



CLEARVIEW
TOWNSHIP

2024 - 2034
**STRATEGIC
PLAN**

www.clearview.ca
217 Gideon Street, Stayner, ON, L0M 1S0

TABLE OF CONTENTS

MAYORS MESSAGE	02
CLEARVIEW TOWNSHIP COUNCIL	03
A MESSAGE FROM THE CAO	04
LAND ACKNOWLEDGEMENT, VISION & MISSION	05
STRATEGIC PLAN PRIORITIES	06
STRATEGIC PLAN BACKGROUND	07
STRATEGIC PLAN PROCESS	08
INFRASTRUCTURE	09
RECREATION AND CULTURE	10
CLIMATE	11
COMMUNICATION	12
CORE BUSINESS (AGRICULTURE)	13
FOLLOW THE STRATEGIC PLAN	14



MAYORS MESSAGE

A MESSAGE FROM CLEARVIEW TOWNSHIP

MAYOR DOUG MEASURES



On behalf of your municipal Council, I am pleased to submit the new Clearview Township Strategic Plan. A guide for the future with actions for today. Our beautiful Township has grown. We are years past the amalgamation challenges and successfully moving forward as a progressive and prosperous place to raise a family, invest in business, explore nature, and live your life in a safe exciting place. The new Strategic Plan was a project that has been overdue for almost two years. With changes in community priorities and the pandemic tossing a delay at us, we have been able to work together as a community and staff to deliver this important project. So, what does this mean for you and our citizens? You will see that the direction of Council is aligned with the comments received from the public workshop sessions and the survey results. You can be assured that

the collaborative public voice has been heard on the direction we want to move the Township. The five key priorities are Infrastructure – Recreation & Culture – Climate – Communication – and support for our core business, Agriculture. Over the next several years, this plan will act as a guiding document for Council and Township staff as we seek to make decisions and invest our community resources to serve the best interests of our residents and visitors. Clearview is facing challenges outside of our direct control, as are many municipalities across Ontario, including affordable housing, the availability of workforce housing, inflationary pressures, shortages in local doctors, and the continuing threat of global climate change. This Strategic Plan provides a roadmap for us to help navigate these challenges as we work towards our collective vision to grow and prosper for today and generations to come. I would like to thank the members of the community who participated, along with Council and staff, to help create this new Strategic Plan for Clearview Township. I would also acknowledge the work of Dunbar & Associates for guiding the process to completion. Let's continue to collaborate as we build our township. Being a local leader, it is our responsibility to look forward to the future and set the path for generations yet to come.

A handwritten signature in black ink, appearing to read 'Doug Measures'.

CLEARVIEW TOWNSHIP MAYOR DOUG MEASURES



CLEARVIEW COUNCIL

2022-2026



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CAO MESSAGE

A MESSAGE FROM CLEARVIEW TOWNSHIP

CAO JOHN FERGUSON



On behalf of senior management, I want to thank all our citizens who have taken time from their daily responsibilities to attend our community meetings and respond to our survey. Your feedback is important and appreciated. Staff and council attended each of the five community consultation meetings and shared in the review of the survey that saw over 600 responses. Our local economy will gain traction from new and improved infrastructure to support housing development, safe roads, and healthy living through sport & recreation pursuits, and arts & culture activities. Our team is actively working to see results in new infrastructure. Our planning methods and strategies will move forward, balancing new growth, while protecting agricultural land and farming practices. We will continue to pursue Municipal facility improvements that attract and support participants leading to

social interaction and economic opportunity. Initiatives that support social programs for all abilities and encourage people to get out and be involved. More people taking part in the community will show positive impacts economically. Climate action is top of mind and creating resiliency and preparedness in the face of sudden and unpredictable weather events will help homeowners with mitigating damage and risk against their property and families. We will continue seeking economic opportunity through tourism, community events, and by building and advancing infrastructure for recreation and cultural activities and for the safe transportation of goods and services. Viewing our community through the lens of the “five capitals” has reinforced our commitment to natural, human, social, manufacturing and financial capital. The combination of these capitals, either in traditional or non-traditional ways, leads to financial capital and prosperity, while being responsible to our environment. Together we need to work through the challenges brought on by significant increases in inflation affecting the daily cost of living and changing where and how people live. Municipal Staff in each of our departments have put together over one hundred initiatives that line up with each of Council’s five priorities. These initiatives will be posted on www.clearview.ca. We have a vibrant community, and our municipal team intends to move our community forward and face challenges together, share in our successes, and show a responsible approach to our future growth.

JOHN FERGUSON

CAO, CLEARVIEW TOWNSHIP

LAND ACKNOWLEDGEMENT, VISION & MISSION



LAND ACKNOWLEDGEMENT

We recognize the First Nations, Metis and Inuit peoples of Canada as traditional stewards and caretakers of the land. We acknowledge that Clearview Township is located within the boundaries of Treaty 18, the traditional lands of the Anishinaabeg, Haudenosaunee, Tionontati, Wendat, and is the home of many First Nations, Metis, and Inuit peoples as part of an intricate nationhood that reaches across Turtle Island. At this time of truth and reconciliation, we welcome the opportunity to work together towards new understandings and new relationships and ask for guidance in all we do.

VISION

Clearview Township envisions our community joined together to grow and prosper for today and generations to come.

MISSION

Clearview Township will plan with our community to enhance our local environment and economy through improved communication and innovation. We will build new infrastructure to support more housing and outdoor spaces through sustainable growth while protecting our agricultural nature. We will embrace our lifestyles, culture, recreational opportunities, and welcome visitors & newcomers. We will enhance our working and living environment for citizens and businesses.

STRATEGIC PLAN PRIORITIES



STRATEGIC PLAN PRIORITIES

The Strategic Plan focuses on five key priorities that guide the direction of the municipality. Within each priority, there are a series of initiatives that aim to support the overall goals and objectives of the municipality.

The priorities include:

01



Infrastructure

02



**Recreation
& Culture**

03



Communication

04



Climate

05



**Core Business
(Agriculture)**

STRATEGIC PLAN BACKGROUND

The Strategic Plan review process took many factors into account when determining the needs and expectations of our community today.

They include:

LENS // ECONOMIC RESILIANCY

LENS // COMMUNITY

THE FIVE CAPITALS

The Five Capitals Model provides a basis for understanding sustainability in terms of the economic concept of wealth creation or 'capital'. With the goal of maintaining and where possible enhancing these stocks of capital assets.

LENS // THE FIVE CAPITALS
(SUSTAINABILITY)

MANUFACTURED

FINANCIAL

SOCIAL

HUMAN

NATURAL

STRATEGIC PLAN PROCESS

STAKEHOLDER INTERVIEWS

APRIL 2023

Consultants Dunbar and Associates conduct 26 interviews with residents throughout the Township.

FOCUS GROUPS

MAY - JUNE
2023

Consultants, Council and Senior Staff host focus group discussions with residents throughout the Township.

COMMUNITY SURVEY

JUNE - AUGUST
2023

Available for the public to submit their input online and on paper, from June 15th to August 30th.

COUNCIL WORKSHOP

OCTOBER 4
2023

Using the information and comments gathered from residents Council conducted a workshop to discuss the Strategic Plan priorities.

FINAL REPORT TO COUNCIL

OCTOBER 16
2023

Council approved the updated Vision, Mission and priorities for the Strategic Plan and directed staff to identify initiatives specific to the priorities.



INFRASTRUCTURE

Infrastructure is needed for more housing. Housing development must have confirmed water sources and the infrastructure to transport water to homes and wastewater to treatment plants. Housing growth is primarily dependent on built infrastructure. Other factors include profit margins for developers and affordability for buyers. Other strategic infrastructure includes road and bridge maintenance which is critical for the smooth transportation of goods and services, and also for safe shared uses.

INITIATIVES

Below is a list of just some of the initiatives, ongoing or planned, that support the Infrastructure Priority of the Strategic Plan:

- **New water supply for Stayner**
- **Fire Station 6 building addition**
- **Expand sewage capacity in Creemore**
- **New water supply for Creemore**
- **Sunnidale Street & South East Stayner Servicing**
- **Mowat Street Urbanization & Superior Street Intersection Realignment**
- **Margaret Street Urbanization**
- **Riverside Drive Reconstruction**
- **Centreline Road Reconstruction**
- **Road Needs Study**
- **Road Resurfacing Program**
- **Collingwood Street bridge 161b-71 reconstruction**
- **Concession 2 bridge reconstruction**

RECREATION & CULTURE



As Clearview Township grows the recreational & cultural needs of the community will evolve and grow. The ability of Clearview Township to respond to these growing trends will require more focus on community development and building on the existing interaction with local volunteer networks. The open space and facility need will continue to increase with our community growth and we must stay aligned with the community and meet important socio-economic interests and population well-being.

INITIATIVES

Below is a list of just some of the initiatives, ongoing or planned, that support the Recreation and Culture Priority of the Strategic Plan:

- **Renovate Small Halls facilities to current AODA & Human Rights standards**
- **Develop a Tourism Marketing Plan**
- **Develop a Parks Master Plan**
- **Regulate and Permit Short-Term Accommodations**
- **Develop Programming for a Community Multi-Use facility**
- **Create Municipal Service Boards Management Agreements**



CLIMATE

Climate initiatives will focus on preparing and protecting Clearview Township in the face of the changing climate while supporting climate action efforts. Preparation to withstand sudden weather events for our community infrastructure, such as stormwater management ponds, and emergency services. The installation of climate-friendly infrastructure and alternatives, encouraging idea sharing, and working with other levels of government to share best practices.

INITIATIVES

Below is a list of just some of the initiatives, ongoing or planned, that support the Climate Priority of the Strategic Plan:

- **Develop a Climate Action Committee**
- **Install Electric Car Charging Stations**
- **Review and update all Fire and Emergency Services Standard Operating Policies and Guidelines**
- **First Line of Defence Fire Prevention**
- **Mandatory Firefighter Certification**
- **Green Public Works fleet**
- **Stormwater Management pond cleanout**
- **Upper Mad River (Creemore) Flood Hazard Analysis**
- **Natural Heritage Official Plan Mapping**
- **Affordable Green Building/Site Design Standard**
- **Climate Action Partnership**
- **Township-wide Floodplain Mapping**

COMMUNICATION



Communication is a critical service for municipalities. Actively focusing on communication creates a shared understanding of community issues and challenges. As communication opportunities change, we encourage support for local media as an important communication portal for local businesses, events and municipal business and decision-making. Two-way communication improves understanding and awareness of changing community needs while enabling the municipality to demonstrate work in progress and results.

INITIATIVES

Below is a list of just some of the initiatives, ongoing or planned, that support the Communication Priority of the Strategic Plan:

- **Increase public awareness of Municipal operations by Department**
- **Council Chambers accessibility renovation**
- **Develop Traffic and Parking By-law**
- **Develop a Volunteer Program for Board and Committees**
- **Board and Committee volunteer training**
- **Procure Cemetery Software**
- **Update Procedure By-law**
- **Upgrade and move financial software to the cloud**
- **New Engineering Standards for developing properties**
- **Public Works Week event**
- **Integrate Planning Services in CityView**
- **Adopt a Public Engagement Platform**
- **Update the Development Application Guidelines**
- **Emergency Management Maps**
- **Provide Mental Health First Aid Training to Senior and Middle Managers**

CORE BUSINESS (AGRICULTURE)



We are primarily an agricultural community, this is a way of life and it is the natural capital that forms the basis of our local food markets, which not only sell food products but create a social opportunity for citizens. Clearview Township is proud of local producers such as Creemore Springs Brewery and Reinhart Foods. Our shared resources must be managed in a fiscally responsible manner.

INITIATIVES

Below is a list of just some of the initiatives, ongoing or planned, that support the Core Business (Agriculture) Priority of the Strategic Plan:

- **Official Plan Agricultural Policies**
- **Zoning permissions for On-farm Diversified Uses**
- **Agricultural Official Plan Mapping**
- **Create and hire for the position of Economic Development Officer**
- **Develop a Short Term Rental Licencing By-law to regulate short term accommodations in Clearview**

FOLLOW THE STRATEGIC PLAN

Find out more about the Strategic Plan Review Process, view Council Reports and summary documents and follow the progress of the Strategic Plan by visiting the Strategic Plan webpage online:



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