

Table of Contents

1.0	Introduction	1
1.1	What is Sustainability?	1
1.2	What is a Community Sustainability Plan?	2
1.3	Shoreline Areas Profile	3
1.4	Purpose of the Plan.....	4
1.5	Basis of the Plan	5
1.6	Benefits	6
2.0	Approach	8
3.0	Public and Stakeholder Consultation	10
4.0	Vision for Sustainable Shorelines	12
5.0	Shoreline Areas Sustainability Action Plan	14
5.1	Economy and Tourism	14
5.1.1	Applicable Vision Statement(s), Goals and Objectives.....	14
5.1.2	Actions and Programs	15
5.2	Community Development and Design.....	19
5.2.1	Applicable Vision Statement (s), Goals and Objectives.....	19
5.2.2	Actions and Programs	20
5.3	Culture and Heritage	26
5.3.1	Applicable Vision Statement(s), Goals and Objectives.....	27
5.3.2	Actions and Programs	27
5.4	Environment	28
5.4.1	Applicable Vision Statement(s), Goals and Objectives.....	29
5.4.2	Actions and Programs	30
5.5	Municipal Leadership	36
5.5.1	Applicable Vision Statement(s), Goals and Objectives.....	37
5.5.2	Actions and Programs	37
7.0	Implementation	44
7.1	Sustainability Advisory Committee	44
7.2	Review and Reporting	44
7.3	Adaptive Management	45
7.4	Quick Wins	45
8.0	Conclusion	46

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1.0 Introduction

1.1 *What is Sustainability?*

The development of this Community Sustainability Plan considers sustainability as an approach to planning for the future development and management of the shoreline areas. A traditional and widely accepted definition of sustainability is “meeting the needs of people today without jeopardizing the flexibility of future generations to meet their needs” (World Commission on Environment and Development). However, traditional definitions are often difficult to implement ‘on the ground’. Being sustainable does not require fundamental lifestyle changes to something that is foreign to established community values. This Community Sustainability Plan reflects an approach specific to Chatham-Kent which that is grounded in public consultation. Fundamentally, sustainability is about improving the quality of life and natural environment, while fostering economic development and wisely using and managing non-renewable resources.

Environmental issues are an increasing public concern in the shoreline areas, including increasing erosion, loss of natural heritage features and natural habitat that threatens the very features that draw people the shorelines. There are several issues, on different scales that are driving sustainability. Some of these drivers include:

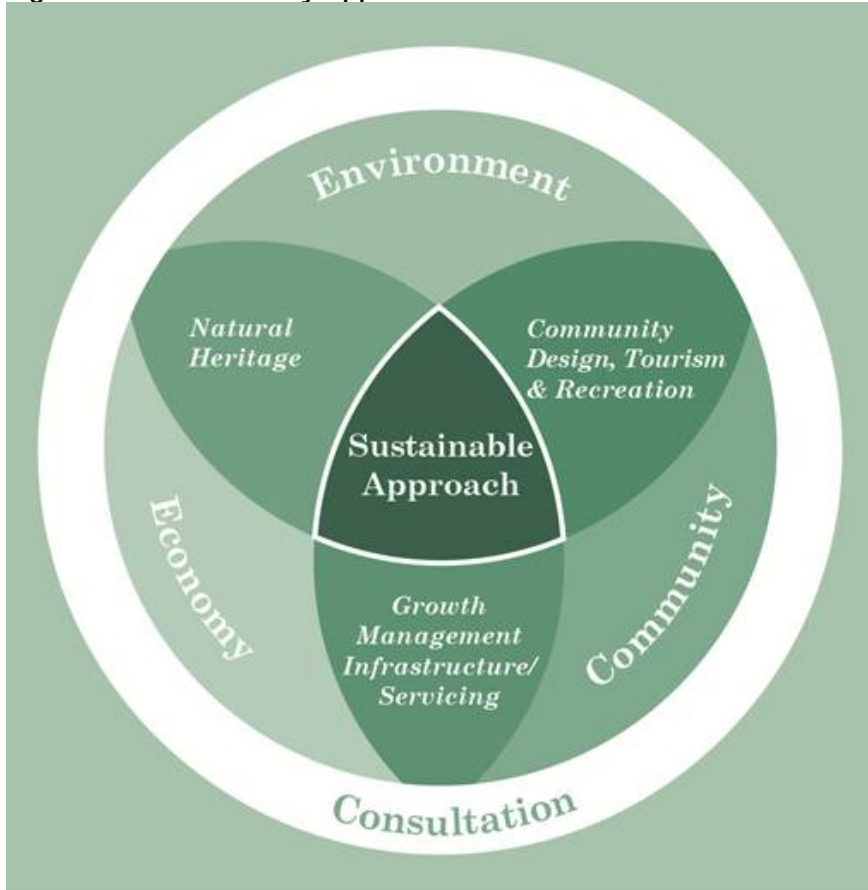
- climate change;
- increasing loss of significant natural heritage features;
- increased frequency and intensity of natural events;
- rising energy prices and the notion of peak oil;
- infrastructure deficits;
- shifting public focus towards environmental issues; and
- public health concerns.

This Community Sustainability Plan seeks to understand these drivers and interpret them to develop an approach to sustainability in Chatham-Kent that will help to address these drivers.

As illustrated in Figure 1.1, a sustainable approach to shoreline planning has been defined through community consultation and is reflective of community values – what is important to the community and what will be valued by future generations. The community values are generally reflected through the Chatham-Kent Community Strategic Plan and through more specific community consultation being undertaken through this Study. Through additional consultation with the public and stakeholders, the assets and issues of the shoreline areas have become better understood and has resulted in a better concept of what sustainability means to Chatham-Kent in relation to the shoreline areas. A sustainable approach must consider the interconnected nature of the community, the environment, and the economy.

The sustainability approach for Chatham-Kent moves beyond typical definitions and implements solutions that have tangible impacts on shoreline sustainability. That is, the solutions will work to use resources in a manner that conserves and enhances the shoreline areas for future generations.

Figure 1.1: Sustainability Approach



1.2 What is a Community Sustainability Plan?

As a growing movement among municipal governments throughout Canada, sustainability planning is increasingly being undertaken to improve overall environmental, economic, community and fiscal sustainability. Community Sustainability Plans in Ontario, where an Official Plan is in place, are not mandatory, however many municipalities have recognized the value of sustainability planning in the decision making process, and assisting them with advancing sustainability principles.

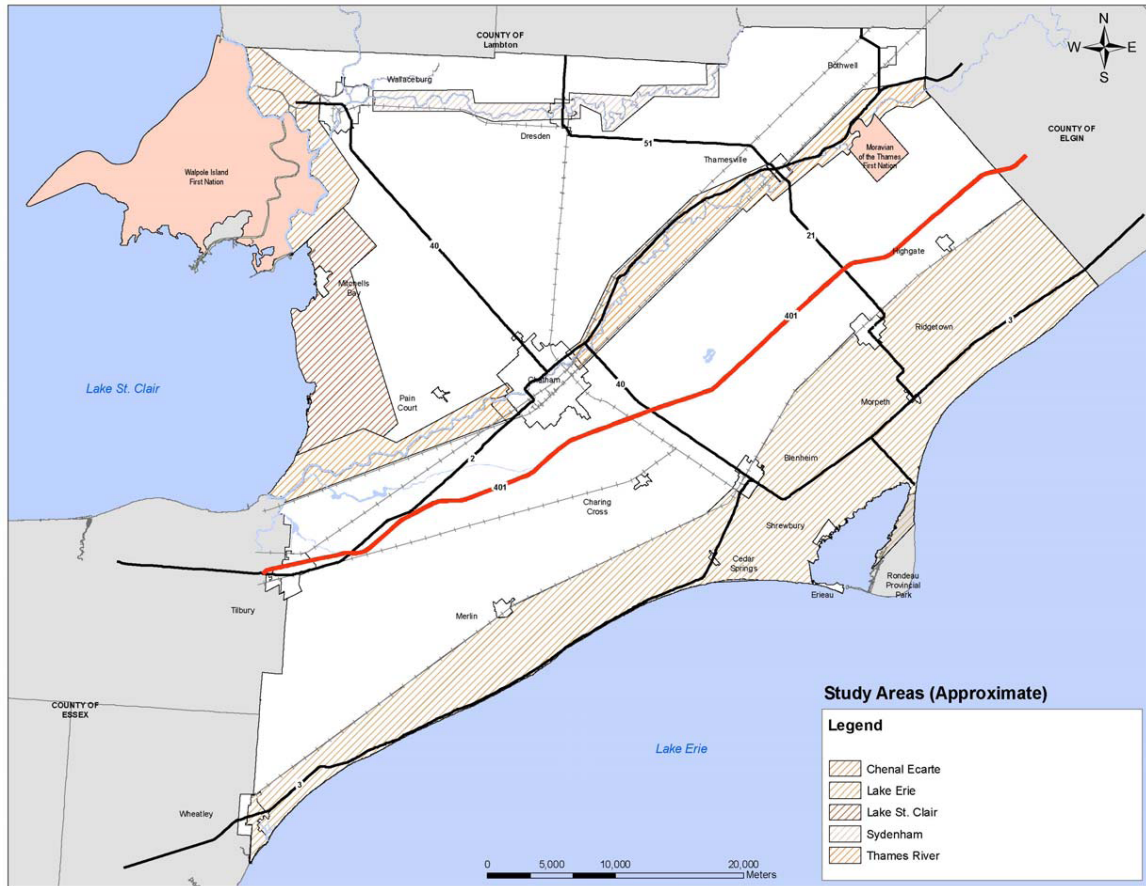
In Chatham-Kent, the Community Sustainability Plan, through the use of targeted programs integrate sustainability issues across municipal departments and services for the shoreline areas. The Community Sustainability Plan addresses the following:

- The establishment of a shared sustainability vision;
- An assessment of the current situation, using existing sources to identify areas of strength and concern;
- Sustainability goals and targets to achieve the vision; and
- A detailed implementation plan that includes performance and evaluation criteria, phasing, scheduling and the allocation of resources. This also includes indicators to assess progress towards meeting the goals and targets

1.3 Shoreline Areas Profile

The study area for the Community Sustainability Plan is comprised of Chatham-Kent's shoreline areas. The Shoreline Areas encompass approximately 40% of the land in the Municipality, and the majority of residents and major settlement areas. The study area is located within proximity of Lake Erie, Lake St. Clair, the Thames River and the Sydenham River/ Chenal Ecarté (the Syne) river system. These areas have been identified based on their relationship and proximity to the shorelines and the significant impact that the shorelines have on these communities. The Study Area is illustrated in Figure 1.2.

Figure 1.2: Study Area



The shoreline areas include over 130 km of shoreline on Lake St. Clair and Lake Erie, and over 170 km of the Thames River, Sydenham River/ and Syne Rivers. The study area for the Community Sustainability Plan generally encompasses settlements and urban areas that are impacted by the shorelines. These include: Chatham, Wallaceburg, Blenheim, Ridgetown, Dresden, Thamesville, Wheatley, Erievale, Erie Beach, Mitchell's Bay, Merlin, Shrewsbury, Cedar Springs and Morpeth. Although some of these settlements do not directly lie on the shorelines, they are recognized as part of the study area due to the significant relationship they have with the shoreline, relating to economic and recreational considerations. Finally, some of these

communities are gateways to the shoreline areas, and service centres for shoreline communities (i.e. Blenheim and Ridgetown).

Although not included in the Study Area, there are First Nations communities which are located adjacent to the Study area which have an interest in the Study. the Walpole Island First Nation, Moravian of the Thames First Nation, Oneida Nation of the Thames First Nation, Aamjiwnaang First Nation and Caldwell First Nations have all been considered in the development of this Community Sustainability Plan.

1.4 Purpose of the Plan

The purpose of the Community Sustainability Plan is to implement goals and strategic actions relating to sustainability that have risen out of consultation with the community, the strategic directions of the Municipality's Community Strategic Plan and the numerous background studies which were conducted as a part of the preparation of the Official Plan. This Community Sustainability Plan is not a statutory document, however will be Council endorsed and will assist in achieving the following objectives:

- Defining community sustainability goals and values;
- Identifying community champions and establishing a framework for partnerships between the Municipality, agencies, the private sector and other stakeholders;
- Outlining and prioritizing specific actions which the Municipality and community champions can complete to address specific issues or complete other objectives which contribute to achieving the vision of this study;
- Identifying performance measures and targets to assist in evaluating and monitoring both the Community Sustainability Plan and the Municipality's general progress towards becoming a more sustainable community.

Additionally, the Community Sustainability Plan addresses sustainability issues present in Chatham-Kent, including the following:

- managing growth in an appropriate way;
- ensuring protection and conservation of important natural features;
- promoting responsible development/management on the shorelines to address erosion issues;
- encourage economic development in new sectors;
- implement green standards and initiatives;
- encourage active transportation;
- promote heritage restoration;
- recognize and protect cultural landscapes;
- provide a mechanism to access funding; and
- establish partnerships with other levels of government, agencies and stakeholders.

Finally, the Community Sustainability Plan identifies and recommends numerous strategies for implementation that will assist in achieving the desired outcomes and vision of this Plan. These strategies are cognoscente that the Community Sustainability Plan is not a statutory document and

that implementation should be done in a manner that is respectful of the financial resources. It prioritizes initiatives based on best practices and community goals and objectives. This Plan will complement the desires of the community and will balance a wide range of community, economic and environmental considerations while understanding the long-term implications of these decisions.

1.5 Basis of the Plan

Developing a comprehensive strategy for the shoreline areas requires consideration of numerous factors, as well as consultation with a wide range of stakeholders and the community.

Towards a Sustainable Shoreline Strategy: Framework Report

The report entitled "Towards a Sustainable Shoreline Strategy: Framework Report" (the Framework Report) is the foundation for the Community Sustainability Plan. All of the community input and background work undertaken in the development of this Plan is summarized in the Framework Report.

The vision of this Plan, outlined in Section 4.0, is community-based and has been refined through on-going public and stakeholder consultation. The vision was established at the outset of the Shoreline Areas study, and has been adjusted and refined based on additional input.

It became clear that achieving the vision for the shoreline areas involved capitalizing on the unique opportunities and assets of the shoreline areas, and addressing a wide range of constraints and issues affecting the shoreline areas. The community identified a comprehensive list of issues, opportunities, constraints and assets, and offered a range of suggestions for addressing the issues and constraints or capitalizing on opportunities.

The basis of the actions, programs and tools outlined in Section 5.0 of this Plan is a best practices review of community sustainability plans prepared by Municipalities across Canada, as well as programs identified by stakeholders and the public. The programs are directly linked to the vision statements, and are intended to address the issues, opportunities and constraints, which have been identified by the public, stakeholders and relevant background studies prepared by the Municipality.

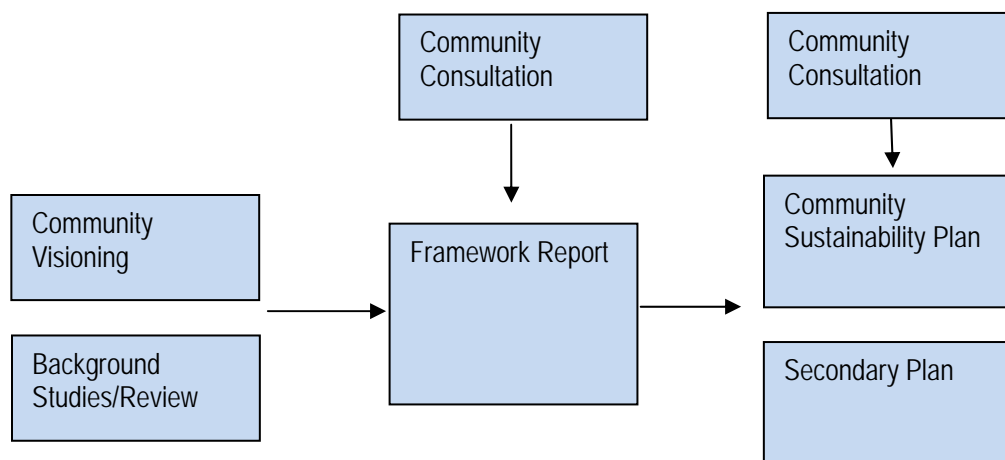
The monitoring strategy for this Plan was developed to ensure that the Community Sustainability Plan is reviewed and updated in response to changing social, environmental and economic conditions.

Relationship to the Shoreline Areas Secondary Plan

A Secondary Plan was prepared in conjunction with the Shoreline Areas Community Sustainability Plan. The Framework Report identified a series of actions, programs, tools and policy directions which would support the vision for the shoreline areas. Accordingly, the outcome of the Framework Report was the preparation of both an amendment to the Official Plan (a Secondary Plan) and the Community Sustainability Plan

The Secondary Plan is intended to specifically guide Council's decision-making in the shoreline areas. Decisions which have an impact on the shoreline areas will need to be in conformity with the policies of the Secondary Plan. The Community Sustainability Plan is a more pro-active document, outlining specific actions that the Municipality can take to help address specific issues or capitalize on opportunities. Together, the Secondary Plan and Community Sustainability Plan provide a more robust means of ensuring that the community's vision for the shoreline areas is achieved.

Figure 1.3: Community Sustainability Plan Development Process



1.6 Benefits

There are a number of benefits that rise out of the preparation of the Community Sustainability Plan, including:

- **Coordinated Protection of Natural Features** – the Community Sustainability Plan addresses the protection of the shoreline areas through the identification of coordinated programs that will assist in protecting, and restoring the significant natural features. These programs will be used in order to address significant problems facing the natural features of the shorelines to ensure that they are protected for future generations.
- **Tool to Guide Municipal Decision Making** – the Sustainability Plan helps guide the decision making process, identify priorities, reduce costs, increase overall efficiency, and reduce the ecological footprint of municipal operators.

- **Strong Understanding of Community Needs** – the Sustainability Plan was developed through consultation with the community, which assisted in understanding the goals of the community and translating these goals into recommended programs and actions.
- **Effective Policy Development** – this Plan has a long-term focus and emphasizes the integration of sustainability dimensions. This will assist in integrating sustainability into all aspects of new policy development.
- **Creates a Foundation for Partnerships** – the Sustainability Plan has clear programs and actions that provide the foundation for partnerships with senior governments, agencies, institutions, community organizations and the private sector by mobilizing and combining resources to accomplish projects that will create multiple benefits for the community.

2.0 Approach

The process for preparing the Chatham-Kent Shoreline Areas Community Sustainability Plan has included a high level of community and stakeholder involvement. The project has been driven by the Corporation of the Municipality of Chatham-Kent and the Steering Committee, consisting of representatives from the project's funding partners, Government ministries, agencies, businesses, First Nations and community organizations. The steps involved in the preparation of this Plan are illustrated in Figure 2.1.

The **background review** was intended to build an understanding of the study area: its structure, assets, issues, opportunities and constraints. A significant part of the study team's background review included a best practices review of Community Sustainability Plans prepared by other municipalities.

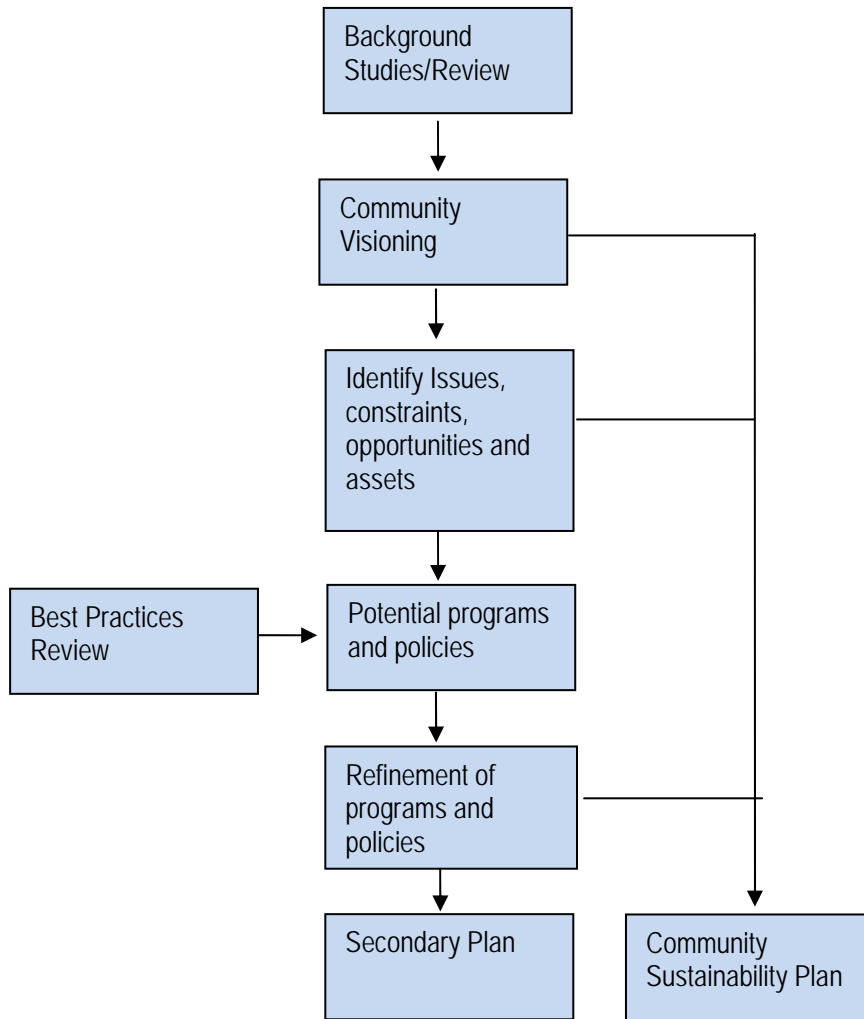
Visioning was a community-based effort. The public and community stakeholders were invited to refine and discuss their vision for the shoreline areas. A series of vision statements were developed and refined early in the process – and now form the basis and guiding framework for this Plan.

A comprehensive list of **issues, constraints, opportunities and assets** of the shoreline areas was developed primarily through on-going public and stakeholder consultation. Some of the issues, constraints, opportunities and threats were heard more than once, and many individuals offered their own ideas and solutions to address their concerns and achieve their vision for the shoreline areas.

Based on the background and sustainability best practices review, as well as suggestions by the community and stakeholders, the study team proposed a menu of **potential actions, programs and projects** to help address the issues, constraints and opportunities. Some residents and stakeholders offered clear support or refusal of the programs and projects, while others offered identified important considerations that the Municipality should review and consider. The actions, programs and projects were refined through further consultation and review, and are contained within this Plan.

A Secondary Plan for the Shoreline Areas was developed concurrently with the Shoreline Areas Community Sustainability Plan. The Secondary Plan, consisting of Official Plan policies and supportive mapping, works with this Plan to form a more complete strategy for achieving the vision of the shoreline areas. The policies were developed to ensure that decision-making in the shoreline areas is consistent with the community's vision for these areas.

Figure 2.1: Community Sustainability Plan Approach



3.0 Public and Stakeholder Consultation

The Chatham-Kent Shoreline Areas Community Sustainability Plan is based upon thorough public and stakeholder consultation. The Municipality recognizes that the success of this Plan is dependent upon public acceptance and stakeholder leadership.

At the outset of the project a Steering Committee was formed to bring together a representative cross-section of various stakeholder groups and public organizations who may have an interest in the planning of the shoreline areas of Chatham-Kent, and who can offer valuable knowledge and technical expertise throughout the study.

Representatives from the following organizations and sectors have been actively involved and invited to participate as part of the Steering Committee:

- The Conservation Authorities having jurisdiction within Chatham-Kent, including the Lower Thames Valley Conservation Authority and the St. Clair Region Conservation Authority;
- Provincial Ministries, including the Ministry of Natural Resources and the Ministry of Municipal Affairs and Housing;
- Various Municipal departments, including Planning, Economic Development, Engineering, Public Works, Recreation and Community Services;
- Businesses owners and community leaders, who can speak to challenges and issues regarding heritage conservation, hunting, tourism, culture, marine facilities, the environment, and shoreline property owners, etc.;
- Non-government organizations, including Ducks Unlimited Canada;
- Representatives of agricultural/farming sector organizations; and
- First Nations representatives.

The Steering Committee was actively involved throughout the completion of this Plan, and also participated in public consultation events.

The public played an essential role in the completion of this Plan. Several key public meetings and workshops have informed the development of this Plan, and are briefly described as follows.

Development of the Vision Statements and Identification of Issues, Opportunities, Constraints and Assets

A public open house and workshop was held on June 22, 2010 at the Thames Campus Arena in Chatham. The purpose of the public meeting was to formally introduce the study to the public, and to gain detailed input on the assets, opportunities, constraints and issues of the shoreline areas and the draft vision statements which were presented to the public. Following an introduction of the study by the Municipality, including introductory remarks from His Worship, Mayor Randy Hope, and a presentation to the public, participants were asked to break-out into working groups. Participants were asked to refine and discuss vision statements for the study area, and to identify assets, opportunities, constraints and issues which should be addressed through the study. A variety of different viewpoints and concerns were heard, and a number of common issues were raised by multiple groups.

Development of Sustainable Shoreline Strategies, Actions and Programs

A second round of public and stakeholder consultation was held to discuss the development of strategies, actions and programs related to the shorelines. Consultation consisted of three meetings held across Chatham-Kent:

- a public open house, presentation and workshop was held in Chatham on September 29th, 2010;
- a public open house, presentation and workshop was held in Wallaceburg on September 30th, 2010; and
- a public open house, presentation and question and answer period was held in Eriean on September 30th, 2010.

In Chatham, approximately 80 participants attended an open house, presentation, while about 40 participants participated in a workshop. During the workshop component, participants were asked to comment on potential policy directions related to natural heritage, growth and development, and to discuss potential strategies, actions and programs which could be incorporated into the Shoreline Areas Community Sustainability Plan. The meeting in Wallaceburg was similar to Chatham, with about 40 attendees participating in the open house and 25 participating in the workshop. Like the first workshop, attendees clearly showed that they had a variety of viewpoints and concerns which were sometimes conflicting. Clear support for some of the proposed potential sustainable shoreline strategies, actions and programs emerged through these meetings.

In Eriean, nearly 300 attendees engaged the municipality in an extended question and answer session, raising a variety of concerns about the shorelines, including wind farm development, shoreline management and the regulatory framework for managing the shorelines. Attendees also showed support for some of the sustainable actions and programs, including the development of a shoreline “manual” and community development and beautification.

The receipt of numerous written comments, as well as submissions via a web-based survey and a follow-up newsletter and questionnaire, assisted the study team in gaining a very full and representative understanding of the community’s support for the proposed potential shoreline strategies, actions, and programs, as well as furthering the study team’s understanding of the types of issues that should be addressed through this Plan.

Through all of these consultation events and efforts, the study team was able to prepare a draft set of sustainable shoreline strategies, actions and programs, as well as a draft Secondary Plan, which were consistent with the vision statements and intended to address the types of issues and concerns identified by the public and stakeholders.

Refinement of Sustainable Shoreline Strategies, Actions and Programs

[Summary of the January 8, 2011 Public Open House to be added]

4.0 Vision for Sustainable Shorelines

As part of the development of the Community Strategic Plan, a vision was developed to help guide how Chatham-Kent would transform into the future. The Strategic Plan was developed in response to economic, social and environmental pressures in Chatham-Kent and in consultation with members of the community. The foundation of this plan was a vision statement, which helped to form the vision statements in this Plan. This vision is:

“Chatham-Kent is a proud, proactive and progressive community committed to celebrating its diversity and ensuring a high quality of life for all its people”

To help implement this vision, a set of six (6) strategic directions were developed, including:

- Health- we are a healthy community
- Economy- we are a prosperous community
- Environment- we are a green community
- Culture- we are a cultural community
- Civic engagement- we are an engaged community

The Sustainable Shoreline Strategy is guided by a series of vision statements which have been developed through a community consultative process with the study steering committee and the community. The vision statements build upon the strategic directions of the Community Strategic Plan and Official Plan. Together, these vision statements and strategies seek to address the issues, opportunities and constraints related to developing a Sustainable Shoreline Strategy.

Our vision for the shorelines is:

“Chatham-Kent is committed to promoting the sustainability of its shorelines by balancing community, economy and environmental considerations, to contribute to healthy and vibrant shorelines and communities.”

The overarching vision statement is further supported through the following strategic vision statements.

Chatham-Kent's shoreline areas will be:

1. **Connected:** The shoreline areas and settlements are well-connected through parks, conservation areas, trails, sidewalks, streets and ecological corridors.
2. **Identifiable:** The shoreline areas communicate a sense of place through aesthetically pleasing and inviting public spaces, reflective of local history and context.
3. **Accessible:** The public spaces are improved and easily accessible by all persons, while respectful of private property.

4. **Visible:** Views of important focal points and vistas from the shoreline areas and the water are protected, preserved and enhanced.
5. **Historic:** Cultural heritage resources and landscapes are preserved and celebrated.
6. **Active:** Active and healthy lifestyles are promoted by accommodating opportunities for recreation (walking, cycling, hiking, swimming, canoeing, and water activities), social activities and cultural activities and amenities that respond to the needs of residents and visitors.
7. **Conserved:** Ecological features, functions and habitats, and agricultural and other natural resources are conserved and enhanced for future generations.
8. **Collaborative:** The Municipality of Chatham-Kent works together with agencies, community groups, First Nations, educational institutions and the private sector in planning for the shorelines.
9. **Renowned:** The shoreline areas of Chatham-Kent are renowned for their regional, provincial, national and international significance, as established through Chatham-Kent's commitment to supporting and promoting its shoreline areas.

5.0 Shoreline Areas Sustainability Action Plan

5.1 *Economy and Tourism*

Chatham-Kent's shoreline areas offer numerous important economic resources and economic benefits to the community. The Provincial parks contained within the shoreline areas are an important draw for tourists. The beauty and recreational assets of the shoreline areas make them an attractive place to live and recreate. Fertile agricultural lands, thriving fishing and hunting in the shoreline areas are cornerstones to the economies of many communities in Chatham-Kent, as well as Chatham-Kent's overall economy. Sustaining, promoting and developing these unique resources and assets are key to ensuring the sustainability of the shorelines and a prosperous Municipality.

The community has stated that there is enormous potential to further develop and promote Chatham-Kent as a world-class tourism destination – that the shoreline areas offer activities and amenities that everyone can enjoy. In order to attract tourists and sustain a long-term tourism industry, it will be important for the Municipality to further its understanding of its shoreline areas, to actively capitalize on opportunities, and to ensure that the water resources are enjoyed and managed in a sustainable and responsible manner.

It is important to recognize that the responsibility of promoting and developing Chatham-Kent's economy must be a partnership between government, the private sector and the community in order for the initiatives to be viable and sustainable. Although the Municipality may take the "lead" in initiating tourism initiatives and economic development actions, the private sector and senior levels of government should be involved to ensure the sustainability and viability of these initiatives. Involvement and support from the local community will also be important for encouraging and supporting economic and tourism development initiatives.

5.1.1 **Applicable Vision Statement(s), Goals and Objectives**

Applicable Vision Statement(s):

- 1 **Connected** - the shorelines areas and settlements are well-connected through parks, conservation areas, trails, sidewalks, streets and ecological corridors.
- 2 **Identifiable** - the shoreline areas communicate a sense of place through aesthetically pleasing and inviting public spaces, reflective of local history and context.
- 3 **Accessible** - the public spaces are improved and easily accessible by all persons, while respectful of private property.
- 8 **Collaborative** - The Municipality of Chatham-Kent works together with agencies, community groups, First Nations, educational institutions and the private sector in planning for the shorelines.
- 9 **Renowned** - the shoreline areas of Chatham-Kent are renowned for their regional, provincial, national and international significance, as established through Chatham-Kent's commitment to supporting and promoting its shoreline areas.

Goal: Chatham-Kent is internationally recognized as a world-class recreational and tourist destination.

Objective: To increase the number of annual tourists

Objective: To improve the availability and quality of amenities and accommodations for visitors

Objective: To establish recognized scenic, agri-tourism and historic routes in the shoreline areas.

Objective: To establish a ferry service or mini-cruise in Chatham-Kent

Goal: The agricultural industry in Chatham-Kent is recognized for its innovation and sustainable operations.

Objective: To establish new educational facilities or research institutions for agriculture.

Objective: To increase the number of farms engaged in sustainable farming practices.

Goal: Chatham-Kent's shoreline areas are home to a thriving tourism sector, including wineries and similar tourism destinations.

Objective: To increase the number of agri-tourism and resources-based secondary uses operations in the shoreline areas.

5.1.2 Actions and Programs

1. Identify, Improve and Maintain Tourism Nodes

The communities of Chatham-Kent are defined as the Municipality's Urban Tourism Nodes by the Shoreline Areas Secondary Plan. This means that the Primary Urban Centres, Secondary Urban Centres and, to a lesser extent, the hamlets, are to be the focus of urban tourism and economic activities in the Municipality.

The Shoreline Areas Secondary Plan also provides a framework for the location and identification of Secondary Tourism Nodes in the shoreline areas. Secondary Tourism Nodes may include important viewsheds, lookout points or amenity landscapes with recreational potential. These Nodes may be located within the urban areas, or outside of the urban areas. These nodes, such as information booths, kiosk, interpretive signage, picnic facilities, park facilities, washrooms, parking, vehicular access, trails, commercial recreational uses (e.g., canoe rentals) or other improvements may accommodate such uses and facilities.

Building upon Chatham-Kent's tourism industry is an essential component of developing Chatham-Kent into a sustainable and thriving municipality. The community has recognized that Chatham-Kent's unique natural heritage assets have the potential to attract tourists and to develop a sustainable, eco-tourism economy.

This program includes the identification, development, improvement and maintenance of Secondary Tourism Nodes and encourages the development of tourism and recreational uses in

the Urban Tourism Nodes. As part of this program, the Municipality is encouraged to partner with identified landowners, developers and community organizations in identifying potential opportunities to establish new tourism and recreational uses which build upon Chatham-Kent's assets. Further, the Municipality will lead the identification of Secondary Tourism Nodes, and may engage in improving or enhancing the nodes by providing and maintaining public facilities for public use and enjoyment. Any land acquisitions will be done in a manner that respects private landowners and will be undertaken to expand existing public assets at such time as the land is available for sale. Furthermore, improvements will need to fully consider land use and environmental impacts, which may be completed as part of the site-specific Zoning which would be required as part of identifying a new Secondary Tourism Node. In identifying new Secondary Tourism Nodes or new tourism or recreational developments in the Urban Tourism Nodes, the Municipality will seek a fiscally sustainable means of building and maintaining the facilities.

Timing: On-going through life of Plan.

Indicators: Number of Secondary Tourism Nodes (as identified in the Official Plan), number of new tourism-based land uses (golf courses, marinas, recreational commercial establishments, etc.); number of annual visitors

Cost Considerations: Staff time will be associated with providing planning framework and site plans for each node; cost of improving individual secondary nodes varies by project

Partnerships:

- *Identifying New Tourism Nodes:* Ministry of Natural Resources, Conservation Authorities, Private Landowners
- *Enhancing/Improving Secondary Tourism Nodes:* Conservation Authorities
- *Developing Tourism Uses in Primary Urban Centres, Secondary Urban Centres and Hamlets:* Private Landowners, Developers, Community Organizations and Institutions

2. Promote a Ferry Service or Mini-Cruises

With over 130 km of shoreline on Lake Erie and Lake St. Clair, Chatham-Kent has numerous opportunities to promote a Ferry Service between Chatham-Kent and communities in Michigan (across Lake St. Clair) or Ohio (across Lake Erie). Additionally, there is potential to develop mini-cruises for leisure or eco-tourism. Such an initiative would require a major partnership between the Municipality of Chatham-Kent (including the local Marina), a ferry or cruise service company and any destination municipalities (potentially American and other Southern Ontario communities).

The first step in the advancement of this project will be contact with potential ferry or cruise service businesses, as well as communication with the Municipality's marinas. The Municipality may assist the ferry or cruise company in identifying potential routes and determining feasibility. Due to the large number of major stakeholders involved in successfully completing this major undertaking, the Municipality will need to take a leadership role in promoting the development of a ferry service or mini-cruises.

Timing: Long-term (2020-2025)

Indicators: Number of Ferry Service Routes, Number of Mini-Cruises

Cost Considerations: Primarily staff time in investigating potential partnerships and encouragement of ferry services/businesses.

Partnerships: Local marinas, ferry/cruise services, business community, Department of Fisheries and Oceans, Lower Thames Valley Conservation Authority, St. Clair Region Conservation Authority

3. Promote and Develop Innovation in Agriculture

In terms of coverage, agricultural land uses are the predominant use of land in the Shoreline Areas of Chatham-Kent. Further, agriculture is an important industry in Chatham-Kent's economy. Chatham-Kent is a leader in agricultural and farming innovations, including sustainable farming practices, further enhancing this will help to ensure that the agricultural sector remains thriving and sustainable in the long-term.

The Municipality should pursue opportunities to partner with educational institutions (i.e., University of Guelph – Ontario Agricultural College) to further research and innovation in agricultural practices, agri-tourism and sustainable farming operations in Chatham-Kent. These activities may range broadly from supporting research projects by educational institutions to supporting and encouraging the establishment of new educational or research facilities in the Municipality.

The Municipality should encourage the development and improvement of agricultural lands for specialty agricultural uses such as greenhouses, agri-tourism operations, such as wineries, bed and breakfasts, guided tours, 'pick your own' programs and other agri-tourism uses. This may be a part of a Municipality-wide Community Improvement Plan (see the Community revitalization and improvements program below), or it may take the form of providing support to landowners who show interest in developing agri-tourism uses.

Timing: Short-term - Building partnerships with educational institutions and agricultural federations (2011)

Indicators: Number and variety of post-secondary educational programs and facilities; number of post-secondary education jobs; number of post-secondary students; number of agri-tourism uses (i.e., building permit/planning data)

Cost Considerations: Varies depending on project. Staff time required to work with educational institutions.

Partnerships: University of Guelph, Ontario Ministry of Agriculture, Food and Rural Affairs, private landowners, other post-secondary institutions

4. Enhance and Improve Municipal Docking Facilities

A tourism improvement identified by numerous members of the public and stakeholders through consultation, is the improvement of municipal docking facilities in Chatham-Kent, including improvement of associated amenities (washrooms, change rooms, etc.). The ability for the Municipality to attract boaters, fishers and campers will be greatly enhanced by improving docking facilities throughout the Municipality.

The improvement of the facilities may begin with a general study of existing docking facilities, deficiencies, and critical needs, including a survey provided to current users. The study, perhaps in the form of a report to Council, may assist in prioritizing needed improvements and maximizing benefits. Opportunities to seek funding and donations from local businesses, organizations, senior levels of government and members of the community should be pursued to offset the cost of improving docking and marina facilities.

Timing: Short-term – study of existing facilities and understanding of needs (2011-2012); Medium to long term – capital projects to improve facilities

Indicators: Number of amenities associated with docks (e.g., washrooms); amount of money spent on dock improvements; dock usage/boat traffic

Cost Considerations: Varies depending on proposed improvements. Opportunities to obtain funding from businesses, senior levels of government and individual donations should be pursued. User fees may be considered to enhance viability of improvements in the short or medium term.

Partnerships: Local marinas, business community (Chamber of Commerce)

5. Join with the Ontario South Coast Initiative

The Municipality should pursue the opportunity to partner with the Ontario South Coast tourism initiative (<http://www.gosouthcoast.ca/>), since the Municipality has a significant amount of frontage on Lake Erie. The initiative provides a central resource for information about dining, attractions and communities along Lake Erie. Currently Norfolk County, Haldimand County and Elgin County are leading and administering the initiative as a partnership between the governments.

Joining with the South Coast Initiative would be a fairly low cost marketing and tourism initiative. Chatham-Kent's unique Lake Erie communities should be recognized as forming a significant component of Ontario's "South Coast."

Timing: Short-term (2012)

Indicators: Addition of Chatham-Kent to the South Coast initiative

Cost Considerations: Primarily staff costs, potentially including website design and support

Partnerships: Private Landowners, Haldimand County, Norfolk County and Elgin County

5.2 Community Development and Design

Chatham-Kent contains numerous “waterfront communities” that have historic roots in the resources of the lakes and rivers of Chatham-Kent. The improvement of the design of public streets, spaces and waterfront amenities will benefit the entire community, and promote Chatham-Kent as a world-class tourism destination.

The community has recognized a need for the beautification of its shoreline area communities, a need for improved waterfront connections, and the importance of improving waterfront amenities to improve the quality of life of Chatham-Kent’s residents. The community has also expressed the importance of respecting private property and the quiet, peaceful lifestyle that has made Chatham-Kent a great place to live. The beautification, improvement and development of Chatham-Kent’s communities must therefore be undertaken in a strategic manner, in which the improvement of public streets and waterfront access does not negatively affect the tranquility of neighbourhoods and waterways.

5.2.1 Applicable Vision Statement (s), Goals and Objectives

Applicable Vision Statement(s):

- 2 **Identifiable** - the shoreline areas communicate a sense of place through aesthetically pleasing and inviting public spaces, reflective of local history and context.
- 3 **Accessible** - the public spaces are improved and easily accessible by all persons, while respectful of private property.
- 4 **Visible** - views of important focal points and vistas from the shoreline areas and the water are protected, preserved and enhanced.
- 5 **Historic** - cultural heritage resources and landscapes are preserved and celebrated.
- 7 **Conserved** - ecological features, functions and habitats, and agricultural and other natural resources are conserved and enhanced for future generations.
- 8 **Collaborative** - The Municipality of Chatham-Kent works together with agencies, community groups, First Nations, educational institutions and the private sector in planning for the shorelines.

Goal: The historic communities of the shoreline areas are attractive, vibrant places in which to live, work and play.

Objective: To implement the recommendations contained in the Chatham-Kent Urban Design Guidelines (2005).

Objective: To create gateway features along major routes into the shoreline areas.

Goal: Public spaces, trails and parks are well-connected and accessible, and well-maintained.

Objective: To acquire strategic land to improve connections and public amenities.

Objective: To address impacts of invasive species.

Objective: To implement a signage strategy including improved wayfinding signage.

Goal: The communities and buildings of the shoreline areas are sustainable.

Objective: To improve the energy efficiency of buildings and reduce the environmental impact of communities on the shoreline areas.

5.2.2 Actions and Programs

1. Revisit, Prioritize and Implement Urban Design Guidelines Recommendations

The Municipality completed a comprehensive Urban Design Guidelines in 2005. In addition to offering guidelines for the design of buildings and streets, the Guidelines described numerous detailed potential design initiatives, streetscape improvements, beautification recommendations, streetscape plans/concepts, recreational improvements and other projects which could be undertaken to enhance the shoreline communities.

It must be emphasized that there is no need to repeat the work already completed as part of preparing the Urban Design Guidelines. Since some of the actions contained in this Plan address some of the recommendations of the Urban Design Guidelines, the Guidelines should be consulted for initial guidance and background information. However, the recommendations and rationale should be revisited to ensure they are up-to-date and relevant.

This action involves re-visiting the Municipality's Urban Design Guideline recommendations, particularly with regard to beautification and improvements to the communities of the shoreline areas, and further pursuing implementation of the recommendations. The Guidelines contains detailed streetscape plans, concepts and potential streetscape improvement initiatives (e.g., tree planting, lighting, etc.) for each of these communities. The Municipality should prepare a report to Council summarizing the recommendations of the Guidelines; analyzing the relevance of the recommendations to the other actions provided in this Plan; and commenting on the cost and relative priority of the projects. This exercise will help the Municipality "scope" the overwhelming magnitude of trying to beautify the many communities of Chatham-Kent and apply budget resources to priority projects.

Additionally, a Community Improvement Plan could be prepared to address implementation of the Urban Design Guideline recommendations. A Community Improvement Plan could provide incentives to deal with downtown improvements, heritage building restorations and energy efficient initiatives.

Timing: Report to Council should be prepared in the short term (2012). Capital improvements will be on-going.

Indicators: Completion of Council Report; number of beautification/streetscaping works; dollars spent on beautification/streetscaping

Cost Considerations: Staff costs related to initial report preparation.

Partnerships: Primarily a Municipally-led initiative; Business Improvement Associations

2. Maintain Shoreline Areas Impacted by Invasive Species

A significant issue raised frequently through the preparation of this Plan was the impact of invasive species, specifically phragmites, on the quality of parks, open spaces areas and conservation areas. The Municipality should investigate “priority areas” in need of action, and pursue solutions to this issue, including improved maintenance of trails.

The goal of this action is to improve the quality of recreational trails and areas, including improved viewsheds which have previously been impacted by invasive species. The Conservation Authorities, the Ministry of the Environment and the Ministry of Natural Resources should be consulted on this issue and may specifically help to identify priority areas. However, there is also a significant opportunity to partner with a post-secondary educational institution to study and report on the issue and identify potential solutions (i.e., as an activity which is part of an ecology or environmental management course).

Timing: Investigations could be completed in the medium term (2015-2017) with implementation in the long term (2018 and beyond).

Indicators: Qualitative perception of trails (i.e., a survey); cost of maintenance, reduction of invasive species

Cost Considerations: Staff costs and costs of improved maintenance

Partnerships: Primarily a Municipally-led initiative with input from Conservation authorities; Ministry of Natural Resources, Ministry of the Environment. The Municipality may pursue a partnership with a post-secondary education or a local environmental group to study or address this issue.

3. Identify Gateway Locations and Establish Gateway Features into the Shoreline Areas

Chatham-Kent’s shoreline areas and communities are unique places in the Municipality. Travelers should be made aware they are entering a unique place. The Municipality will identify opportunities for establishing gateway features to the shoreline areas, including the provision of enhanced signage, architectural features, buildings or landscaping at these areas. The Urban Design Guidelines may be consulted for inspiration and guidelines; however, the design of gateway features should reference historic persons, settlement or events which are indicative of the place as well as environmental features, lookouts and viewsheds.

Identifying gateway locations may be an exercise completed as part of the Municipal Signage Strategy, with consideration for design and implementation in the medium term.

The detailed design of gateway signage may be completed as part of the Signage Strategy action listed below.

Timing: Identification of gateway locations should be completed as part of a Gateway Study that would be implemented in the medium or long term (2015 and beyond).

Indicators: Identification of gateway features as part of the implementation of gateway features

Cost Considerations: There will be the cost retaining firms/contractors to design and install the gateway features, as well as on-going maintenance costs.

Partnerships: Primarily a Municipally-led initiative; Conservation authorities; Ministry of Natural Resources; Ministry of Environment, Private-Public Partnerships

4. Implement Municipal Signage Strategy

An issue raised by the public and stakeholders was the lack of wayfinding signage and the potential for new interpretive signage in the shoreline areas. The Municipality has recently prepared a report entitled the Municipal Signage Strategy, including potential designs for wayfinding and interpretive signage, as well as signage along important routes (Talbot Trail, Trans-Canada Trail, Blue Trails, Underground Railroad, and Tecumseh Parkway). Attractive and consistently themed signage is a beneficial and cost-effective tourism initiative, and can help to encourage the development of new tourism uses (e.g., new wineries or stimulate investment in wineries located along a designated "Scenic Route") and a sense of place. The Municipality should investigate and implement the proposed Municipal Signage Strategy, Tecumseh Parkway Initiatives and First Nations interpretive signage along watercourses and in First Nation Settlement Areas.

This program will require the identification and agreement upon scenic and wine routes, including the detailed location of appropriate signage locations. The routes should be identified as part of a Secondary Plan schedule, and will need to be supported by a land use framework which is conducive to the appropriate development and enhancement of the type of route.

Timing: Medium-term (2015-2020)

Indicators: Number of agri-tourism uses (as measured by planning/building data); number of annual tourists

Cost Considerations Cost to design and implement signage infrastructure and on-going maintenance.

Partnerships: Led by Municipality; Involvement by Business Improvement Associations, Local First Nations Groups, Chamber of Commerce and local businesses/tourism/agriculture organizations will be important to gain general support for the proposed tourism routes, Ontario's South Coast, Adjacent Municipalities.

5. A Public Use and Acquisition Strategy

Chatham-Kent's extensive lake and river frontage provides numerous opportunities for new or expanded recreational facilities and public amenities. The public has also recognized that improved

waterfront access and amenities are needed or would be valued in some communities. Furthermore, significant views of shorelines may be better enhanced if they are brought into public ownership and conserved by the Municipality.

Although the public generally supported a Public Use and Acquisition Strategy, it should be focused on improving/expanding existing public assets, including roadway right-of-ways that abut the lakeshore, open spaces, and beaches and be respectful of private property rights. A fundamental guiding principle behind such a strategy will be to respect private property, including the tranquil atmosphere of Chatham-Kent's waterfront communities.

The Public Use and Acquisition Strategy should include:

- A comprehensive inventory of publicly owned lands, including opportunities for new public uses on existing Municipal property;
- An analysis of deficiencies in public amenities in each individual shoreline areas community (including community consultation);
- An identification of desirable lands to:
 - Improve access to existing public uses;
 - Expand existing public uses;
 - Conserve/protect significant natural heritage features
 - Establish new public uses; or
 - Conserve or improve significant views or landscapes, based on the needs for public uses identified.
- A long-term strategy to acquire and utilize identified desirable lands.

It is not the intent of the Public Use and Acquisition Strategy that the Municipality seek out and expropriate lands. Rather, acquisitions should be completed as a partnership between the Municipality and landowners, and potential land use conflicts with neighbours should be thoroughly addressed and mitigated through consultation with adjacent land owners.

Timing: Short Term (2011-2013)

Indicators: Number and quality of recreational amenities, length of shoreline in public ownership

Cost Considerations: Cost of preparing of the strategy is primarily staff time; The cost of acquiring and improving land will vary and will need to be considered on a case-by-case basis

Partnerships: Primarily a Municipally-led initiative; partnerships/cooperation with private landowners

6. Community Revitalization and Improvements

Chatham-Kent's Community Improvement Plans (CIPs) have shown success in revitalizing parts of the community, including Chatham-Kent's brownfields, bluefields and downtown/main street areas. The community's awareness of Chatham-Kent's revitalization programs creates a significant opportunity to regenerate and improve the communities of the shoreline areas through the use of a CIP which will likely see good results and success.

This program may include preparation of a community-wide “Green Community Improvement Plan” with a variety of financial incentives for landowners and municipal leadership programs. The programs may offer incentives for:

- Energy efficiency retrofits and upgrades or building code compliance;
- New ‘green’ buildings;
- Building restoration improvements;
- Façade improvements;
- Heritage buildings; and
- Improvements to agricultural lands which contribute to more sustainable farming practices.

The Green CIP should generally be intended to offset the initial cost and risk of more sustainable building practices, but should also work to promote the notion that green building offers numerous long-term cost benefits. The Green CIP may also provide incentives to assist in achieving other aspects of this Plan, such as encouraging agri-tourism uses, and it may also be used to help revitalize shoreline area communities.

This program may also include, as a separate document or part of the Green CIP, a green community and building design program or strategy to implement green building and community design principles in the Municipality. The Program or Strategy may consist of the development of educational materials to assist property owners in retrofitting their properties, or in building more energy and water efficient buildings and structures, for example. Further, the strategy should contain a Municipal “action plan” for improving the Municipality’s own energy usage and environmental impact.

Timing: Short Term (2011-2013)

Indicators: Dollars granted for CIP programs; investment leveraged by CIP programs; number of LEED-certified buildings and communities in Chatham-Kent; municipal energy usage. A Community Improvement Plan prepared as part of this program should include a self-contained monitoring and evaluation program.

Cost Considerations: Cost of preparing the strategy is primarily staff time; The cost of acquiring buildings and improving land will vary and will need to be considered on a case-by-case basis

Partnerships: Primarily a Municipally-led initiative; partnerships/cooperation with private landowners should be pursued to ensure success.

7. Renewable Energy Promotion

The promotion of renewable energy sources is recognized as an important driver of sustainability, to address issues of climate change and reduce dependency on non-renewable resources such as fossil fuels. Renewable energy systems produce electrical power from an energy source that is renewed by natural processes including, but not limited to, wind, water, a biomass resource or product, or solar or geothermal energy.

The north shore of Lake Erie is recognized as a strategic location for wind energy projects as evidenced by the existing wind energy systems and increasing interest in establishing new wind energy systems. However, the public has expressed significant concerns regarding the development of new wind energy systems along the shorelines and potentially within the Lake, and their impacts on property values, the environment and significant views of the shorelines.

The *Green Energy Act, 2009* established a new policy framework, regulations and requirements for the promotion and development of large-scale renewable energy systems, which is administered by the Province, and subject to a Renewable Energy Approval (REA). Public sentiment has been expressed that this approvals process does not adequately take into consideration local planning issues and concerns regarding the development of wind energy systems, and the negative impact that wind energy systems have on opportunities for economic development within the shorelines.

While the Municipality supports the promotion of renewable energy sources, the proliferation of wind energy systems within the shoreline areas remains a concern. The Municipality will pursue discussions with the Province when reviewing proposals for wind energy systems to ensure that the concerns of the Municipality's residents are addressed through the review process.

As part of the Municipality's commitment to energy conservation and sustainability, it is recommended that the Municipality undertake the preparation of a Community Energy Plan, in order to set targets for energy reduction, develop energy efficient building standards and promote growth in the renewable energy sector, that is responsive to the local environment and balances other sustainability objectives within the shorelines.

Community Energy Plans are developed through establishing an energy baseline and setting targets for higher energy performance. Targets are set for residential, commercial, industrial and transportation sectors. This involves:

- Maximizing efficiency in homes, buildings, industries and transportation;
- Maximizing the use of clean and distributed power solutions;
- Maximizing the use of economically viable renewable energy sources; and
- Minimizing peak and average load increases on the grid.

Additionally, these plans are developed through consultation with the public and set out implementation measures to the Municipality to achieve reduction targets. These recommendations may include:

- Adopting an energy performance label, such as EnerGuide or Energy Star to establish building standards for efficiency;
- The restructuring of energy service providers;
- The development of a district energy system;
- The development of partnerships with local schools and utility companies; and
- Standards relating to efficiency, recovery, cogeneration, and renewable energy.

Community Energy Plans result in tangible benefits for the municipality including improvements to the delivery, reliability and affordability of local services, a reduction in greenhouse gases, cost savings, better forecasting of future energy needs, job creation and the potential to assess alternative technologies.

Many communities in Ontario have already undertaken the process of developing a Community Energy Plan, including the City of Guelph and the Town of East Gwillimbury. The City of Guelph Community Energy Plan was developed to help establish a reliable energy future by continually increasing the effectiveness of how energy is used and managed. It also made the commitment to reducing its per capita greenhouse gas emissions below the global average and lower than comparable Canadian cities.

Timing: Medium Term (2015-2020)

Indicators: Reduction in energy consumption through increased energy conservation measures.

Cost Considerations: Cost of preparing the Community Energy Plan and staff resources. Grants are also available from the Green Municipal Enabling Fund for the creation of a Community Energy Plan.

Partnerships: Primarily a Municipally-led initiative; partnerships/cooperation with private landowners should be pursued to ensure success.

5.3 Culture and Heritage

Chatham-Kent's historic roots were set in the amenity of the waterways and lakes, which facilitated trade and growth and resulted in established shoreline communities. The shoreline areas and its communities have unique built and cultural heritage assets, as well as historic First Nations settlements which provide them with tourism potential, and also add social value.

The 2007 Chatham-Kent Cultural Plan recognizes the strong link between cultural assets and economic and social health and well-being. Tourism is recognized by the Cultural Heritage Plan, Council's Strategic Plan for Chatham-Kent (2007-2010) and the 2007 Economic Development Strategy as an important driver in Chatham-Kent's economy. More specifically, the Cultural Plan identifies Black History Tourism, recreational birding, and the RM Classic Car Exhibit as the four primary tourism opportunities of Chatham-Kent. The Plan recognizes that encouraging individual creativity, culture and creating high quality places are strong economic drivers. The development of partnerships and cooperation between the Municipality, business owners and residents is the most efficient means of improving creativity, cultural assets and strong communities.

Although not directly located in the Study area, there are First Nations which are located adjacent to the Study Area or have an interest in this study and the recommended programs relating to cultural heritage. Consultation was conducted with the local First Nations communities. The First Nations expressed that local cultural assets should be promoted for tourism and economic development opportunities.

This Plan recognizes and promotes the importance of Chatham-Kent's cultural heritage and historic assets as a key tourism driver and contributor to the quality of life in Chatham-Kent. Preserving and promoting cultural heritage assets, and building communities in which creativity can be inspired, will be important economic drivers for the Municipality. Through the process of preparing this Plan, the community has acknowledged the importance of the unique built and

cultural heritage assets in the shoreline areas, and the small-town atmosphere which makes Chatham-Kent a great place to live and a unique tourism destination.

5.3.1 Applicable Vision Statement(s), Goals and Objectives

Applicable Vision Statement(s):

- 6 **Historic-** Cultural heritage resources and landscapes are preserved and celebrated.
- 9 **Collaborative-** The Municipality of Chatham-Kent works together with agencies, community groups, First Nations, educational institutions and the private sector in planning for the shorelines.

Goal: Chatham-Kent celebrates, conserves and improves its cultural heritage resources and its resources are renowned.

Objective: To develop a complete understanding of Chatham-Kent's cultural heritage resources including built heritage, and share this understanding with the public and visitors through improved interpretive/wayfinding signage and documentation of assets.

Objective: To designate one or more communities as a Heritage Conservation District.

5.3.2 Actions and Programs

1. Identify and Evaluate Built and Cultural Heritage Resources

As part of preparing the Cultural Plan, the Municipality undertook an extensive Cultural Tourism Analysis, in which the Municipality's cultural tourism assets were identified and evaluated for market readiness (compiled in a Report entitled Building Capacity, Realizing Opportunities: Cultural Tourism in Chatham-Kent Situation and SWOT Analysis). This program is intended to elaborate on this work, to identify specific built and cultural heritage resources which were not examined as part of the program, and to assist in further studying built heritage as part of identifying potential Heritage Conservation Districts.

The community recognizes the importance of its built and cultural heritage resources in Chatham-Kent's economy. Some members of the public communicated that there is a lack of knowledge and understanding of Chatham-Kent's assets, particularly for visitors. The community's assets need to be better identified and communicated to residents, visitors and policy-makers in order to promote Chatham-Kent as a tourist destination.

This program may also include the preparation of supportive mapping (i.e., an appendix) which may be included in the Official Plan and completed as part of the Comprehensive Review of the Official Plan in 2011. Recognizing these assets in the Official Plan would be a critical step to considering them in tourism initiatives, including the Signage Strategy, Public Use and Acquisition Strategy and other actions recommended in this Plan.

Timing: Short Term (2011)

Indicators: Identification of cultural heritage/tourism assets; number of interpretive installations/signage

Cost Considerations: Cost of preparing of the strategy is primarily staff time.

Partnerships: Primarily a Municipally-led initiative; partnerships/cooperation with private landowners should be pursued to ensure success.

2. Identify Potential Heritage Conservation Districts

Chatham-Kent currently does not have any Heritage Conservation Districts which are designated under the *Ontario Heritage Act*. However, numerous studies and stakeholders have identified the potential of designating one or more heritage conservation districts in the Municipality, to recognize the concentration of built heritage resources in Chatham-Kent's communities.

Consideration should first be given for the candidate Heritage District Areas put forth in the Urban Design Guidelines (Chatham, Wallaceburg, Dresden, Bothwell, Thamestown and Ridgetown) as well as the historic main street area of Erieau and Wheatley, which have been identified by the community as a potentially suitable candidate for designation as a Heritage Conservation District. It should be noted that there is no need to repeat any preliminary work which has already been undertaken.

The process of identifying and designating a heritage conservation district will involve initial consultation with the Ministry of Culture to determine if the assets are suitable under the *Ontario Heritage Act* to begin an official Heritage Conservation District Study. The process of completing the study includes a detailed architectural and historical assessment of the study area, and further consultation. A resulting Heritage Management Plan is prepared which ensures the proper maintenance and improvement of the heritage conservation district. The process of identifying potential Heritage Conservation District study areas, including priority, must be inclusive and considerate of the interests of private landowners.

Timing: Medium Term (2015-2020)

Indicators: Number of heritage conservation districts

Cost Considerations: A consultant may be retained to complete the study; staff time will also be required, including engagement of the Municipal Heritage Committee.

Partnerships: Led by Municipal Heritage Committee; local landowners; Business Improvement Area (if applicable); Chamber of Commerce.

5.4 Environment

The natural environment of the shoreline areas consists of very low natural cover in total land area and one of the highest diversities of Species at Risk (SAR) in Ontario. The Shoreline Areas offer some of the largest concentrations of natural areas in Chatham-Kent. These areas serve as an

important habitat area and provide linkages between terrestrial and aquatic systems, including headwater systems that drain to Lake Erie.

The terrestrial (e.g. woodland, meadow, thicket, agricultural) and aquatic (waterbodies, watercourses and wetlands) features within the shoreline areas of Chatham-Kent include large portions of the shoreline areas of Lake Erie, Lake St Clair and the Sydenham and Thames Rivers. Together, these areas provide habitat for a variety of plants and animals including Carolinian vegetation communities, Species at Risk and encompass globally significant Important Bird Areas.

As a result of a long history of agricultural production, there is significant habitat fragmentation in the shoreline areas with only approximately 4% of natural forest cover remaining. Sustaining the remaining natural features is extremely important as they will serve as existing habitat nodes (connected or otherwise), and as building blocks for future habitat protection, expansion and restoration.

Consultation with members of the community identified that priority natural areas should be identified, but only using carefully selected criteria. Additionally, the public expressed that agricultural development should be carefully incorporated into the natural heritage system. Natural heritage protection needs to be respectful of landowners on the shoreline areas; protection should preserve and restore the natural environment, but also should encourage economic development and not limit landowner development or preclude existing continuance of uses.

Also, the public expressed significant concern over the restoration and protection of the shoreline areas against erosion. They felt that management guidelines would be helpful, but that they should provide tools and not be restrictive.

5.4.1 Applicable Vision Statement(s), Goals and Objectives

Applicable Vision Statements:

- 1 **Connected** - the shoreline areas and settlements are well-connected through parks, conservation areas, trails, sidewalks, streets and ecological corridors.
- 6 **Active** - active and healthy lifestyles are promoted by accommodating opportunities for recreation (walking, cycling, hiking, swimming, canoeing and water activities), social activities and cultural activities and amenities that respond to the needs of residents and visitors.
- 7 **Conserved** - ecological features, functions and habitats, and agricultural and other natural resources are conserved and enhanced for future generations.
- 8 **Collaborative** - The Municipality of Chatham-Kent works together with agencies, community groups, First Nations, educational institutions and the private sector in planning for the shorelines.
- 9 **Renowned** - the shoreline areas of Chatham-Kent are renowned for their regional, provincial, national and international significance, as established through Chatham-Kent's commitment to supporting and promoting its shoreline areas.

Goal: Protect and restore natural heritage features within the shoreline areas.

Objective: Increase natural cover, habitat linkages and restore the natural habitat of the shoreline areas.

Goal: Increase environmental stewardship and sense of place within the shoreline areas.

Objective: Increase owner awareness of tools available to increase shoreline stewardship on their own properties.

Goal: Increase public participation in shoreline management

Objective: Reduce total amount of shoreline erosion and loss of habitat through individual land owner and shoreline user participation in shoreline management.

Goal: Establish a framework for partnerships to assist with shoreline sustainability initiatives

Objective: Increase overall participation of stakeholders, local community groups and the private sector in shoreline management projects.

5.4.2 Actions and Programs

1. Natural Heritage System Management, Enhancement and Restoration

Historic development practices and loss of shoreline habitat has resulted in fragmentation of the natural heritage system. In order to address natural heritage sustainability within the shoreline areas, enhancements to the natural heritage system should be undertaken. Natural heritage system enhancements may include a combination of the following;

- **Natural Cover Enhancement and Restoration:** through careful selection and use of native vegetation, existing natural cover can be enhanced and bolstered. Increased natural cover may result in decreased stormwater runoff and coastal erosion. Identification of opportunities should be supported through planning processes such as Environment Impact Statements and should be assessed in consideration of ecological form and function to better inform restoration and management decisions for the larger Natural Heritage System.
- **Riparian Enhancement:** Riparian areas represent the intersection between aquatic and terrestrial areas. By increasing the total amount of riparian areas, water temperatures can be moderated, buffers are provided from toxic substances, erosion can be reduced, downstream sedimentation is reduced, and increased habitat is provided for fish and other aquatic species.
- **Farm Stewardship:** Traditional farming practices can significantly impact the surrounding environmental landscape. Pesticide run-off, manure run-off, impact of livestock on surrounding uses, watering systems etc. can all negatively alter ecosystems. By

establishing or participating in provincial or federal stewardship programs, the impact of the agricultural community can be decreased.

- **Shoreline Development Guidelines:** shoreline development guidelines assist in protecting scenic resources, while allowing property owners and developers to make informed, sensible decisions regarding construction along the shoreline. Guidelines may include building setbacks from the shore, vegetation buffers, naturalization initiatives and shoreline treatments.
- **Establishment of Linkages and Corridors:** sustaining natural wildlife patterns and movement is important for dealing with habitat fragmentation. Through a variety of techniques, such as shoreline acquisition and naturalization initiatives, functional connectivity between habitats can be established. Fragmentation is one of the greatest threats to biodiversity conservation; therefore the establishment of linkages and corridors on the shorelines is crucial to long-term biodiversity sustainability.
- **Watershed/Subwatershed Studies:** Are planning initiatives that have a multi-purpose scope that result in watershed management plans. The watershed/subwatershed studies in Chatham-Kent would be conducted in partnership with the local Conservation Authorities and would identify recommendation to be undertaken to deal with biodiversity, water quality and aquatic habitat.
- **Expand Environmental Impact Statement (EIS) Requirements:** The EIS study requirements in the Official Plan could be amended to specifically identify locally significant wetlands, woodlands greater than 2 hectares, natural heritage features within Important Bird Areas, shoreline landforms, significant wildlife habitat, regional Area of Natural and Scientific Interest, and habitat for regionally and locally significant species. Additionally, a requirement could be added for a Terms of Reference document to be created at the outset of the project to be reviewed by the municipalities and agency to ensure that required elements are included in the development plan. The Official Plan should provide direction to appropriately scope an EIS based on the nature of the impacts of the project.
- **Expand the Greening Strategy:** The general policy directions in the Official Plan relating to a greening strategy could be expanded on to encourage additional naturalization and restoration projects. The Greening Strategy would address reforestation, forest management and would support natural heritage policies. Additionally it would include voluntary and regulatory measures to protect and enhance natural heritage features. Finally, the strategy would encourage the protection of small woodlots through the use of incentives identified as part of a forest management strategy.
- **Promote Private Landowner Environmental Stewardship:** Opportunities can be promoted to private landowners to add more protective zoning or conservation easements to natural heritage features to protect and manage these features. The Conservation Land Tax Incentive Program is designed to recognize and encourage the long-term stewardship of environmental features by providing tax incentives to landowners who wish to protect

these features. The current tax relief is 100% tax exemption on the eligible portion of the property.

In developing a more detailed action plan to deal with natural heritage system enhancements, potential partners should be identified. A variety of stakeholders have a vested interest in the shoreline, and the natural heritage enhancements small or large scale should be done in coordination with local and regional partners and stakeholders.

Timing: Long-term (2020-2025)

Cost Considerations: To be determined, would relate to the approach taken and to the programs that are identified. Private owners may apply for 100% tax relief under the Conservation Land Tax Incentive Program.

Indicators:

- Total area of shoreline development
- Number of stewardship initiatives under way
- Area of parks/green space
- Total number of farmers engaged in sustainable farming practices
- % of green space connected
- Number of watershed studies completed
- Number of subwatershed studies completed
- Total area of natural cover (% change over time)

Leadership and Partners: Municipality of Chatham Kent, Lower Thames Valley Conservation Authority, Ministry of Natural Resources, Ministry of Environment, St. Clair Region Conservation Authority, Wallaceburg Advisory Team for a Cleaner Habitat (WATCH), Community Round Table-Environmental Committee, Wallaceburg Social Justice Group, Carolinian Canada Coalition, Ducks Unlimited, Dresden District Horticultural Society, Sydenham Field Naturalists, Friends of the St. Clair River, Buy Local! Buy Fresh, Canadian Organic Growers, Chatham-Kent Community Gardens Network, St. Clair River Trail Committee and Wallaceburg Trails.

2. Establish Education, Community Outreach and Marketing Programs

Educating members of the public regarding shoreline sustainability is extremely important to the long-term sustainability of the area. By formalizing education partnerships, it will improve the community's understanding of the shorelines, but will also clarify the responsibility of government agencies.

To effectively engage the public, a program for developing partnerships that focus on education should be formalized. Partnerships will assist in facilitating the sharing of information, combining strengths, and opening up access to opportunities. Several education and engagement programs already exist in Chatham-Kent, including Stewardship Kent's Children's Water Festival and the Community Tree's initiative. By developing a formal program, common goals and objectives to managing shoreline issues such as erosion can be established.

A website could be established, that would be a place to promote events, provide education resources and provide information for people to get involved. The Municipality currently has an interactive municipal website, a component could be added that addresses a sustainability partnership and would provide a central location for residents to access resources.

One specific marketing strategy that could be explored is the Blue Flag for Public Beaches and Marinas designation. The Blue Flag Designation is an internationally recognized symbol of excellence relating to the recreational quality, safety and environmental impact of beaches and marinas. Beaches and Marinas must meet established criteria related to environment, water quality, information and education, safety services and environmental management in order to be awarded the designation for one season. Chatham-Kent could pursue the designation on a trial basis, as the designation would need to be renewed through re-application on an annual basis. Having the designation could contribute to an increase in ecological related tourism, as well as be marketed to surrounding residents. The Mitchell's Bay marina and Erieau beach have been identified as potential candidates to pursue a Blue Flag designation.



Additional actions that could address community outreach include; interpretive/education signage that is associated with key natural features and a manual for shoreline management or signage relating to cultural heritage and First Nations sites.

Timing: Medium-term (2015-2020)

Cost Considerations: Costs would include website development, development and printing of marketing materials and staff/consultant time

Indicators:

- Website development and usage
- Number of Blue Flag Designated Beaches
- Number of education programs developed
- Number of events devoted to shoreline sustainability
- Number of education resources distributed to the community

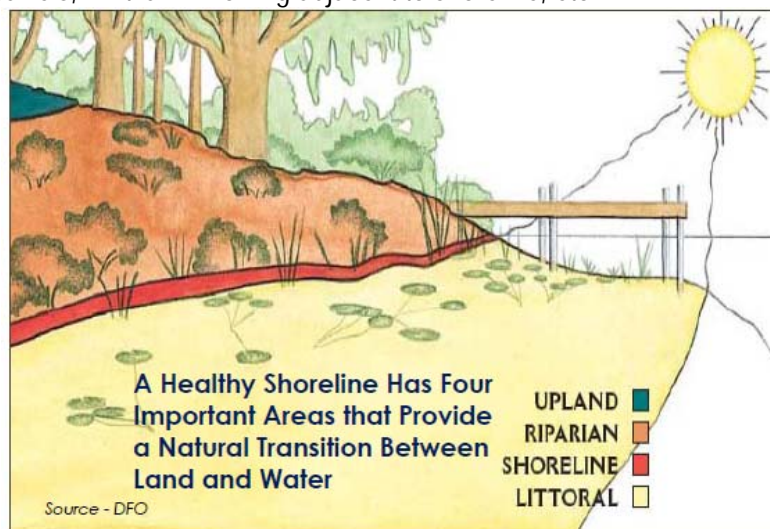
Leadership and Partners: Municipality of Chatham Kent, Lower Thames Valley Conservation Authority, St. Clair Region Conservation Authority, Wallaceburg Advisory Team for a Cleaner Habitat (WATCH), Community Round Table- Environmental Committee, Friends of the St. Clair River, Ridgetown District Agricultural Society, CK on the Edge, Cultural Coalition of Chatham-Kent,

3. Develop a Shoreline Landowners Guide

Private landowners can significantly impact shorelines if they do not incorporate sustainable living practices. Shoreline parcels in Chatham-Kent are owned by private landowners; because of this a Shoreline Landowners Guide may be developed and provided to landowners to educate them on living sustainably and how to properly manage the shorelines. The guidelines developed would also identify and assist landowners in understanding the various regulations and requirements of the multiple agencies (i.e., Municipality, Conservation Authorities, and Provincial and Federal governments) which have jurisdiction over shoreline development and related matters.

The guide could consist of several components, and may include a combination of the following:

- A check list to determine as a baseline, how sustainable the owner currently is. This may include criteria relating to water, fish and wildlife, land, and the owners ecological footprint.
- A series of steps that the land owner can take to ensure that they are acting sustainably, including; natural landscaping, establishing and maintaining shoreline buffers, plant native species, the use of rain barrels, limit lawn mowing adjacent to shoreline, etc.
- A series of pictures to illustrate sustainable actions. A sample picture is provided.
- Guidance on septic tank maintenance to ensure that sewage and effluent does not enter the ecosystem.
- Resources and contacts for more information and guidance on shoreline sustainability.



The handbook could be developed in consultation with identified partners and members of the community and would significantly increase the outreach and education relating to shoreline sustainability in Chatham-Kent.

Timing: Short-term (2011)

Cost Considerations: Staff/consultant time to develop guide and printing costs for distribution

Indicators:

- Total number of landowner guides distributed
- Total number of actions from landowner guide implemented

Leadership and Partners: Municipality of Chatham-Kent, Lower Thames Valley Conservation Authority, St. Clair Region Conservation Authority, Wallaceburg Advisory Team for a Cleaner Habitat (WATCH), Community Round Table- Environmental Committee and Friends of the St. Clair River.

4. Develop a Shoreline Management Plan

Significant issues relating to shoreline erosion and stabilization exist in Chatham-Kent. To address this, it is recommended that a Shoreline Management Plan or Strategy be developed to identify a set of recommended approaches and actions to deal with maintaining natural features and shoreline stabilization. Shoreline Management Plans are particularly effective in erosion and floodprone areas susceptible to development pressures, including areas considered significant beach deposits. The principal goal of a Shoreline Management Plan is to reduce or eliminate damage to shorelines, typically the Plan will identify areas that have significant flooding, erosion, storm damage and bluff failure. They also establish setbacks from the shoreline for new development and provide a variety of shorelines management options where feasible that will protect the shoreline from future damage. It is recognized that in high bluff areas shoreline management in terms of human-made erosion control structures may not be feasible and should not impede natural processes and sediment transport.

The Shoreline Management Plan may also contain an inventory of shoreline conditions, which would assist in determining areas with the most significant shoreline erosion and environmental risk. Proposed actions could be tailored to address areas with erosion problems. Actions to address erosion on the shoreline could consist of a combination hard and soft engineering techniques such as sea walls, off-shore breakwaters, beach nourishment etc.

An additional component of shoreline management would be to include strategies and actions relating to erosion and stabilization in the Shoreline Landowners Guide.

Currently, the St. Clair Region Conservation Authority is updating its 1996 Lake Huron Shoreline Management Plan, the recommendations and strategies of any additional Shoreline Management Plans should be consistent with the recommendations of this updated Plan

Timing: Medium-term (2015 – 2020)

Cost Considerations: To be determined

Indicators:

- Total number of shoreline management techniques implemented
- Total number of hard engineering shoreline management techniques implemented
- Total number of soft engineering shoreline management techniques implemented
- Total area of shoreline stabilized

Leadership and Partners: Municipality of Chatham-Kent, Ministry of Natural Resources, Ministry of Environment, Department of Fisheries and Oceans, Lower Thames Valley Conservation Authority, St. Clair Region Conservation Authority.

5. Establish a Shoreline Regeneration Trust

Shoreline Regeneration Trusts are established to provide a mechanism to leverage funding to implement a number of shoreline initiatives including trail construction, park and marina improvements, habitat restoration projects, erosion and stabilization projects, education and marketing initiatives, and wayfinding. A regeneration trust could be established for the Lake Erie Shoreline, similar to the trust set up for the Lake Ontario Shoreline.

The trust would seek to integrate community, economical and economic goals with the aim of preserving and regenerate the shoreline for future generations. The trust mainly acts as a catalyst and coordinator of ideas and resources for environmental and economic renewal. It would assist in linking people, setting up partnerships and supplying resources for projects. Members of the trust may have a background in municipal government, understand planning and development, have strong relationships in the community to understand different perspectives and issues of the various stakeholders.

Timing: Long-term (2020-and beyond)

Cost Considerations: to be determined

Indicators:

- Establishment of a Regeneration Trust
- Number of partnerships established as part of the trust
- Total km of trail improvements

Leadership and Partners: Municipality of Chatham Kent, Ministry of the Environment, Ontario Trails Council, Lake Erie Municipalities, Lower Thames Valley Conservation Authority, St. Clair Region Conservation Authority, Government of Canada (Heritage Canada).

5.5 *Municipal Leadership*

The municipal leadership goals, objectives and actions that are outlined in this section focus on communicating and coordinating activities with stakeholders in the community and members of the public. A measure of success of the Community Sustainability Plan will be implementation of programs, and community uptake. The programs that are outlined in this plan are very much based on the concepts of education, outreach and public consultation. The programs seek to protect and restore the shoreline, while encouraging economic development and responsible development.

Chatham-Kent is made up of numerous urban and rural centres, with a number of small rural hamlets. It has many unique natural and cultural assets that should be promoted and protected. The municipal leadership programs identified, help to provide guidance on the municipality's role relating to the implementation of this Plan. This role is one of facilitation, consultation and

mediation and will provide the Municipality with opportunities to engage the public and private sector, while being fiscally responsible.

Through consultation with the public, it was identified that community outreach and establishing a Sustainability Advisory Committee were high priorities for the community. They felt that a Sustainability Advisory Committee would help to ensure that initiatives would be communicated to the public and that there would be a greater likelihood of success of initiatives being implemented. Additionally, establishing partnerships was seen as a high priority as they would provide members of the community with access to private and public funding, which would make shoreline area projects and community revitalization projects more feasible.

5.5.1 Applicable Vision Statement(s), Goals and Objectives

Applicable Vision Statement:

- 9 **Collaborative-** The Municipality of Chatham-Kent works together with agencies, community groups, First Nations, educational institutions and the private sector in planning for the shorelines.

Goal: Provide leadership to members of the community on shoreline sustainability

Objective: Oversee, generate interest and promote shoreline sustainability in the community.

Goal: Establish partnerships to assist with implementing shoreline projects

Objective: Act as a mediator and coordinator to facilitate partnerships between agencies, groups, educational institutions and sustainability champions.

5.5.2 Actions and Programs

1. Establish a Sustainability Advisory Committee

The Sustainability Advisory Committee could be established and should include members of Municipal Council, Municipal Staff and stakeholders. The purpose of the Advisory Committee will be to oversee, generate, and promote sustainability initiatives on the Shorelines in Chatham-Kent. It would be the responsibility of the Committee to work with Staff and a variety of partners to ensure that the vision, goals and objectives are met through the implementation of a variety of programs outlined in this Plan. The Committee will also work to create and strengthen partnerships and would oversee the implementation of the Community Sustainability Plan. The Committee would provide an opportunity for local community members to engage with local government on the topic of shoreline sustainability. Community uptake will be measure of the success of this plan. When the Sustainability Advisory Committee is established, a term of reference should be developed which would establish their mandate, budget and goals and objectives.

The Advisory Committee role could be added to the role of the Chatham-Kent Community Strategic Plan Committee.

Timing: Short-term (2011)

Cost Considerations: To be determined, would be identified when Terms of Reference for Committee is developed

Indicators:

- Total number of programs implemented from the Community Sustainability Plan
- Number of community sustainability education programs implemented
- Total number of partnerships established by committee
- Number of collaborative projects involving two or more organizations/companies

Leadership and Partners: Municipality of Chatham-Kent, Lower Thames Valley Conservation Authority, St. Clair Region Conservation Authority, Community Champions and Stakeholders, Local Groups Concerned with Sustainability in the Shoreline Areas.

2. Identify and Establish Partnerships

Shoreline sustainability will not be reached simply as a municipal initiative, partnerships with local community groups and private corporations will need to be established in order for successful implementation of a number of the recommended programs. A number of potential partners have been identified that could work with the municipality to achieve the vision(s) outlined in this plan, while not an exhaustive list some of these may include:

- Tilbury & District Historical Society
- Merlin Beautification Committee
- Historical Society of Blenheim and District
- Fairfield Museum and National Historic Site
- Ridgetown District Agricultural Society
- Dresden Rotary Club
- Agricultural Federation
- Wallaceburg Beautification Team
- Kiwanis Club of Chatham-Kent
- Wheatley District Optimist Club
- Blenheim BIA
- CK on the Edge
- Kinsmen Club of Chatham
- Cultural Coalition of Chatham-Kent
- Kent Historical Society
- Community Living Chatham Kent
- Chatham-Kent Community Gardens
- Ridgetown Agriculture
- Friends of Rondeau

- Ontario Ministry of Agriculture, Food & Rural Affairs
- University of Guelph and St. Clair College

Potential partners have been assigned to each recommended program, as potential partners that could assist with implementation, provide resources, or may have an interest in investing in shoreline sustainability. Partnerships will be crucial to implement a number of recommended programs and consultation may be conducted in an on-going manner.

Timing: Short-term (2011)

Cost Considerations: Staff resources

Indicators:

- Total number of partnerships established by committee
- Number of collaborative projects involving two or more organizations/companies

Leadership and Partners: Municipality of Chatham-Kent, All local Chatham-Kent groups, regional groups (Lambton, Essex, London).

6.0 Monitoring Program

Program	Goal	Indicators	Timing
5.1.2 Economy and Tourism			
1. Identify, Improve and Maintain Tourism Nodes	Chatham-Kent is internationally recognized as a world-class recreational and tourist destination.	Number of Secondary Tourism Nodes; Number of new tourism-based land uses (golf courses, marinas, recreational commercial establishments, etc.) Number of annual visitors	On-going (life of plan)
2. Promote Ferry Service or Mini-Cruises	Chatham-Kent is internationally recognized as a world-class recreational and tourist destination.	Number of Ferry Service Routes Number of Mini-Cruises	Long-term (2020-2025)
3. Promote and Develop Innovation in Agriculture	The agricultural industry in Chatham-Kent is recognized for its innovation and sustainable operations.	Number and variety of post-secondary educational programs and facilities Number of post-secondary education job Number of post-secondary students; number of agri-tourism uses (i.e., building permit/planning data)	Short-term (2011)
4. Enhance and Improve Municipal Docking Facilities	Chatham-Kent's shoreline areas are home to a thriving tourism sector, including wineries and similar tourism destinations.	Number of amenities associated with docks (e.g., washrooms) Amount of money spent on dock improvements; dock usage/boat traffic	Short-term (2011)
5. Join with the Ontario South Coast Initiative	Chatham-Kent is internationally recognized as a world-class recreational and tourist destination.	Addition of Chatham-Kent to the South Coast initiative	Short-term (2012)
5.2.2 Community Development and Design			
1. Revisit, Prioritize and Implement Urban Design Guideline Recommendations	Public spaces, trails and parks are well-connected and accessible, and well-maintained.	Completion of Council Report Number of beautification/streetscaping works Dollars spent on beautification/streetscaping	Short-term (2012)
2. Maintain Shoreline Areas Impacted by Invasive Species	The communities and buildings of the shoreline areas are sustainable.	Qualitative perception of trails (i.e., a survey) Cost of maintenance, reduction of invasive species	Medium-Term (2015-2017)
3. Identify Gateway	Public spaces, trails and parks are well-connected	Identification of gateway features as part of the implementation of gateway	Medium to Long-term

Program	Goal	Indicators	Timing
Locations and Establish Gateway Features into the Shoreline Areas	and accessible, and well-maintained.	features	(2015 and beyond)
4. Implement Municipal Signage Strategy	Public spaces, trails and parks are well-connected and accessible, and well-maintained.	Number of agri-tourism uses (as measured by planning/building data) Number of annual tourists	Medium-term (2015-2020)
5. Public Use and Acquisition Strategy	Public spaces, trails and parks are well-connected and accessible, and well-maintained.	Number and quality of recreational amenities Length of shoreline in public ownership	Short-term (2011-2013)
6. Community Revitalization and Improvements	The historic communities of the shoreline areas are attractive, vibrant places in which to live, work and play.	Dollars granted for CIP programs Investment leveraged by CIP program Number of LEED-certified buildings and communities in Chatham-Kent Municipal energy usage	Short-term (2011-2013)
7. Renewable Energy Promotion	The communities and buildings of the shoreline areas are sustainable.	Reduction in energy consumption Increased energy conservation measures	Medium-term (2015-2020)
5.3.2 Culture and Heritage			
1. Identify and Evaluate Built and Cultural Heritage Resources	Chatham-Kent celebrates, conserves and improves its cultural heritage resources and its resources are renowned.	Identification of cultural heritage/tourism assets Number of interpretive installations/signage	Short-term (2011)
2. Identify Potential Heritage Conservation Districts	Chatham-Kent celebrates, conserves and improves its cultural heritage resources and its resources are renowned.	Number of heritage conservation districts	Medium-term (2015-2020)
5.4.2 Natural Environment			
1. Natural Heritage System Management, Enhancement and Restoration	Protect and restore natural heritage features within the shoreline areas.	Total area of shoreline development Number of stewardship initiatives under way Area of parks/green space Total number of farmers engaged in sustainable farming practices % of green space connected Number of watershed studies completed	Long-term (2020-2025)

Program	Goal	Indicators	Timing
		Number of subwatershed studies completed Total area of natural cover (% change over time)	
2. Establish Education, Community Outreach and Marketing Programs	Increase public participation in shoreline management	Website development and usage Number of education programs developed Number of events devoted to shoreline sustainability Number of education resources distributed to the community	Medium-term (2015-2020)
3. Develop a Shoreline Landowners Guide	Increase environmental stewardship and sense of place within the shoreline areas.	Total number of landowner guides distributed Total number of actions from landowner guide implemented	Short-term (2011)
4. Develop a Shoreline Management Plan	Protect and restore natural heritage features within the shoreline areas.	Total number of shoreline management techniques implemented Total number of hard engineering shoreline management techniques implemented Total number of soft engineering shoreline management techniques implemented Total area of shoreline stabilized	Medium-term (2015-2020)
5. Establish a Shoreline Regeneration Trust		Establishment of a Regeneration Trust Number of partnerships established as part of the trust Total km of trail improvements	Long-term (2020-and beyond)
5.5.2 Municipal Leadership			
1. Establish a Sustainability Advisory Committee	Provide leadership to members of the community on shoreline sustainability	Total number of programs implemented from the Community Sustainability Plan Number of community sustainability education programs implemented Total number of partnerships established by committee Number of collaborative projects involving two or more organizations/companies	Short-term (2011)
2. Identify and Establish	Establish partnerships to assist with implementing	Total number of partnerships established by committee	Short-term (2011)

Program	Goal	Indicators	Timing
Partnerships	shoreline projects	Number of collaborative projects involving two or more organizations/companies	

7.0 Implementation

7.1 *Sustainability Advisory Committee*

As discussed in Section 5.0, as a recommended program/action is the establishment of a Sustainability Advisory Committee to oversee the implementation of the Community Sustainability Plan. The Committee would inform the public on successes and challenges of implementing the Plan and would be set up as a committee that reports to Council. The committee could be made up of members of the public, members of Chatham-Kent staff, key stakeholders and members of Council. Additional roles may be assigned to the Chatham-Kent Community Strategic Plan Implementation Committee to implement this Plan.

Key roles and responsibilities of the Sustainability Advisory Committee would include:

- Overseeing implementation of the Plan;
- Working with local agencies and groups to develop partnerships;
- Consulting with the public on the successes and challenges of implementation;
- Developing and promoting events related to shoreline sustainability
- Overseeing the review and reporting on the status of implementation of the Plan;
- Identifying and pursuing potential funding sources, such as Green Municipal Funds to implement projects in this Plan;
- Developing and implementing education, promotional and wayfinding materials; and
- Developing and implementing a Shoreline Owners Guide.

Prior to establishing the Committee, a Terms of Reference document will be developed that will outline the roles and responsibilities, goals and objectives of the Committee and the committee's budget.

7.2 *Review and Reporting*

On-going review and reporting of this Community Sustainability Plan should be undertaken by the Sustainability Advisory Committee. Incorporated into the Terms of Reference document should be requirements for reporting. Annual progress reports may be conducted and reported online to members of the community. It has become evident through consultation that members of the community are engaged in having the recommended programs implemented and because of this, progress should be communicated to them.

This would be done through a reporting mechanism that would be established when the Committee is formed. Popular approaches to reporting identified in the best practices review include annual progress reports, establishing a sustainability website to report on project status or issuing notifications to the public. Additionally, a comprehensive review may be undertaken every five years in coordination with a review of the Official Plan and Shoreline Secondary Plan.

7.3 Adaptive Management

Adaptive management understands that not all Plans developed may be successful, and that through implementation and monitoring, deficiencies and areas for improvement may need to be identified. By employing a mechanism whereby changes to the actions and recommendations are welcomed, greater success may be achieved.

If it is determined, through the indicators presented in Section 5.0, that one or more of the goals identified are not being achieved by the recommended programs, then the adaptive management approach will be used to amend some recommended initiatives. This approach understands that the social, environmental and economic climate is fluid and can change. This approach ensures the Municipality is well equipped to deal with changes in shoreline sustainability.

7.4 Quick Wins

An in-depth list of programs have been identified in this Community Sustainability Plan, because of this a set of 'Quick Win' programs have been established. Quick wins are programs that will require limited start-up resources to implement, are short-term priority items and that are relatively simple to implement. The quick win projects identified include:

- Sustainability Community Improvement Plan;
- Municipal Signage Strategy;
- Natural Enhancement Programs;
- Identification of Heritage Conservation District; and
- Join with Ontario's South Coast Initiative.

8.0 Conclusion

The Shoreline Areas Community Sustainability Plan is a framework for achieving the community's vision for the sustainability of the shoreline areas. Its programs, actions and projects are to be implemented and monitored for their success in achieving the vision. Thus, the Plan is a proactive and strategic planning tool which is guided towards the visions of this Plan. In these ways, this Plan differs from the Municipality's Official Plan.

This Plan is a living document. The contents of this Plan are intended to adapt to changing economic, environmental and social factors over time, including changes to respond to global sustainability challenges as well as smaller, local challenges.

Since there are a large number of projects being proposed, it would be unreasonable to expect the Plan to be fully implemented and completed by Council and Municipal staff, given other financial priorities and limited staff resources, in a short amount of time. It will be important for Staff to monitor the success of the Plan, and adjust programs and priorities based on resource availability. Means of funding the programs and actions, as well as the formation of partnerships to reduce the burden on municipal staff, are encouraged for all of the programs of this Plan.

This Plan needs to work with the Municipality's existing planning framework in order to be effective. The programs and actions proposed by this Plan should not result in duplicated work or effort by the Municipality; the Municipality should utilize its existing studies and work by its partners, in furthering the completion of the actions and projects contained in this Plan.