



# PLANNING ADVISORY COMMITTEE

March 5<sup>th</sup>, 2025

# AGENDA

---

Review and Discussion

---

Engagement

---

Housing

---

Transportation

---

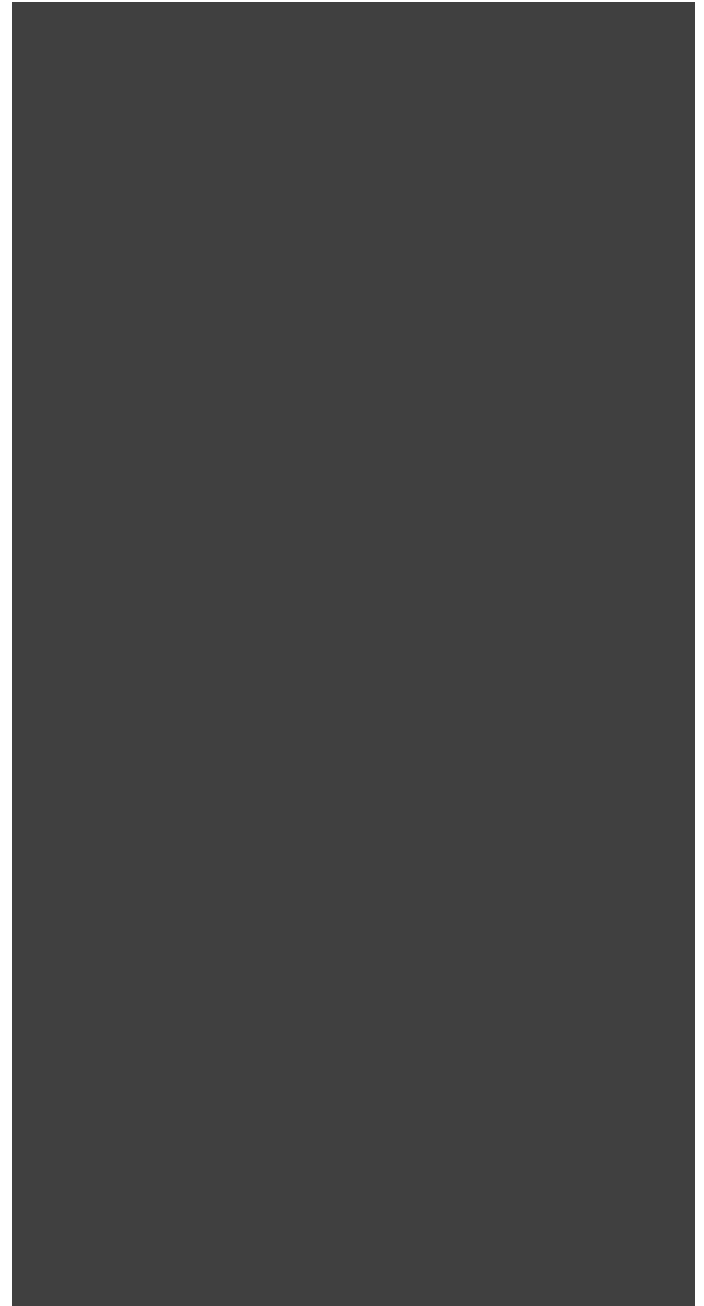
Economy (if time)

---

Next Steps



# REVIEW AND DISCUSSION



# REVIEW AND DISCUSSION

Review and approval of previous meeting minutes.

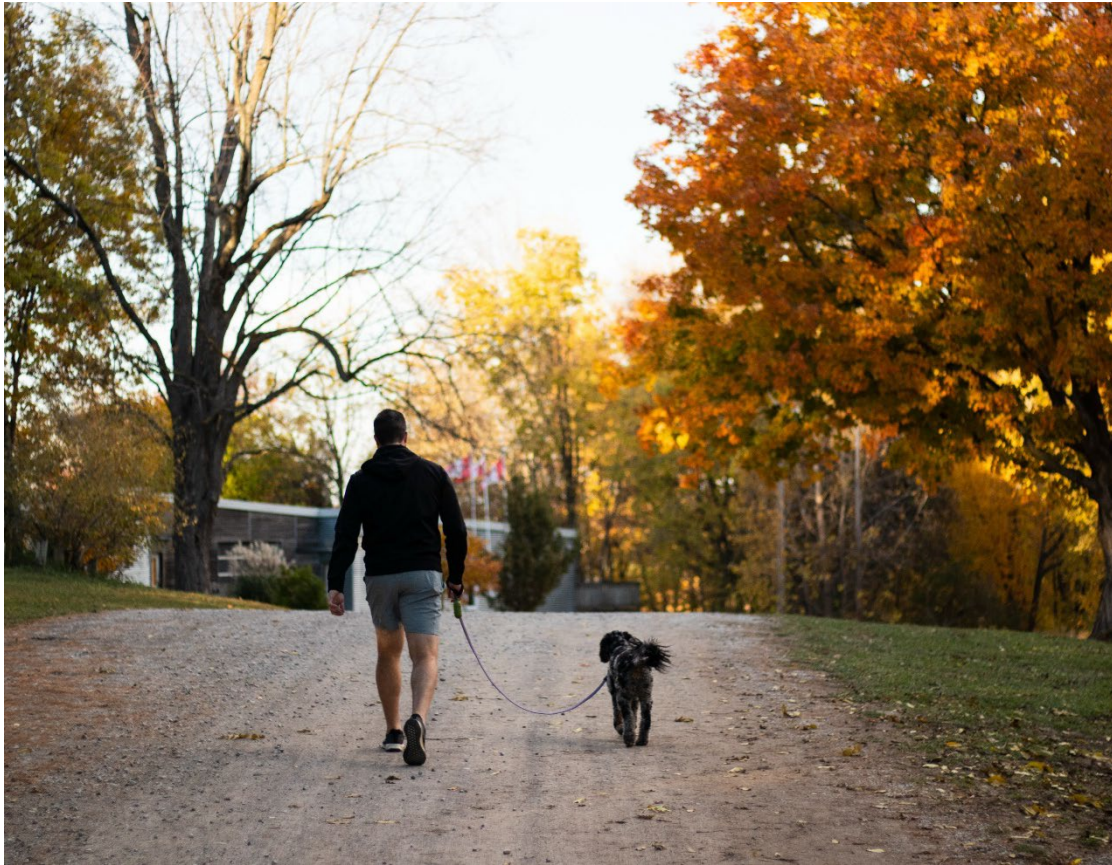


Any logistics or questions of Committee Members?

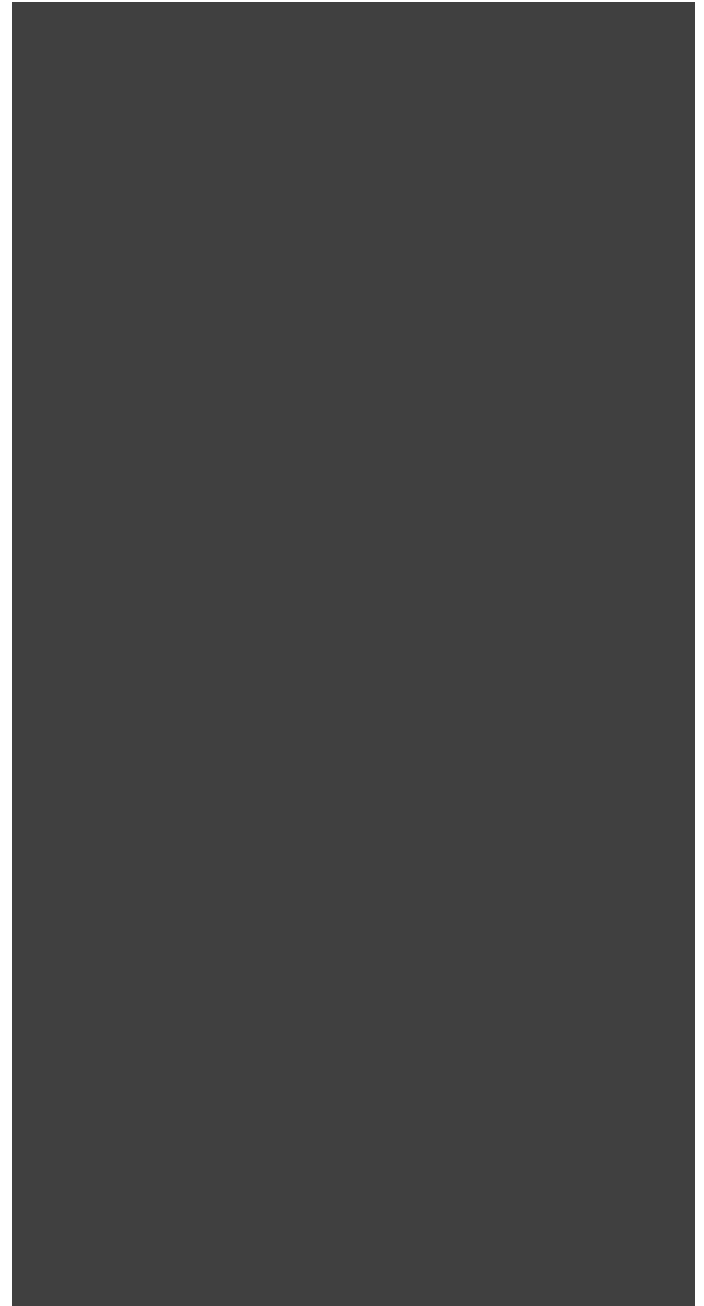


Committee feedback process.





**ENGAGEMENT**





## **Middlesex County Official Plan**

### *Engagement Approach*



# Engagement Principles

*Middlesex County Official Plan: Engagement Approach*

*Quarry's engagements ensure all participants are brought along through the process and see themselves as contributing to the overall success of the project.*

Public engagement activities are conducted in a meaningful way and ensures that those affected by decisions have a voice in the process, influencing outcomes by recognizing and addressing the needs of all participants.

- ✓ *active engagement*
- ✓ *informed contribution*
- ✓ *clear communication*

# Your Engagement Team

This engagement will be delivered by Quarry's senior team of stakeholder engagement and strategic planning experts.



**Lynn van der Linder, CMC**  
**CLIENT EXECUTIVE**

Lynn van der Linde will serve as the Client Executive throughout all phases of this engagement and will be the main point of escalation for the project team and primary point of contact for the project sponsor. Lynn has more than 25 years of experience across a range of industries in both public and private sectors.



**Kristina Ireland, MBA, PMP**  
**SENIOR STRATEGIC PLANNING**  
**ADVISOR AND PROJECT LEAD**

Kristina will serve as a Senior Strategic Planning Advisor and Project Lead throughout all phases of the project, offering support to the team from a strategic planning perspective. Kristina has more than 25 years of experience across a range of industries in the public, private, and non-profit sectors.

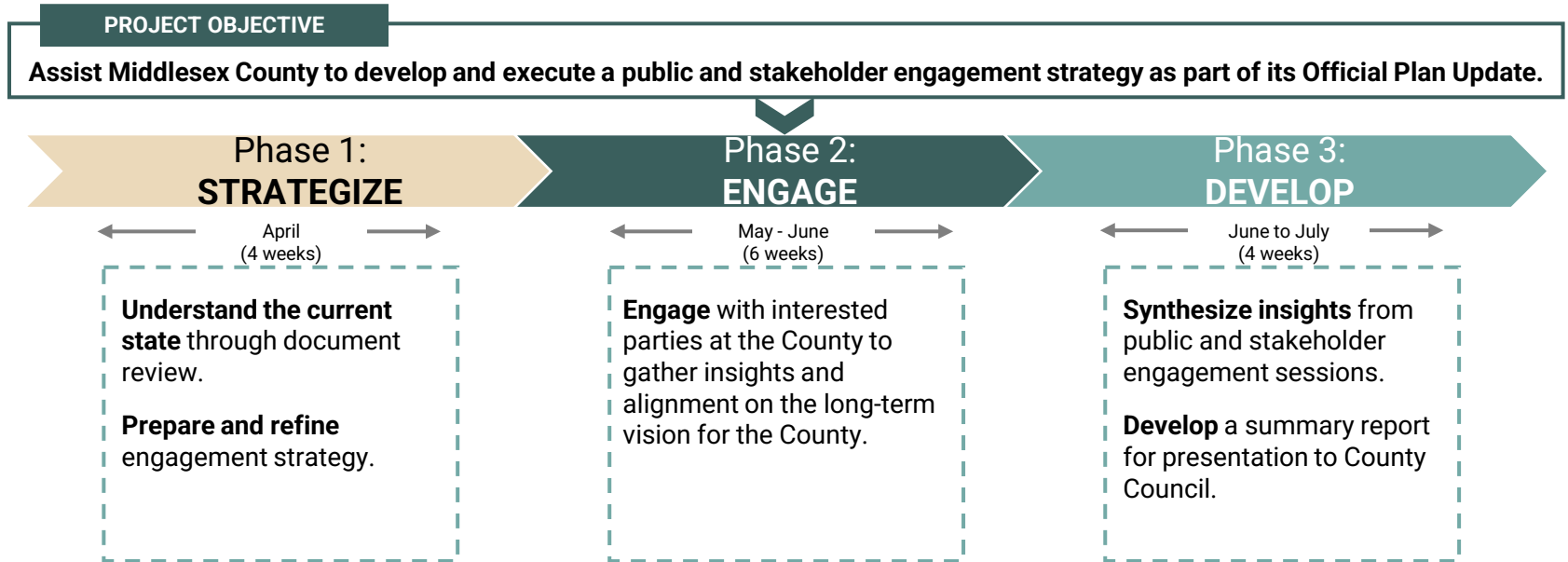


**Erik Lockhart, MBA**  
**SENIOR FACILITATOR**

Erik will serve as the Senior Facilitator, leading team and public engagement sessions throughout the project. Erik has more than 35 years of experience providing facilitation services across a range of industries in both the public and private sectors.



# Project Objective and Timeline



# Communication Methods



Website, Social Media & Newspaper Promotion



Stakeholder Consultation



Community Questionnaire



Workshops



Open House

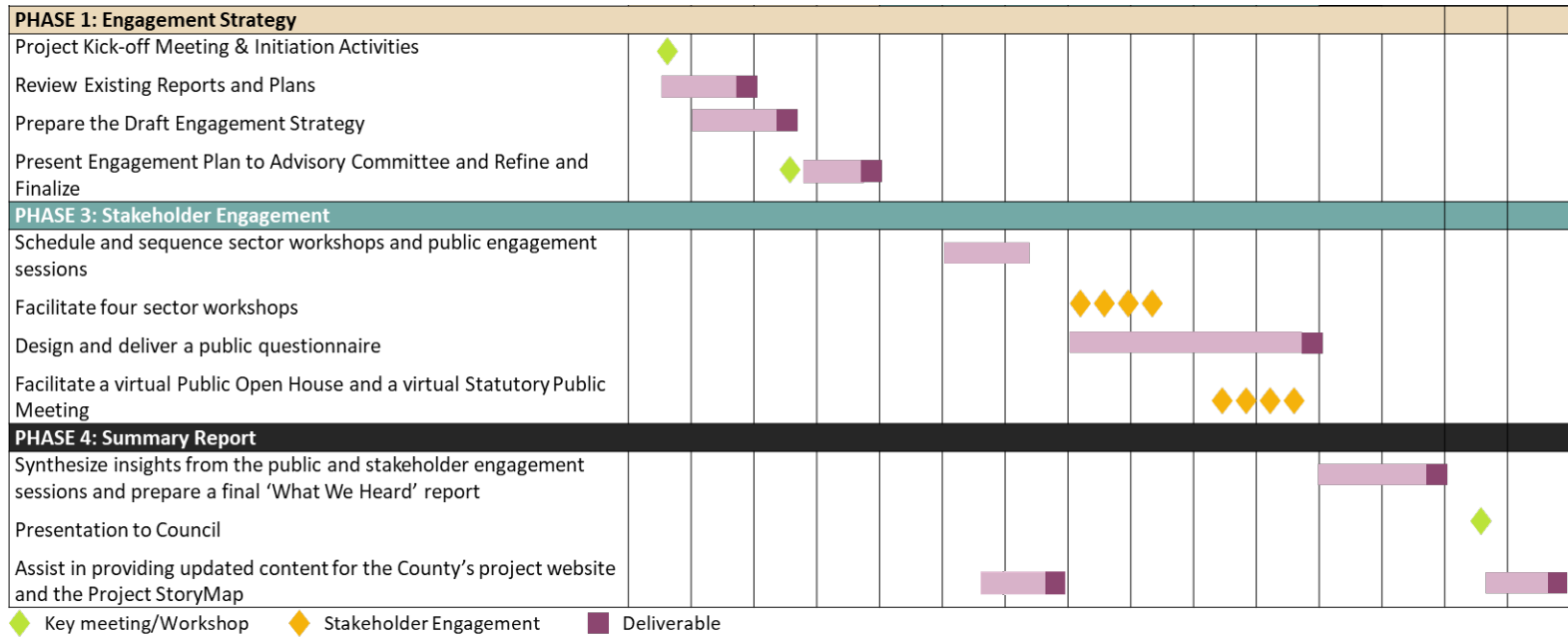


Public Meeting



County Council Meetings

# Key Milestones



# ENGAGEMENT

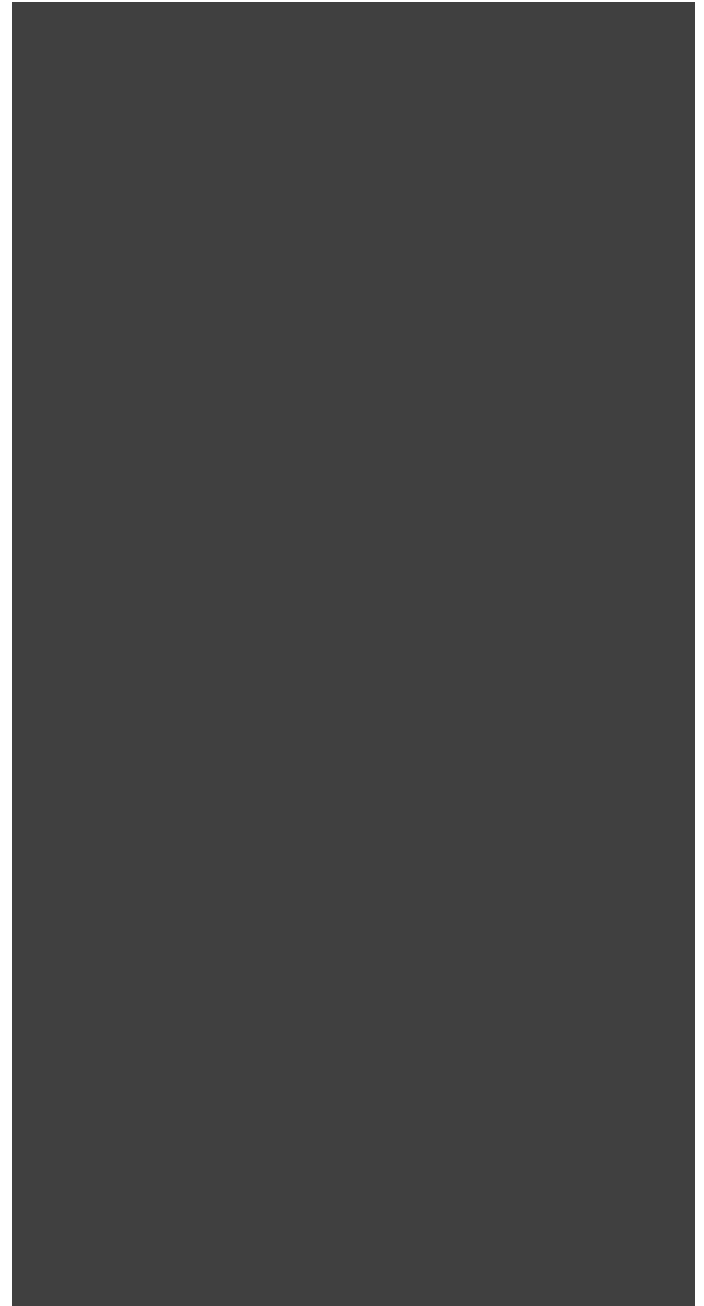
The County will be relying on the experience and expertise of Quarry Consulting.

Are there additional communication options that should be taken into account or that are worth exploring?





HOUSING



# INTRODUCTION

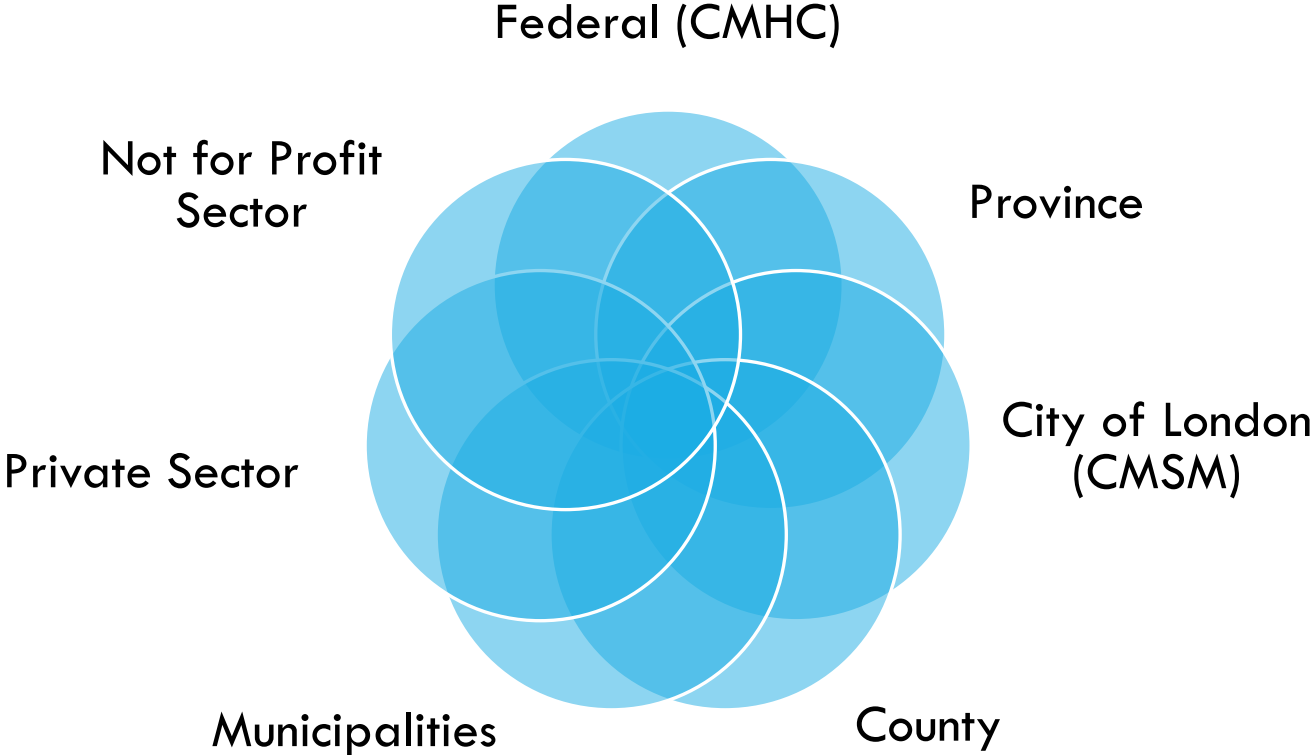
Housing is a complex issue that has important implications for communities.

The provincial government has passed at least 8 housing related bills over the past 4 years with a stated aim of increasing housing supply.

In October of 2024, the new Provincial Planning Statement was implemented with changes primarily focused on housing supportive policies.

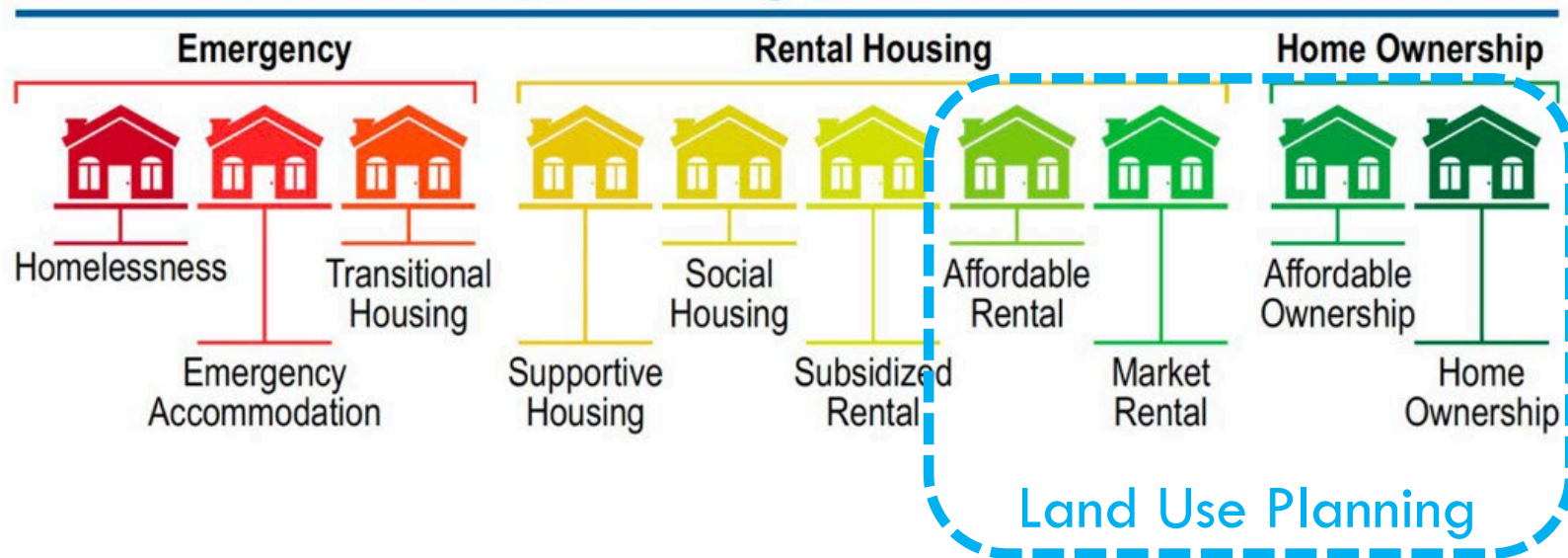


# ROLES AND RESPONSIBILITIES



# BEYOND LAND USE PLANNING

## The Housing Continuum





# PROVINCIAL PLANNING STATEMENT

Encourages the achievement of complete communities by accommodating an appropriate range and mix of land uses including housing options to meet long-term needs, improving accessibility for people of all ages and abilities by addressing land use barriers which restrict their full participation in society, and improving social equity and overall quality of life for people of all ages, abilities, and incomes, including equity-deserving groups.

Municipalities must provide for an appropriate range and mix of housing options and densities to meet projected needs of current and future residents of the regional market area.

[Policies 2.1.4 and 2.1.6]



# PROVINCIAL PLANNING STATEMENT

Municipalities must establish and implement minimum targets for the provision of housing that is affordable to low and moderate income households, and coordinate land use planning and planning for housing with Service Managers to address the full range of housing options including affordable housing needs

Municipalities must permit and facilitate

1. all housing options required to meet the social, health, economic and wellbeing requirements of current and future residents, including additional needs housing and needs arising from demographic changes and employment opportunities
2. all types of residential intensification, including the development and redevelopment of underutilized commercial and institutional sites for residential use, development and introduction of new housing options within previously developed areas, and redevelopment, which results in a net increase in residential units

[Policies 2.2.1 a) and b)]



# PROVINCIAL PLANNING STATEMENT

Defines housing options:

“means a range of housing types such as, but not limited to single-detached, semidetached, rowhouses, townhouses, stacked townhouses, multiplexes, additional residential units, tiny homes, laneway housing, garden suites, rooming houses and multi-residential buildings, including low-and mid-rise apartments. The term can also refer to a variety of housing arrangements and forms such as, but not limited to, life lease housing, co-ownership housing, co-operative housing, community land trusts, land lease community homes, affordable housing, additional needs housing, multigenerational housing, student housing, farm worker housing, culturally appropriate housing, supportive, community and transitional housing and housing related to employment, educational, or institutional uses, such as long-term care homes.”



# PROVINCIAL PLANNING STATEMENT

Defines affordable:

“a) in the case of **ownership housing**, the least expensive of:

housing for which the purchase price results in annual accommodation costs which do not exceed 30 percent of gross annual household income for low and moderate income households; or housing for which the purchase price is at least 10 percent below the average purchase price of a resale unit in the municipality;

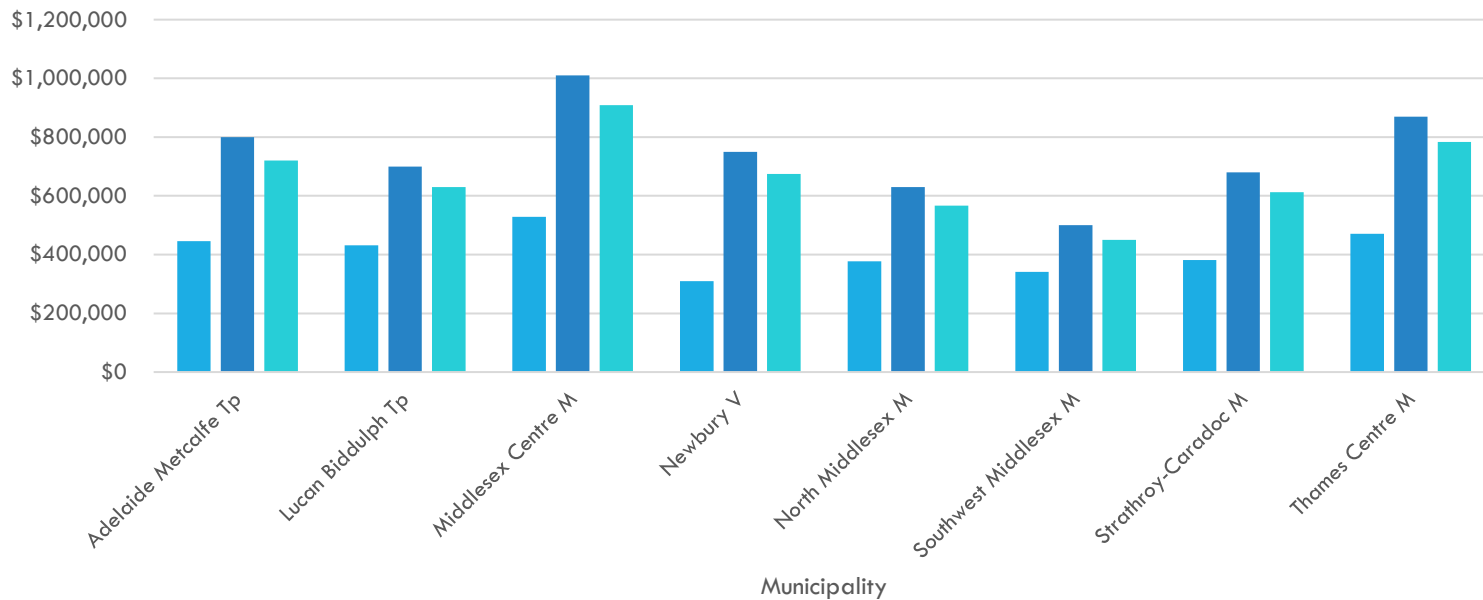
b) in the case of **rental housing**, the least expensive of:

a unit for which the rent does not exceed 30 percent of gross annual household income for low and moderate income households; or a unit for which the rent is at or below the average market rent of a unit in the municipality”



# 'AFFORDABLE' OWNERSHIP HOUSING

'Affordable purchase price of a detached house', 'Average purchase price of a detached house' by 'Municipality'



- Affordable purchase price of a detached house
- Average purchase price of a detached house
- 90% of the average purchase price of a detached house



# 'AFFORDABLE' EXAMPLES

Middlesex Centre - 2 bedroom 2 bathroom located in 55+ adults only resort-style park listed at \$379,900

North Middlesex - 1 bedroom 2 bathroom former ambulance station listed at \$399,900

Southwest Middlesex - 2 bedroom 1.5 bathroom townhouse condo listed at \$294,900



# 'AFFORDABLE' RENTAL HOUSING

**Table 27. Income Decile and Rental Affordability for Middlesex County 2021**

Income Decile	Decile	Average Rent (CMHC)	Average Rent (MLS)	Average Rent (Other)
Lowest Decile	\$13,600	\$1,191	\$2,804	\$2,363
Second Decile	\$28,500	\$1,191	\$2,804	\$2,363
Third Decile	\$39,800	\$1,191	\$2,804	\$2,363
Fourth Decile	\$51,600	\$1,191	\$2,804	\$2,363
Fifth Decile	\$63,900	\$1,191	\$2,804	\$2,363
Sixth Decile	\$77,100	\$1,191	\$2,804	\$2,363
Seventh Decile	\$93,100	\$1,191	\$2,804	\$2,363
Eighth Decile	\$113,600	\$1,191	\$2,804	\$2,363
Ninth Decile	\$143,800	\$1,191	\$2,804	\$2,363
Highest Decile	\$232,700+	\$1,191	\$2,804	\$2,363

A recent report for the City of London that an average monthly rent for two-bedroom unit \$2,161 requires an after-tax income of \$86,440.



# ATTAINABLE HOUSING REVIEW



**Examined the needs  
across the entire  
housing continuum**



**Identified gaps in  
the provision of  
housing**



**Prepared a  
municipal strategy  
to meet current and  
future needs**





# ATTAINABLE HOUSING REVIEW

Community engagement across multiple stakeholder groups, identified the following housing issues:



# ATTAINABLE HOUSING REVIEW

The reports completed as part of the Housing Review included:

- (1) What We are Hearing Consultation Summary Report
- (2) Local and Comparator Municipal Engagement
- (3) Housing Needs Assessment
- (4) Housing Best Practices
- (5) Rental Housing Resource Guide
- (6) Attainable Housing Review Final Report
- (7) Attainable Housing Review Implementation Report

Additional Resources

<https://www.middlesex.ca/living-here/attainable-housing-review>

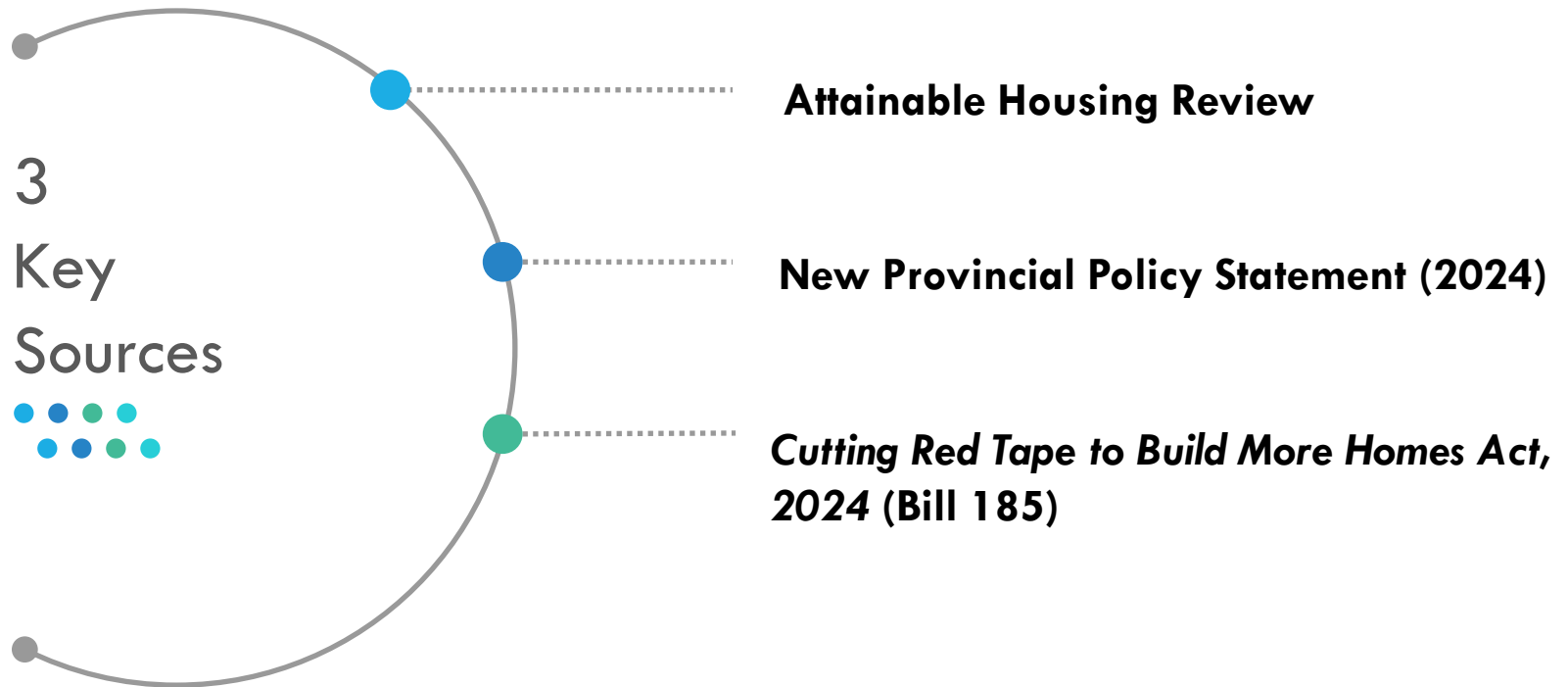


# LAND USE POLICY RECOMMENDATIONS

- Adopt Housing Targets
- Adopt Policy to Maintain Adequate Housing Supply
- Implement Zoning Solutions to Reduce Land Costs and Increase Density
- Adopt Policies To Encourage Range of Housing Options
- Revise Policies that Restrict Access for Certain User Groups
- Update Policies to Support Streamlined Planning Applications
- Include Definition of Affordable Housing
- Establish Modified Standards for Affordable Housing
- Prioritize Planning Approvals for Affordable Housing
- Rental Retention Policies



# BASIS FOR THE RECOMMENDED OP AMENDMENTS



# COUNTY OFFICIAL PLAN

Addresses housing within Section 2.3.7 and local official plans are to have policies that encourage a range of housing types, sizes and tenures to meet projected demographic and market requirements of current and future residents.

The Official Plan sets an affordability target of 20% and requires that 15% of all development occur by way of intensification and redevelopment, primarily within Settlement Areas where an appropriate level of servicing is available.

Official Plan directs local municipalities to include criteria for intensification and redevelopment and includes a placeholder policy that speaks to the at that time not yet completed Attainable Housing Review.



# RECOMMENDED AMENDMENTS

## **Revise section 2.2.5 (Policy Framework) Cultural Heritage and Archeology:**

- To allow municipalities to waive Heritage Impact Assessments for housing projects of significant public interest or those aligned with provincial priorities where the development is not situated on significant built Heritage Resources or Cultural Heritage Landscapes



# RECOMMENDED AMENDMENTS

## **Revise section 2.3.1 (Growth Management) Introduction:**

- To provide direction that local municipalities shall consider opportunities to allocate, and re-allocate if necessary, the unused system capacity of municipal water services and municipal sewage services to support efficient use of these services to meet current and projected needs for increased housing supply.

## **Revise section 2.3.4 Economic Development:**

- To state that surplus land will be first considered for affordable housing projects rather than being considered for affordable housing alongside other objectives



# RECOMMENDED AMENDMENTS

## Replace section 2.3.7 Housing Policies:

- Current version indicates that “The County supports...”, whereas the recommended version indicates “The County and local municipalities will”...
  - Meet targets for Affordable Rental Housing, Affordable and Attainable Ownership Housing, purpose-built rental units, and multiple units or apartment dwellings
  - Permit and facilitate all Additional Needs Housing
  - Remove references to special needs housing, boarding or rooming houses, and group homes
  - Prioritize and permit and facilitate residential intensification
  - Promote densities for new housing which efficiently use land and resources
  - Promote the retention of rental housing





# RECOMMENDED AMENDMENTS

## Replace section 2.3.7 Housing Policies (CONTINUED):

- The County will prioritize surplus land for affordable and/or supportive housing
- The County will prioritize planning approvals for affordable housing, and local municipalities are encouraged to do the same
- Local municipalities are encouraged to remove references to minimum separation distances for shared housing and permit in all areas where residential dwellings are permitted
- The County and local municipalities will take a coordinated approach to planning for housing with the City of London
- Local municipalities will have consistent definitions of affordable housing as the County's OP



# RECOMMENDED AMENDMENTS

## **Revise section 2.3.7.2 Number, Range and Mix of Housing Units**

- Remove reference to local municipalities establishing the mix of types and tenure in their OPs (as targets have been prescribed)
- Add examples of policies that may reduce housing costs
- Add examples of policies that support a range of housing options
- Require local municipalities to adopt targets that are consistent with or greater than the County's targets



# RECOMMENDED AMENDMENTS

## **Revise section 2.3.7.3 Intensification and Redevelopment**

- Add policy that County and local municipalities will support compact built forms
- Add additional examples of housing intensification, redevelopment and compact built forms
- Add that local OPs shall address minimum densities



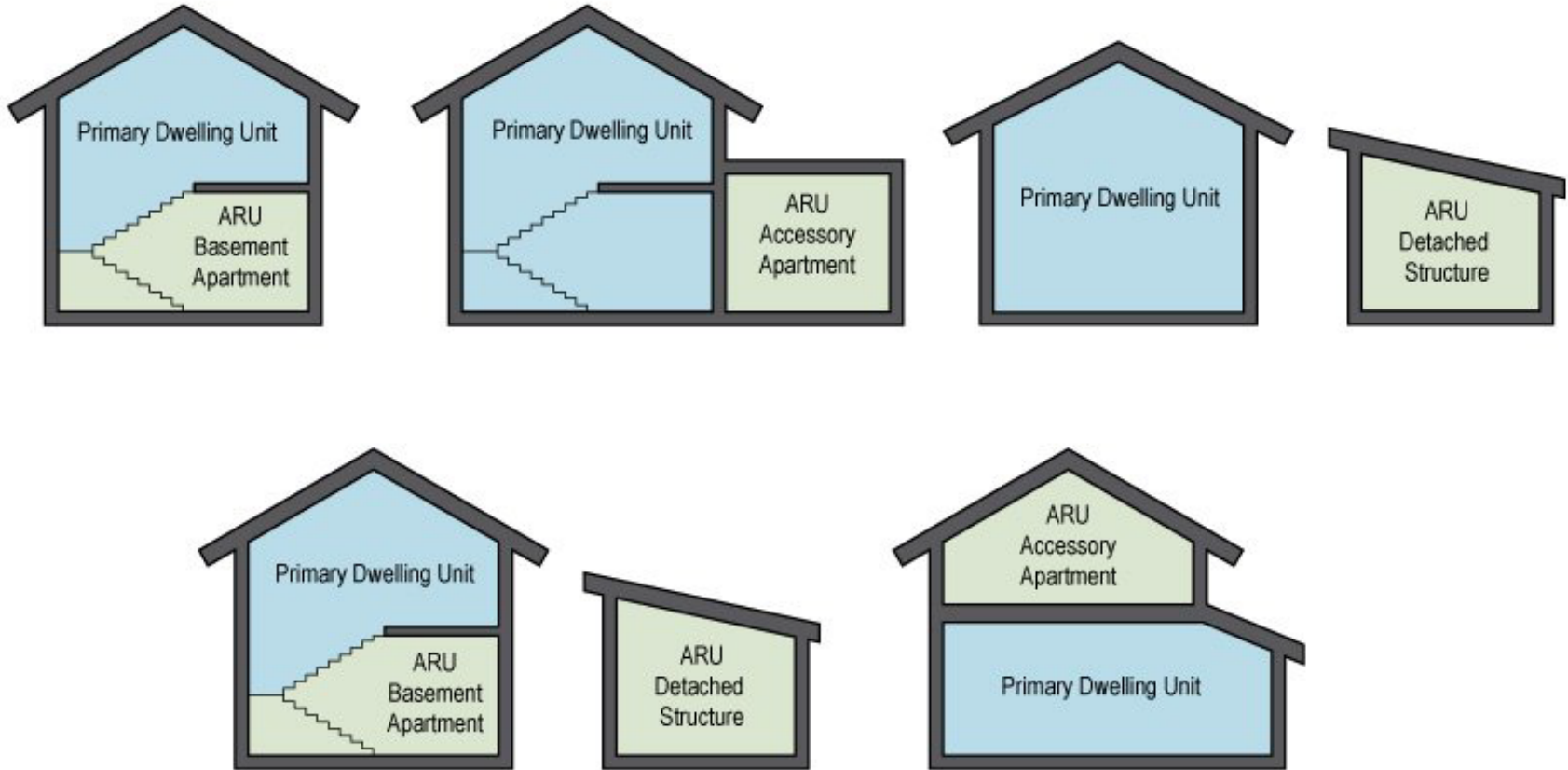
# RECOMMENDED AMENDMENTS

## **Revise section 2.3.7.4 Additional Residential Units and section 3.3.3 (Agricultural) Permitted Uses**

- Expand permissions for additional residential units from Settlement Areas with full municipal water and sewage services to all areas where a residential unit is permitted, and clarify that two additional residential units are permitted on a lot in Agricultural Areas in addition to farm worker housing permitted as an agricultural use.
- Add additional criteria for additional residential units, such as that the units shall be compatible with, and would not hinder, surrounding agricultural operations, have appropriate sewage and water services, address any public health and safety concerns, minimize land taken out of agricultural production



# ADDITIONAL RESIDENTIAL UNITS



# PRELIMINARY POLICY OPTIONS

## Additional Residential Units (ARUs)

- Permitted as-of-right in fully serviced settlement areas by the Province.
- PPS (2024)
  - Where a residential dwelling is permitted on a lot in a prime agricultural area, up to two additional residential units shall be permitted in accordance with provincial guidance, provided that, where two additional residential units are proposed, at least one of these additional residential units is located within or attached to the principal dwelling, and any additional residential units:
    - a) comply with the minimum distance separation formulae;
    - b) are compatible with, and would not hinder, surrounding agricultural operations;
    - c) have appropriate sewage and water services;
    - d) address any public health and safety concerns;
    - e) are of limited scale and are located within, attached, or in close proximity to the principal dwelling or farm building cluster; and
    - f) minimize land taken out of agricultural production. Lots with additional residential units may only be severed in accordance with policy 4.3.3.1.c).



# PRELIMINARY POLICY OPTIONS

As municipalities have dealt with ARU proposals, implementation matters have been identified:

- Reverse (can the existing dwelling become the ARU if a new larger dwelling is constructed)
- Clustering (buildings and maximum separation distance)
- Servicing (co-serviced or separately serviced)
- Size (relative to size of primary dwelling and / or property)
- Official Plan vs Zoning (policy vs regulation)
- Others?



# RECOMMENDED AMENDMENTS

## **Add to section 2.3.8 Settlement Areas**

- Add that local municipalities will plan Settlement Areas to achieve Complete Communities, Compact Built Form, mixed-use development, and support an appropriate range and mix of housing, including affordable, accessible, and equitable housing.

## **Add to section 2.3.8.1 Urban Areas**

- Add that local municipalities shall adopt zoning standards that promote higher density within Urban Areas





# RECOMMENDED AMENDMENTS

## **Revise section 3.2.3 (Detailed Land Use Policies) Local Official Plans**

- To remove reference to special needs housing and replace with additional needs housing, shared housing, and accessible housing



# RECOMMENDED AMENDMENTS

## 4.0 Implementation Policies

### Revise section 4.4 Local Zoning By-Laws

- To add that municipalities shall keep their zoning by-laws up-to-date with their official plans and the County official Plan by establishing permitted uses, minimum density targets for new or expanded Settlement Areas, heights and other development standards to accommodate growth and development.
- And add that local municipalities are encouraged to permit triplexes and multiplexes without requiring rezoning applications.



# RECOMMENDED AMENDMENTS

## Appendix A: Glossary of Terms

### Add the following definitions to Appendix A: Glossary of Terms

- Additional Needs Housing
- Affordable and Attainable Ownership Housing
- Affordable Rental Housing
- Compact Built Form
- Complete Communities
- Shared Housing
- And revise the definition of Housing to remove “housing for people with special needs” and add shared housing, additional needs housing and other housing forms



# COUNTY OFFICIAL PLAN COULD GO FURTHER

There may be a need to include policies that have regard for housing market pressures and changing demographics to increase housing options that are suitable for young adults and the aging population.

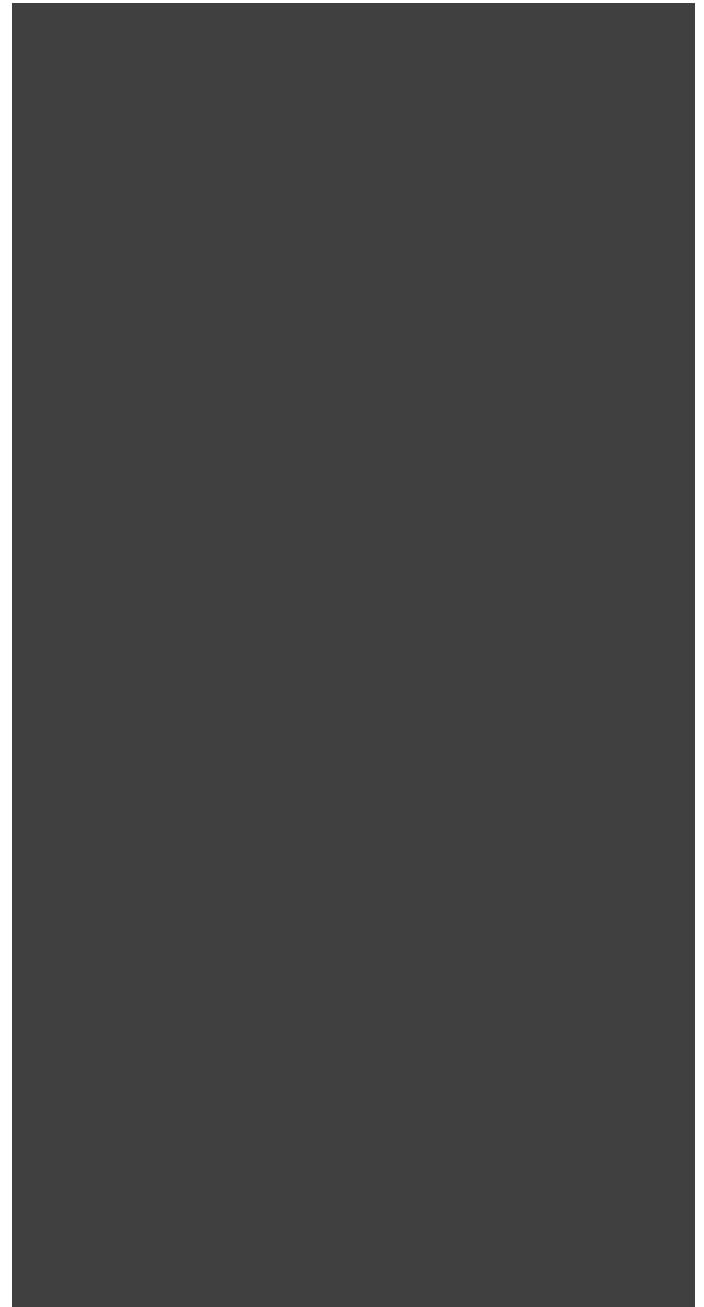
The Official Plan could set higher density targets for new residential development occurring in greenfield areas where full services are available and require a certain percentage of new builds to be 'ARU ready'.

The Official Plan could include a policy that either requires or encourages proponents to demonstrate how matters pertaining to market-based housing needs including affordability and attainability are addressed through their proposal.





**TRANSPORTATION**



# TRANSPORTATION

A strong and efficient Transportation System has been a key long-term priority of Middlesex County and therefore represents an important component of the Official Plan.

The Transportation Department maintains and enhances the County's infrastructure, ensuring the safe and efficient movement of people and goods, enhancing the quality of life for County residents, and supporting regional economic development.

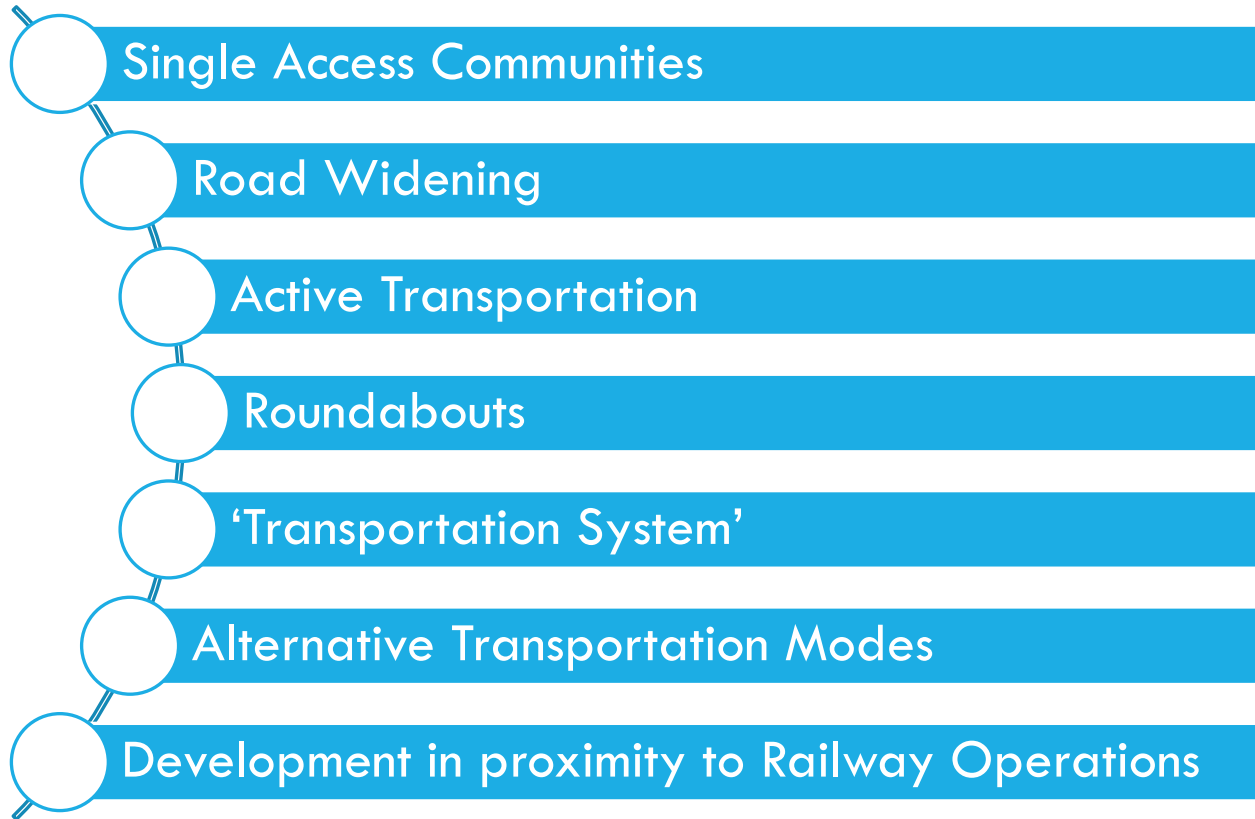
# TRANSPORTATION

The Department oversees the maintenance, operation, and capital works of over 1,700 lane kilometers of roads and more than 250 bridges and culverts.

This encompasses a wide range of activities including winter maintenance, road and bridge maintenance and construction, and supporting sound asset management practices.

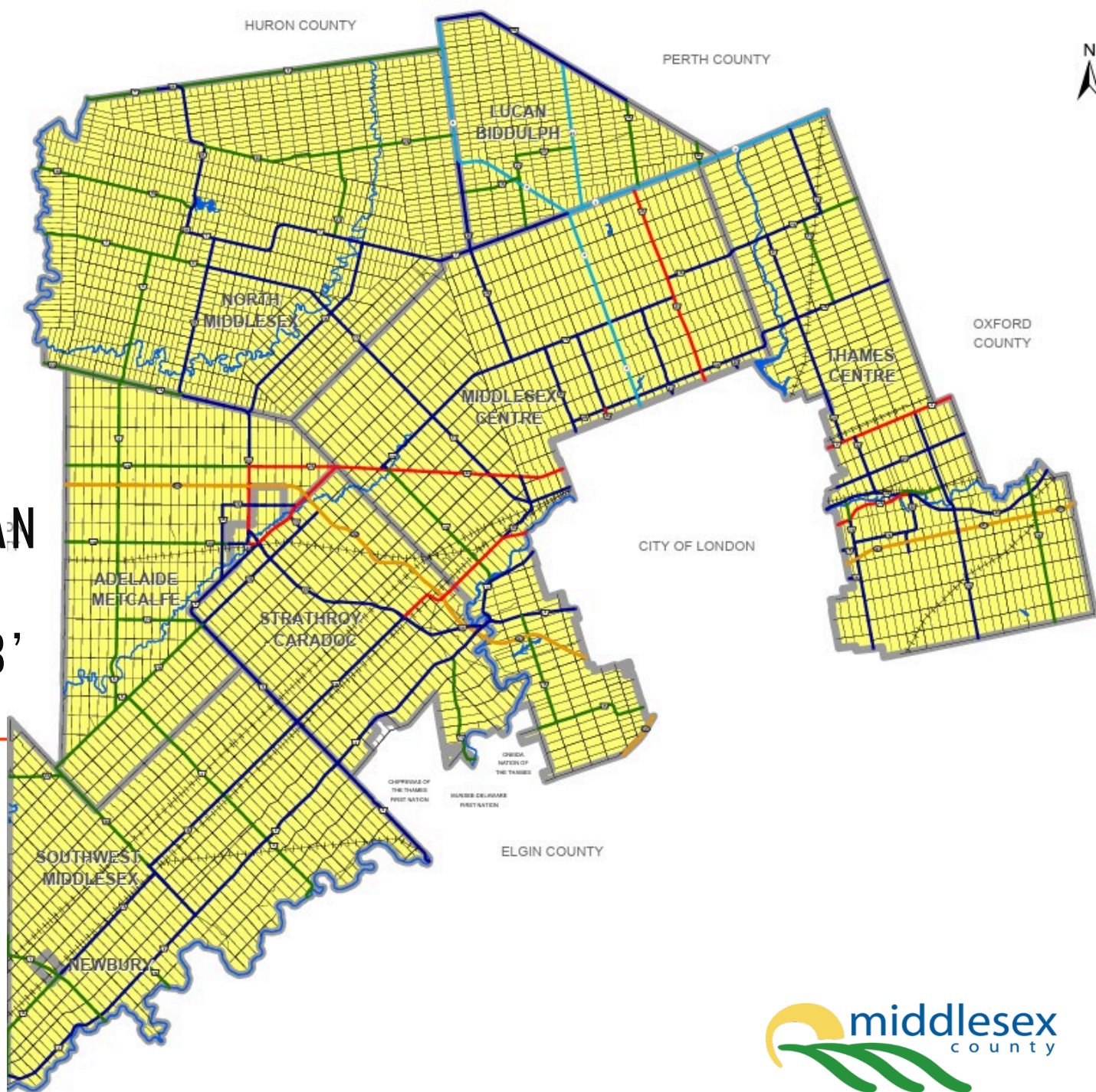
The last update of the Official Plan included a comprehensive review of the Transportation System policies and extensive changes.

# PREVIOUS OFFICIAL PLAN AMENDMENT





# PREVIOUS OFFICIAL PLAN AMENDMENT SCHEDULE 'B'



# TRANSPORTATION UPDATE

Road Widening Policies

Update on Major  
Construction Projects

Areas for Discussion

# ROAD WIDENING POLICIES

The Official Plan policies provide for the taking of widening along County Roads from the 'severed' and 'retained' lands where the right-of-way is less than the required width.

Policy has been effective in securing necessary road widening to accommodate future road works, utility needs and to accommodate and maintain bridges, ditches, culverts and other road infrastructure.

Provincial exemption from site plan control for residential developments of 10 or less units does limit this policy in certain circumstances.



# GLENDON DRIVE ROUNDABOUT

The first roundabout constructed by the County at the intersection of Glendon Drive, Jefferies Road, Vannek Road and Coldstream Road.

After extensive planning and site preparation initial construction undertaken September to November 2024.

Final works to be undertaken summer 2025 for an estimated 6.2 million project budget.



# GLENDON DRIVE ROUNDAABOUT STAGE ONE



# GLENDON DRIVE ROUNDAABOUT STAGE TWO

**GLENDON DRIVE  
ROUNDBABOUT  
STAGE THREE**

---



# AREAS FOR DISCUSSION

## County Road Entrances

- Permit Process can be triggered by land use planning process, but often independent.
- Intended to preserve infrastructure, efficiency, and safety.
- Operational scale can matter more than the use.
- Agri-business Entrances.
- Farm gate Entrances.





# AREAS FOR DISCUSSION

## Single Access Community Policy

- “The layout of all new residential developments shall provide a minimum of two access points to the existing road network. Exceptions to this policy shall be considered if the proposed street pattern is approved by the local Municipality, emergency service provider(s) and the County Engineer, where applicable”
- Intended to preserve access for emergency services and not land lock residents during road and service maintenance and construction or potential blockages of a single entrance road.
- Considered during review of site-specific proposals.







# AREAS FOR DISCUSSION

Any other questions of the County Engineer?

Are there additional Transportation matters that should be taken into account or that are worth exploring?





**ECONOMY**

(if there is time)



# TOURISM TOOLKIT

Other topics will be considered within the Economy framework at future PAC meeting, but the Middlesex County Tourism Toolkit will be introduced if time allows at this meeting.

CBRE Tourism Consulting (in partnership with County Economic Development, Planning and the Ministry of Tourism, Culture and Gaming) undertook an inventory of tourism assets, review of attractions, and developed guidelines for land use planning.

Founded on a shared vision of overall growth for Middlesex County and its tourism economy, ensuring prosperity for all communities, while recognizing individual community needs and strengths.



# INTRODUCTION

An inventory of existing tourism assets of Middlesex County.

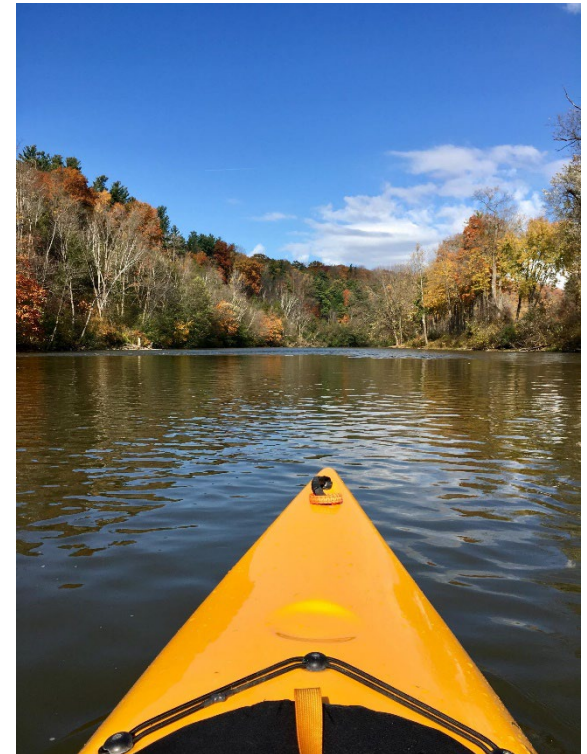
Gap analysis to identify products & experiences that best benefit and support Middlesex County.

Assessment of potential sites for new tourism investment.

Outline of actions related to land use planning for tourism operators and investors.

Summary of best practices and case studies related to successful tourism business development and expansion in Ontario.

Identify inconsistencies between Middlesex County's tourism development goals and planning policies and regulations.





# MARKET ASSESSMENT

## **Resident Market**

In 2023, Middlesex County had 82,570 residents and household income of \$108,800.

Including the City of London, the primary resident market featured 530,000 residents.

## **Visitor Market**

8.4 million visitors to Southwestern Ontario (Region 1) in 2021.

76% same-day visitors and 50% travel in Q3.

## **Accommodation Market**

Middlesex: 15 properties (1 hotel, 4 motels/ inns, 3 farm stays and 7 B&Bs), 164 rooms.

London: 45 properties, 3,438 rooms, 66% occupancy with \$151 average daily rate.





# MARKET ASSESSMENT

## Visitor Activity Participation in Region 1

Activity	Visitor Participation
Visit Friends or Relatives	47%
Any Outdoor / Sports Activity	24%
Restaurant or Bar	20%
Shopping	19%
Sightseeing	13%
Visit a Beach	12%
National/Provincial Nature Parks	7%
Camping	6%
Hiking	4%

Source: Ministry of Tourism, Culture & Sport, 2021



# TOURISM ASSET INVENTORY

313 tourism assets in Middlesex County – 36% culinary (restaurants).

Agri-tourism, nature & outdoors, and sports & recreation are highest performing assets.

Arts & culture and culinary establishments are gaining notoriety.

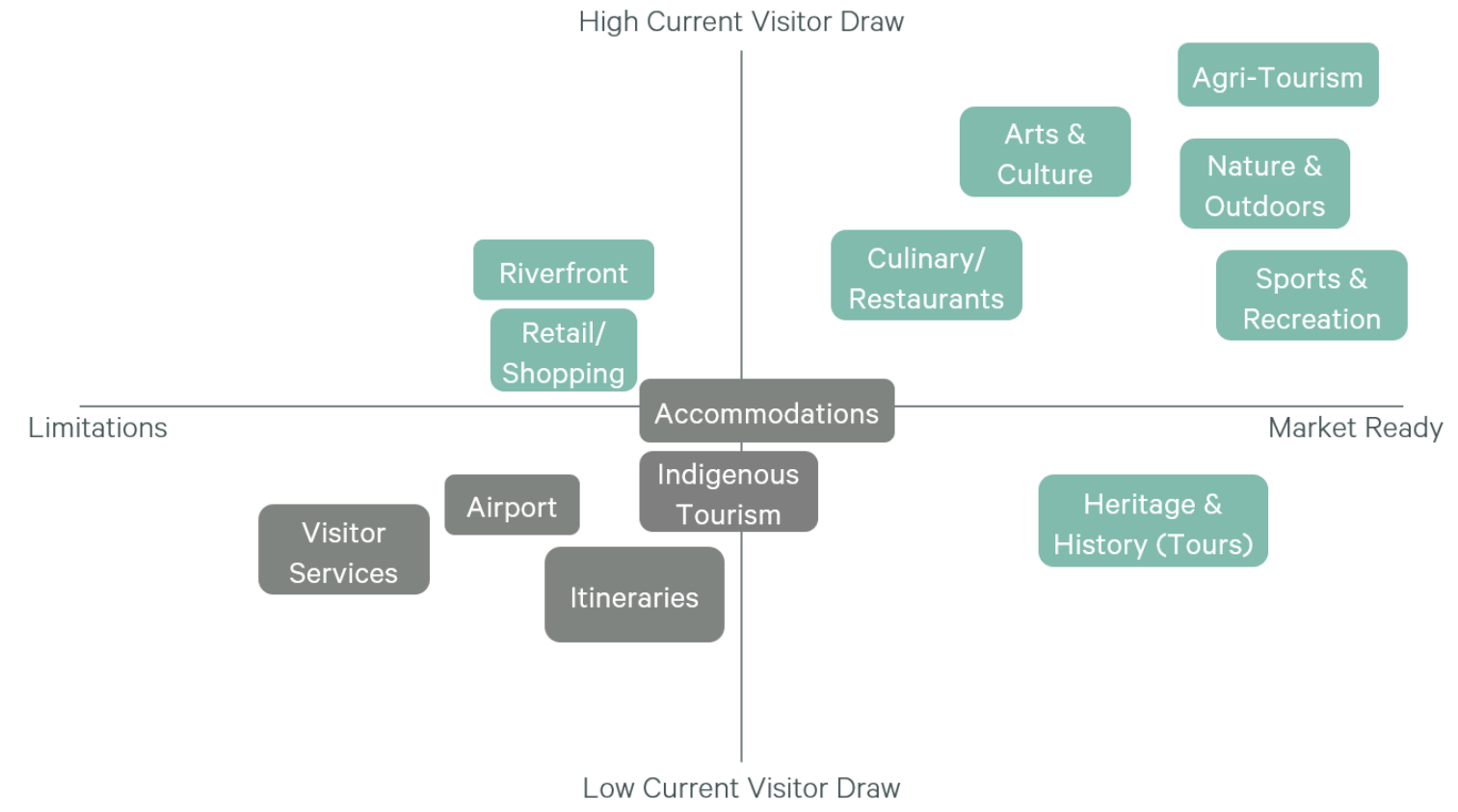
Some heritage venues are market ready but need better promotion as a cluster of activities.

Private sector itineraries and Indigenous tourism experiences are available, could draw higher demand with additional experiences and promotion.

Riverfront experiences and boutique retail need supportive infrastructure.



# TOURISM ASSET INVENTORY



# TOURISM INVESTMENT OPPORTUNITIES

## Key Evaluation Criteria

- Private Sector Investment Potential
- Site Considerations
- Market & Financial Feasibility
- Tourism Destination/ Appeal Factors

## 12 Investment Opportunities Evaluated

- Small Hotel/Corporate Retreat with Meeting Space
- Unique Accommodations (ex. Farm Stays)
- Transient Accommodations on Golf Courses
- Hotel & Indoor Waterpark
- Multi-Use Event Centre
- Glamping and Outdoor Adventures
- Tourist Commercial Businesses on Thames River
- Immersive Light Experiences/Art Installations
- Microbrewery, Cidery or Distillery
- 4-Season Farmers Market
- History and Heritage Venue
- Sport Tourism Venues and Experiences



## Top 3 Opportunities

1. Glamping & Outdoor Adventures
2. Small Independent Hotel/Corporate Retreat Centre
3. Microbrewery



# GLAMPING & OUTDOOR ADVENTURES

**Concept:** “glamorous camping”, upscale establishment featuring 10 geodesic dome-style structures, on a 3-acre site, that is serviced and zoned appropriately

**Target Markets:** families, couples, individuals, corporate groups, and those attending special events

**Capital Costs:** \$665,000 (est.)

**Utilization:** 1,360 occupied nights in Year 1, increasing to a stabilized demand of 1,500 occupied nights or 2,000 guests per year (double occupancy staying an avg. 2 nights)



# SMALL INDEPENDENT HOTEL

**Concept:** 50-room upscale hotel with conference facilities, could be used for corporate retreats, small conferences and weddings - would fill several gaps in the existing market (multi-use event space and overnight accommodations)

**Target Markets:** corporate travellers, meeting/conference delegates, leisure groups (weddings, sports, etc.), leisure independent travellers and government/discounted.

**Capital Costs:** \$11.3 million (est.)

**Utilization:** 11,900 occupied room nights going up to 12,800, for stabilized occupancy of 70.2%



# MICROBREWERY

**Concept:** microbrewery with a small retail area and 20-seat taproom, and a potential partnership with a local restaurant to offer light foodservice

**Target Markets:** younger demographic (millennials and Gen X), higher-income people who value artisanal products and “unique” brews

**Capital Costs:** \$900,000 (est.)

**Utilization:** unit sales and generate 66,100 covers by its third and stabilized year of operation or 82% occupancy





# POLICY REVIEW REPORT FINDINGS

County's Official Plan and the Strategic Plan are strongly aligned with economic development objectives re: tourism as an economic driver.

Lands outside of settlement areas are Prime Agricultural lands with a few site-specific designations, thus provincial (PPS) policies are limiting towards encouraging larger-scale, recreational and tourism-oriented opportunities = barrier to tourism uses which are outside of on-farm diversified uses.

Each local municipality has a unique approach with regards to the use of land use planning tools to achieve tourism and economic development objectives.







# POLICY REVIEW REPORT FINDINGS

Available tourism policies activate existing assets and predominantly focus on areas within the agricultural designation (i.e., agri-tourism uses).

Local official plans could concentrate greater policy language towards the promotion of commercial tourism beyond agri-tourism (e.g., creative, cultural heritage, eco-tourism, etc.).

Further consideration of County Official Plan language at future PAC meeting.





# NEXT STEPS

Economy, Growth and  
Development, and  
Agriculture