



Town of Amherst
Planning Advisory Committee Meeting
Agenda

Date: **February 7, 2022**
Time: **4:00 pm**
Location: **Zoom Virtual Meeting**

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1. Call to Order	
1.1. Approval of Agenda	
1.2. Approval of Minutes	1 - 2
2. Staff Reports / Presentations	
2.1. Development Agreement Application	3 - 39
2.2. Municipal Planning Strategy Renewal Project	40 - 49
3. Adjournment	

**Town of Amherst
Planning Advisory Committee
Minutes**

Date: April 6, 2021
Time: 4:00 pm
Location: Zoom Virtual Meeting

Members Present Chair Ronald Wilson
Deputy Mayor Hal Davidson, Vice-Chair
Councillor Sheila Christie
Citizen Appointee Gordon Goodwin
Councillor Leon Landry
Larry Pardy, Citizen Appointee

Staff Present Jason MacDonald, Deputy CAO Operations
Andrew Fisher, Manager of Planning & Strategic Initiatives
Marc Buske, Building Official/Dangerous & Unsightly Premises
Administrator
Kim Jones, Municipal Clerk
Emily Wainwright, Administrative Assistant

1. Call to Order

Chair Ron Wilson called the meeting to order at 4:03pm.

1.1 Approval of Agenda

Moved By: Sheila Christie

Seconded By: Leon Landry

**That the agenda be approved as amended to include the election of
Chairperson and Vice-Chairperson.**

Motion Carried

1.2 Approval of Minutes - March 1, 2021

Moved By: Gordon Goodwin

Seconded By: Sheila Christie

That the minutes of March 1, 2021 be approved as circulated.

Motion Carried

2. Election of Chairperson & Vice-Chairperson

Deputy Mayor nominated Ron Wilson for Chair, seconded by Councillor Christie. As there were no other nominations, Ron Wilson was elected Chair of the PAC for the 2021-22 fiscal year.

Citizen Appointee Larry Pardy nominated Gordon Goodwin for Vice Chair, seconded by Councillor Landry. Chair Ron Wilson nominated Deputy Mayor Davidson for Vice Chair, seconded by Councillor Christie. An election was held, and Deputy Mayor Davidson was elected as Vice Chair.

3. Public Participation Opportunity Summary

The Municipal Clerk reviewed the summary as included in the agenda package.

4. Development Agreement - Lot 19-3B

Andrew Fisher reviewed the staff report as included in the agenda package.

Moved By: Leon Landry

Seconded By: Hal Davidson

That the Planning Advisory Committee recommend to Council Option 1 to enter into the Development Agreement for Lot 19-3B and 9-15 Dusker Way as drafted by Staff, with the inclusion of a requirement to provide a Storm Water Management Plan, completed by a qualified professional to the satisfaction of the Town Engineer.

Motion Carried

5. Adjournment

Moved By: Sheila Christie

Seconded By: Leon Landry

That the Committee adjourn at 5:18pm.

Motion Carried

Ron Wilson, Chair

Kimberlee Jones
Municipal Clerk

MEMO

TO: Planning Advisory Committee

FROM: Andrew Fisher, Director of Planning & Strategic Initiatives

DATE: February 7, 2022

RE: **Development Agreement – Lot 2021-2R Brown/Mosher Apartment Complex**

PROPOSAL:

An application by Paul Skerry Architects on behalf of the property owner, Nova View Developments Ltd., for a development agreement to allow construction of three, 54-unit apartment dwellings on Lot 2021-2R (PID 25002122), located south of E.B. Chandler School, adjacent to Brown and Mosher Streets.

BACKGROUND INFORMATION:

The attached Application Briefing provides the Site Details, Neighbourhood Context, and Proposal Details.

PUBLIC PARTICIPATION OPPORTUNITY

A virtual public participation opportunity advertised in accordance with the Policy for Public Participation and Notification was held on January 26, 2022. A video of the meeting has been made available, and a summary is provided as part of the information package. Written submissions are also part of the information package. Some of the concerns raised at the meeting could be summarized as follows:

- Too many units and buildings are out of scale with adjacent detached dwellings.
- Traffic increase in frequency and speed
- School children safety
- Impact on school system, health care system, emergency responders, power grid, security
- Propane tank locations
- Fencing is needed
- Loss of privacy
- Construction noise and disruption
- Removal of green space and natural habitat
- Property values
- Loss of small town, established neighbourhood character
- Lack of parking

RELEVANT POLICY

The following provides the relevant Municipal Planning Strategy Policies

Land Use Bylaw: Section 7.2.2 of the Bylaw requires that residential developments with over four dwelling units are subject to a development agreement in accordance with Policy RP-9 of the Municipal Planning Strategy (MPS).

Municipal Planning Strategy:

Policy RP-9 Medium and High Density By Development Agreement

It shall be the intention of Council to ensure medium and high-density residential development occur in a manner compatible with a low-density residential neighbourhood. Specifically, Council shall require that all residential developments greater than 4 dwelling units per property, be subject to a Development Agreement. In negotiating such an agreement Council shall ensure that:

- a) the structure is located on the lot in such a manner as to limit potential impacts on surrounding low density residential developments;*
- b) the development provides sufficient on-site parking, and appropriate access to, and egress from the street;*
- c) the location of the parking facilities does not dominate the surrounding area, including the utilization of vegetation and fences to mitigate the aesthetic impacts of parking lots;*
- d) any on site outdoor lighting does not negatively impact the surrounding properties;*
- e) any signage on the property is sympathetic to the surrounding residential properties;*
- f) vegetation is used to improve the aesthetic quality of the development;*
- g) the architecture of the building is sympathetic to any existing development in the surrounding area.*

The proposed development consists of three 4-storey buildings, which represents a significant increase in the intensity of the subject property over the single-detached dwelling lots surround the subject property on three sides. In an effort to mitigate the impact on the neighborhood, the applicant has positioned the proposed buildings such that they have relatively large setbacks to adjacent residential properties. One way to evaluate the degree to which the setbacks are adequate to limit potential impacts is to conduct a shadow study, which will show how adjacent properties may or may not be shaded from the sun by the proposed buildings. While the intention of the shade study would not be to eliminate any shade cast to adjacent properties, it could result in adjustments to the proposal to reduce potential impacts.

The proposal includes 1.2 parking spaces per unit totaling approximately 200 spaces. The lots spread over three areas to mitigate against dominating the property. Given the somewhat insular configuration of the proposal it is unlikely that a shortage of parking spaces would impact adjacent properties; however, the agreement could require that the developer provide a site plan showing where additional parking spaces could be provided onsite should they be found necessary once all three buildings are occupied. In addition, it may be prudent to move the 56-space parking area such that it is located between Building C and the adjacent properties that front on Willow Street. The shadow study noted above could inform that decision.

Limiting impacts from outdoor lighting and signage can be easily dealt with under the terms and conditions of the development agreement. With regard to the use of vegetation, it is reasonable to request that the proponent provide detail around how the use of vegetation and or fencing might be used to improve the aesthetic quality of the development, as well as, mitigate the potential

impacts on adjacent properties. It is also reasonable to recommend that Council enter into a development agreement, subject to the submission of a detailed landscaping plan.

With regard to the architecture being sympathetic to ‘any existing development in the surrounding area’, the proposed buildings are clearly larger in both bulk and height in comparison to the adjacent detached dwellings. On the other hand, each building is approximately half the footprint and roughly 20 feet greater in height in comparison to E.B Chandler School located immediately to the north of the property. Further afield, there are existing of three storey apartment buildings along Dickey Street to the west and Spring Street to the north.

GP-7 Compatibility

It shall be the intention of Council to allow a mix of compatible land uses to minimize their impacts by:

- (a) requiring adequate buffering and setbacks;*
- (b) screening development by the use of visual barriers; and,*
- (c) regulating the location of parking, storage buildings and other accessory uses or facilities.*

The matters noted in GP-7 are for the most part included in the discussion above regarding GP-9. In addition, the location of accessory features such as storage facilities for propane and solid waste can be addressed by the applicant and provided for in the development agreement.

GP-8 Density

It shall be the intention of Council to allow development at a density appropriate to the overall desired character of the town.

While the relatively high density of the proposed development is a concern, particularly to many residents in the nearby area, the proposal does represent a mix of housing type and densities, which corresponds to the general intent other MPS policies noted in this report.

RP-8 Housing Mix

It shall be the intention of Council to encourage a mix of housing densities in all residential areas of town to encourage a mix of housing types and income groups in all residential areas.

The proposal would significantly increase the overall housing density in the area.

RP-10 Neighbourhood Stabilization

It shall be the intention of Council to provide for the stabilization of existing residential neighbourhoods by: (b) discouraging the encroachment of non-compatible land uses.

The application is for a multi-unit residential development surrounded by other residential uses and an institutional use. As such, all such uses are intrinsically compatible. Where this policy may be relevant is the extent to which the proposed development is so intense as to be non-compatible with its surroundings. Mitigating factors include the building design and location, site layout, the use of vegetative or fencing buffers, as well as, an analysis of the impact of the proposal on shadow casting and the transportation network.

RP-11 Affordable Housing

It shall be the intention of Council to encourage and promote the provision of affordable housing units within all residential areas of the Town by:(a) encouraging a mix of housing types and densities;

The proposal would significantly contribute to the ‘mix of housing types and increase the overall density in the area.

RP-12 Residential Area Design

It shall be the intention of Council to ensure that new residential areas:

- a) provide for the efficient use of land;*
- b) provide for the efficient and economic extension of existing water, storm sewer and sanitary sewer systems and other utilities;*
- c) incorporates a hierarchy of streets that efficiently and safely accommodates traffic flows and proper access to other areas of Town;*
- d) provides for the efficient and safe movement of pedestrians and cyclists;*
- e) minimizes adverse effects on the environment;*
- f) provides for parks and other community uses in safe and central locations.*

The proposal is an infill development, which speaks to the efficient use of land that does not require extension of existing town infrastructure. Vehicle and active transportation connectivity is relatively high, with two existing street accesses via Brown and Mosher Streets to Walter Purdy Drive. The most important connection will be direct access to Willow Street via a newly constructed public access. The development is within close walking distance to three schools, providing easy pedestrian access for children, and it is in close proximity to the trail that runs along Dickey Brook that connects to parks to the west and the marsh trail to the northwest. Dickey Park is within short walking distance.

MS-4 Service Standards

It shall be the intention of Council to maintain a ‘Development Standards Bylaw’ in order to establish the required servicing standards for development within the town...

The applicant has been a provided with the town’s Development Standards, which are part of the Subdivision Bylaw. Town engineering have indicated that existing service connections can accommodate the proposal. Preliminary servicing and storm drainage plan have been submitted. A standard development agreement would require the submission of a storm water drainage plan as part of the development. Principal requirements of the drainage plan will be not increase runoff onto adjacent properties, and not increase peak flows into Dickey Brook through the installation of retention infrastructure.

MS-11 In-fill Development

It shall be the intention of Council to encourage and facilitate the development of vacant land located on existing municipal services in order to make more efficient use of such services.

As previously stated, the proposal satisfies the above policy.

R-21 High Density Open Space

It shall be the intention of Council to require multiple unit residential properties to provide usable open space for use of residents on the site.

In addition to the individual balconies, the proposal provides significant common open space, including over an acre in the center of the development.

A-5: Amendment Criteria

It shall be the intention of Council, when considering [...] entering into a development agreement, to consider the following matters, in addition to all other criteria set out in the various policies of this planning strategy:

- (a) That the proposal conforms to the general intent of this plan and all other municipal bylaws and regulations.*
- (b) That the proposal is not premature or inappropriate by reason of:
 - (i) the financial capability of the Town to absorb any costs relating to the development;*
 - (ii) the adequacy of municipal water, sanitary sewer and storm sewer services;*
 - (iii) the adequacy of road networks, in, adjacent to, or leading to the development;**
- (c) That consideration is given to the extent to which the proposed type of development might conflict with any adjacent or nearby land uses by reason of:
 - (i) type of use;*
 - (ii) height, bulk and lot coverage of any proposed building;*
 - (iii) parking, traffic generation, access to and egress from the site;*
 - (iv) any other matter of planning concern outlined in this strategy.**

While it could be argued that the proposal generally conforms to the general intent of the MPS policies, there is legitimate cause for concern with regard to traffic generation and the extent to which the number of dwelling units and the height, bulk of the buildings may impact the surrounding neighbourhood. As noted above in the RP-9 discussion, a shadow cast analysis would show the degree to which the proposed buildings would shadow adjacent properties, if at all. This information would help inform the review of the proposal.

With regard to traffic generation, there is little doubt the development will increase traffic in the area. A traffic impact study conducted by a traffic engineer licensed to practice in Nova Scotia would provide an analysis of the capacity impact of the surrounding street network as a result of the estimated traffic generated from the development. The study would answer whether or not the combined traffic generated from the existing and proposed development will be within the current capacity standards as established by the Transportation Association of Canada. The study scope would include Willow, Donald, Brown, Mosher, and Walter Purdy Drive.

CONCLUSION:

As discussed above, the proposal meets the general intent of town policies, but more information would help making an informed a decision on the application. As per the development agreement process, the public have been given an opportunity to provide input. It would be prudent for the PAC to give their feedback to the applicant, request more information in the form of a shadow and traffic impact analysis, and give the applicant an opportunity to respond.

OPTIONS:

Option One: Defer a recommendation to Council and request that the applicant provide a shadow study of the proposed buildings, a traffic impact analysis to the satisfaction of the Development Officer, and attempt to address concerns raised by the public and the PAC.

Option Two: Recommend to Council not to enter into the Development Agreement for Lot 21-2R, siting specific policies with which the proposal does not conform.

STAFF RECOMMENDATION: Option One.

Application Details

Applicant: Connor Manson, Paul Skerry Architects Ltd.

Owner: Nova View Developments Ltd.

Summary of Proposal: Three, 54-unit Apartment Buildings.

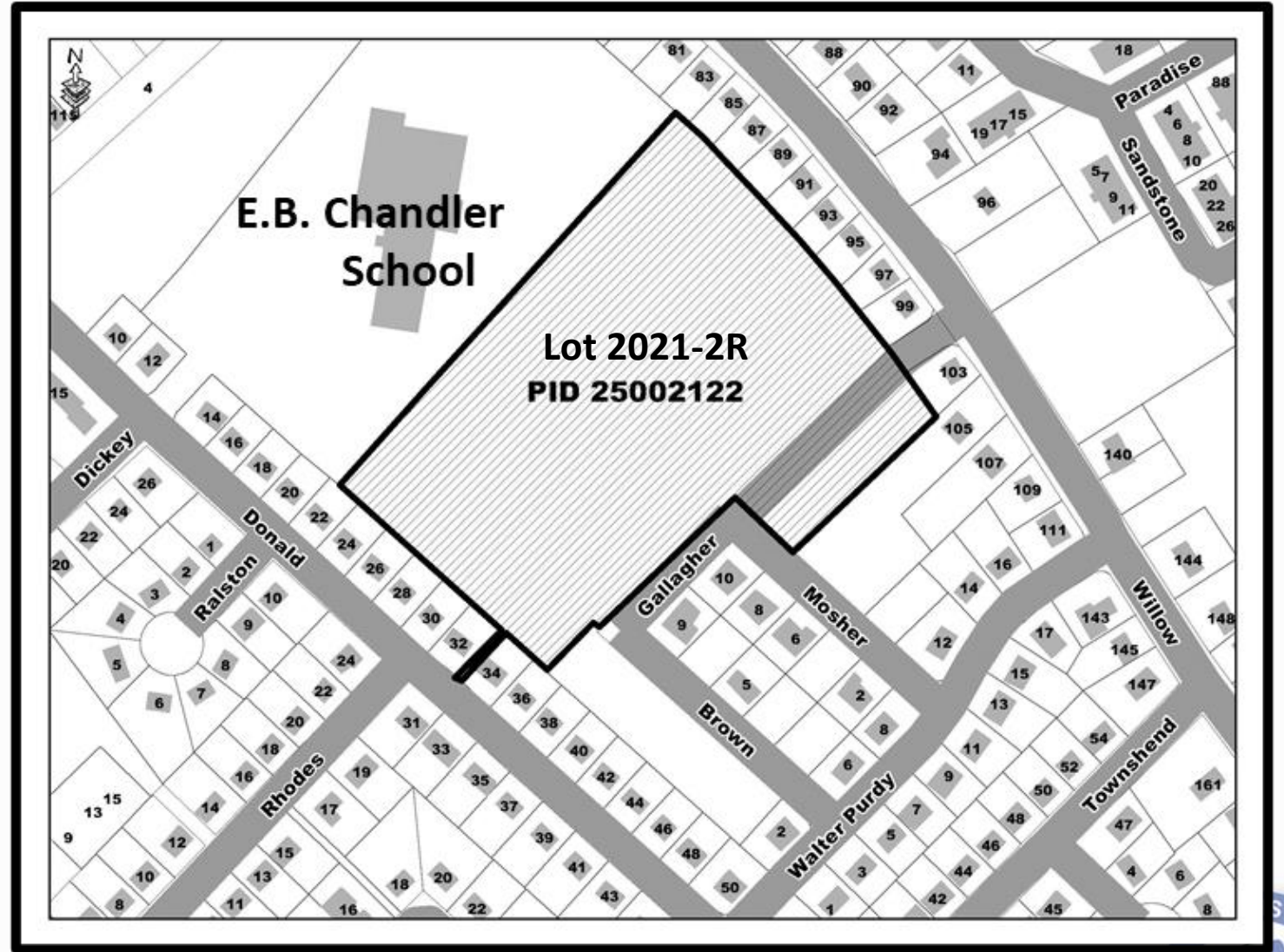
Location: Lot 2021-2R south of E.B. Chandler School, adjacent to Brown and Mosher Streets.

Property Size: 38,500 m² (9.5 acre)

Street Frontage: 91.5 m at Gallagher, 15 m at Willow.

Existing Land Use: vacant field.

Existing Zoning: General Residential



Neighbourhood Context

- The Subject property is immediately surrounded on three sides by single-detached dwellings.
- Several existing multi-unit developments exist within the general area, including but not limited to:
 - Two 24-unit buildings on Dickey St.
 - 12-unit apartment on Willow St.
 - 33-unit apartment on Spring St.
 - Several 4-unit townhouses to the east in the Sandstone Crescent area and 4-6 unit townhouses to the west in the Dickey/Rupert Street area.
- E.B. Chandler Junior Highschool is immediately adjacent to the north. Spring Street Academy and Amherst Regional High School is approximately 500 metres away.
- Centennial Trail, and Dickey Park are some of the recreational spaces within short walking distance of the subject property.



Building Details

Building Dimensions: 23.2 m (76 ft.)
x 73.2 m (240 ft.)



3D View 1



3D View 2

**PRELIMINARY
NOT FOR CONSTRUCTION**

Building Details

Building Dimensions: 23.2 m (76 ft.) x 73.2 m (240 ft.)

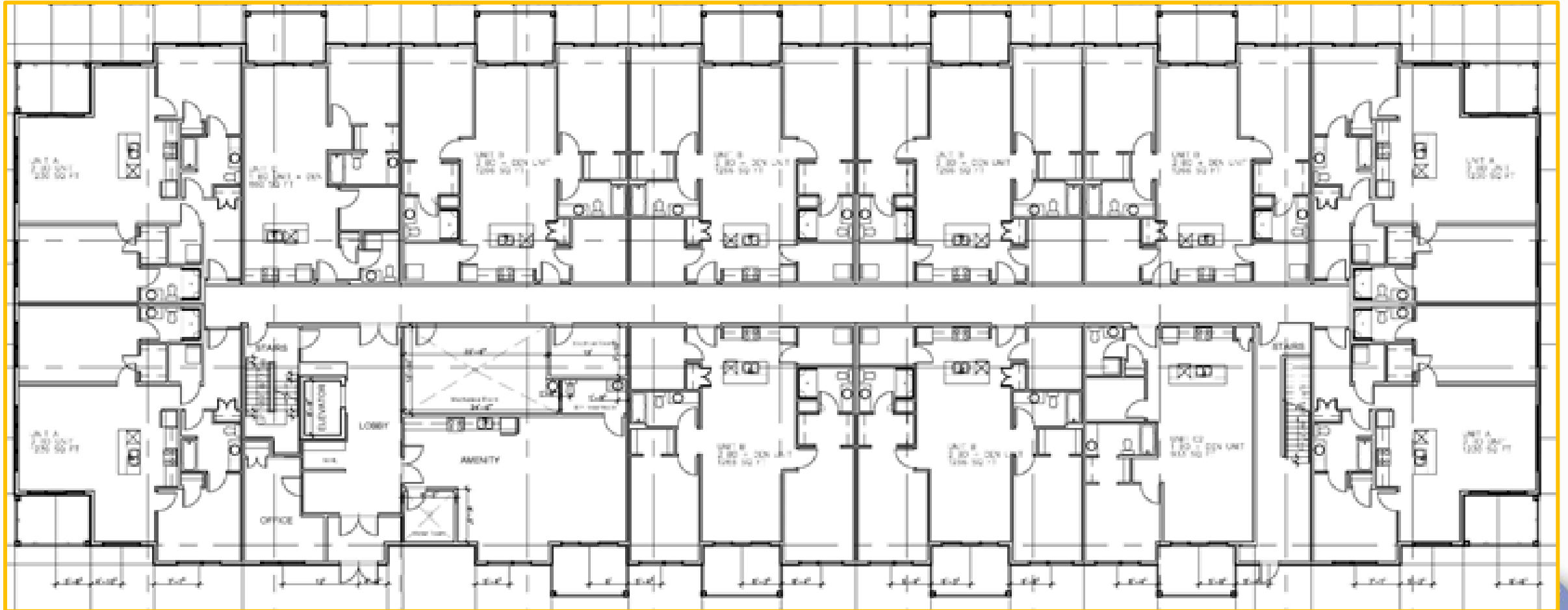


**PRELIMINARY
NOT FOR CONSTRUCTION**

Ground Floor

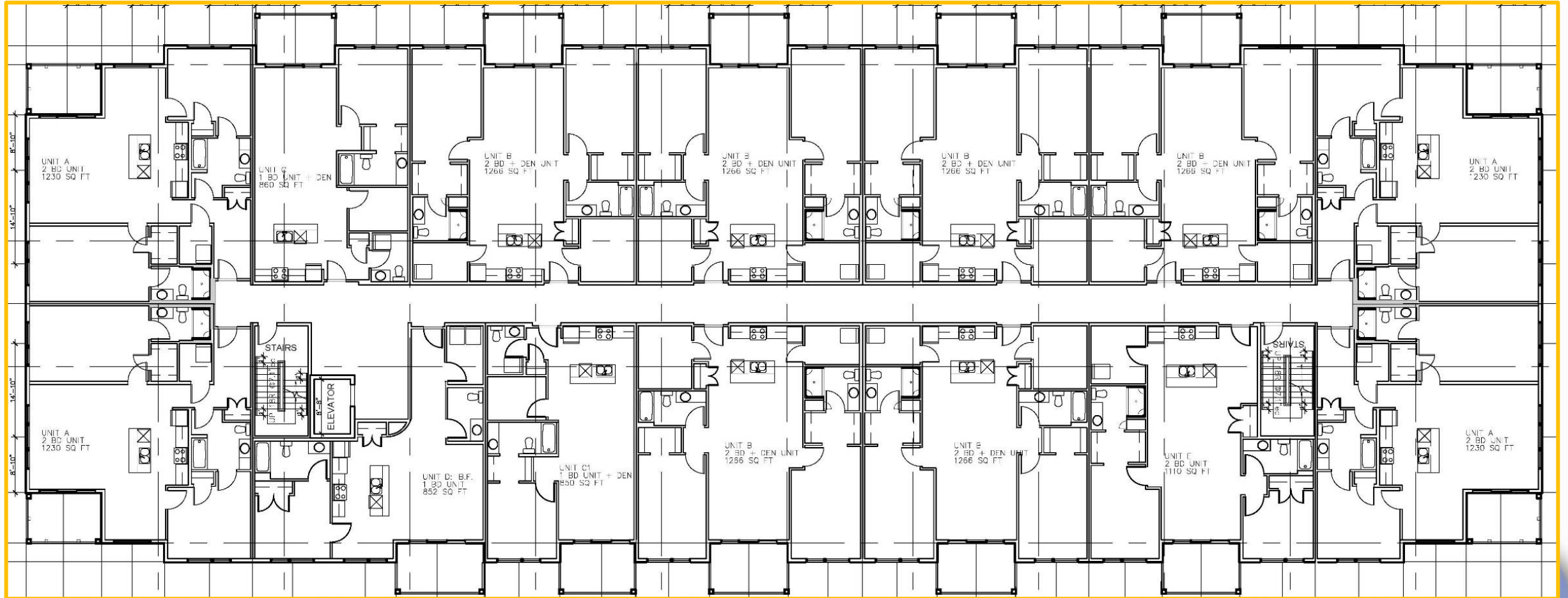
- Ten 2 bedroom units (1,230 – 1,266 sqft)
- Two 1 bedroom units (850 – 860 sqft)
- All units include a den and 96 sqft outdoor patio

Common Amenity Space (approx. 500 sqft)



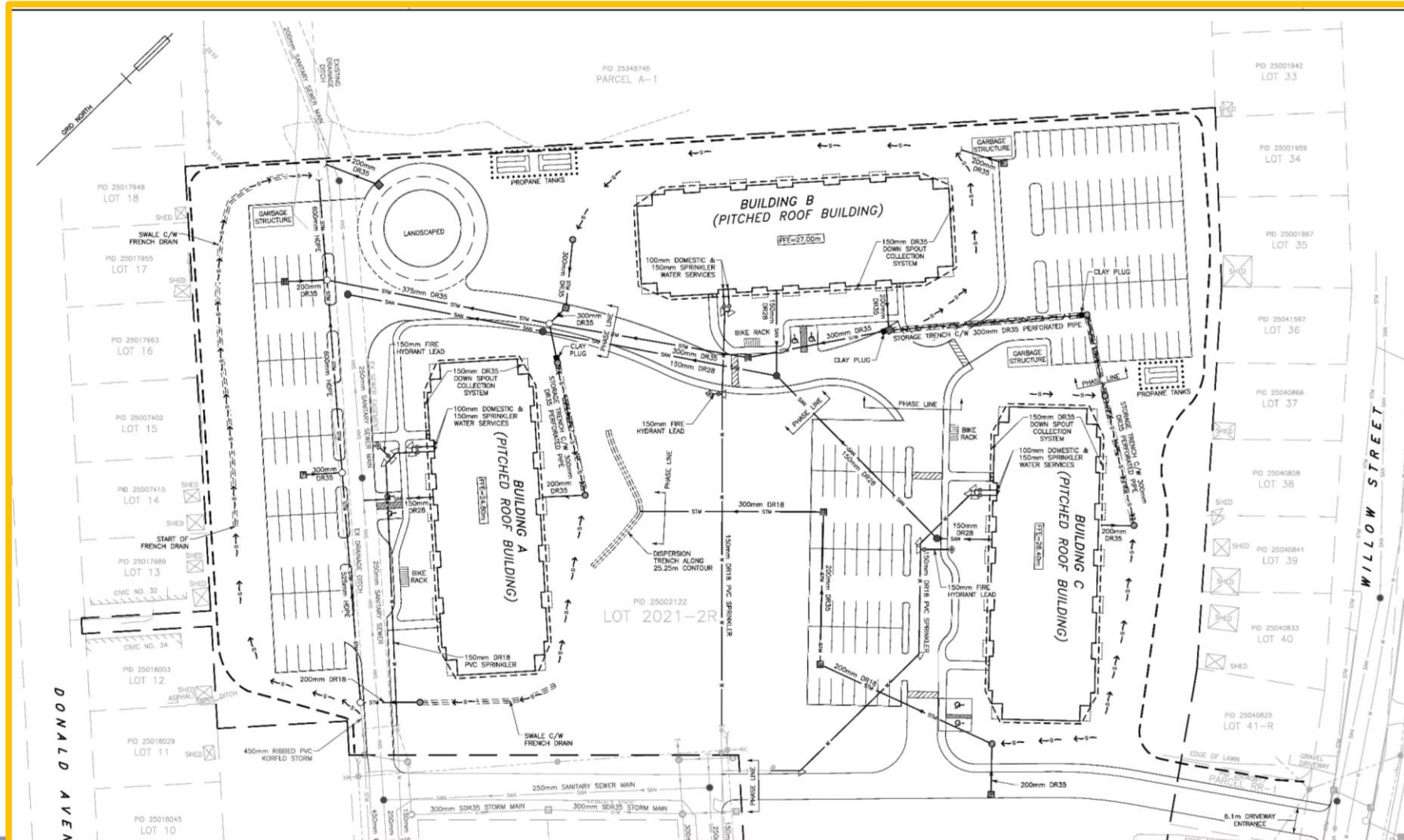
Floors 2-4

- Eleven 2 bedroom units (1,230 – 1,266 sqft)
- Three 1 bedroom units (860 – 933 sqft)
- All units have a den and a 96 sqft outdoor patio



Site Servicing

- Preliminary design developed in coordination with town engineering based on Town Servicing Standards
- Utilizes existing water and sanitary service mains



Surface Drainage



From: Jeff Smith <[REDACTED]>
Sent: January 14, 2022 12:20 PM
To: Kim Jones <KJones@amherst.ca>
Cc: Andrew Fisher <AFisher@amherst.ca>
Subject: Feedback on Lot 2021-2R (PID 25002122) Brown/Mosher Streets
Importance: High

Good afternoon,

I reside at 88 Willow Street and this morning received notification of the proposed plans for Lot 2021-2R Brown/Mosher Streets.

I must state that I am honestly appalled that Amherst Town Council would consider rezoning this land and supporting this project. Willow Street already has a very high volume of traffic without adding the possibility of another 198 vehicles to traffic in the area as well as the heavy equipment and increased construction traffic during development. This will create a very dangerous situation for children that live in the area as well as all children that are walking to Amherst Regional High School, EB Chandler Junior High, and Spring Street Academy. There are already close calls with traffic and kids crossing Willow Street due to the high rate of speed of many vehicles, especially during higher traffic times in the morning, noon time, and after school and work. Given that I have three young children myself, the thought of potentially doubling the traffic in this area is not only terrifying as a parent, but as a homeowner in the area the significant noise, traffic, and disruption that will be added will make this area of town very undesirable to live.

I am already hesitant to allow my children to play in our front yard due to the volume of traffic that is already present on Willow Street.

In addition to these *significant* safety concerns, the proposed buildings are entirely out of character and scale with existing architecture in the area. These buildings will be towering over surrounding houses, reducing the amount of natural light these properties receive. Privacy of existing dwellings will also be significantly impacted due to the height and scale of this proposed development.

Questions

- Has there been consideration of school zoning with the addition of 162 residential units in the area? EB Chandler and Spring Street Academy are already jammed full with students, where do extra children attend school? How does this impact the level of education that children already attending these schools receive?
- How will the additional traffic and noise in the area be handled?
- Will traffic policing be increased in the area?
- Is there sufficient staffing for emergency services coverage for such a development?
- Does Cumberland Regional Health Care Centre have staffing to cover the potential of 162 new families moving into the area?
- How will this new development impact property values and taxes in the area?

- The site plan illustrates 4 large propane tanks that will be positioned in close proximity to EB Chandler Junior High. Is this not a safety concern?

In closing, I appreciate the opportunity to submit comments and questions and look forward to continued dialogue about this development. I feel strongly that it changes the nature, character and safety of our community. I certainly hope that the Planning Advisory Committee and Town Council put the safety and comfort of residents ahead of any potential tax income that would come from such a development.

Thank you,

Jeff Smith

RE: Lot 21-2R Apartment Complex

Received via email 20220202

We received your invite in the mail and I guess our only concern is if the area will be fenced in or will the residents be walking willy nilly through peoples yards? These are not going to be low rental I hope.

We knew the land would be developed into some sort of apartments but we're expecting ones similar to the ones off Gladstone.

Thank you,

Barb March

RE: Lot 21-2R Apartment Complex
Received via email 20220120

Questions and concerns re proposed multi-unit development re lot 2021-2R PID 25002122
Brown/Mosher streets.

1. Why was this proposal not distributed to all residents on both sides of the following streets: Donald Avenue, Walter Purdy Avenue and Willow Street? Such a huge development will impact them in terms of increased vehicle traffic, pedestrian traffic, possible increase in infrastructure: sidewalks, water/ sewage development, more police presence, possible increase in unsanctioned activities ie: criminal.
2. What is the Town of Amherst going to do to control traffic in these areas above? Already traffic has increased especially on Willow Street, with increased noise and speeders (including school busses). With this development there is a potential of 210 cars using basically streets that are one car lanes save for Willow Street. {3 x 54 units = 162 + 1/3 of 162 = 50 may have a second car =210}.
3. Should the development go through, what is the Town's position with increased vehicle and pedestrian traffic?
4. The 162 units will increase the population in an established quiet and quaint neighbourhood. What is the Town and Developers going to do especially for families with young children and teens to keep them occupied and out of trouble?
5. What is the makeup of the residents expected?
6. Concern: With more people, it is expected some of these residents will have pets. It can be anticipated the pets owners will allow cats to roam free and dog owners to allow their dogs to defecate in the soccer field and surrounding area without picking up after their pets. Lots of soccer families and E.B Chandler school children use this field. Already in the area, cats are roaming free.
7. Will the Town or Developers build fences for the established residents in the area as it is expected development residents will want to 'short cut' through people's property.
8. Do established residents have a say in this proposal or is it an already done deal?
9. Are there no other sites that can withstand such a large development?
10. Concern: Is such a large influx of people and apartments a good fit of land development for the quaint and quiet established neighbourhood?
11. Concern: Will not a high density population in a small area encourage less health and well-being for the area?
12. Why such a large development in a quaint and quiet established neighbourhood?
13. What is the Town's and Amherst Fire Marshal's position and emergency plan to meet the needs of the local residents and proposed development should an evacuation need to take place i.e. fire?
14. Will the Town and Developers build areas of a green buffer zone(s) and beauty to accommodate all residents?
15. If there is an influx of families, will not this increase an already overburdened school system? What is the plan to handle this issue besides wait until it happens?
16. Concern: With increased traffic and population, already waste is thrown from vehicles to lie on the street/property and wind-blown garbage is left for others to pick up.

17. Is there a better 'win win' situation such as slab-on-grade type buildings as found behind the Pharmasave Amherst?
18. Is this a development that is consistent with any applicable comprehensive plan for the area? Is this a zone usage/change that is consistent for the area and for the development of public services?

W.R. Nicholls

RE: Lot 21-2R Apartment Complex
Received via email 20220126

I wish to thank you for the opportunity to join the zoom session tonight and object to this development for following reasons:

Too many apartments for the space. There will be 162 units, 138 of them 2 bedrooms containing approx 350 residents, most of which will have cars, way to many for the parking spaces.

The auto traffic on Willow St and Donald ave will be unbelievable and fast considering three schools in this area.

I am glad there will be only a walkway and not a road to Donald Ave.

This town needs affordable housing and these units certainly will not be affordable to most residents.

These bldgs may have an adverse effect on our house value.

Charlie & Judy Tooke
18 Donald Ave

RE: Lot 21-2R Apartment Complex
Received via email 20220127

Hello and thank you for the opportunity to express our concerns over the proposed apt developments. As was spoken many times last evening we dread the lack of privacy these apts will present to our yards and even in windows. Apts above the first floor will be directly over our back yards thus reducing our privacy in our yards to none. Even construction of a fence will provide no privacy.

The traffic is another great concern as mentioned the kids driving cars on these streets at great speeds are a huge problem to which we have called town police a few times. There is simply not enough resources to monitor this continuously.

We have a lovely residential area with the added blessing of some open space that will become a concrete jungle.. This in all respect is not the city, we enjoy our quiet way of life..many cats hunt in these fields for survival , I have personally watched ducks in the brook when water runs high..birds make their home in our trees.. All reasons we purchased this home last year. Garbage at the school is allready a disgrace in the brook that runs there let's not add 160 odd apts to add to that problem. Has any review been taken to see if the citizens of Amherst can afford this rent.

Noone in our area or surrounding want or support the building of this nature here.As someone pointed out there are better spots to build that is not in the back yards of a block of citizens who.have strived to maintain a quiet place to live.

Will this drop the value of our homes? I fear we know the answer to this.

Also the power grid. As everyone knows we lose power on a regular basis here in amherst. This will only add to the pressure put on a weakening grid system.

I respect that a developer would want to build likely needed apts in our town but At the cost of people who have lived here for most of our lives.

Thank you for reading Kelly Gallant @

24 Donald Ave

RE: Lot 21-2R Apartment Complex
Received via email 20220127

I live at 40 Donald Avenue, when we moved here just over four years ago, we thought we bought in a residential area that was designated for single dwelling homes. The proposal to put 3 large structural units in this area that would dwarf the surrounding homes seems to take away not only from the residential feel, but I believe brings down our property values. At various times during the day Donald Avenue is a very busy street with both vehicle traffic and school children. The added vehicle and foot traffic generated by the units on the narrow streets in the surrounding area will create a more dangerous environment. We have vehicles speeding up and down the street, especially when the Highschool gets out. At times during the day this is a noisy street, we have two bumps near my home that were created because of sewer repair and when cars and especially the heavy traffic hit them it's loud. The extra traffic will only increase the noise as will the construction of the units. As mentioned during the meeting last night is there no area in the town of Amherst more suited for these types of structures, someone did mention Robert Angus Drive. It's only my opinion but I don't believe these size units should be in this residential area of town.

Mike O'Brien
40 Donald Avenue

RE: Lot 21-2R Apartment Complex
Received via email 20220128

Good afternoon Kim,

Thank you for the opportunity to submit written comments to the Planning Advisory Committee (PAC) regarding the proposed apartment buildings in our neighborhood. Kudos to you for facilitating the virtual public session on January 26th. I have 6 points I would like to present in my comments.

1. Is there a need in Amherst for 162 new rental units? What is the vacancy rate in the apartments already in town? Many new families have relocated to our town in the past two years. However, these families and others who follow them are mostly buying single family dwellings.
2. The proposed four storey buildings would tower over the single family dwellings surrounding them. As mentioned in the virtual session the buildings would block the sun for many homeowners. Most of the homes bordering the apartments would suffer a lack of privacy as unit residents would be looking down on them from a height of four storeys. There are many apartments already in our section of town. If the buildings are deemed necessary perhaps they could be reduced to a maximum of two storeys. Placing such high buildings in a lot surrounded on three sides by detached one or two storey homes is not acceptable to the local community. Most buildings of this height are located at the edge of residential areas, not in the centre of them.
3. We were informed at the session there would be 1.2 parking spaces for each unit. Most couples today own two vehicles plus there are always visitors and delivery vehicles coming and going. For 162 units probably at least 300 parking spaces would be required. Where would all the extra vehicles park? On surrounding streets? Our property is on Brown Street. It is a narrow street. Would there be an overflow of parked vehicles infringing on our front lawn?
4. The main concern expressed at the virtual session was increased traffic. Presently there are three houses on Brown Street. We chose to build our new home in this area because it was such a quiet neighborhood. Our son is a wheelchair user and there are no sidewalks on the street. However, he safely wheels around the immediate area because there is low traffic. Having 300 plus vehicles traveling on Brown Street to access the apartment buildings behind us would drastically change that situation. Even half that number of vehicles would greatly increase the risk of pedestrian injury or death.
5. Having 162 additional families in such close proximity is another concern. Would there be an increase in noise? In vandalism? Would the existing families on the surrounding streets still be able to enjoy their own properties?
6. Having a complex of large apartment buildings in such close proximity would undoubtedly adversely affect the property values of the surrounding homes. Not only would that be detrimental to the property owners, but would result in reduced revenue for the town in property taxes.

In conclusion, we feel the proposed buildings are not a good fit for our neighborhood. If the town deems additional rental units are required in our area, perhaps a smaller project could be

considered. One that complements the surrounding homes and does not decrease the enjoyment and safety of others.

Evelyn and John Bradford
3 Brown Street

RE: Lot 21-2R Apartment Complex

Received via email 20220130 from Mary Jane Weeks

Will, I still do not see any form to fill out so I will write how I feel about the new building.

This is a nice quiet Street to live on summer, spring, fall and, winter

Except they do not blow the street very wide, which will make a really big difference if 162 new family's move in. First you will have the noise from them building the 3 apartments building early in the morning to late at night. The traffic will be heavy on Walter Purdy Ave. and don't say they are building a new road, because you and I know they will be using Brown, Mosses and Walter Purdy Ave. also, and by the look of things you are also building a road through to Donald.

Now that is 162 new families which is a lot of new people to add to one neighborhood, 162 plus new cars in the neighborhood, so 162 with an average of 2 people per unit and that brings it up to 445 new people in one neighborhood. (and that is just approximate amount of people) that is a lot of people to bring in one neighborhood all at once. People on this street keep their places looking nice, sad to say you cannot not say that about apartment buildings.

Look you want to put in 4 by 4 units I call them senior units, that is fine but not 162 units.

There is lots of land around Amherst, what about out there by where steam boat was on the right side going out of town. Lots of

land there.

Now people on Donald, Walter Purdy and Willow st. all should had been notified about this built because it affects all of us not just a few.

PLEASE DO NOT BUILD THE 162 UNITS.

Weeks'

RE: Lot 21-2R Apartment Complex
Received via email 20220131

Jeff & Marilyn Campbell - 8 Mosher Street

Our concerns:

- Has an environmental impact study been completed? What were the results?
- Has a traffic study been completed? What were the results?
- Mosher and Brown were not meant for that amount of traffic. They are small streets and in winter, poorly cleaned, and often down to one lane. Walter Purdy as well.
- Mosher, Brown, and Walter Purdy don't have sidewalks. As well as Willow between EB and the high school. With an increased amount of kids walking through, are sidewalks planned? How much property will that eat into?
- Parking: most apartments will have 2 or more cars per household. There is not enough parking for them. What is the plan for overflow parking? Brown, Mosher and Walter Purdy do not have room for overflow parking. There will be dual adult households as well as there will no doubt be Mount A students living 2-4 per apartment and having multiple cars. The 1.2 spots planned for these complexes can not accomodate that.
- Are these low income apartments like on Dickey Street and Willow? Crime rate will increase. Our property value will go down. Will there be compensation for that?
- Has the town researched other properties by this owner and developer? Are they consider "slum lord properties" or well taken care of?
- Where will the dumpsters be stored on the property? What is the plan to not attract rodents to the area?
- Spring Street Academy is already at max capacity and they've taken over the library to use as an extra classroom. Where will all these kids go to school? What about EB's capacity and ARHS?
- Has a policing impact study been done? Does APD have the manpower to cover off this influx of people? How will this effect their budget and town taxes?
- Has a firefighting impact study been done? Amherst FD is supported by volunteers and neighbouring volunteer fire departments. Are they trained to fight a fire in a 4 storey apartment building? Most fires fought by volunteers are fought in a "surround and drown" type response - this is not possible in a 4 storey apartment building. Do they all have the necessary equipment to fight a fire in a 4 storey apartment building? How will this effect their budget and town taxes?

- How will this effect water pressure? Donald seems to have frequent water line breaks. Is there capacity for this on the current system?
- Does NS Power have the capacity to supply this set-up? Our power tends to fail with any/every storm. I know through someone locally who works for NS Power that this area is on one of the oldest and most instable grids - 3 large apartment buildings would not help the issue.
- What about parks? A complex of this nature should have the responsibility of having playground equipment nearby. Otherwise kids will have nowhere to play. The closest areas to play would be behind SSA and Dickey park - which are not considered nearby for young kids to play.
- Bottom line: we were told when we built here that the neighbouring properties would consist of houses of similar style to ours or the duplex-style ones (mostly for seniors). We would never have built here if we knew we'd be on the direct exit for a 3-building apartment complex. If this is built, we will be moving for sure. I know of at least 3 households on Mosher, Brown and Walter Purdy that will sell and move. A realtor recently told us what the approximate selling price of our house would be - now with this in the works, that will no doubt decrease. Will Nova View Developments Ltd be compensating us for the loss in our selling potential? Honestly, if this is going forward, the developer might as well buy out all of Mosher and Brown, tear down the houses and put in a park and extra parking.

RE: Lot 21-2R Apartment Complex
Received via email 20220131

Good afternoon Kim,

Thank you for the opportunity to attend your virtual meeting as well as submit written comments to the Committee regarding the 3 proposed apartment buildings in our neighborhood.

I live at 1 Walter Purdy Avenue and co-own the property at 3 Brown Street. I am very concerned about the extra traffic that these units will create.

We built the house on Brown Street for our sons with disabilities - one using a wheelchair and one with Down Syndrome and a lady with another disability. This property was more expensive than others in Amherst at the time but this has always been a quiet and safe neighborhood. This will undoubtedly change with an additional 300 - 400 people moving about. Safety is our number one priority.

I understand there is a need for new apartments in Amherst however, these are large intrusive proposed units. There has to be other property in Amherst where these buildings and additional people and vehicles would be more appropriate rather than in the middle of such a long-established single family home area where total privacy will be lost. I feel confident that this will lower the value of these homes. Personally, I have never and would never consider purchasing a property with apartment buildings overlooking it.

We have most of our young people from Amherst, as well as many foreign exchange students walking and/or driving to the three schools in our area. There is no doubt that the additional traffic will cause many safety issues.

I trust the Committee will consider our concerns when making their decision.

Thank you,

Nancy Park

RE: Lot 21-2R Apartment Complex
Received via email 20220131

To whom this may concern;

Being a resident of Brown St for 8 yrs now I have concerns regarding this new phase that is being implemented.

As I'm sure the rest of my neighbours have expressed their opinions , I also stand together with them and not in favour for these apartment buildings.

- 1- this will depreciate our value of our homes
- 2- assuming for low income housing
- 3- why not relocate these buildings to LaPlanche st - that would be a great spot
- 4- why not build houses instead ?
- 5- assuming our opinions won't matter on this topic, what is the date this will be going through ?

Thank for entertaining my opinion, again I am 100% NOT in favour for these apartments to be built in my neighborhood.

Sincerely
Tanya Musseau

RE: Lot 21-2R Apartment Complex
Received via email 20220201

Dear Sir or Madam,

I am writing to voice my concerns about the proposed Lot 21-2R Apartment Complex PID 25002122 Brown and Mosher Streets.

I am a resident and property owner at 2 Walter Purdy Ave. I have the following points of concern regarding the proposed development noted above:

1. Safety & Traffic - At present, Walter Purdy Ave. is already used as a thoroughfare by drivers who wish to bypass heavier traffic on Spring St. and East Pleasant St. Drivers are frequently in a hurry, rolling through stop signs, taking turns too tightly and driving too fast for the narrow, winding street. Our snow banks are often enormous and in the winter our narrow street is inevitably more narrow due to the real-life limitations of snow removal. Young children play in their front yards during all seasons and people park their vehicles along the road due to limited driveway space, which results in near-miss accidents on a regular basis. Walter Purdy Ave., Brown St., and Mosher St. are simply not equipped to handle the increase in traffic that a 3 building apartment complex would cause.
2. Space - The Lot is simply too small to comfortably house the proposed apartment complex. The proposed plans literally cram the buildings into the space with zero room for flexibility/leeway (i.e., green space, snow removal, etc.). This leads me to believe that the proposal is 100% financially motivated, and does not consider the well-being of the occupants, the neighbourhood, or the town overall.
3. Educational Impact - As mentioned above, the proposal places Building B a mere 12 metres (39 feet) away from EB Chandler Jr. High School. As an educator and school psychologist (R. Psych.), I have significant concerns regarding a multi-storey building being that close to a school. Students who attend EB Chandler are in grades 7 and 8 - these are challenging years for children, not only academically but also developmentally. During these 2 years, every child in the Amherst area attends this school, and it is vital that they are able to secure strong connections with their teachers and friends, and sustain focus/concentration on their academic learning. Not only will the construction of the proposed buildings result in noise and visual distractions for students, but once completed the reality of housing hundreds of people only a few metres away is going to create ongoing barriers to their learning (e.g., residents are free to play music at a high volume with their windows open, work on their car engine in the parking lot, smoke marijuana on their balcony, etc. - all well within view/earshot of hundreds 11-13 years olds in the middle of the school day).
4. Infrastructure - What guarantee is the town of Amherst able to make that our water, sewer, snow removal, electricity, and internet systems are able to manage such a large increase in usage with respect to infrastructure? As it is, we have regular power interruptions and internet connectivity is barely satisfactory.
5. Neighbourhood Aesthetic - My husband and I chose to purchase a home on our street and in this neighbourhood because of the relative newness of the houses, the single-family nature of the homes, and the residential/suburban feel to the area (i.e., lots of green space, well-kept homes/yards, no tall buildings to be seen, etc.). While I can appreciate the desire to increase housing options, I feel as though single-family homes or duplex-style homes would be a better fit for this area, and would still meet the housing needs of many people looking for places to live near schools, parks, and friends. A multi-storey apartment complex in the middle of our neighbourhood would surely be an eyesore, not only from the

start but also as time goes on given the difficulty of properly maintaining such large structures and their surrounding landscapes without enormous financial commitment.

6. Property Value - Apartment complex housing will decrease my property value, which is a significant concern.

My husband and I are not originally from the Amherst area but we happily moved here and purchased our home on Walter Purdy in August 2008 after being offered jobs with the local school board. We love this town and are proud to call it home. The development of Lot 21-2R as it is currently proposed has created a lot of worry and resulting uncertainty for us. I sincerely hope the many concerns of our fellow neighbours will be taken into thoughtful consideration.

Many thanks for your time and consideration,
Lisa Craig

RE: Lot 21-2R Apartment Complex
Received via email 20220201

Dear Sir or Madam,

I am writing with regards to the proposed Lot 21-2R Apartment Complex PID 25002122 Brown and Mosher Streets.

I am a resident and property owner at 2 Walter Purdy Avenue and I have the following points of concern regarding the proposed development noted above:

1. Safety & Traffic - There are many children who currently live on Walter Purdy Ave., Brown St. and Mosher St. These children are often found playing or riding bikes on these streets. At present, Walter Purdy Ave. is already used as a thoroughfare by drivers who wish to bypass heavier traffic on Spring St. and East Pleasant St. Walter Purdy Ave., Brown St., and Mosher St. are simply not equipped to handle the increase in traffic that a 3 building apartment complex would cause.
2. Educational Impact - The proposal places Building B a mere 12 metres (39 feet) away from EB Chandler Jr. High School. As a teacher at EB Chandler, I have significant concerns regarding a multi-storey building being that close to a school. Students who attend EB Chandler are in grades 7 and 8 - these are challenging years for children, not only academically but also developmentally. During these 2 years, every child in the Amherst area attends this school, and it is vital that they are able to secure strong connections with their teachers and friends, and sustain focus/concentration on their academic learning. Not only will the construction of the proposed buildings result in noise and visual distractions for students, but once completed the reality of housing hundreds of people only a few metres away is going to create ongoing barriers to their learning (e.g., residents are free to play music at a high volume with their windows open, work on their car engine in the parking lot, smoke marijuana on their balcony, etc. - all well within view/earshot of hundreds 11-13 years olds in the middle of the school day).
3. Infrastructure - What guarantee is the town of Amherst able to make that our water, sewer, snow removal, electricity, and internet systems are able to manage such a large increase in usage with respect to infrastructure? As it is, we have regular power interruptions and internet connectivity is barely satisfactory.
4. Neighbourhood Aesthetic - My wife and I chose to purchase a home on our street and in this neighbourhood because of the relative newness of the houses, the single-family nature of the homes, and the residential/suburban feel to the area (i.e., lots of green space, well-kept homes/yards, no tall buildings to be seen, etc.). While I can appreciate the desire to increase housing options, I feel as though single-family homes or duplex-style homes would be a better fit for this area, and would still meet the housing needs of many people looking for places to live near schools, parks, and friends. A multi-storey apartment complex in the middle of our neighbourhood would surely be an eyesore, not only from the start but also as time goes on given the difficulty of properly maintaining such large structures and their surrounding landscapes without enormous financial commitment.
5. Property Value - Apartment complex housing will decrease my property value, which is a significant concern.

My wife and I are not originally from the Amherst area but we happily moved here and purchased our home on Walter Purdy in August 2008 after being offered jobs with the local school board. We love this town and are proud to call it home. The development of Lot 21-2R as it is currently proposed has

created a lot of worry and resulting uncertainty for us. I sincerely hope the many concerns of our fellow neighbours will be taken into thoughtful consideration.

Many thanks for your time and consideration,

Wade LeBlanc

RE: Lot 21-2R Apartment Complex

Received via email 20220202

Good Day

My name is Brad Delahunt I live on Donald Ave. I am very concerned about the proposal of a 54 unit apartments . The safety of my children walking to school. Increase crime in the neighborhood. With the apartments puts a lot more cars on the road. The schools are over crowded now. Where are all the kids going to go to school. The apartments are going to be an eye sore. My family chose to live in Amherst because it's a small town. If I wanted to look at apartments I would live in Halifax.

I watched your video on YouTube. No one answered one of the more important question. Is the apartments going to be low income? Could you send me the minutes of the meeting that was held on January 25 2022?

Thank you

Brad Delahunt

RE: Lot 21-2R Apartment Complex
Received via email 20220131

To Whom it May Concern,

I am writing today with my concerns for the proposed apartments in the Donald Ave and Willow St areas.

My first concern as addressed during the public information session is the fact the proposed development is going to create a lot of excess traffic in an area that is already very congested during the school days. The amount of traffic in the Donald, Dickey and Willow street areas are a safety hazard on the best of days, let alone adding parking for almost 200 to the area. The amount of close calls and near misses is a frequent concern already along with the speed of traffic in the school zones.

My next concern is the size of the proposal! Living at 22 Donald Ave and having teenage daughters I worry about the privacy not only for neighbours who will have people looking into their windows and backyards from their balconies taking away all privacy but also for EB Chandler Jr High! Having this in the back of the school will take privacy away from the schools, it will create significant noise and these schools rely on opening their windows quite often as that school is older and a very warm building, as well as windows being open during Covid times. I feel the noise from construction as well as after construction would be very disturbing to the education of these child and create a harder learning environment.

My next concern is taking away of more green space in the area and the wildlife that currently occupy the area. There are many areas complexes like this could be built but right in the middle of a quiet residential area and in the back yard of a school is not the place.

Then there is the concern for safety. I do not feel a congested area like this would be ideal I'm the backyard of a school with 12-14 year olds. That is a lot of people with access to the school yard at all times, the small school grounds that currently has children in it all of the time. How can we ensure people are remaining off of the school property away from the children?

My next concern is for the schools, currently Spring St Academy is over capacity, they lost their library to make another classroom and grade 5&6 French immersion are bussed to another school because SSA can't handle capacity , a building of this size is surely going to have additional families move to this area and how is the elementary school expected to handle this.

Another concern I have is snow plowing in the winter months. Being that my property line is by one of the proposed parking lots I would like clarification on where the snow will be plowed in the winter months. I have children as do many neighbours that play in the back yards and I am not wanting the snow hills to be pushed back into my back yard but based on the layout I am unsure where else it could go. We get hefty snowfalls and that would also be a major concern.

Currently in Amherst housing is a major concern for many residents and the cost of living has jump significantly, I do not feel this looks like affordable housing and as someone mentioned how will this affect our already unstable power grid in the area on any given windy day, is the town prepared in make the surrounding streets a no parking on streets permitted area and enforce it because of the dangerous surrounding the schools when all of the cars that don't fit in the parking lot need an area to park, will

the APD be hiring additional members to ensure the safety of the kids who already come close to getting hit daily in the already busy area.

I am not opposed to the area being developed, however 3 buildings of this size in such a small quiet residential area and in a schools back yard is not in the best interest of anyone.

Amherst isn't a city and these structures are something you would find in an urban setting not in a small rural town.

I am asking you to not approve this proposal for the safety of the kids in the area! I feel this is not in the best interest of the kids or the residential area.

Thank you,

Melanie Sealy

MEMO

TO: Planning Advisory Committee

FROM: Andrew Fisher, Director of Planning & Strategic Initiatives

DATE: February 7, 2022

RE: **Municipal Planning Strategy renewal – project launch**

Upland Planning & Design have been selected to undertake a renewal of the town's Municipal Planning Strategy. Attached for reference is the proposed Work Plan that will be implemented over the next 18 months (approximately). The PAC will act as the Steering Committee for this project.

Upland staff will attend the meeting to introduce the project and get input from the committee to help formulate an Engagement Strategy (Task 1.4 of the Work Plan). The second part of this two-part process is scheduled for Monday, February 28, 2022.

Phase 1:

Project Initiation

This initial project phase consists of mobilization and relationship building. It will serve to create a mutual understanding of the cornerstones of the project and to define the details of the internal and external communication strategies.

**Task 1.1
Start Up Meeting**

Upon award of the contract, we will have an initial, in-person start up meeting with Town staff. This is an opportunity for our team to develop a better understanding of the issues and objectives for the project, confirm the proposed work plan and deliverables, and establish lines of communication as well as areas of responsibility between our team, Town staff, and the Steering Committee. We will confirm the schedule and discuss potential adjustments to the work plan. This meeting will also be an opportunity to agree on regular reporting routines from our team. We usually offer monthly reports, which we habitually customize to our clients' needs.

**Task 1.2
Site Visit**

We will visit the Town to explore the community, take photographs, and make notes about current land uses. If public health regulations allow, we would ideally conduct this site visit accompanied by a Town representative; however, this will depend on timing and social-distancing requirements.

**Task 1.3
Document and Data
Collection**

A good source of data is crucial to developing informed policies and development regulations. The new Municipal Planning Strategy and Land Use Bylaw must be founded on an understanding of population trends, land availability, and servicing. We will collect and collate data from a variety of sources including data from Statistics Canada, the Canada Mortgage and Housing Corporation, existing planning documents, municipal and provincial reports and policies, Provincial GIS data including LiDAR mapping, and the Town's permitting and servicing records. We will also collate the documents outlined in the RFP (and any others of importance that are later identified), such as the Source Water Protection Plan.

**Task 1.4
Engagement Strategy**

UPLAND will lead the engagement for this project and we have provided for engagement activities throughout this work plan. However, the approach to engagement should be supported by the Steering Committee and its members, who are experts in their communities. The major elements of this strategy will be co-designed with the Steering Committee, and we will collect input through two, one-hour, workshops and an online asset mapping exercise. The resulting deliverable will be an Engagement Strategy and updated schedule. Elements addressed in this document will include:

+ Purpose and roles	+ Key messages	+ Public health considerations
+ Assets and target audiences	+ Preferred method of engagement	+ Communications avenues
+ Stakeholder list	+ Scheduling flexibility	

**Task 1.5
Project Brand and Website**

We will develop a project brand that will consist of a logo and visual theme for the project. The brand will become part of the project identity that contributes to project awareness and overall community excitement. Our team will develop at least three potential brand options for the project, giving the Steering Committee the ability to choose their preferred option.



Project brand for Peggy's Cove LUB review

We will also create a user-friendly standalone website or a webpage within the Town's website. This will function as the main portal for the project, through which our team will share materials, host surveys, provide information about events, post project updates, and distribute planning documents for feedback.

Phase 2:
Review & Analysis

This phase consists of technical information analysis. The objectives of this phase are to analyze all relevant planning aspects of the Town and to develop an in-depth understanding of the project area including all of its physical, social, demographic, infrastructure, economic and environmental assets. The insights from this phase will help inform the public engagement and will be foundational to the new planning documents.

Task 2.1
Document and Data Review

Our team will review the documents and data collected from the previous Phase. The documents and data collected will be used to build a community profile and develop an understanding of the planning issues. Possible data gaps will also need to be identified at this stage so that there is sufficient time to fill in missing information before the final drafting of documents.

Task 2.2
Planning Analysis

Based on the data and information collected so far, we will develop an informative, "Planning Analysis" to cover topics including the Environment, Infrastructure, Land Use, Housing, History and Culture, and the Economy. The Analysis will also identify environmentally sensitive and significant areas. The Planning Analysis will help to answer questions such as:

- + How are population characteristics changing?
- + What are the housing needs in the town?
- + What could be the future land use needs of the town be?
- + How has the town developed over time?
- + What types of infrastructure exist in the town? What are the servicing options and needs?
- + What are core industries in the town and which opportunities exist to grow?
- + Are there any environmentally significant areas or challenges?
- + What provincial plans, policies, and regulations impact land use in the town?
- + How can Plan and Bylaw best serve the community?
- + What are the key issues in the town and what are possible directions for issues and opportunities?

Task 2.3
Best Practice Review

The Planning Analysis will help our team identify some of the key issues and challenges the Town of Amherst is facing. Our team will conduct a 'Best Practice' Review to uncover and document any urban design and land use best practices that will help address the key issues and challenges the Town is facing and to help the Town manage growth and development.

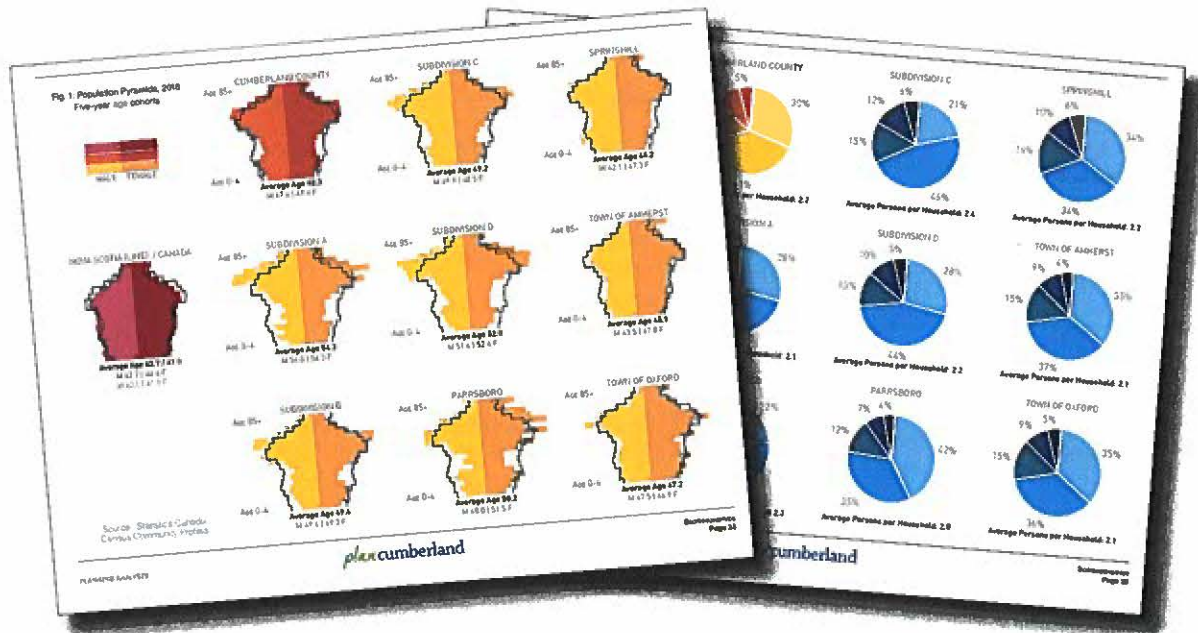
Task 2.4
Policy Gap Analysis

Our team will conduct a Policy Gap Analysis to identify and understand any policy gaps within the existing Municipal Planning Strategy. Our analysis will be applied in relation to the Town's Vision, Mission, and Guiding Principles in addition to the Guiding Principles for the Municipal Planning Strategy and Land Use Bylaw review.

**Task 2.5
Issues Report**

At this point, our team will be well-versed in the key issues facing the Town of Amherst. We will summarize these key issues and possible policy recommendations for the new planning documents. The recommendations will cover key themes that emerge from the background research and engagement such as housing, the environment, and economic development.

The Issues Report will be compiled with the Planning Analysis, Best Practice Review, and Policy Gap Analysis and will be submitted to the Town. Following a round of edits, we will work with the Town to make this document public. These documents will be foundational to the following phases of this project



Municipality of Cumberland Socioeconomic Analysis
UPLAND

On-Going Risk Management

Risk management begins at the outset of any project with a clear understanding of project assumptions, complete background information, as well as defined roles and scope of work. It also means a realistic project schedule and effective review and administration throughout the process. We will assess and mitigate risks with the Town throughout the process, and have identified two potential risks at the outset:

1. Divergence among stakeholders is a moderate risk that would challenge the consensus on recommendations. This could occur at any time in the project and can be mitigated by adhering to a transparent and agreed-upon consultation process, and by maintaining ongoing communication.
2. Lack of interest among the public is a moderate risk that would limit the quantity and quality of community input. This risk is greatest at the phase leading up to and during the community engagement phase and can be mitigated with careful promotion, using a variety of channels, well in advance of any meetings or launches of engagement tools.

Phase 3: Citizen Engagement

We recognize that the consultations leading to the new Municipal Planning Strategy and Land Use Bylaw are a key component of this project, and we undertake consultation based on the premise that there is an authentic need and desire to listen to the community.

Our consultation strategy includes a combination of virtual and in-person techniques. If in-person meetings are not possible due to COVID-19 concerns, have reduced gathering requirements, or travel is restricted, we will adapt any in-person engagement. There are many alternative options that we have tested over the past year and a half, including interactive virtual meetings, combined online/in-person meetings, small group meetings, and outdoor meetings.

Finally, we are open to adaptations of this work plan during the 'Engagement Strategy Workshops' under the earlier Task 1.4. While we feel that we are presenting an effective methodology to lead the public engagement, we routinely agree on cost-neutral adaptations during the start of land use planning projects.

Task 3.1 Engagement Materials

Our team will provide materials throughout the project—particularly leading up to and at consultation events—including:

- + Press release and media content
- + Print and digital advertisements
- + Mail out content creation
- + Poster content creation

Task 3.2 Engagement Manual

As an appendix to the Engagement Strategy, our team will prepare an implementation manual as a guiding document for consistent engagement by Council members, Town staff, and community stakeholders over the course of the project.

Creative Outreach Methods

Storefront Installations

Vacant or community-use storefronts are a good venue to display / communicate information, and promote or implement other engagement tools.

Written / Photo / Video Story Booth

Text, image or voice recording of people sharing a story in response to a question, that can be shared in its original form, or edited for exhibition.

Take-Home Kits

Print activity packages sent to community members. The packages contain activities that can be completed solo, or as a household.

Photo Voice

Photo voice invites people to take photos according to a particular inquiry, in order to visually represent values and subjective experiences.

Post Cards

Similar to post-it templates, post cards can have a repeating question and can be used for themes, but responses can be longer and created with more time.

**Task 3.3
Creative Outreach**

We propose to employ our toolkit of engagement methods so a broad spectrum of perspectives can be heard during the creation of the new planning documents. Some of the methods described on the previous page provide a good starting point for discussions between our team and town staff / Steering Committee during the drafting of the Engagement Strategy. Our proposal scope assumes undertaking two creative outreach engagements. Additional creative tactics can be incorporated into the Engagement Strategy but are not included within our fee proposal.

**Task 3.4
Online Engagement**



Project Lunenburg Social Pinpoint

We will create an online survey to enable wide input into the project. The purpose of the survey is twofold: general questions about development goals will cast a wide net for questions on community ambitions, while questions tailored around specific policy issues will aim for responses about expected controversial items. We understand that internet access is not universal and that literacy limitations or disabilities can prevent participation in surveys. We will make paper copies of the survey available upon request and will accommodate phone-in surveys.

We will also deploy UPLAND's online mapping tool, "Social Pinpoint". This easy-to-use tool allows people to leave geo-referenced (map-based) comments and to read comments left by other participants. Our team will overlay existing land use characteristics such as zoning and/or current land uses to prompt discussion on existing conditions in the town. Our team will also prepare content for the Town's social media pages, including Facebook, throughout the project to draw interest to the project.

**Task 3.5
Facilitated and Pop-up Workshops**

We will host up to two in-person engagements within the Town. The engagements will be structured primarily as small group discussions and interactive activities. The specific design and content of the engagements will emerge through the Engagement Strategy and through our planning analysis as we determine key issues. We will seek to ensure that the major issues relevant to the whole town and specific to communities are raised for public discussion and input.

We will also host an online meeting (over Zoom or another online video conferencing tool) for members of the public who are not able to attend the in-person events. Community members will be able to direct specific questions and comments to the moderator of the online meeting through our video conferencing software.

**Task 3.6
Stakeholder Engagement**

Stakeholders are leaders and knowledge holders of the community. We will engage with up to 10 stakeholders through telephone interviews. The interviews will introduce stakeholders to the project and will also be an opportunity to explore issues and opportunities relevant to them. Additionally, we will engage with the Municipality of Cumberland as a stakeholder in fulfillment of the requirements of the *Municipal Government Act*.

**Task 3.7
What We Heard Report**

We will create a user-friendly report that collates all the feedback received during the project, including areas of agreement, points of contention, specific directions, and priorities. The report will include a quantitative and qualitative thematic analysis of responses we received throughout the formative engagement phase. Our team will submit the What We Heard Report to the Steering Committee and Staff for review before publishing the document online.

Phase 4:

PAC / Council Engagement

Phase 4 will focus on various PAC and Council engagements throughout the project.

Task 4.1 PAC /Council Project Launch Presentation

We will present online to the PAC and Council to introduce our team and the project. Meeting with PAC and Council will serve the following goals:

- + Brief the PAC and Council on the details of the Nova Scotia planning system, including the *Municipal Government Act*, its recent amendments, and other applicable legislation such as the recent *Tourist Accommodations Registration Act*.
 - + Confirm overarching goals for the preparation of the Municipal Planning Strategy and Council policy priorities.
 - + Learn about views and concerns of the PAC and Council with regard to contentious issues in the plan preparation process.
-

Task 4.2 PAC / Council Issues Workshop

We will conduct a full day (or two half-day), in-person workshop with the PAC and Council. Our team will present a summary of the Issues Report. Our team will then work with the PAC and Council to confirm direction on the policy recommendations for the new Municipal Planning Strategy.

Task 4.3 Mid-Draft Update Presentation to PAC /Council

Our team will conduct a presentation to the PAC and Council midway through the drafting of the new Municipal Planning Strategy and Land Use Bylaw. This will be an opportunity to confirm progress on the draft planning documents and receive direction (if needed) on any key issues that come up in the drafting process.

On-Going Project Management and Quality Assurance

A transparent and responsive project management approach is necessary to ensure the timely completion of this project, and to proactively identify any challenges or risks to the project budget. In addition to regular communications as a byproduct of the work plan, UPLAND is committed to regular client / project management through monthly progress reports that detail work completed that period, priorities for the coming months, any risks or challenges, and expected dates / timelines for the completion of tasks.

UPLAND utilizes strict quality assurance processes to ensure our team provides the highest quality services to our clients and their communities. Quality assurance extends beyond the detection of mistakes and inaccuracies; it includes practices, systems, and structures that prevent mistakes and inaccuracies from being made in the first place. Through UPLAND's workplan development, internal and external communications, and professional commitments, our team is able to deliver innovative and balanced plans and strategies that meet the highest standards in the field of land use planning.

Phase 5: Document Drafting

During Phase 5, our team will work diligently to draft the planning documents. The result will be a clear, well-founded and defensible Plan and Bylaw. We strongly believe these documents should be easy to understand and implement for anyone who needs to use them. Plans and bylaws should also be attractive and draw readers in, rather than pushing them away with big walls of "legalese" text. We will develop the draft Municipal Planning Strategy and Land Use Bylaw with plain language wherever possible, with supporting / explanatory visuals and graphics wherever needed.

Task 5.1 Draft Municipal Planning Strategy

We will draft a new Municipal Planning Strategy to incorporate policy strategies that:

- + provide an adequate supply of **developable land** over the time horizon of the Plan;
- + respond to **environmental challenges** by preparing for and adapting to the projected impacts of climate change and sea level rise;
- + address **emerging technology** trends such as solar-electric development and electric vehicle charging stations;
- + address **housing** needs and available options for an ageing population;
- + provide for **active transportation** infrastructure and recreational lands to support the health and wellness of residents and explore ways to promote physical and mental health;
- + support, encourage, and enable ongoing **economic development** initiatives;
- + support efficient and sustainable use of **municipal services**;
- + protect **environmentally sensitive** and significant areas;
- + address any other concerns, issues or opportunities that were highlighted during the engagement events; and
- + have regard to all dimensions of **land use planning** including recreation, transportation, heritage preservation, agriculture, residential and commercial developments.

Some of the higher-order objectives of our review include:

- + Updating the MPS to reflect the vision expressed by the community during the consultation phase.
- + Simplifying and optimizing it from an organizational point of view and using a clean format that incorporates explanatory graphics.
- + Drafting an MPS that is understandable, practical and workable from a planning, legal, and administrative point of view with policies that are clear and defensible.
- + Striking the right balance between being too general and being too specific to allow for the right amount of flexibility and to reduce the number of future amendments.

Task 5.2 Draft Land Use Bylaw

We will draft the new Land Use Bylaw with the following principles in mind:

- + Reduce the need for future amendments.
- + Draft regulations that have a strong rationale and can be directly tied to the intent and policies of the Plan.
- + Remove unnecessary frustrations for residents, Council, staff, and the development community by eliminating overly stringent regulations that do not contribute positively to community development and are causing more problems than solutions.
- + Devise a document that is simple enough so that it can be understood by both planners and non-planners.
- + Use plain language throughout the document, avoid legal and planning jargon, and seek to write regulations that are both easy to understand and enforce.
- + Provide, whenever possible, simple, effective graphics that will help illustrate regulations.

Task 5.3
Draft Subdivision Bylaw
Recommendations

Our team will review the current Subdivision Bylaw and make recommendations for this document to complement the updated Municipal Planning Strategy and Land Use Bylaw.

Task 5.4
Prepare Draft Mapping

While developing the draft planning documents, we will create a draft Future Land Use Map and Zoning Maps. They will:

- + ensure legibility and ease-of-use;
- + be created at an appropriate scale;
- + be prepared using ArcGIS software and will be provided in PDF format;
- + be provided as newly created shapefiles and data sources that will be compatible with the Town's GIS systems.

We will also create any additional maps that may be needed to help with the implementation of certain policies or initiatives, such as parking management areas.

Task 5.5
Present Draft Documents to PAC

We submit a full package with the draft Plan, Land Use Bylaw, maps, and recommendations for the Subdivision Bylaw to the PAC. Our team will formally present the documents in person to the PAC where the committee can ask our team any questions or provide any comments

Task 5.6
Draft Document Updates

Our team will make any necessary changes to the draft planning documents following feedback from the PAC.

Task 5.7
Present Draft Documents to Council

Our team will present the draft Plan and Land Use Bylaw to Council in person. At this meeting, the project team will present the key changes of the planning documents and hear any questions, concerns or comments.

At this point in the project we will also submit the draft Plan and Land Use Bylaw to the Province for an informal review. This will allow the project team to gauge if there are any potential issues before the planning documents are submitted for a formal review by the Director of Planning.

Task 5.8
Community Consultations

We will take the draft planning documents out to the community through two open house meetings. These meetings will:

- + Inform residents about the content of the draft Municipal Planning Strategy and Land Use Bylaw.
- + Help residents understand how the proposed documents could affect them.
- + Gather feedback from residents on the perceived effectiveness and appropriateness of proposed policies and regulations.
- + Be an opportunity to review designation and zone placement.

We will also update our Social Pinpoint tool with the new zoning map. A semi-transparent zoning map over aerial imagery will help members of the public to visualize the extent of new zones and will help to preempt many questions about zoning boundaries.

Phase 6:

Plan Adoption

Phase 6 will conclude the project with our team managing the formal adoption of the planning documents. Once all feedback has been received we will make all necessary revisions to the final documents to address the feedback to the satisfaction of the Town and lead the documents through the formal procedures in Council.

**Task 6.1
Community Input Summary and
Presentation**

We will meet virtually with the Town to review the public feedback on the draft Municipal Planning Strategy and Land Use Bylaw and discuss the direction to take on any potential changes.

**Task 6.2
Final Revisions**

Following direction from Town staff, we will develop the final draft of the documents.

**Task 6.3
Formal Adoption**

We will attend the Public Hearing and Second Reading to facilitate formal adoption of the planning documents. Any additional extensive support and/or substantial revisions that occur after the Public Hearing can be provided by the consulting team, but are outside the scope of work of this proposal.

**Task 6.4
Project Wrap Up**

Following adoption by Council, we will formally wrap up the project, including a debrief (and celebration!) with the Town and submission of the final products and source files including Word documents and GIS data.

