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Memorandum

To/Attention	Prince Edward County Planning Services Department	Date	April 6, 2010
From	Kevin A. Harper, John Uliana, Phil Castro, Holly Foxcroft	Project No	27266
cc	File	Steno	kh
Subject	Prince Edward County Secondary Plans Project -- Stakeholder Interviews Summary		

On February 10, 2010, County staff and members of the IBI Group consultant team conducted interviews with more than 50 community stakeholders with an interest in the planning and development future of the Picton-Hallowell and Wellington urban areas of the County. The community response to the request to participate was outstanding and the event was certainly a success.

The purpose of the interviews was to inform the stakeholders of the project, it's need, and the importance of their involvement in the planning process. In the context of the interest(s) and members they represent, the stakeholders were asked to respond to three simple questions:

1. What do you value about the Picton-Hallowell/Wellington area?
2. What issues or concerns do you have with the Picton-Hallowell/Wellington area?
3. What can be improved upon in the Picton-Hallowell/Wellington area?

The responses to these questions were clear, concise, considerate, and the input invaluable. The following summary is organized by topic area. The topic areas were derived from the feedback received the day of the interviews. Where a stakeholder's comment was not specific to either planning area, these comments are included in the "Other Thoughts" section. This summary does not represent a verbatim transcript of the interviews but simply a bulleted list of key points and comments. A list of participants is appended to this memorandum.

1. What do you value about the Picton-Hallowell/Wellington area?

Amenities (parks, Millennium Trail, and recreational facilities)

- Parks and recreation facilities, open space, Millennium Trail
- Parks and open space areas
- Ball Park, Tennis Courts, Arena

Business (local and small scale)

- Many local traders instead of national retailers
- Downtown heart and village feel in Wellington

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Community Feel (sense of place, people and neighbours)

- Village spirit and feeling
- Uniqueness of the area provides a great experience
- Long-time resident involvement in all matters
- Close-knit community...neighbours depend on each other
- Community has its own identity
- Community feel is authentic...sense of place
- Safe

Demographics (population growth, families, diversity of ages)

- Multi-generational families

Development (sprawl, big box, design guidelines, and infill) – No comments

Economic/Employment (creative rural economy, tourism, and jobs)

- Creative aspects of the area...artists, winemaking

Green and Sustainable – No comments

Historical Character/Heritage/Architecture (buildings, history, signage and historical design)

- Built heritage and architecture
- Architecture representative of Ontario rural history
- Cultural heritage
- Historic look

Housing and Affordability (type of housing and cost of housing) – No comments

Main Street

- Mainstreet focus along Highway 33
- Mainstreet activity
- Like being able to walk to shops and services
- Downtown heart and village feel in Wellington
- Vibrant downtowns for both residents and tourists
- Ability to walk to shops and services

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Municipal Services and Facilities (library, post office, town hall, water, and sewer services)

- Library, Post Office, Town Hall

Natural Environment (creeks, vistas, and trees)

Rural and Agricultural (rural setting and agricultural heritage)

- Agricultural heritage and identity

Seniors – No comments

Transportation (traffic, parking, walkability, roads, and bypass)

- Like being able to walk to shops and services
- Loyalist Parkway
- Walkable

Youth – No comments

Waterfront

- Beach, water views
- No waterfront commercial/industrial
- Waterfront park is a success
- Proximity to water
- Wellington Beach...beach management agreement with MNR and 3 Federal lots assumed by County

Other – No comments

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2. What issues or concerns do you have with Picton-Hallowell/Wellington area?

Amenities (parks, Millennium Trail, and recreational facilities)

- Millennium Trail underutilized and poorly maintained
- Millennium Trail not developed to full potential...need better access and parking points
- Designate more park/recreation lands
- Protected green spaces should still be accessible and promoted for passive recreational uses

Business (local and small scale)

- Lots of service-based uses but not enough local retail...opposite in Bloomfield
- Increase commercial services
- Need new areas within Wellington to accommodate services
- The expansion of the central business district along Main Street – the need to look for investment into retail
- Location of new commercial development, i.e. core vs. edge to town..."same place" versus "someplace else"

Community Feel (sense of place, people and neighbours)

- Must maintain individual identity of each community
- Maintaining cultural heritage look and feel of each community
- Highway 33 between each village is vital...look and feel needs to be protected
- Gentrification should not preclude community identity and variety

Demographics (population growth, families, diversity of ages)

- Wellington should be for more than seniors...young families are important too
- Population has lower than average income and higher than average age

Development (sprawl, big box, design guidelines, and infill)

- New development must be carefully planned...don't fracture retail core by permitting commercial elsewhere
- Urban design guidelines to ensure future development fits into existing design of community
- Toronto transplants want to bring Toronto here, i.e. big box stores
- How will Wellington develop...10 units/acre is too high
- Facade improvements/preservation is important

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- Redevelopment that is consistent with existing development...protect sense of place
- Big box commercial development
- Residential and commercial sprawl
- Focus growth in settlement areas to protect agricultural and environmental resources
- Keep urban form compact and walkable
- Avoid sprawl...having defined urban areas is better
- Urban design is essential but system must be flexible...what about bonusing?
- Development charges and connections fees are too high...need better balance
- Keep things compact so that people can walk instead of drive
- Sprawl will have a negative impact on downtown, especially Wellington
- Maintain connectivity to Main Street Wellington from new development areas
- Urban sprawl and consumption of prime agricultural land
- Need to increase density in urban areas
- Commercial will need to grow if County is to grow
- Develop a plan for the enhancement of the public realm, and the connections and sight-lines from the main streets of Picton and Wellington to the open spaces around them.
- Urban design guidelines for commercial core need to be expanded further to the west in Picton
- Be more discriminating with new development to ensure consistency with heritage character

Economic/Employment (creative rural economy, tourism, and jobs)

- Protect existing community assets (i.e. sense of place, landscape, architecture, etc.) to maintain community viability
- Lack of job opportunities
- Don't rely on tourism too much...it's not the answer to everything
- Creative rural economy needs to be integrated with planning new uses/activities
- Protect visitor experience to maintain quality of life for residents as well

Green and Sustainable

- Energy efficiency...how to incentivize green buildings...green standard for public buildings

Historical Character/Heritage/Architecture (buildings, history, signage and historical design)

- Lack of respect of new development for existing heritage look and feel
- Lack of community awareness about local heritage and need for preservation

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- 3000 heritage properties of interest in County with only 70 designated under Heritage Act
- How to make new development in keeping with existing architecture
- Overbuilding on small lots...incompatible with existing neighbourhoods

Housing and Affordability (type of housing and cost of housing)

- Lack of a mixed-use housing (residential and commercial)
- Need apartments/bungalow apartments
- Decline of housing affordability...200 percent increase in price in recent years
- Multi-family unit homes have been converted back to single-family homes
- Commercial firms on Main Street have removed low end apartments from rental
- Number of young professional families need affordable housing
- Towns should be for working people too with a mix of commercial and housing
- Rent hopping phenomenon

Main Street

- Continued success of Main Street...commercial core needs to be enhanced
- Wellington is not busy like Bloomfield...this needs to be addressed...perhaps extend commercial core to east-west
- Wellington needs shopping anchors at both ends of Main Street
- Downtown cores must be protected as heart of the community
- Wellington downtown too strung out...makes it harder to walk than Picton
- The need to for investment in Main Street in the form of Main Street revitalization and beautification

Municipal Services and Facilities (library, post office, town hall, water, and sewer services)

- Protect public meeting places as assets (libraries, arenas, community halls)
- Increased accessibility and design for buildings and streets (Accessibility for Disability Act of Ontario)

Natural Environment (creeks, vistas, and trees)

- Increase protection and conservation of environmentally sensitive lands
- Waring Creek headwaters must be protected
- Waring Creek headwaters are important and should not be developed...Creek needs designation as natural heritage feature
- Setbacks from waterways like Waring Creek

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- Protection of natural features including Lake Ontario

Rural and Agricultural (rural setting and agricultural heritage)

- Protection of agricultural heritage and distinct boundary between rural and urban
- Master drainage plan is vital to farmers, including Waring Creek

Seniors

- Seniors housing options in Wellington
- The next step for seniors who came to this area as a retirement place, but because of failing health need more care, but have to move away because there is no retirement home or nursing home.
- Accommodations for seniors – apartments

Transportation (traffic, parking, walkability, roads, and bypass)

- Poor signage/wayfinding
- Parking and traffic in downtown cores
- Central parking needed in Wellington
- No by-pass of downtown Picton...not good for business

Youth

- Loss of talented young people to Belleville High School

Waterfront

- Harbour redevelopment...this area is underutilized and wasting away
- Wellington Beach should be highlighted and enhanced
- Investment in the Harbour area to make it a viable and sustainable part of the community, as well a welcoming waterway entrance to Wellington
- Comprehensive plan for Wellington harbour

Other

- Midtown Meats...what is to be done with this site?
- Taxation should not drive land use decisions
- Accessibility is essential for a healthy community
- Underdeveloped lands behind the library...building is being outgrown
- Industrial wind turbines...how will this impact future development and character of the County

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3. What can be improved upon in the Picton-Hallowell/Wellington area?

Amenities (parks, Millennium Trail, and recreational facilities)

- Better maintenance of Millennium Trail
- Cycling and walking trails
- Space for recreation and gathering spaces for families
- Smoke-free recreation facilities/fields
- Develop Millennium trail to full potential
- Address motorized vehicles on Millennium Trail
- Parkland dedication policies needed for new development (number/type of parks, equipment, etc.)

Business (local and small scale) – No comments

Community Feel (sense of place, people and neighbours)

- Pedestrian-only main street for a weekend each year...festival

Demographics (population growth, families, diversity of ages) – No comments

Development (sprawl, big box, design guidelines, and infill)

- More investment/revitalization
- Urban design guidelines for Main Street are needed as in Picton
- Structure for encouraging and managing urban infill development
- Need controls on location and size of box stores
- Public/Private Partnerships should be embraced
- Keep development charges low
- Curb urban sprawl
- Density and redevelopment in urban area should be promoted
- More mixing of land uses such as residential and commercial

Economic/Employment (creative rural economy, tourism, and jobs)

- Lack of year-round sustainable jobs for young people
- Need more jobs with good pay for younger people to stay
- Need light manufacturing jobs with good pay
- Pleased with industrial park...we need more of this...perhaps include a business park
- Staff should push harder for green technology manufacturing

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Green and Sustainable

- Green development should be setting examples in the County
- County must address sustainability in some way...must be more green
- Green initiatives...improved accessibility for walking...tree planting plan...LED street lighting...bike lanes
- Increase energy efficiency measures
- Incentives for 'Green' building initiatives and density bonusing

Historical Character/Heritage/Architecture (buildings, history, signage and historical design)

- Heritage conservation districts/areas needed
- Recognition of cultural/natural landscapes and not just buildings
- No heritage signage in the County
- Delhi area/Macaulay House area needs protection
- Designations could include: Delhi/Harbour, mainstreet Picton/Wellington, courthouse area
- No heritage signage in the County

Housing and Affordability (type of housing and cost of housing)

- As health of local seniors declines, they must leave...no "next step" for them to stay in the community
- Housing variety and affordability for both seniors and lower income employees
- Develop an affordable housing strategy and implement
- Need a mix of housing types, densities, ownership types...intensification
- Encourage housing close to downtown areas
- Need to permit granny flats
- Need more affordable housing and attract families with children

Main Street

- Expansion of central business area along Main Street

Municipal Services and Facilities (library, post office, town hall, water, and sewer services)

- Sewage plant odours
- Community pool
- More public washrooms
- Careful planning of repurposing facilities

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- Make “Duke Dome” into soccer pitch
- Public buildings should meet minimum energy efficiency standard

Natural Environment (creeks, vistas, and trees)

- Protect air/water quality...protect natural habitat
- Increase setbacks from waterways

Rural and Agricultural (rural setting and agricultural heritage)

- Explore opportunity and support for agri-/eco-tourism
- Classify land for agriculture and protect prime agricultural lands
- No farmers markets (as they promote direct competition)
- Buffer between agricultural and commercial areas

Seniors

- As health of local seniors declines, they must leave...no “next step” for them to stay in the community
- Ability to age in place in the County...need continuing care model
- Seniors housing geared to income
- Meet demand for condos for seniors and potential to age in place
- Need more than retirement growth if growth is to be sustainable

Transportation (traffic, parking, walkability, roads, and bypass)

- Need a gas station
- Need an east-west connection across the village
- Lack of transportation alternatives for those who cannot afford a car
- Cycling and walking trails
- Need safe places for walking and biking
- Encourage alternatives to the car
- Alternative to Main Street in Wellington to get through town
- Explore opportunities to share private parking for public use
- Truck by-pass for both Picton and Wellington
- Transit services needed between Wellington and Picton
- Bike Lanes on public rights-of-way
- Reduce 4-lane section of Highway 33 to 2-lanes and add bike lanes
- By-pass for farmers through Picton and Wellington but keep tourist traffic downtown

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Youth

- Lack of year-round sustainable jobs for young people
- Need more jobs with good pay for younger people to stay

Waterfront

- Better connections between water and neighbourhoods
- Accessible waterfront/walkways with signage for connections
- Accessible boat launches
- Huge potential to redevelop the harbour...should acquire Tip of the Bay site
- Harbour and greenspace concept needed to connect public spaces in Picton
- Waterfront park at harbour...waterfront trail
- Linkages, site lines, and physical treatment of harbour area ,i.e. Chimney Point Park improvements (marina/public access)

Other

- Planning process is very slow and expensive...needs to be streamlined
- Planning and Public Works infrastructure databases need to be expanded
- Consider public health in planning and development review
- Promote urban gardens and agriculture sites

Other Thoughts...

- Planning policies/principles must be flexible to accommodate creative economic uses such as home-based business and live/work
- Industrial designation and future is a question mark...perhaps a new category is needed in response to new economy
- Year-round higher wage jobs are needed
- Creative rural economy means new jobs in smaller numbers
- Important to reinforce the uniqueness of the area and its draw
- Development decisions should not be based on tax base but on the impact it could have on uniqueness of the area
- Small town feel is important
- Loyalist history is important
- Balancing residential and commercial needs in both Picton and Wellington
- Millennium Trail underutilized as a tourist attraction to hikers/cyclists
- Facade by-law to ensure new commercial development fits with existing development

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- No public transportation...some kind of shuttle between communities would be helpful
- Interpretation...story boards/signage in the communities

Stakeholder Interview Participants

Business Group

Picton BIAA: Roni Summers-Wickens and Lindsay Richmond.

PELA CFDC: Craig Desjardins.

PEC Chamber of Tourism and Commerce: Lawrie Ackerman.

Rotary Club Picton: Jim Wait.

Rotary Club Wellington: Reg Gemmell

Street Smarts Committee: Shawn Legere and Marc Somerville.

Wellington and District Business Association: Erin Traer.

Rogers Hospitality Services: Chris and Norah Rogers.

Municipal Economic Development Office: Dan Taylor.

Heritage Group

Prince Edward Historical Society: Debi MacDonald and Ron Arvisais.

Museums of Prince Edward County: Derek Cooke.

Municipal Heritage Advisory Committee: John Lyons, Gordon Parsons, and Councillor Marisett.

Realtor Group

Re/Max Wellington: Ron Norton

Century21: Gary Morden

Sutton: Linda Middleton

Citizen Group

Alliance to Protect Prince Edward County (APPEC): Sandra Goranson and Orville Walsh.

Concerned Citizens of Prince Edward County (CCPEC): Duncan Fischer, Lyle McBurney, and Gary Mooney.

Safe and Appropriate Green Energy (SAGE): Caroline Granger and Steven Draper.

County Sustainability Group (CSG): Susan and Fred Holts.

County Wards: Councillors Marisett, MacDonald, Parks, and Thompson.

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Developer Group

MacV Holdings: Alexandra Bake.

Elliott Sage Design & Construction: Peter Sage.

Loch Sloy Holdings Inc.: Jacqui Burley.

Rogers Hospitality Services/Prince Edward Animal Hospital/Barley Says Brewery: Chris and Norah Rogers.

High Street Development: Alan Hirschfield.

RFA Planning Consultant Inc.: Ruth Ferguson-Aulhouse.

County Council: Councillor Mertens.

Culture Group

Cultural Round Table: Jean Anne Carroll.

Prince Edward County Arts Council: Tracy Douglas.

County of Prince Edward Public Library and Archives: Barbara Sweet.

Taste the County: Kathy Kennedy.

County of Prince Edward Recreation, Parks and Culture Dept.: Wendy Lane.

Health Group

Hastings & Prince Edward Counties Health Unit: Eric Serwotka.

Municipal Healthcare Advisory Committee: Sandy Latchford.

PEC Family Health Care Team: Connie Forrester.

PEC Community Care for Seniors Association: Lorna MacDonald.

Housing Group

Affordable Housing Work Group: Cathy McCallum, Sandy Latchford, Gina Cockburn, Deborah Hierlihy, Bev Campbell and Damien Schaefer.

McFarland Memorial Home for the Aged: Beth Piper.

Community Services and Facilities Groups

County Council: Councillors Brian Marisett and John Thompson

Municipal Accessibility Advisory Committee: Lorna MacDonald

Municipal Recreation Advisory Committee: Andrew Morton

Municipal Youth Advisory and Youth Park Committees: Barry Braun

Municipal Recreation, Parks and Culture Dept. for Harbours: Ron Dubyk

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Environmental Group

County Council: Councillors Richard Parks and John Thompson.

Waring's Creek Improvement Association: Cheryl O'Brien and Joanne Tammel

Municipal Environmental Advisory Committee: Ken Wright and Knowlton Hunter

Prince Edward Hastings Land Trust and Prince Edward Stewardship Council: Margaret Kerr

Agriculture Group

Municipal Agricultural Advisory Committee: Councillors Keith MacDonald, Richard Parks, John Thompson, and Brian Marisett.

Prince Edward Federation of Agriculture: Tom Bakker and Robert Williams

Additional Comments

Wellington and District Business Association
Street Smarts Advisory Committee of Council
Ken Wright, Chair PEEAC