

**The Corporation of the
City of Sault Ste. Marie**

C O U N C I L R E P O R T

February 5, 2018

TO: Mayor Christian Provenzano and Members of City Council

AUTHOR: Peter Tonazzo, RPP, Senior Planner

DEPARTMENT: Community Development and Enterprise Services

RE: Shape the Sault

PURPOSE

This report introduces Council to Planning and Enterprise Services' New Official Plan project, "Shape the Sault".

BACKGROUND

The Planning Act requires all municipalities have an Official Plan (OP). The OP's policies reflect the community's vision for land use and the built environment, and align municipal policies with the Provincial Policy Statement and the Northern Ontario Growth Plan. The OP is the most powerful policy tool a municipality has to guide community development as all municipal projects, policies, and by-laws must conform to its vision and policies.

The City of Sault Ste. Marie's current Official Plan was written in 1996. Although the current OP has undergone numerous reviews and amendments over time, the document is still 20 years old. Much has changed since the time the OP was first written. A new OP will ensure the community will benefit from a vision and land use policies that reflect Sault Ste. Marie's current context, and articulate the community's goals for the next 20 years. As well, the new OP will incorporate information from and develop upon recent City initiatives such as the Corporate Strategic Plan, the Community Adjustment Program, and the Downtown Strategy.

ANALYSIS

The Official Plan project is branded as "Shape the Sault", following the lead of other municipalities across Ontario, Canada, and North America that have successfully used a brand to raise excitement about the OP process, attract diverse citizens to participate, make the process less intimidating, and harness the process as a community building exercise.

Shape the Sault represents a departure from previous Official Plan reviews in scale, objective, and desired outcome. The project's overarching goal is to develop a plan that reflects a shared community vision. The proposed process incorporates a diversity of ways for community members to learn, explore, engage, and provide input on the Official Plan project:

- The hub for this project is the ShapeTheSault.ca website, from which visitors can access informational materials, keep updated on project events, and contribute input through online activities.
- Online platforms provide an opportunity to engage a large proportion of Sault residents, especially those that would not normally attend a traditional public meeting. To that end, ShapeTheSault.ca will be complemented by @ShapeTheSault social media pages on Facebook, Twitter, and Instagram.
- Best practices for public engagement indicate that it is not enough to rely on people coming to us; it is more effective for us to go to them. Planning staff will hold pop-up engagement booths at local festivals and events, as well as popular gathering places such as community centres, libraries, and shopping centres throughout the duration of this project.
- Planning staff will proactively seek out community organizations and groups. Furthermore, interested parties are urged to contact Planning staff to set up meetings or workshops to discuss the Official Plan.
- Last but not least, traditional open houses and public meetings will be conducted periodically at key milestones in the project.

Through applying conventional consultation procedures and complementing them with newer, contemporary engagement methods, it is hoped that Sault Ste. Marie residents from all walks of life will be able to participate meaningfully in Shape the Sault. Moreover, providing a variety of options for community members to get involved in this project aligns with the City's stated commitment to accessibility.

FINANCIAL IMPLICATIONS

As part of the 2017 Capital Budget, council allocated \$250,000 to fund the New Official Plan Project.

STRATEGIC PLAN / POLICY IMPACT

The Corporate Strategic Plan will form the basis of many of the policy directions contained in the new Official Plan, especially as it relates to the Strategic Focus Areas of Community Development and Partnerships, Infrastructure, Service Delivery and Quality of Life.

Shape the Sault!

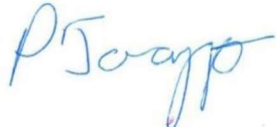
2018 02 05

Page 3.

RECOMMENDATION

Resolved that the Report of the Senior Planner, dated 2018 02 05 concerning Shape the Sault be received as information.

Respectfully submitted,

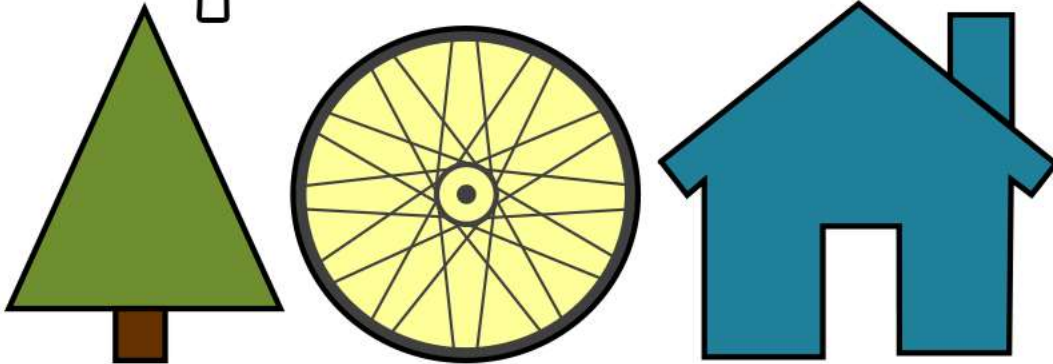


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Shape the Sault.ca



Sault Ste. Marie Official Plan Review