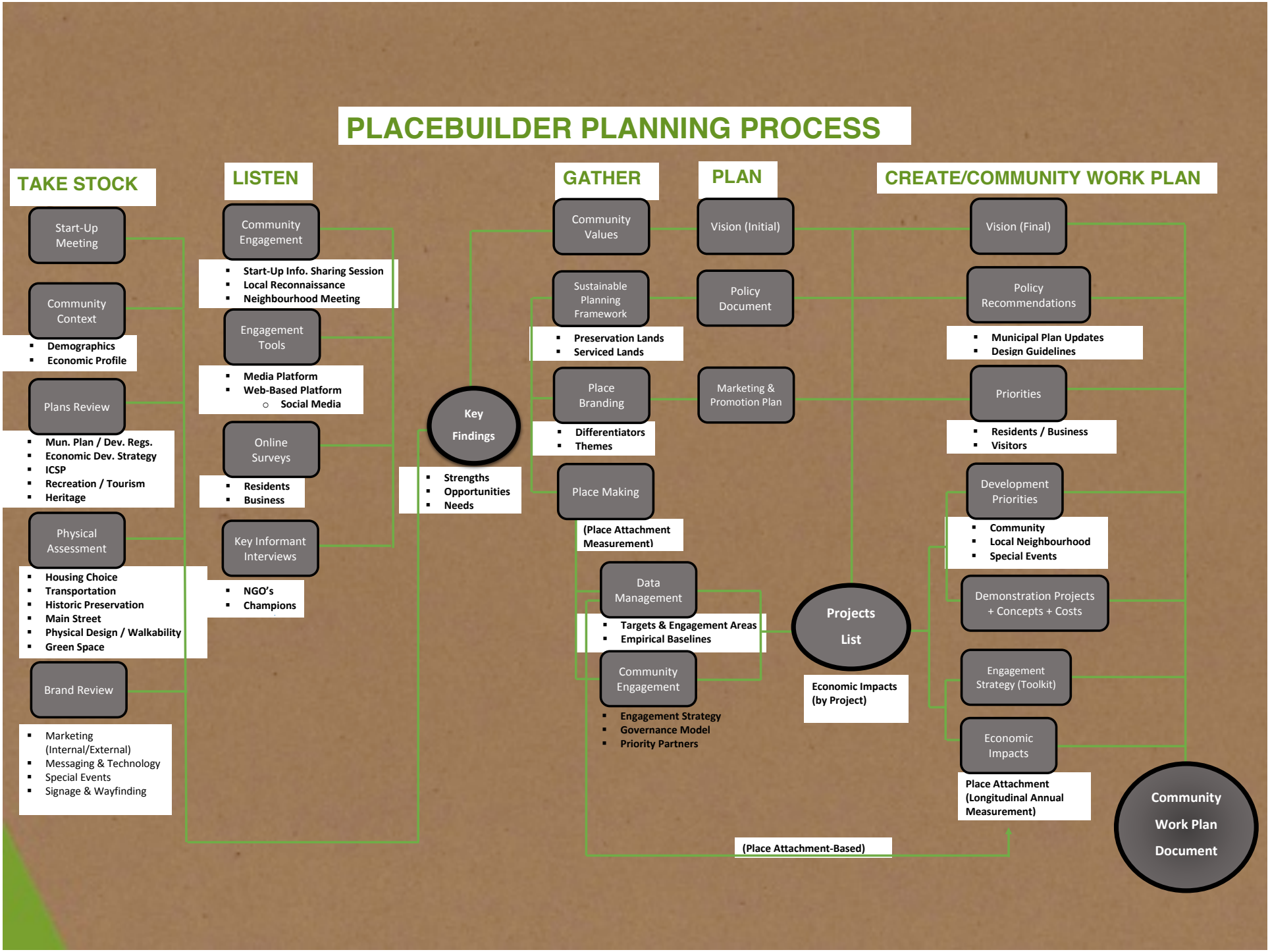
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PlaceBuilderTM






PLACEBUILDER PLANNING PROCESS
TAKE STOCK
Start-Up Meeting
Community Context
Demographics
Economic Profile
Plans Review
Mun. Plan / Dev. Regs.
Economic Dev. Strategy
ICSP
Recreation / Tourism
Heritage
Physical Assessment
Housing Choice
Transportation
Historic Preservation
Main Street
Physical Design / Walkability
Green Space
Brand Review
Marketing (Internal/External)
Messaging & Technology
Special Events
Signage & Wayfinding
LISTEN
Community Engagement
Start-Up Info. Sharing Session
Local Reconnaissance
Neighbourhood Meeting
Engagement Tools
Media Platform
Web-Based Platform
Social Media
Online Surveys
Residents
Business
Key Informant Interviews
NGO's
Champions
Key Findings
Strengths
Opportunities
Needs
GATHER
Community Values
Sustainable Planning Framework
Preservation Lands
Serviced Lands
Place Branding
Differentiators
Themes
Place Making
(Place Attachment Measurement)
Data Management
Targets & Engagement Areas
Empirical Baselines
Community Engagement
Engagement Strategy
Governance Model
Priority Partners
PLAN
Vision (Initial)
Policy Document
Marketing & Promotion Plan
Projects List
Economic Impacts (by Project)
CREATE/COMMUNITY WORK PLAN
Vision (Final)
Policy Recommendations
Municipal Plan Updates
Design Guidelines
Priorities
Residents / Business
Visitors
Development Priorities
Community
Local Neighbourhood
Special Events
Demonstration Projects + Concepts + Costs
Engagement Strategy (Toolkit)
Economic Impacts
Place Attachment (Longitudinal Annual Measurement)
Community Work Plan Document
(Place Attachment-Based)



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