

# ONTARIO PLANNING JOURNAL

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## CIP NATIONAL CONFERENCE A HUGE SUCCESS

More than 600 delegates from Canada, the U.S., and from as far away as Australia, South Africa and England, attended what is thought to be CIP's largest ever National Conference, held in Toronto in July.

The Conference received extensive press, radio and TV coverage, giving exposure to individual speakers and panelists, as well as publicity for the aims of CIP and its member organizations. Initiatives supported by CIP such as "Healthy Cities" and "Buildings Revival Coalition" fitted nicely into the eclectic theme. Professionals involved in diverse aspects of planning, development and the environment at large, found many interests and issues in common.

The Conference appears to have been a success from every perspective, especially the financial. The interest shown by corporate sponsors, from the largest multi-national to the smallest consulting firm, contributed in no small measure to the healthy balance sheet.

The intensive pace of the Conference program continued right until the last session late on Wednesday afternoon. Every session was recorded by Audio Archives, and tapes are available at very reasonable prices. Watch for a flyer containing a complete ordering form.



*Steve M. Sajatovic congratulates conference chairman Diana Jardine (Manett)*

## OPPI President Praises Organizers, Sponsors

By: Stephen M. Sajatovic, O.P.P.I. President

The 1987 CIP National Conference is now a pleasant memory to all those who were fortunate enough to attend the event. The program, speakers, social activities, and even the weather, all co-operated to provide a memorable gathering. OPPI can truly be proud to have played host.

The Conference Committee was top-notch, and several individuals merit particular mention and our thanks:

**Beate Bowron**, Keynote Speaker Co-Ordinator; **Barry Crowe**, Social Events; **John Farrow**, Sponsorship; **Janet Grant**, Registration and Logis-

tics; **Elizabeth Lea**, Social Events and Promotion; **Glenn Miller**, Promotion; **Grace Strachan**, Program Co-Ordinator; **Myra Weiner**, Treasurer; and **Larry Sherman**, Speakers.

As Conference Chairman, **Diana Jardine** did a wonderful job of bringing everything together to ensure that the Conference was a tremendous success. Her ability to attract

*cont'd. on page 2*

## CIP ENDORSED BUILDINGS REVIVAL Coalition attacks tax white paper

The Buildings Revival Coalition is a national movement which seeks a more fair after-tax treatment of those investing in the rehabilitation of older buildings. The Coalition, which is supported by CIP, applauds the general objectives of the Federal Government to build a new tax system that will be "more fair and more progressive," and that will "complement and support important initiatives" that will shape the future of Canada. However, the Coalition believes that the tax reform initiative still has some distance to go.

The Coalition feels that three elements of the tax reform proposals need further consideration: the depreciation of buildings, the "Put-in-Use" rule, and the retention of investment tax credits.

### Depreciation and the "Put-in-Use" Rule

The proposed reduction in the rate of depreciation of buildings from 5 percent to 4 percent, and the so-called "Put-in-Use" rule, will discourage new investment in building rehabilitation. The "Put-in-Use" rule will only penalize the rehabilitation industry, both in preventing immediate write-off of depreciation and, more dangerously, in encouraging rapid completion of rehabilitation projects, which could compromise quality. Furthermore, the White Paper does not call for the removal of incentives for demolishing older buildings that still exist in the Tax Act.

### Investment Tax Credits

The retention of investment tax credits by the Federal Government does not harmonize with the stated intent of the government to provide a "level playing field" for investors. The fact remains that the Federal Government continues to use tax policy to encourage investment in certain kinds of business in certain regions of Canada.

It could be argued that practically every region of Canada has its own particular economic development problems. Instead of providing artificial incentives for business to locate in particular regions, would it not make more sense to remove the disincentive to industries that would otherwise be naturally attracted to those regions. It would be more fair to give the same advantage to investors in all parts of Canada in sectors which have demonstrated potential. The Buildings Revival Coalition makes a solid case for increasing employment in the labour-intensive industry of building rehabilitation on a Canada-wide basis.

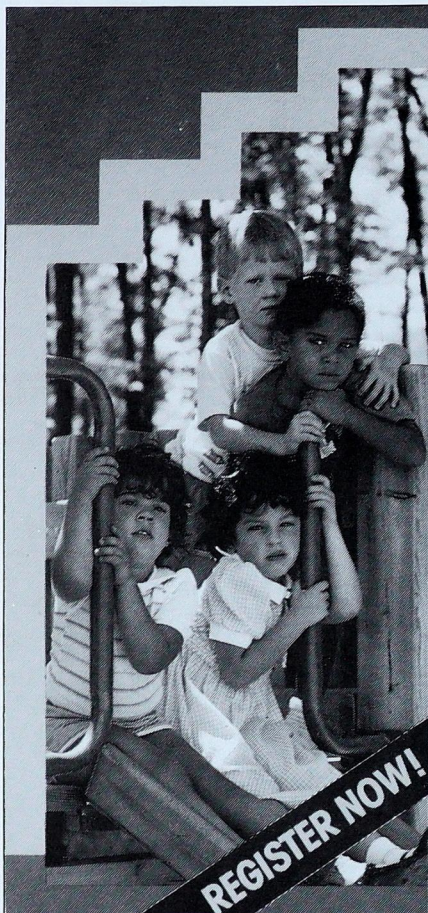
A hard-hitting video prepared by the Coalition was shown at this year's CIP Conference. Further explanations of the tax positions were made by Marc Denhez, a lawyer representing the Coalition.

Denhez is a noted author on heritage issues. In addition to his law degrees, he also studied at McGill's School of Urban Planning.

*Continued from first page*

an army of volunteer workers was also quite an achievement!

To the people we've mentioned, and to the numerous volunteers who also contributed, your colleagues in OPPI offer our thanks. In assisting your professional organization, you have also shown us that "volunteerism" is indeed alive and well. As Institute President, I am indeed impressed and pleased to see this. It indicates a spirit which augurs well for the future of our organization.



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## PEAWANUCK: SKILLS, WITS AND GOOD LUCK PUT NORTHERN COMMUNITY ON MAP

By: Tony Usher

This column is (for a change), about a good news story. The story is Peawanuck, an Ontario community of 160, about as far from King and Bay as you can get, and so new that you won't find it on your latest road map.

On Ontario's flat Arctic coast, the major rivermouths are prone to flooding at breakup. These rivermouths are also home to the coastal Cree. At the mouth of the Winisk lay the community of the same name; until May, 1986. Last spring, ice jamming caused a sudden surge. The river, choked with ice, washed over Winisk. Within a few minutes, all but five buildings had been pushed away. The survivors are still amazed that only two people were killed. Had the flood happened at night, many more would have died.

The Indians of the Hudson Bay coast are the most isolated in Ontario, and have been the last to feel each wave of European acculturation. Winisk originated as a summer camp, fur trade post, and mission, around the turn of the century, but did not become a permanent community until the 1950's, and the last families moved in from outlying camps even more recently. Modern times arrived with a vengeance in 1954. The Mid-Canada Line, intended to help detect Soviet bomber attacks, was to include the southwest coast of Hudson Bay. Winisk was to be the control centre for a string of remote stations. Airmen, contractors, and equipment poured in, and built a base across the river from the community. There were jobs for the local trappers, as well as for the migrant builders of post-war Canada. The Mid-Canada Line went into service in 1958; seven years later, it was abandoned - lock, stock, and barrel.

Always the Cree persisted. They still had the land pretty much to themselves, and could rely heavily on the traditional economy. They maintained a stable community, free of the exaggerated social problems that afflict some reserves. They put up with a low-lying, poorly drained, floodprone site, cut off from its airstrip (the old Mid-Canada base), by a river impassable at breakup and freezeup. They discussed new town sites with the senior governments. Peawanuck, 35 km. upstream, was identified as ideal, but nothing happened until the flood in May, 1986.

The miracle of survival turned into a miracle of action. By winter, Peawanuck boasted a road-accessible airstrip, and enough houses to accommodate people, school, church, and administration. This year, more houses are going up, along with some community buildings, and the first phase of a water and sewer system. Standards are practical, not luxurious, but are far superior to those of the old Winisk.

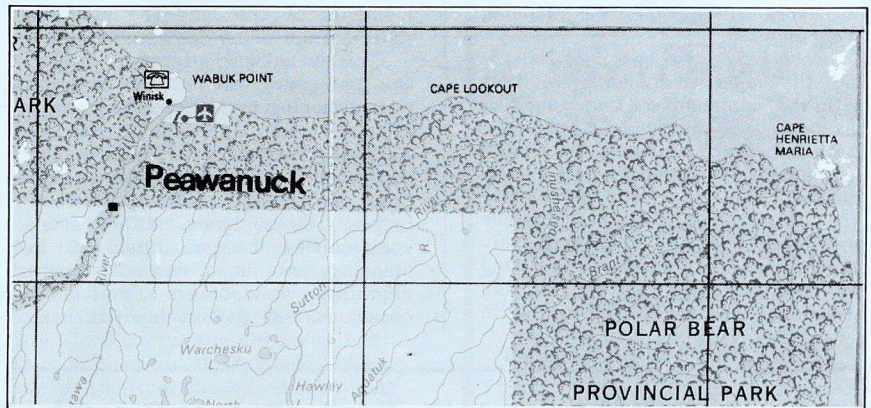
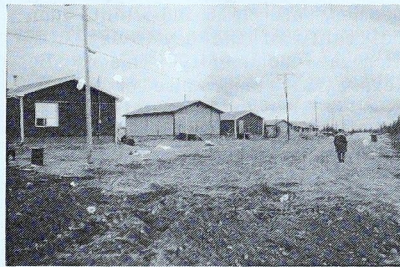
Building a new town in a race with winter, in the most remote part of Ontario, has had to be a partnership. Governments made up for past unresponsiveness with generous aid. Other bands and non-Indian individuals and groups donated cash and labour. The people of the Weenusk Band have used all their considerable skills and wits to orchestrate the

planning and financing of Peawanuck, direct and co-ordinate outside consultants and contractors, and undertake much of the construction themselves.

The achievement of Peawanuck, is first and foremost that of its own people. It certainly would not have been possible without taxpayer help. The federal and provincial contribution per person housed, may equal the total public and private capital cost per resident, of a higher income metropolitan subdivision. Many other Ontario Indian communities, not just on the Arctic coast, are on floodprone or otherwise unsuitable sites selected by fur traders, missionaries, or bureaucrats. These communities will undoubtedly have strong claims to similar treatment in the future. Yet, in the overall context of our swollen public spending (Mid-Canada Lines and their successors included), the building of Peawanuck looks pretty good, not only as a generous response to disaster, but also as an investment in our social capital.

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This column should not be limited to one-way pontification. If you would like to see me devote a future column to a subject dear to your heart, please let me know in care of the **Journal**.



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## CONSULTING TO SMALL COMMUNITIES A SPECIALIST SKILL

Planning services to small municipalities in Ontario are generally provided by consultants. The contributors this month discuss the unique demands of their role in these communities.

**J. Ross Raymond** explained that in municipalities where there is no planner, the consultant must establish a very good working relationship with the clerk, to ensure that there is a good "telephone connection" between the municipality and the planner, in order that an efficient administrative process can be carried out by the small municipality. Questions about planning approvals are much closer to the citizen in small municipalities, and a change in zoning can be much more traumatic when it effects a higher proportion of the total residents of the community.

The need to know the details and reasoning behind the development of the municipality's existing planning controls, is absolutely essential to the consultant to a small municipality. Consultants should make a strong effort to resolve issues in small communities, without the need for complicated amendments to official plans and zoning by-laws. Negotiation and mediation skills are required to a much higher degree in small municipalities, than is the case in larger municipalities where the planning opinion being given to a Council, is usually the product of several planners in the planning department.

**Robert Lehman Assoc.** also stressed the need to become familiar with the community. Understanding the community is not just compiling statistics regarding population growth or number of households. It means knowing what made the community what it is today. This may involve understanding its history - definitely it involves understanding the existing and potential economic base. It may also involve knowing who's who in

the community, in order to direct your information to those directly involved in the decision-making process. It means understanding that every community believes that they are unique, or have some aspect of their town that is different from every other. In fact, every community is unique, because it was and is composed of different people from any other community. The style, urban form, and personality of the town, is a product of all the past and present residents.

Because of the size of smaller communities, there is a greater opportunity for a consultant to become directly involved with the politicians and those members of the public who are affected by particular studies or proposals. It gives the consultant an opportunity to work with people, to learn from them, and hopefully to impart his/her ideas. Often it means understanding that the professional "principles" or planning theories, are less important than the reality of the day-to-day situation in a community. This usually means that compromise or negotiation is the solution, rather than the imposition of some overall master plan which is unlikely to ever be implemented.

This need for flexibility was also noted by **J.H. Faulkner & Assoc. Ltd.**, who pointed out that almost all small communities have some elements of the land use planning function, but often don't realize their use, either unknowingly, or by choice. One community that comes to mind had no zoning by-law, and used their official plan for that purpose. Another had both, but refused to recognize the official plan to the point of not even publicly acknowledging its existence. Other small communities become involved in planning, only as a means of grant eligibility, while others are planning conscious, but do not have the tax

base to actively participate, and become very frustrated.

This is the real "grass roots" planning, and is a whole world apart from the highly technical operations found in larger jurisdictions. Small community development problems are generally as complex and important as in large areas, but must be resolved by the consultant on a much greater personal, and less technical, basis. The same degree of expertise and technical background is required at both extremes.

However, within this scenario, the role of the province has taken on greater significance. **Mark Dorfman, Planner Inc.**, indicated that the impact of Provincial Policy Statements such as the Mineral Aggregate Resource Policy, the Foodland Guidelines, and the more recent Floodplain Policy, is greatly felt, particularly in rural communities. Moreover, one could argue that the small municipalities are essentially being regulated by the province, through a series of Policy Statements. Much of one's consulting work involves reconciling these policies with the client's proposal, and the municipality's development objectives.

Mr. Dorfman also pointed out differences in representing private interests in smaller municipalities. As numerous small municipalities do not employ planning staff, a consultant acting on behalf of a landowner, will usually consult with the elected politicians. Contacting the politicians in public, to review the proposed development, creates a problem with respect to the Planning Act. The municipal council should not be seen to have made its decision prior to the holding of the required public meeting. While the process works well in the larger municipalities where the consultant may confer with the planning staff, this is one problem area in which the Planning Act might be modified to accommodate for the differences in the process of planning within small communities. In addition, smaller communities do not have the capability of appraising and evaluating the often required special site-specific engineering, hydrogeological and agricultural assessment reports submitted in support of a development proposal. As a result, the planner often acts as a quasi-consultant to the municipality, as well as to his client, creating a conflict of interest. If another professional is hired as a consultant to the municipality,

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the developer is faced with paying both administrative costs as well as the professional fees of the municipality's planning consultant. The applicant is therefore paying twice the cost, because of the municipality's lack of resources. There is then a greater financial cost in doing business with a small municipality.

Like **John Lehman**, all of the consultants underlined the more direct approach of Council in small municipalities. The politicians are clear about what they want, the public makes its voice heard, and a decision is made. There seem to be very few hidden agendas. People who are decision-makers in smaller municipalities are doing it generally on a volunteer and part-time basis, and are not interested in politics as a career. This generally makes for quicker and better decisions in

terms of the initiation and implementation of planning proposals.

What are the satisfactions of consulting to smaller communities? **John H. Faulkner** sums it up - challenge, diversification, close associations, and often having to lead the community by the hand through the planning "maze". The small community consultant, somewhat like the now virtually extinct doctor who makes house calls, is a way of life, and a lifestyle inseparable as to occupation and home. The compensations of satisfaction, involvement, and continuous variety of challenge, may not pay the bills with too much excess, but it sure can be fun trying.

*"Other People's Business" is compiled by Edith A. Ganong, Metro Planning Department*

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## Proctor and Redfern celebrates 75 years

The Proctor & Redfern Group, one of Canada's oldest consulting engineering and planning firms, celebrated its 75th Anniversary on June 18th, with some 850 distinguished guests, a military band, a piper, and an announcement of scholarships in civil engineering at the University of Toronto for the next five years. Proctor & Redfern's President, Don Redfern, presented the first cheque

to Dean Heinke.

Mr. Redfern recollected that the firm has designed many water and wastewater treatment plants, highways, bridges and other public works for numerous municipalities, as well as the planning for such new towns as Erin Mills. Proctor & Redfern has also undertaken substantial overseas work in places such as Afghanistan, Nepal and Barbados.

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## OBITUARY

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### Ecologist R. Dorney Dies At 59

Prof. Robert S. Dorney, a pioneer in making the public aware of pollution and the need to protect environmentally sensitive areas, died suddenly of a heart attack in July. He was 59.

A native of Milwaukee, Wis., Dorney came to the University of Waterloo's school of urban and regional planning in 1967, and was a faculty member in environmental studies.

Having obtained his doctorate in wildlife management from the University of Wisconsin, Dorney was particularly interested in the use of farmland and forests in the region, and concerned that they shouldn't be turned into wastelands.

Dorney was a founding partner in 1970 and board chairman of **Eco-plans Ltd.** of Waterloo. An early project included consulting on the

environmental impact of the Metro Toronto Zoo.

During the past year, Dorney had travelled in Japan and Indonesia, lecturing on environmental issues.

He was a member of numerous organizations including the Canadian Wildlife Society, the Canadian Institute of Planners, the Ecological Society of America, and was the founding president of the Ontario Society for Environmental Management.

In 1986, Dorney received the Bradford Johnson Award from the American Association of Landscape Architects.

Donations can be sent to the Professor Dorney Memorial Fund, School of Urban and Regional Planning Faculty of Environmental Studies, University of Waterloo.

On behalf of his colleagues in OPPI, we extend our deepest sympathy to his family.

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# HERITAGE CONSERVATION: THE MODERN MOVEMENT

By: Glenn Scheels

The term heritage conservation usually conjures images of an elegant old Victorian or Georgian building being saved from demolition and re-used as a new restaurant, office, or retail shop.

Over the past two decades, we have become aware of the irreplaceable qualities of the older structures in our environment. Heritage conservation and L.A.C.A.C. groups have been formed throughout Ontario, with older buildings preserved from Toronto to Perth, and places in between. Our Official Plans now have policies addressing built form and preservation of our past.

With the passing of time, we are now witnessing a movement to preserve buildings of our recent past, those of the Modern movement. The Modernist movement with its roots in the Bauhaus school of Germany, has shaped the form of our urban centres over the past thirty years. The sleek, clean structures are symbols of the tremendous growth which has occurred in post-war North America, just as the older Victorian and Georgian buildings are reminders of another era.

The owners of some of these buildings designed and constructed in the 1950's are now at a position where they are assessing the present and future value of the buildings and the land. Built with 25 and 30 year mortgages, the loans have now been repaid, and many buildings face repairs to deteriorating structures, or upgrading to current office standards. Building systems technology has advanced greatly since these buildings were constructed, with windows and insulation for example, now being much more efficient. These elements have combined to cause some Modern buildings to be vulnerable to demolition or insensitive renovation.

The Modern movement is one

whose planning and design has not been loved as dearly as that of other architectural styles. For every steel and glass classic, there are as many buildings which we loathe due to their inhuman aspects such as wind-swept plazas, or the repetitive use of mirrored glass on building after building. The Modern mega-structure was often erected after the insensitive demolition of buildings from a previous era, and with little regard for neighbourhood context. Author Tom Wolfe referred to our modern downtowns as "row after Mies van der row of glass boxes".

But I suppose these insensitivities can be found in any architectural movement. Buildings which have failed to provide for the common good and address the needs of people, are not successful. Those which address the needs of its users and pedestrians, and displayed a sense of purposefulness and pride in ownership, will hopefully survive.

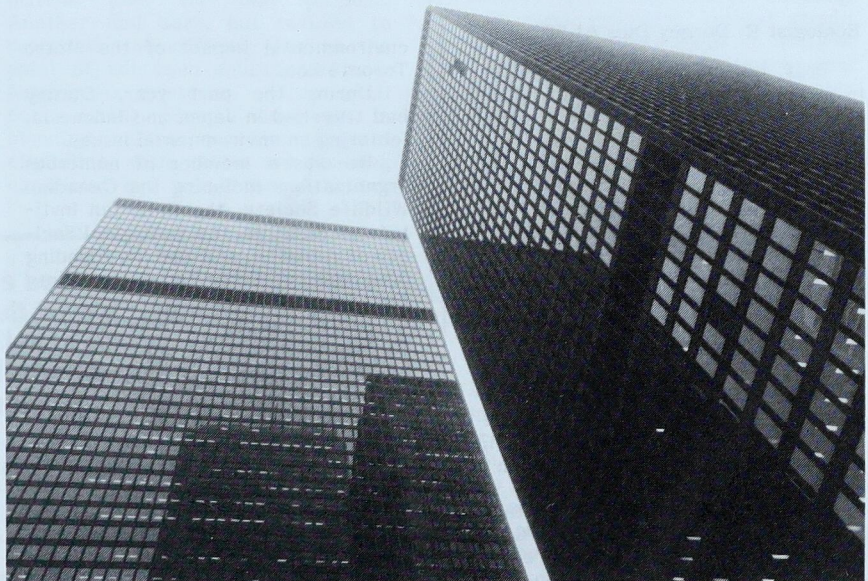
The Bureau of Architecture and Urbanism was recently formed in Toronto after the Bulova Tower, a landmark for thirty years on the CNE Grounds, was demolished in 1985 to make way for the annual "Indy" car race. The Bureau, founded by a group of Toronto architects, is not a preservationist agency, but a volunteer group, wishing to raise an awareness and appreciation of

Toronto's Modern architecture.

The group recently mounted an exhibition entitled "Toronto Modern: Architecture 1945 - 1965", in the lobby of one of Toronto's finest Modernist buildings, the "new" City Hall. The show highlighted ten buildings in the City, which were chosen not as the definitive "Top 10", but as examples which provide a capsule history of this period. Included in the retrospective in addition to City Hall were the Toronto-Dominion Centre (1963), Massey College (1962), Ortho Pharmaceutical (1955), and the Benvenuto Place Apartments (1955).

The urbanists also included an example of Modern planning concepts in the exhibition with the inclusion of the Don Mills new town of 1953. Don Mills exemplified planning thought of that era of new suburban development. The community was planned on the neighbourhood principle, with each residential quadrant focussing on a common town centre. Pedestrians and vehicular traffic were separated with green spaces integrated with each aspect of the town. A variety of housing types were built, and industrial development provided to foster a self-sufficient community. The new town also became home to a number of Toronto's fine, and not so fine, examples of Modern architecture.

Ottawa too, is having to come



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to grips with the future of a landmark Modernist building. The City is currently debating the future of its City Hall on Green Island. The building was designed in the mid-1950's following a national competition, and was awarded a Massey Medal for architecture in 1959. Now the building is over-crowded, the roof leaks, the council chamber has poor acoustics, and there are problems with temperature control and ventilation. City

Council will now decide whether to demolish the building and rebuild on the same site, or retain the building and incorporate it into a new Civic complex.

As with any architectural style, Modernism is expressive of an era. The architectural merits of a particular building can be debated - and always will be. As city planning becomes more design-conscious, we are focussing on what our cities

will look like. We will now have to ensure that the finer examples of Modernism are preserved, as Modernism too, is part of our history. My how time flies!

*Glenn Scheels is a senior planner with Walker Wright Young Ltd. He is also your new central district editor.*

OPINION

**MUNICIPAL CLASS ENVIRONMENT ASSESSMENTS - OPPORTUNITY FOR MUNICIPALITIES TO BUILD A TRADITIONAL FRAMEWORK**

By: Richard R. Brady, MCIP

Municipalities have been subject to the provisions of the Environmental Assessment Act and its requirement to prepare an Environmental Assessment for major projects, since 1980. In the recent past, some municipal projects have been exempted from the Act, either through "grandfathering", or specific Ministerial exemptions. A relatively new option for municipalities, referred to as "Class Environmental Assessment", has been developed for certain "classes" of municipal projects. On April 19, 1987, the Provincial Cabinet approved a "class" procedure for municipal road projects, and a similar procedure for municipal sewer and water projects. There is a six month "phasing-in" period, that ends October 11, 1987.

When the "Municipal Regulation" was passed in 1980, there was provision made for a "Class Environmental Assessment", which would differ in complexity from a full Environmental Assessment, and be more streamlined. This provided municipalities with another option for planning a wide range of municipal projects. However, certain projects such as waste management, remain subject to full Environmental Assessment.

This same option is available to Provincial Ministries and agencies. Several "Class Environmental Assessments" have been prepared by Provincial Ministries and agencies, and have been accepted by the Ministry of the Environment, and in turn, Cabinet. For example, stream bank improvements and erosion protection of shorelines, are the subject of "Class Environment Assessment" provisions which may be applied by Conservation Authorities and Ontario Hydro. These agencies may plan such work, based on the mutually agreed approach that is contained in the "Class Environmental Assessment". Of course, the option remains to do a full Environmental Assessment if the "Class Environmental

Assessment" approach is not preferred by the agency for a particular project.

Briefly, a "Class Environmental Assessment" is a specified planning process for a class of projects. If the specified planning process is followed, and no unexpected difficulties occur, such as a large public outcry against the project, there is no need to submit environmental reports for a lengthy government review, nor any requirements for a public hearing. There are specific provisions for public meetings, a need to identify alternative solutions to an identified problem, identify impacts of alternatives on the envi-

ronment, preparation of an environmental study report, and to notify review agencies for input and comments. One of the major differences in approach involves the review process. The municipality is the review co-ordinator for a "Class Environmental Assessment", as compared to the Ministry of the Environment for a full Environmental Assessment.

The specified planning process that is to be followed for a "Class Environmental Assessment" is not developed by the Ministry of the Environment. It is up to the proponent, in this case municipalities, to develop such a process that is acceptable to the Minister of the

*cont'd. page 20*

**MUNICIPAL CLASS ENVIRONMENTAL ASSESSMENT**

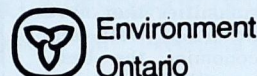
**SEMINAR SERIES**

The Ministry of the Environment, in co-operation with the Municipal Engineers Association, has prepared a series of one day seminars to implement the Class Environmental Assessments for Municipal Road Projects, and Municipal Sewage and Water Projects.

The purpose of the seminars is to provide an introduction to the use and interpretation of the Class EA's, including; how to meet the requirements of the Class EA, how to use the Class schedules, and how to prepare an Environmental Study Report.

Seminars are scheduled to begin mid-October and will run through the Spring of 1988. To obtain further information on how to register, please complete the form at the bottom of the page and return to:

Environmental Assessment Branch  
Ministry of the Environment  
135 St. Clair Avenue West, 7th Floor  
Toronto, Ontario M4V 1P5



(416) 323-4629 (general enquiries)

Request for Class EA Seminar Information

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Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

# A RETURN TO THE ECONOMIC CITY STATE?

By: John Farrow

To what extent should governments intervene in business to realize economic objectives? How far should this intervention go, and what are the risks? These were the questions put to two keynote speakers at the recent CIP Conference. One was **Ira Magaziner**, a prominent international strategy consultant from the United States, and the other was **Richard Gilbert**, the immediate Past President of the Canadian Association of Municipalities.

This column is a synthesis of the speakers' views concerning some key points.

## 1. Avoid Rushing In Where Angels Fear To Tread

Business is complex and fragile. Businessmen are like us, neither geniuses nor fools, and therefore generally run their businesses in a reasonable way. Each business has its own characteristics, and a strategy for meeting competition. Before intervening, a thorough understanding of the industrial sector concerned, and the strategy of the company, is required. As a result, anyone involved in economic development requires a good understanding of business strategy.

## 2. Understand The Competitive Environment

The world is changing rapidly, and small business and local economies are very likely to be buffeted by the "winds of change" sweeping through the international market. Many of our communities are vulnerable because the businesses they depend on are vulnerable. However, there are many lessons to be learned from other countries, including examples of communities that have faced economic disaster and survived. A critical factor that often influences the community's ability to survive, is community spirit, pragmatism, and willingness to work cooperatively. Communities that have this characteristic adapt well, and rebuild their economies the best. Most communities will be required to do this a number of times, therefore these attitudes should be consciously developed.

## 3. Community Income Is The Residual Of Successful Business Initiatives

Incomes, whether they are in the form of wages or dividends, result from successful businesses. It is therefore inadvisable to offer

incentives to attract businesses that require low wages to survive in the longer term. These businesses don't offer a good return on the investment made to attract them.

## 4. A Strategy To Attract Business Is Similar To A Strategy For Business Investment

Communities require competitive and sustainable businesses in the long term. The same business strategy methods that companies use to determine where to invest for expansion, can be used by communities to determine where competitive advantage can be sustained in the long term. This allows businesses that have long term viability, to be identified and targeted by communities.

## 5. One Size Doesn't Fit All

Each company develops unique ways to compete. It is necessary to understand the critical success factors for each business before intervening. As a general rule, this means that decision-making by governments should be decentralized to a point where this individual understanding can be achieved. In this regard, municipalities are good vehicles for relating to business, and therefore good vehicles for economic development initiatives.

## 6. Public/Private Ventures Are The Best

Governments should only invest on a partnership basis, and their investments should be structured to ensure the risk is shared with the entrepreneur. These investments should only be made in activities

which analysis indicate are competitive. Except for a limited number of investments on a national basis in strategic industries, investments should not be made in uncompetitive businesses, and as a general rule, investment should not be made to keep businesses alive.

## 7. Ideology Clouds Judgement

Economic development is practical and difficult. Investments made on an ideological basis ignore the fundamentals, and are usually doomed to failure.

## 8. Embrace Technological Change

Technology means investment. It is desirable that this investment is made in your community and not somewhere else, as this investment means long term competitiveness. Everything should be done to encourage investment, even if in the short term, the cost appears high.

What was most interesting about these two speakers, was that although they were drawn from very different backgrounds, and working in different contexts, they agreed on many things. Their overall conclusions were two:

- \* the world is very competitive, and this competitiveness is intensifying, and
- \* in a North American context, partnership between government and business, often at the local level, is required to meet this competition.

These conclusions suggest that concern with economic competitiveness will become an issue of major increasing concern to all municipalities in the future.

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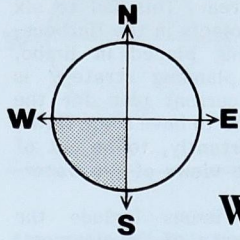
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**SOUTH  
WESTERN**

## SUMMER ROUNDUP

Summertime and the action in the Southwest District, land of fun and sun interspersed with dedicated planners, is everywhere - but hard to find. Contrary to popular opinion, planners in the Southwest are not celebrating the new age of harmonic convergence by taking the next millennium off. Our team of mud-raking reporters has unearthed the following:

### Perth County

Urban planning issues keep the Perth County Planning Department busy these days. Listowel and St. Mary's are both in the midst of major planning reviews, and worrying about flood plains and special policies. Not to be outdone however, rural issues have also surfaced, including an innovative look at liquid and dry manure storage. Speaking of wastes, four municipalities have just completed a waste management master plan, which is on its way to the Ministry of the Environment for review. If you really want to know how manure storage can be innovative, call Dave Hanly (273-3511) in Stratford.

### Bruce County

The Walkerton office informed us that they are currently studying three areas of great interest. An Economic Development Strategy is unfolding with a focus on the County's role. The County is also preparing a Waste Management Update. An area of policy development, which is probably of interest to most municipalities in SWOD, is the County's Urban-Rural Fringe Study. Dial-a-Planner (Bev Nicholson) at 881-1782 (Walkerton), if you want the inside story.

### Oxford County

Computerization continues to grow by leaps and bounds in the Oxford County office. In addition, two contract staff members, Craig Manley and Jim Van Osch, will be promoted to full time this fall. A total of six planners will be on staff. The County is commencing a Secondary Plan for the City of Woodstock.

This document will focus on the residential areas in the City, with specific reference to the appropriateness of the existing medium and high density designations. An application has been submitted to the Ministry of Housing's "Seniors Retirement Community Demonstration Projects" program for "Hickory Hills", a 600 unit proposal in the Town of Tillsonburg.

\*

### Student Mud-Rakers Report

Our student sleuth contacted a former fellow student to compare notes (and probably supervisors), and has unearthed the following dirt from Westminster Township. Hot off the press is the fact that only one formal objection (the City of London) was received against the Township's By-Law to upgrade to Town status. Meanwhile, the City of London is proposing annexation, which has the potential of removing 60% of Westminster's industrial tax base. The Township has also received a preliminary proposal, which would double the Township's current population through a new 2,000 unit subdivision, and create all sorts of new "issues". As the urban-rural line moves in Westminster Township, we will be interested in future updates for this newsletter.

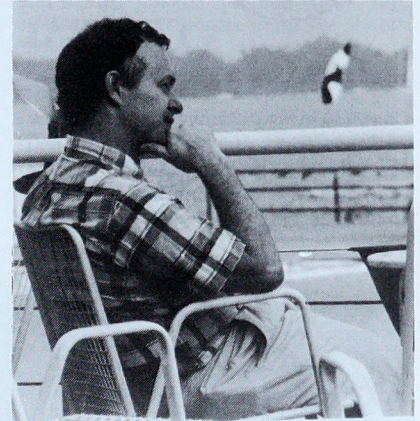
\*

The second annual Southwestern Ontario Planning Conference hosted by the Community Planning Advisory Branch, Ministry of Municipal Affairs, will be held at the Lamplighters Inn, London. Planning for specific seminars is underway, with suggestions welcome. Contact Sue Robinson at (519) 673-1611.

\*

The Ontario Economic Development Council Inc. will be holding their Fall Meeting October 14th and 15th, at the Valhalla Inn, Kitchener. The theme of the meeting is "New

Trends in Economic Development-Teamwork Makes It Happen". Contact Fred Bemis, Bemis Consulting Services, P.O. Box 877, Belleville, Ontario, K8N 5B5, at (613) 969-0113.



*New CIP President Gary Davidson (Roze)*

### Remember!!!

September 25-27: Southwest District AGM at the Little Inn in Bayfield. The respectable topic is "Exclusionary Zoning", but don't let that fool you. The program and the environment follows a long standing Southwest tradition of good times in nice places.

Full details about this three-day event will be mailed soon. Contact Rob Damon at 886-1550, Extension 223, for further information.

If you detect a rural bias in this reporting, you're absolutely right! So do something about it. The Southwest editor needs material, and soon the press gang will be arriving at your door. So avoid all the nasties, mangled bodies, and other gory stuff, and send material to Gary Davidson, P.O. Box 163, Goderich, Ontario, N7A 3Z2. Many thanks.

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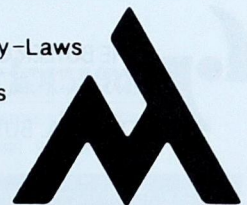
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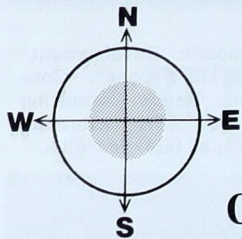
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**CENTRAL**

### Central Ontario Planners' Conference

Municipal planners in Central Ontario recently gathered at the Central Ontario Planners' Conference to prepare themselves to meet the

community Planning Advisory Branch. The conference highlighted the fact that community development is becoming an increasingly important dimension of municipal planning. Community Development is composed of a number of different perspectives or approaches for promoting healthy communities. The effectiveness of community development initiatives is dependent on bringing these approaches together to provide a comprehensive focus for development activities.

The 150 conference participants attended workshops concentrating on various perspectives of community development. The workshops ex-

Both the City and the Federal Government, led by Toronto M.P. and Secretary of State David Crombie, called for a freeze on development in the area. This led to six development projects in the Harbourfront area being placed in limbo, while a new planning strategy is created. The current plan for the area now appears to have some flaws, and more importantly, to be out of step with public views of the waterfront.

The major issues include the height and density of development; the amount of public parkland, and whether the remaining lands between Queens Quay (the major east-west road) and Lake Ontario should be used only as park space; the quality of architecture and design, spurred by two uninspiring high-rise condominiums in full view of all those who use Harbourfront or drive the Gardiner Expressway; and the business deals Harbourfront has made with developers in order to finance cultural programming.

The City's Planning and Recreation and Parks Departments prepared reports on the matter, and public meetings of the Land Use Committee were held in early August, to hear citizens wishing to speak to the matter.

Council, at its August 10th meeting, voted to lift its development freeze on the six projects, provided that Harbourfront turns over 2.6 hectares of parkland to the City, and tightens height and density regulations on future buildings. The Harbourfront planning team is now considering parkland options, including filling in part of Toronto's harbour by up to 60 metres.

Harbourfront has sponsored two free public forums on downtown waterfront development over the summer. The panels of waterfront experts, architects and planners, expounded their theories of successful waterfronts, traded comments, and answered questions from the audience.

Meanwhile, Harbourfront has been well attended all summer long, due in part to the wide range of cultural activities and shopping, and in part to the unbearably warm July weather.

**AND NOW FOR SOMETHING**

**COMPLETELY DIFFERENT**

**Canadian Bar Association - Municipal Law - September 22, 1987**

"Planning for Harbourfront": Dale Martin, Ald., Ward 6; Bob Millward, City of Toronto Commissioner of Planning and Development; Frank Mills, General Manager, Harbourfront Corp.

Contact Kathleen Naylor at 396-7275.



Steve McLaughlin explains Harbourfront at waterside reception during CIP conference (Roze)

challenges of today's changing economy. The conference, held at the Richmond Hill Country Club, provided a forum for planners to explore opportunities for promoting the economic and social vitality of their communities.

"Perspectives of Development" was the theme of this year's conference, organized by the Central Ontario Field Office of the Com-

plered industrial development in the City of York, the revitalization of the City of Waterloo's Uptown core area, and the resolution of long-standing land use and servicing problems in the Forest Harbour community of Tay Township. The conference agenda was rounded out with presentations on the role of planners in economic development, and future economic trends in Central Ontario.

Last year, CPAB appraised the range of educational services that they provide to the planning profession and municipal clients. The education review confirmed the importance of regional conferences. The Central Ontario Planners' Conference provided municipal planners with an important opportunity to broaden their knowledge and skills, so that they can effectively respond to the changing dimensions of planning.

Kyle Benham is a Planner with the Community Planning Advisory Branch, Central Ontario Field Office, Ministry of Municipal Affairs.

### Warm Weather Waterfront

It seems the major planning issue in the Metro Toronto news lately, and for a few months to come, has been the review of the Harbourfront lands in the City of Toronto waterfront.

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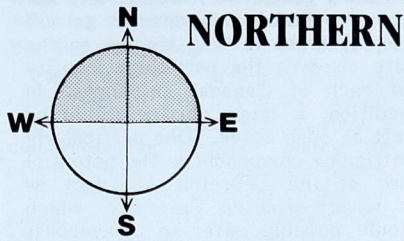
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### Alternative Land Uses Report On Drafting Board

Abridged from July 11, 1987 North Bay Nugget, as abridged by Jeff Celentano

A final report on alternative land uses for rural land in Northern Ontario is now being drafted, says the Parliamentary Secretary to the Minister of Northern Development and Mines.

M.P.P. David Ramsay (Temiskaming) said the series of 12 public meetings were held to learn how best to use cleared rural land as a development tool for the north. Communities where meetings were held included Slate River, Matheson, Verner, Earleton, Kapuskasing and Powassan. Suggestions put forward included the possibility of growing trees on marginal rural land for eventual harvest, commercial fish farms, specialized crops, and co-operative marketing. A draft report is expected in the Fall, and will be sent to those people who attended the meetings, for their reaction before a final report is completed. The Ministries of Agriculture and Food and Natural Resources have also been invited to assist in preparing the final reports.

"The Government has a role to play in ensuring that Northern Rural Communities diversify their economy and look to other ways of exploiting that land base", said Mr. Ramsay.

### Township May Annex Lake Temagami

From an article in the North Bay Nugget on June 12, 1987, as abridged by Jeff Celentano

The Township of Temagami (a community of 1,200 located approximately 80 km. north of North Bay), may annex Lake Temagami, pending the results of an economic impact study being conducted by The Ministry of Municipal Affairs. The annexation would include 1,260 islands and 370 miles of mainland shoreline, but would not include the Bear Island Indian Reserve.

Reeve Ron Prefasi indicated that Lake Temagami's approximately 750 property owners are primarily seasonal residents. Only those on

the northeast arm leading from Temagami, and in the geographical centre of the lake on Temagami Island, pay municipal taxes.

Should Temagami decide to annex the unorganized area, Reeve Prefasi said it is possible that special tax rates for seasonal residents might be applied, and representation on council could be by the ward system.

Temagami would also apply to annex 400 feet of the skyline reserve surrounding the lake. Defined as the last strip of mainland trees visible from the lake, the Ministry of Natural Resources has long tried to protect the aesthetic beauty of the reserve from logging operations. With a policy unique in Canada, the

Provincial Government has frozen the mainland to development since 1905.

Reeve Prefasi said that annexation could block requests to the Province by Sturgeon Falls, Field and River Valley residents for improved access points at Baie Jeanne and Cross Lake, leading into the southwest and south arms of Lake Temagami.

Already a drain on municipal coffers, the cost for upkeep of the Lake Temagami Access Road would have a lesser impact if more lake residents were contributing tax dollars to its maintenance, Reeve Prefasi said.

It is hoped that the results of

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the Government's annexation impact study will be ready for presentation at the Temagami Lakes Association Annual Meeting.

### Hub-Model Day Care Centre For Cochrane

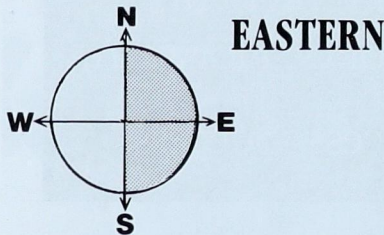
The Ministry of Community and Social Services is establishing a new innovative multi-purpose child care centre in Cochrane. The Ministry will also fund 100% of the cost of the building, up to a maximum of \$600,000, and will provide \$250,000 towards the first year's operating costs. "This hub model, where a number of services are offered at one centre, is an exciting new concept in child care," said Mr. Rene Fontaine, M.P.P. "It will go a long way towards meeting the urgent

day care needs of this community."

The new centre will be fully accessible. It will contain a licensed day care for up to 39 children, including spaces for four developmentally delayed youngsters. As well, there will be a parent/child drop-in resource centre, which will provide an opportunity for parents to meet and talk with other adults, to obtain counselling, parent training, and family support. There will also be a toy lending library operating in the building.

The space is flexible, with room for offices, workshops, boardrooms and playrooms. The Centre may eventually operate a licensed private home day care agency, which will screen and train persons wishing to provide licensed day care in their own homes.

\*



### National Capital Commission Begins Planning Core Area West

By: Bob Pekarchuk

Many feel the people in the Nation's Capital are spoiled by its natural and man-made beauty. Ottawa already has the finest display of Gothic architecture in the Parliament Buildings, a modern up-to-the-minute structure in the Rideau Centre, and a multitude of new architectural wonders which come in the form of new museums. In an attempt to link these attractions, the National Capital Commission (that federally supported body charged with maintaining and improving the aesthetic values in the Capital), came up with the Mile Circle of History. Now, if all goes well, there may well be another award-winning project launched within rock throwing distance of the "Hill".

In a boldly conceived conceptual plan that the NCC's planning department will be presenting to the public from August 19-22 in a series of open houses in both Ottawa and Hull, there is a proposal to convert some of the longest standing unproductive land into an exciting development of

commercial, residential, cultural, leisure and open space usage. The plan is still at the preliminary broad-brush, conceptual stage, but this new planning area nicknamed "Core Area West", includes as the major component, the long vacant LeBreton Flats (which has sat vacant since the bitter expropriations of the late '50s and early '60s), the Brewery Creek area in Hull and Victoria, Lemieux and Chaudiere Islands. In addition, the site is criss-crossed by main transportation routes as well as the three major interprovincial bridges between Ottawa and Hull.

It must be emphasized that this planning process is still in its infancy, and will in fact be part of the "new look" NCC "Public Consultation Process". Beginning with the four "open houses" in August, the Commission plans a long period of consultation with the public. Some of the other methods to be employed at future dates will be seminars and workshops. As well, there are plans to form a Federal/Provincial Bridge Connection Committee to study the feasibility of maintaining or providing additional bridge crossings. The public consultation process will help the National Capital Commission planners, such as Jap Schouten, with the general consensus necessary to proceed.

During this initial phase, a number of alternative land uses will be presented at the open houses in combined audio-visual and interactive presentations. Some of these concepts include a commercial component, as well as minimal residential uses. The major portion of the concept is to set aside areas, particularly in LeBreton Flats, for cultural and leisure use. Some examples of these possible uses would be as a siting for the proposed National Aquarium,

or as a collective cultural site for the Provincial Governments to use display areas to help visitors to the site discover the particular identity of each of Canada's provinces. In addition, a large portion would be left as open space. One particularly intriguing component is the potential use of the LeBreton Aqueduct as a leisure-oriented waterway, which could possibly cater to paddleboats and canoeists. At present, the NCC is exploring the idea of widening the aqueduct, and creating islands along its course, as well as improving the adjacent land into parkland. Any changes in the present usage of the aqueduct would involve extensive consultation with the Regional Municipality of Ottawa-Carleton, which owns the waterway, and a detailed engineering study to prove whether it was to be feasible.

The Island site development would be based on their potential as historical/heritage links to Canada's past, and on the practical use of the waterfront component. Brewery Creek in Hull has already been receiving some attention as an outdoor, people-oriented leisure and recreational area. Future considerations call for an inter-connection with other historical components such as the Wakefield Steam Train Terminus.

The Core Area West planning project has been targeted as an NCC experiment in the public consultation process, and is predicted to take approximately two years to complete. As well as the "open houses" in August, a series of workshops and seminars will be held for the development of a preliminary conceptual plan. For further information, contact Jap Schouten at the National Capital Commission in Ottawa.

\*

### Eastern District Hosts Summer Social

By: Bob Pekarchuk

The Eastern District tried something just a little different, to kick off this summer of 1987, by hosting a "Summer Social" on Wednesday, June 10th. The idea was to have a strictly social program event that was to be totally unrelated to any type of planning business. The location chosen was as central as possible, in the Courtyard Restaurant in the Market area.

Maybe it was the surprise munchies that attracted them, or maybe it was the bright summer-type sunshine. Approximately 25 of Eastern District's finest social members appeared at the courtyard of the Courtyard Restaurant, and a fine time was had by all!

## West Carleton Sets Planning Policy Allowing Some Group Homes

By: Bob Pekarchuk

West Carleton officials have become some of the first in the eastern half of the Province to approve a comprehensive planning policy for group homes. This detailed policy, still needing the approval of the Regional Municipality of Ottawa-Carleton, will permit a group home or single residence occupied by three to ten residents, plus supervisors for every 2,000 residents.

Early in July, OMB hearings took place in West Carleton, to discuss whether or not a group home for young offenders operated by the Phoenix program for Young Offenders (a project of the United Church), should be allowed. Arguments put forward by the Phoenix group's representative Max Bacon, held that the "rural designation permits buildings for public use including group homes", and that the municipality's "official plan did not have to be changed to permit the home". The official plan stated that the parcel of land owned by Phoenix in Huntley ward, can be used by a government ministry or statutory body.

By approving this policy, West Carleton remains within its official plan, and it now means that five such homes could now be accommodated under the present population base of 11,000. The policy also would allow group homes in any residential area without re-zoning, and they would encompass services provided by the Ministry of Community and Social Services. The policy is also broad enough to include homes for seniors, children, the disabled and the developmentally handicapped. On the other hand, homes providing any psychiatric or criminally-related service through the Ministry of Health or Correctional Services, would be limited to villages or the perimeters of villages throughout the Township.

In determining the policy, a citizen's committee deemed village locations the best choice for all homes, while hamlets and country estate lot subdivisions were second choice, and rural areas were least preferred. Meanwhile, Phoenix is continuing to press for re-zoning of their site, so there could be further alterations to this policy.

\*

## Former National President Becomes Mother!

By: Bob Pekarchuk

On June 14th, former National President (and former Eastern Ontario Chairperson) Pamela Sweet and her husband Mark, welcomed their first child, Joseph Talmage.

## A Selection Of Letters To Diana Jardine, Chairman Of This Year's CIP Conference

I would like to congratulate you for the quality of the conference that you and your conference coordinating committee set up.

The diversity of the subjects covered during the conference, added to the quality of the workshops, and surely contributed to the success of this conference. Although due to professional constraints I was not able to attend all the conference, I would like to stress that I very much appreciated the sessions that I attended, and the people that I met. I therefore thank you again for inviting me as a panelist during one of the sessions of this conference.

Daniel N. Granger, Assistant Environmental Planning Director, Hydro-Quebec.



Gord Buckingham entertains ...

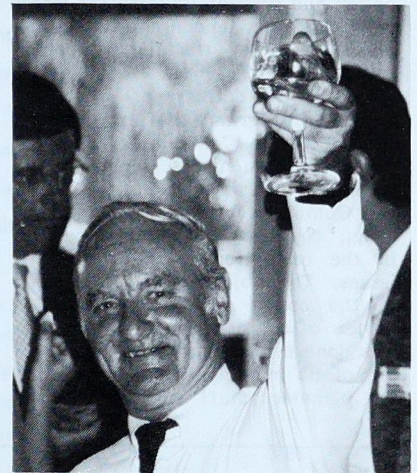
Just a short note to tell you how much I enjoyed this year's CIP conference. At past conferences, there has always been at least one session where I almost fell asleep or left



Peter Martin chats with the late Bob Dorney. Bob died suddenly several weeks after this photo.

early, but there was none this time. You and the people helping you are to be congratulated for an excellent job in topic selection, speakers chosen, and organization.

Kenneth J. Whitwell, Commissioner of Planning, City of Scarborough.



Derek Chadwick toasts the Conference Committee. (Roze)

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**RESPONSE TO ED CORNIER FROM KEN BAUMAN**

I am writing in response to the Ontario Planning Journal notice of Essex County's "rescue mission" of the Ministry of Municipal Affairs Community Planning Grant Program. Essex County has contended that recent dramatic changes to the program were announced, which would have the effect of discontinuing funding for planning document reviews in small and rural municipalities. Let me assure you that no such "rescue mission" is warranted, because there have been no program changes which would discontinue funding assistance for planning documents to small municipalities. In fact, in fiscal 86/87, \$779,588 or 45% of total program expenditures were allocated for such planning document work.

Provincial support in smaller municipalities continues to reflect our interest in maintaining planning document coverage to guide local decision making, to protect provincial policy and program investment interests, and to encourage effective management of the local planning process.

As in the delivery of other services and programs that are provided through the Community Planning Advisory Branch, we have both a mandate and an obligation through the Community Planning Grant Program, to support **all** municipalities in the resolution of local planning issues. This objective was confirmed in the course of a comprehensive review of the program in 1983, which was done in consultation with a sample of 65 municipalities represented by planning staff and politicians,

with planning consultants and with the Association of Municipalities of Ontario.

Revisions were made at the time, to reflect both the changing economic climate, and shifting municipal priorities. Municipalities clearly indicated that assistance was required to study, among others, such issues as the land use implications of broader economic development strategies, the streamlining of the local development approval process, and community improvement needs. As a result, the emphasis of the program is now on municipal initiatives in resolving these kinds of planning issues, rather than subsidizing on-going planning programs.

Within the limited funds available, the London office of the Community Planning Advisory Branch, has given some priority to studies concerned with the land use planning implications of economic development, especially county studies, community improvement initiatives such as waterfront studies and community improvement policies, and official plan and zoning by-law reviews which address provincial policy issues including community economic development. Municipalities, such as Huron County, are participating through the program, in completing special studies on strategic planning, a technology plan, and a lakeshore management plan.

The funding issue in Essex County is not an issue of eligibility, but of availability of program resources in the current fiscal year. We expect that competition for resources in government programs will continue, and in order for my staff to effectively establish priorities, I feel that it is essential for planning departments to develop long-term work programs, which recognize our funding limitations and the objectives of the Community Planning Grant Program. In this regard, a grant application should clearly indicate how a study will help resolve specific, significant planning issues in a municipality.

After thirteen years of provincial investment in local planning documents, this ministry expects municipalities to assume greater financial responsibility for on-going monitoring, and the general, regular updating of their planning documents.

I trust this will clarify the Ministry's position in this matter, and will confirm our commitment to continuing support for small municipalities.

By: Ken Bauman, MCIP, OPPI

**MISA features new systems**

By: Kyle Benham

The Community Planning Advisory Branch, Ministry of Municipal Affairs, in conjunction with the Municipal Information Systems Association (MISA), is sponsoring the final day of the annual MISA conference. Municipal planners from across the Province will be attending. The objective will be to give planners and systems professionals an overview of where they could be going with computer technology, and how they can get there. The conference will explore a range of planning applications that apply computer technology to local planning functions, particularly for small and medium size municipalities.

The day will feature presentations and discussion on the following topics:

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The MISA conference will be held at the Royal York Hotel in Toronto, and runs from September 21st to 24th. The day for the planning oriented agenda will be held on September 24, 1987. The registration fee for a single days attendance is \$60.00 for MISA members, and \$65.00 for non-members. For further information about the conference and registration materials, please contact Kyle Benham at (416) 224-7635.


\*

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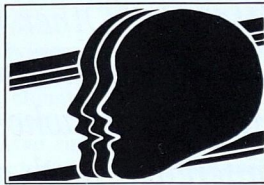
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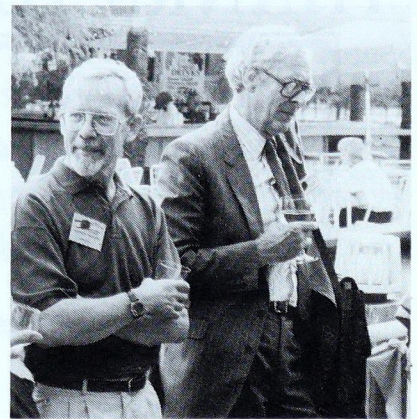
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## OTHER VOICES



Eric Thrift enjoying the Waterside reception. (Roze)

Bottom left, **Max Bacon**, thinking about the 1988 run in Winnipeg (Roze)



Above right, **George Franklin** visiting from England on behalf of CAP, chats with delegates at the Waterside reception. (Roze)



Above right, **George Peter** with an unidentified delegate. (Roze)

The excellent photographs of the Conference activities are by **Michael Manett** and **Andy Roze**. Michael is a senior planner with Walker Wright Young, while Andy is with the Region of York.



Conference Committee members **Glenn Miller**, **Liz Lea**, **Janet Grant** and **Myra Wiener** at Spadina.

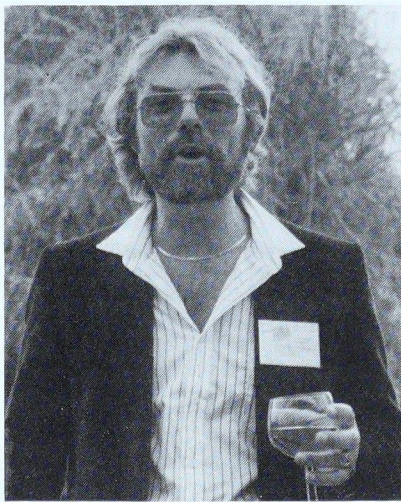
(Manett)



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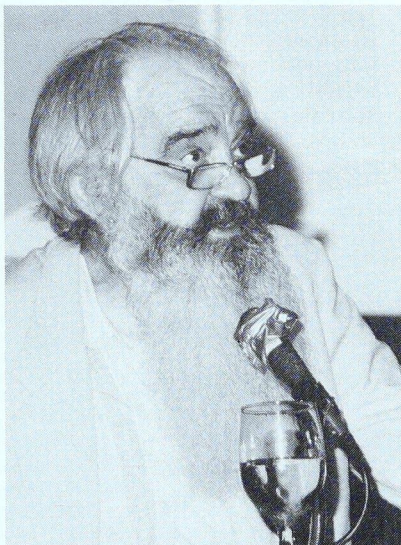
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Above, John Gartner. (Roze)

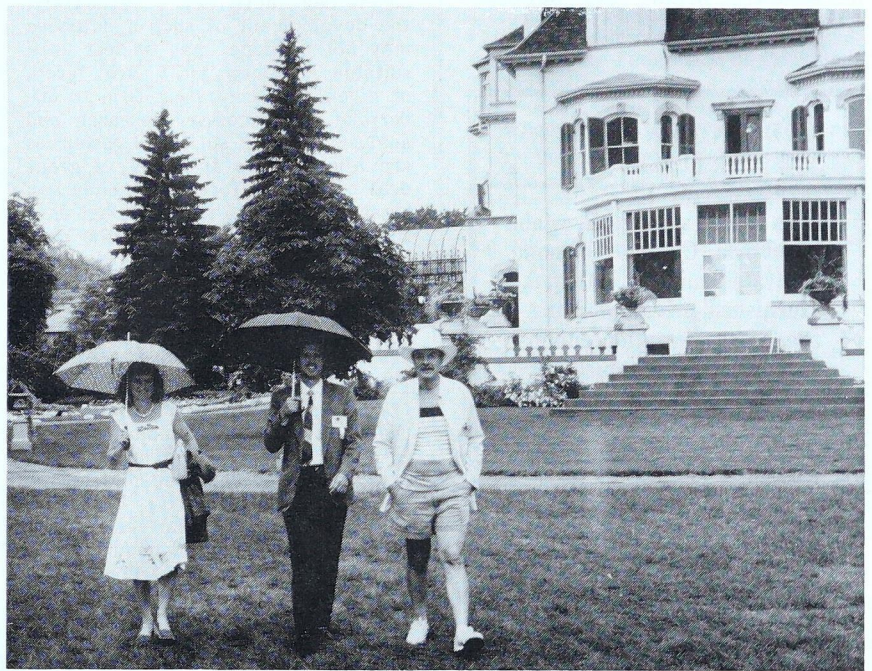
Below, three more satisfied customers at the Waterside reception located by Harbourfront and the City of Toronto. (Roze)



Stafford Beer kept more than 500 guests pinned to their seats at the final lunch, with a witty discourse on "real time planning!" His speech will appear in Futures Magazine soon. (Manett)



Bill Kilbourn, Kristin Shannon and John Livingston discuss the future environment at the opening keynote panel. (Manett)



John Livey and his wife stroll in the gardens of Spadina with Larry Sherman. (Manett)

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## INFOPLACE; A NEW DATABASE FOR CANADIAN MUNICIPALITIES

By: Mark Thompson, MCIP

### Individual Of The Year

William A. Dempsey, MCIP, has been given the award of Individual of the Year by Scarborough City Council.

Mr. Dempsey is founder and Honorary President of the Centennial Community and Recreation Association of Highland Creek, Ontario (1949), the oldest continuing community association in Scarborough. The award was made in conjunction with the National Recreation and Parks Association for Mr. Dempsey's efforts to acquire public parkland, environmental protection, and community planning.

Mr. Dempsey has held senior appointments with the North York Board of Education, the Ontario Government, the Community Planning Association of Canada, and served as Special Assistant to the late Honourable Walter G. Dinsdale, Minister of Northern Affairs and National Resources.

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### How InfoPlace Originated

Over the past few years, there has been a growing interest in local economic development by all levels of government. At the municipal and regional level, this task has often been assumed by the planning department or another group.

One of the most important tasks in developing an economic development strategy is to identify the community's strengths and weaknesses. To do so in a comprehensive fashion, a database needs to be constructed. This task is often not given as high a priority as more immediate day-to-day activities. Ultimately, the development of such a database may not be done, may be left until suitable summer staff are hired, or given to a consulting firm to undertake the necessary research and analysis. Even if sufficient resources are allocated to this task, a great deal of time, effort, and money can be spent trying to identify what data should be collected, where the data can be obtained, how the data should be analyzed, and how the data could be best presented so as to represent the municipality in the most appropriate light.

### The InfoPlace Database Service

In recognition of these problems, the Federation of Canadian Municipalities (FCM) was given a grant from the Federal Department of Regional and Industrial Expansion (DRIE) to develop and maintain a database relevant to economic development at the municipal level. The

FCM contracted **Woods Gordon Management Consultants** to identify which variables would be of greatest value and interest. Once the study was completed, the FCM asked **Compusearch Market and Social Research Ltd.** to create the database and write the necessary software to permit access to the data. The database, referred to as **InfoPlace**, has been in the development stage over the past year, and was officially announced and demonstrated at the Federation of Canadian Municipalities' Annual Conference in June, 1987. The database was also demonstrated at the CIP Conference in July, 1987. It contains a wide range of variables for the 6,000 municipalities across Canada, as well as other geographic areas (counties, Census Metropolitan Areas, provinces, etc.).

### InfoPlace Variables

The database is comprised primarily of data from four major sources:

1. Census and non-Census data available from Statistics Canada and other government departments;
2. Compusearch's proprietary market research databases;
3. Estimates and projections at the municipal level developed by The Institute for Market and Social Analysis (IMSA); and,
4. Data obtained directly from municipalities.

Statistics Canada data include population, age, sex, households,



David Witty, President Elect of C.I.P.

income, building permits, manufacturing data, labour force statistics, and employment data, to mention only a few. The InfoPlace database includes both historical and current values, with some of the Census information dating back to 1971. Data from the 1986 Census is placed in the database as soon as it is released by the Federal Government.

The database also includes Compusearch's own Lifestyles market segmentation system and Consumer Spending Potential database. Lifestyles classifies the types of people which live in each community based on a number of different socio-demographic variables. The Consumer Spending Potential gives an indication of potential retail spending by the residents, on a wide range of goods and services. This data will help new or expanding businesses determine whether a specific community, or group of communities, would be able to support a particular enterprise, ranging from a single franchise to a major retail complex. There are also estimates and projections of population, households, retail sales, and income for each municipality. These figures were prepared by The Institute for Market and Social Analysis (IMSA).

Other information not available from normal government and non-government sources will be collected directly from the municipalities themselves. For example, information on the amount of land currently allocated to specific land uses and the extent of development on these lands, will be collected. A municipal contact name, address and phone number, will also be kept as part of the database to facilitate business users who would like to obtain more information on specific communities. This information will be initially collected via a mailout questionnaire to be administered later this summer. The data will then be updated on a regular basis. Eventually, municipalities with micro or mainframe computing facilities, will be able to update the information directly. All of this data will be stored on Compusearch's computer at no cost to the municipality. It is only to the municipality's advantage to complete the questionnaire, so that their community can be fully represented.

The FCM and Compusearch understand that the demand for new variables will undoubtedly grow as the number and diversity of users increases. As a result, the database and the program to access the data, were developed so that they can easily be expanded and enhanced. Users are strongly encouraged to indicate what data variables and features they feel are most useful, and what enhancements they would like to see in the future.

#### Access To InfoPlace

The InfoPlace database will be available through three modes:

1. As an over-the-counter service;
2. As an on-line service; and,
3. As a microcomputer based system.

The over-the-counter service involves simply telephoning either the Federation of Canadian Municipalities or Compusearch, and requesting a report for the desired area(s). By the fall of 1987, it will be possible to generate a report and have it sent out within 24 hours.

The on-line service is available to anyone who has access to a mainframe, mini, or micro computer with a modem. The user simply calls Compusearch's computer, identifies the place(s) of interest, selects the variables of interest, and then the program generates the desired report(s).

A micro computer based system is also being developed. Due to the size of the data base, however, a substantial amount of disk space will be required simply for data storage. Further research is being undertaken into alternative data storage and retrieval systems such as Compact Disk Read Only Memory (CD RDM's).

#### Output From InfoPlace

The user has a variety of options in terms of output. Not only can they send output to the screen and to a printer; users may request an ASCII file on electronic media (magnetic tapes or floppy disks). This allows the user to analyze the data further, by loading it into software packages such as **Lotus Corporation's 1-2-3**. In addition to this, a standard report will include a colour plot of the most commonly used demographic variables.

Finally, data files can be produced on magnetic media, which are suitable for use with micro computer based mapping and graphics packages. This greatly increases the ability to present geographically related data to other staff, elected officials, and the public.

#### InfoPlace Users

It is anticipated that there will be two primary users of InfoPlace:

1. Local, regional, and provincial government bodies; and,
2. Private business.

Government agencies will use the database as a comprehensive source of information to help them to focus their economic development activities, and to optimize their efforts in attracting new businesses.

Private businesses will use the database to find communities which meet their specified criteria (eg. labour force, education, availability of lands, and transportation linkages and networks).

#### Cost

The cost for one full report for one municipality is currently set at \$300. This includes a copy of the report on either paper or electronic media, as well as a full colour graphic plot of the key demographic variables. Municipalities with membership in the Federation of Canadian Municipalities are also entitled to a discount.

When the amount of time and resources necessary to create a comparable report is calculated, it becomes very clear that InfoPlace is a very cost effective way of preparing an economic and demographic summary of even one municipality.

#### More Information

More information and demonstrations of the database are available by contacting any of the following. Federation of Canadian Municipalities, 16 Clarence Street, Ottawa, Ontario, K1N 5P3 (613) 237-5221; Compusearch, 18 Madison Avenue, Toronto, Ontario, M5R 2S1 (416) 967-5881, or (519) 434-4504 in London.

Information regarding the estimates and projections can be obtained from The Institute for Market and Social Analysis at Suite 401, 344 Dupont Street, Toronto, Ontario, M5R 1V9 (416) 323-0514.

Mark Thompson is the Co-Ordinator of Special Projects with The Institute for Market and Social Analysis.

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# FIRST CLASS

*cont'd. from page 7*

Environment. The Municipal Engineers Association developed the two "Class Environmental Assessments" that have been recently approved:

- \* Class Environmental Assessment for Municipal Roads; and
- \* Class Environmental Assessment for Sewer and Water Projects.

The two municipal "Class Environmental Assessment" processes require that a report be prepared, which documents the project planning process, and specifies how the environment is to be safeguarded. This report is less onerous than a full Environmental Assessment document. It is referred to as an "Environmental Study Report", and must be made available to the public for review. During the report preparation, there must be public meetings to answer questions and receive public input. The public and review agencies must be provided with a final opportunity to ask that a project be "bumped up", which may result in a referral to the Environmental Assessment

Board. The Minister of the Environment decides whether an appeal is valid. One of the factors in a consideration of a "bump up" request, is whether an open public planning process has been followed. It is anticipated that public hearings will be considerably less frequent for "Class Environmental Assessment" projects than is the current case for full Environmental Assessments.

The "Class Environmental Assessment" approach is an opportunity for municipalities to plan for major projects within an approved framework. The interdisciplinary nature of environmental planning has been established. To build on this tradition, one approach that may be desirable for municipalities, is the setting up on an in-house interdisciplinary team to be involved in the "Class Environmental Assessment" process. Whether the Environmental Study Report is prepared by consultants or in-house, there is a need to involve a range of professionals in the project planning. Municipal planning staff with a background in environmental sciences, should be able to take an active role in this relatively new planning process.

Richard Brady is a Planner with The Regional Municipality of Niagara Planning and Development Department.

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