



WOODSTOCK
WHERE THE RIVERS MEET
- *New Brunswick's First Town* -

MUNICIPAL PLAN BY-LAW NO Z-500

June 2020



REPEAL AND TRANSITION

By-Law No. Z-300, Town of Woodstock Municipal Plan By-Law, enacted on July 28, 2008 and all amendments, are hereby repealed.

The repeal of By-Law No. Z-300, Town of Woodstock Municipal Plan By-Law, shall not affect any penalty, forfeiture or liability, incurred before such repeal or any proceedings for enforcing the same completed or are pending at the time of repeal; nor shall it repeal, defeat, disturbed, invalidate or prejudicially affect any matter or thing whatsoever completed, existing, or pending at the time of repeal.

Read a first time by title on the 25th day of May 2020.

Read a second time by title on the 25th day of May 2020.

Read a third time and enacted on the 8th day of June 2020.

Arthur Slipp, Mayor

Ann Marie Voutour, Clerk / Treasurer
Director of Administrative Services



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TOWN OF WOODSTOCK MUNICIPAL PLAN BY-LAW NO. Z-500

1. ADMINISTRATION

1.1 ENACTMENT:

WHEREAS Section 32 of the *Community Planning Act* requires that a Municipal Plan and Zoning By-Law be reviewed every ten years,

AND WHEREAS measures have been undertaken to perform said review and a By-Law amendment has been proposed,

THEREFORE BE IT ENACTED by the Council of the Town of Woodstock under the authority vested in it by the *Community Planning Act, SNB 2017, c 19*, as follows:

1.2 GENERAL PROVISIONS:

1.2.1 Title

This by-law may be referred to as the “Town of Woodstock Municipal Plan”.

1.2.2 Area of Coverage

The statements of policy set up in this Municipal Plan By-Law apply to the Town of Woodstock’s municipal boundaries as outlined in *Regulation 85-6* under the *Local Governance Act, SNB 2017, c 18*.

1.2.3 Purpose

The Town of Woodstock’s Municipal Plan (the Plan) has been prepared under Sections 24 to 28 of the *Community Planning Act* (the Act). The Plan provides policies to guide future land use and development within the Town of Woodstock (the Town) and provides guidance to Town Council to assist in long term planning decisions. The Plan provides for the implementation of land use regulation within the Town through the Zoning, Subdivision, and Building By-Laws.

In accordance with the Act, the Plan should be reviewed every ten years. Amendments to the Plan may be required from time to time. These amendments must be undertaken in accordance with the provisions for public consultation as outlined in the Act.

As outlined in Section 27 of the Act, adoption of the Plan shall not commit the Town or the Province of New Brunswick (the Province) to undertake any proposal suggested or outlined in the Plan, but shall prevent the undertaking of any development in any manner inconsistent with a proposal or policy outlined or suggested in the Plan.



2. INTRODUCTION

2.1 PREFACE

The following document represents an extensive review and update to the Town's 2008 Municipal Plan. The Plan that follows is a culmination of extensive public and stakeholder engagement, best practice review, and condition analysis. The result is a guiding policy document that will assist the Town Council and Staff in making decisions reflective of the community's wants and needs for the next ten years.

2.2 HOW TO READ THE PLAN

The Plan is presented in the following sections for ease of reading:

Section 1: Administration

This section presents the legislative framework under which the Plan is implemented.

Section 2: Introduction

This section presents the results of community engagement and provides a summary of important community feedback, which taken together, inform the Town's future direction and vision.

Section 3: Land Use Designations

This section provides the policy framework for land use within the Town and sets the parameters for the Future Land Use Map (Section A).

Section 4 to 12: General Policies

These sections present general policies and provide guidance and direction for the functions of the Town. These policies include Town's Downtown, housing strategy, economic and industrial development, transportation, municipal services, parks, recreation, and open space, arts, culture, and heritage, institutional uses, climate change, and the environment.

Section 13: Implementation

This section provides guidance for the use of the Plan and provides directions for executing the actions outlined throughout the document.

Section 14: Capital Budget

This section provides direction to incorporate the actions of the Plan into a 5-year capital budget cycle and provides a template for budget planning.



2.3 ENGAGEMENT RESULTS

Community engagement took place between November 2019 and January 2020. This engagement used a combination of online surveys, social media, public opens houses, and focus groups with developers and the business community. This approach generated meaningful feedback and over 1,000 comments. An analysis of the feedback and comments led to the identification of nine key community priorities and formed the basis for the development of the Town's vision (Section 2.4).

The community was focused on the following priorities:

1. Revitalize and the Town's Historic Downtown;
2. Capitalize on the Town's waterfront areas and create an environmentally appropriate and sustainable amenity for the community;
3. Create an inclusive approach to housing including an increased variety of housing types and a shift toward an affordable housing model designed to accommodate seniors, families, and new residents;
4. Foster a clean, safe, and accessible community;
5. Develop a well-connected and well-maintained transportation network that includes all modes of transportation (e.g. pedestrians, cyclists, and motorized vehicles);
6. Support, promote, and grow Arts and Culture within the Town through increased support of festivals and community events;
7. Attract and retain new and existing businesses in an effort to support the Town's evolving economy;
8. Develop a framework for adapting to the effects of Climate Change by preparing for increased extreme weather events and addressing development within flood prone areas; and
9. Protect active agricultural lands and encourage the sustainable expansion of the agricultural industry.

Together these priorities and vision form the foundation of the Plan.



2.4 COMMUNITY VISION

A direction for the Town's approach to cultivating community and managing land use was created using the feedback collected through the public engagement phase of the planning process. The vision focuses on the community's want for a good quality of life for all residents and supports the sustainable growth of the economy acknowledging the Town's position as a regional service centre.

"The Town of Woodstock is a welcoming and safe community providing an enhanced quality of life for all residents. As the service and education centre for the Carleton Region, Woodstock fosters an enterprising spirit with well established businesses anchoring the economy and providing opportunity for new business to grow and flourish. Located at the confluence of two rivers, Woodstock offers a variety of recreational opportunities, festivals, events, and its historic and vibrant Downtown. Woodstock will continue to be a great place to live, work, grow, and retire."

3. LAND USE DESIGNATIONS

Land use management policies allow the Town to guide the location and quality of development in the Town. The following sections detail the use of lands including projected future land use and align with the community's vision and future intentions for the Town over the ten year lifespan of the Plan.

The Town's Future Land Uses are provided through land use designations within the Future Land Use Map in Schedule A. The Future Land Use Map provides a framework for how the Town will evolve over the ten year lifetime of the Plan.

The overall goal and objectives for land use within the Town are:

Goal:

To encourage a pattern of land use which will grow the Town in an orderly, efficient, responsible, and equitable manner.

Objectives:

- Enable land uses to develop in a compatible manner while ensuring sufficient lands are available for future growth;
- Utilize existing roadway networks and infrastructure servicing around which the community can grow; and
- Encourage the inclusive and equitable provision of community facilities, services, and amenities to residents, business owners, property owners, and visitors to the community.

Polices:

LU-1 Council shall adopt the Future Land Use Map (Schedule A) to direct future development that supports the Town's vision for the community.

LU-2 Council shall consider schools, churches, cemeteries, and other community use facilities



as appropriate in any land use designation and shall provide for their appropriate siting through provisions in the Zoning By-law.

LU-3 Council shall ensure all proposed development is in keeping with the Zoning, Subdivision, and any other Town by-laws deemed relevant to assessing an application for development.

LU-4 Council shall encourage general growth and development that is cost effective, compatible with existing development, and incorporates sound environmental planning principles by:

- a. Concentrating new growth in areas that are adequately serviced;
- b. Encouraging infill development in established neighbourhoods and built-up areas;
- c. Discouraging development in physically unsuitable or environmentally sensitive areas; and
- d. Limiting development in unserved areas.

3.1 RESIDENTIAL LAND USE DESIGNATION

There is a need for increased residential development throughout the Town. The Town's most predominant residential housing type is the single family dwelling. The community's needs are changing and there is a want for the housing market to be reflective of those needs. There is desire for increasingly dense housing types including multi-unit and row housing with both rental and ownership options. Areas positioned for residential development include those with existing services and in proximity to collector roads. Increased connections between new and established residential areas that facilitate the safety of pedestrian traffic is pivotal to the long-term success and appeal of these developments.

Goal:

To provide sufficient and appropriate lands for a range of housing options that meet the long-term needs of the community.

Objectives:

- Encourage the development of increasingly dense housing types adjacent to arterial and collector streets;
- Encourage infilling and new residential development in areas where water and sewer services exist;
- Encourage the preservation of the existing character in established neighbourhoods; and
- Encourage new residential development to be connected to the existing pedestrian and any future active transportation networks.

Policies:

LU-5 Council shall create the Residential land use designation on the Future Land Use Map (Schedule A).

LU-6 Council shall provide for a mix of residential housing types and densities in the Residential land use designation through appropriate provisions in the Zoning By-law.



LU-7 Council shall consider neighbourhood character when assessing an application for new development in an established residential neighbourhood and encourage the use of sensitive design and landscape considerations to ensure compatibility.

LU-8 Council shall, where possible, provide for increasingly dense housing types closer to main entrances to neighbourhoods and serviced directly by an arterial or collector road.

LU-9 Council shall actively encourage alternative subdivision designs which will seek to create a more sustainable community. These will include design elements like open space design, conservation design, cluster design, the fused grid, and other designs that focus on conservation of the natural environment and a more efficient use of land.

LU-10 Council shall review any applications received for residential subdivisions for compliance with the requirements of the Subdivision By-Law and encourage the following community design principles in new residential subdivisions:

- a. Provision of trails, sidewalks, or walkways to promote active transportation and provide well-connected neighbourhoods;
- b. A diversity of housing types to meet the needs of the community;
- c. A variety of lot and housing designs within the subdivision development; and
- d. Roadway design that limits vehicle speeds and consider accessibility of all residents including cyclists, pedestrians, and those with mobility challenges.

3.2 COMMERCIAL LAND USE DESIGNATIONS

3.2.1 Downtown Core Land Use Designation

The Downtown Core is defined by the built form and traditional use of the Downtown area. It incorporates the Downtown Woodstock Business Improvement Area, waterfront, residential, commercial, and institutional lands. The Downtown Core is the traditional centre for business for the Carleton Region and residents were vocal in their support of renewed focus on the Downtown.

Goal:

To support the Downtown as the Town's core and central business area.

Objectives:

- Encourage a mix of commercial, residential, and institutional land uses in the Downtown;
- Support and encourage reinvestment in high quality public spaces in the Downtown; and
- Incorporate the Town's waterfront into the Downtown Core as a recreation amenity.

LU-11 Council shall create the Downtown Core land use designation on the Future Land Use Map (Schedule A).

LU-12 Council shall provide for a mix of uses including residential, commercial, institutional, as well as any other uses determined to be supportive of a vibrant Town core through appropriate provisions in the Zoning By-law.



3.2.2 Downtown Boundary

Due to the mixed use nature of the Downtown, there are several land use designations present within the area. The policies below direct a Downtown Boundary that captures the existing land use pattern as well as the community's interpretation of the extent of their Downtown. This will allow for focused redevelopment through the application of the Downtown strategies presented in Section 4 of the Plan.

LU-13 Council shall create the Downtown Boundary on the Future Land Use Map (Schedule A) that will permit multiple land use designations within the boundary while directing focused reinvestment to the area as a whole.

LU-14 Council shall work with the local business community and Downtown Woodstock, the Business Improvement Association (BIA), to expand opportunities in the area including adjusting the boundaries of the BIA to align with the Downtown Boundary.

3.2.3 General Commercial Land Use Designation

There are areas of significant commercial density within the Town's boundary, particularly along Connell Street. These areas are designated General Commercial to allow for a range of land uses to support economic development and provide services to Town residents and the Carleton Region. Pockets of commercial development throughout the Town are also designated General Commercial with their specific uses being directed through the Zoning By-law.

Goal:

To provide for a range of commercial land uses in appropriate locations in the Town to meet the needs of Town residents and support the Town as the regional service centre for Carleton County.

Objectives:

- Provide for suitable locations for commercial development to serve the community and the region;
- Encourage the infilling of appropriate areas of Connell Street with larger scale commercial development with the intention of a mix of regional and local scale commercial offerings; and
- Provide for appropriate areas of commercial expansion throughout the Town, such as Main Street and Houlton Street.

LU-15 Council shall create the General Commercial land use designation on the Future Land Use Map (Schedule A).

LU-16 Council shall provide for a mix of commercial land uses in the General Commercial Land Use Designation through appropriate provisions in the Zoning By-law.

LU-17 Council shall encourage larger format retail and service to be located within the General Commercial Land Use Designation that forms around Connell Street in effort to create a commercial and service corridor with enhanced access to the highway.



3.3 INDUSTRIAL LAND USE DESIGNATION

Industrial development is generally focused in the Town's Industrial Park however some industrial expansion has occurred in pockets throughout the Town. Industrial and manufacturing uses have historically existed along Houlton Street and trucking and distribution uses are focused west of the Trans-Canada Highway / Beardsley Road Interchange. The nature of industrial development is evolving and there is limited demand for heavy industrial uses within the Town boundary. Light industrial uses are generally more compatible with neighbouring land uses, including residential development, and are more in line with the direction of the Town's vision for economic development. In an effort to align existing land uses with the community's vision for industrial development, the Industrial Park is recommended to undergo a rebranding to become a Business Park. The Business Park will support a combination of the existing light industrial land uses while allowing for increased flexibility to allow expansion into new industries like warehousing and distribution, as well as welcome innovative new businesses which may have different land use needs than what is offered in traditional commercial areas. Support for this increased variety of uses will be provided in the Zoning By-law.

Goal:

Encourage the expansion and diversification of employment opportunities and support the local and regional economy.

Objectives:

- Designate sufficient lands to allow for an expansion of the existing Industrial Park;
- Rebrand the Industrial Park as the Business Park to provide flexibility in land use;
- Provide for additional opportunities for industrial development throughout the Town; and
- Seek to minimize the potential for land use conflicts between residential and industrial land uses.

LU-18 Council shall create the Industrial land use designation on the Future Land Use Map (Schedule A).

LU-19 Council shall provide for a mix of land uses in the Industrial Land Use Designation through appropriate provisions in the Zoning By-law.

LU-20 Council shall designate existing industrial uses found in the area west of the Trans-Canada Highway / Beardsley Road interchange as Industrial on the Future Land Use Map, in Schedule A, to ensure their continued operation and legality. Expansion of these areas will be considered.

LU-21 Council shall transition the Industrial Park to a Business Park through appropriate provisions in the Zoning By-law, and by doing so allow for the development of a broader range of land uses that support economic development and employment opportunities.

3.4 PARKS, RECREATION, AND OPEN SPACE LAND USE DESIGNATION

The Town provides a wide variety of recreational opportunities including neighbourhood playgrounds, a splash pad playground, walking trails, parks, natural areas, sports fields and courts, and the Ayr Motor Centre. The Parks, Recreation, and Open Space Land Use



Designation captures these community features and assets to preserve these areas for future community use.

Goal

Provide a full range of parks, trails, recreation facilities, open space, and natural areas to serve the community and the region.

Objectives

- Provide parks and recreation services which are accessible to all age groups within the Town and provide these within reasonable proximity to built-up areas and neighbourhoods; and
- Provide and protect parks, trails, open space, and natural areas to encourage a healthy and active community.

LU-22 Council shall create the Parks, Recreation, and Open Space Land Use Designation on the Future Land Use Map (Schedule A).

LU-23 Council shall provide for a mix of land uses in the Parks, Recreation, and Open Space Land Use Designation through appropriate provisions in the Zoning By-Law.

LU-24 Council shall designate appropriate lands adjacent to the Ayr Motor Centre as Parks, Recreation, and Open Space for the future development of recreation amenities.

3.5 AGRICULTURAL AND RESOURCE LANDS LAND USE DESIGNATION

The Town has active agricultural lands within the Town boundary as well as resource lands, which are primarily timber lots. The Province of New Brunswick introduced their Agricultural Lands Protection Policy in 2017 which aimed to use land use planning tools to protect agricultural lands and enhance agricultural opportunity by limiting development encroachment. It targets the preservation of active and productive agricultural lands to ensure the longevity of the industry. The Agricultural and Resource Lands Land Use Designation seeks to protect these lands from residential and commercial encroachment over the lifespan of this Plan.

Goal

To preserve agricultural and resource lands for the use of farming, resource uses, like timber and woodlots, and other passive recreational uses like walking and hiking trails typical of a rural area.

Objective

- Preserve active and productive farm land within the Town's boundary;
- Minimize encroachment of incompatible land uses (i.e. residential, commercial, or others) into agricultural lands;
- Preserve appropriate lands for agricultural expansion; and
- Preserve areas appropriate for resource extraction and development including timber and woodlots.



LU-25 Council shall create the Agricultural and Resource Lands designation on the Future Land Use Map (Schedule A) and in doing so protect active and productive farmland within the Town's boundaries that are in line with the Province of New Brunswick's Agricultural Lands Protection Policy.

LU-26 Council shall provide for a mix of agriculture and passive land uses in the Agricultural and Resource Land Use Designation through appropriate provisions in the Zoning By-Law.

LU-27 Council shall discourage the encroachment into agricultural lands through limiting the re-designation of lands from Agricultural and Resource Lands to any other land use designation. When reviewing an application to re-designate Agricultural and Resource Lands, Council shall:

- a. Require the applicant to seek declassification of the farmland from the Provincial Government and provide proof of its release; and
- b. Require the applicant provide a rationale that any development proposed on the site fulfils a need of the community and will contribute positively to the Town's tax base over the long-term.

3.6 ENVIRONMENTAL PROTECTION LAND USE DESIGNATION

The Environmental Protection Land Use Designation follows the Province of New Brunswick's standards regarding wetland and watercourse protection, by requiring a 30 metre buffer from wetlands and watersheds and limiting land uses to passive, non-disruptive activities. The designation also identifies areas prone to flooding and directs limited land use through the Zoning By-law. As the environment continues to change and wetland and watercourse data improves, existing development (e.g. houses, commercial buildings, etc.) may be captured within the prescribed 30 metre buffer area. This development is permitted to continue under the Act.

Goal

Preserve and enhance the Town's natural environment while limiting new development in areas prone to flooding.

Objective

- Limit the encroachment of development into environmentally sensitive lands and vulnerable lands including river banks, flood plains, wetlands, and significant natural areas.

LU-28 Council shall create the Environmental Protection Land Use designation on the Future Land Use Map (Schedule A) with the intent of protecting environmental sensitive and significant lands throughout the Town.

LU-29 Council shall provide for passive land use in the Environmental Protection Land Use designation through appropriate provisions in the Zoning By-Law.

LU-30 Council shall designate lands within 30 metres of water bodies as Environmental Protection to ensure alignment with the intention of the Provincial Clean Water Act.



3.7 INSTITUTIONAL LAND USE DESIGNATION

Institutional land uses within the Town include schools, churches, cemeteries, health services including medical facilities and special care homes, and community and cultural centres. Many of these uses are permitted in any land designation as directed in Policy LU-2. The intention of the Institutional Land Use Designation is to capture existing lands used for these purposes and to help determine appropriate adjacent land use designations to ensure compatibility and limit land use conflicts.

Goal

To provide areas for community facilities and public buildings within the Town.

Objectives

- To accommodate existing institutional buildings and associated lands within the Town;

LU-31 Council shall create the Institutional Land Use designation on the Future Land Use Map (Schedule A).

LU-32 Council shall provide for a mix of uses in the Institutional Land Use Designation through appropriate provisions in the Zoning By-Law.

LU-33 Council shall encourage new or redeveloped institutional developments to be connected to existing trails, amenities, and active transportation networks.

3.8 FUTURE DEVELOPMENT AREA LAND USE DESIGNATION

Recently annexed lands west of Highway 2 has created a new development area within the Town. The general plan for the area is captured as part of a development scheme provided in Schedule B. The development scheme provides a vision for the specific area to develop using the principles of sustainable development. Future uses envisioned included a mix of residential, smaller scale commercial, and business park style development.

LU-34 Council shall create the Future Development Area designation on the Future Land Use Map (Schedule A).

LU-35 Council shall provide for a mix of uses in the Future Development Area Designation through appropriate provisions in the Development Scheme (Schedule B) and Zoning By-law.



GENERAL POLICIES

4. DOWNTOWN

The Town has a defined and intact Downtown that provides an opportunity for amenities typical of a larger municipality. The historic built form of the Main Street portion of the Downtown offers a traditional commercial first storey with a mixture of uses on the upper floors. Mid-century commercial and colonial residential round out the Downtown and provide a pleasing mix of architectural styles and land use opportunities. The Downtown has been challenged by the migration of retail and service to Connell Street as well as general disinvestment from the area over several decades. Residents were vocal in their support of their Downtown and requested it be prioritized for revitalisation through focused programming and encouraged reinvestment. Improvements to the pedestrian environment, including accessible design, traffic flow, beautification, and incentivizing infill development were repeated throughout the Plan process. Residents spoke of the desire to use the waterfront as an attraction and amenity and improving the supports to festivals and events.

Goal

Support the redevelopment and revitalization of the Downtown as the vibrant, mixed use hub of the Town and Carleton County.

Objectives

- Encourage the infilling of vacant lands in the Downtown;
- Prioritize service delivery in the Downtown;
- Incentivize reinvestment in existing buildings;
- Protect and enhance the character of the Downtown;
- Explore traffic flow and calming strategies;
- Address accessibility through urban design and maintenance schedules;
- Address parking considerations;
- Incorporate the waterfront as a Downtown amenity; and
- Support festivals and events including those that promote the arts and culture.

DT- 1 Council shall, through targeted economic development efforts, encourage reinvestment in the Downtown through prioritizing services and capital investment in the area.

DT-2 Council shall explore a Development Incentive Program which looks at incentivizing the beautification of properties, addressing construction challenges, encourages infilling of vacant lots, and promotes mixed use in the Downtown.

DT-3 Council shall explore right-of-way design options and improvements that would increase pedestrian comfort and safety including the addition of crosswalks and appropriately sited traffic and crossing lights throughout the Downtown.

DT-4 Council shall explore improving the accessibility of the Downtown, including urban design interventions, such as the use of mountable curbs and developing a schedule for routine maintenance and snow clearing operations.

DT-5 Council shall explore tools like wayfinding and signage to assist in the effective use of the



existing supply of parking.

DT-6 Council shall explore capital investment strategies to upgrade and redesign the Downtown Square as directed by the Town Square Renewal Proposal produced by Trace Consulting Group.

DT-7 Council shall work with Downtown Woodstock BIA to attract, encourage, and support high quality festivals and events in the Downtown. As these events become more common place, Council shall explore the development of a Festival and Events Policy which would provide guidelines for hosting events including procedures for street closures and criteria for event approvals.

DT-8 Council shall encourage infill development in the Downtown to be of high quality and compatible with and contribute to the neighbouring properties. Appropriate design elements aimed at preserving the character of the Downtown will be described through standards in the Zoning By-law

DT-9 Council shall work with the Downtown Woodstock BIA to undertake a market gap analysis for the Downtown to determine capacity and opportunity for new businesses.

DT-10 Council shall work with grocery retailers to explore small format grocery stores appropriate for locating in the Downtown.

DT-11 Council shall explore reinvestment in greenery along Main Street, specifically trees, to increase the provision of shade and improve the look and feel of the streetscape. Partnerships with the Downtown business community, property owners, and the Downtown Woodstock BIA will be sought to improve the feasibility of this investment. Trees shall be of an Indigenous species that can thrive in the Town's environment and not have disruptive consequences to public or private infrastructure.

DT-12 To encourage entrepreneurship, Council shall explore opportunities within the Zoning By-law and Building By-law to allow temporary, non-traditional structures to support the evolving nature of retail, such as shipping containers, small scale temporary structures, and mobile vehicles (retail and food trucks). These uses should align with programming of the Downtown and be limited to areas adjacent to the Waterfront with good pedestrian access.

DT-13 Council shall advocate for and support existing businesses in the Downtown through enhanced focus and prioritization of the area.

DT-14 Council shall explore the provisions of business incubation strategies in partnership with local property owners and the Downtown Woodstock BIA.



5. HOUSING

As the population of the Town evolves and ages, there will be greater need for a variety of housing types. The single family home is the dominant housing type throughout the Town, however it was made clear through the Plan process that this type of housing is not responsive to the market. Ageing populations are looking to downsize, young professionals and students are seeking rentals, and families are exploring more dense housing types like row and townhouses. Housing types also speak to affordability and the necessity to provide a variety of affordability within the Town's housing market was a popular topic among residents engaged in the Plan process.

Goal:

To provide a variety housing types accommodating a range of affordability that is responsive to the changing needs of the Town.

Objectives:

- Encourage a mix of housing types within new developments;
- Encourage increasingly dense housing types including secondary apartments in appropriate areas;
- Encourage and incentivize residential infill development in serviced areas;
- Protect and enhance the character of existing neighbourhoods;
- Encourage a variety of affordable housing types throughout the Town; and
- Explore seniors housing models that promote ageing in place.

5.1 Affordable Housing

The Government of Canada defines affordable housing as a household spending less than 30% of its pre-tax income on adequate housing. The Town has low vacancy rates in its rental market which is raising rents beyond an accessible limit for many residents. Seniors, students, and the working poor are particularly vulnerable to rising housing costs. There are limited tools available at the municipal level to incentivize the construction of affordable housing. Council's role is to be an advocate for affordable and adequate housing through their conversations with the development community and various levels of government.

H-1 Council shall encourage the construction of affordable, high quality housing at a mix of densities in areas with adequate connections to critical amenities such as health services, retail services, schools, recreational areas, and active transportation networks.

H-2 Council shall work with the Federal and Provincial Governments and housing authorities to facilitate affordable housing.

H-3 Council shall work with the local development community to explore strategies to increase the number of affordable housing units introduced to the market.

5.2 Seniors Housing

The population of the Province of New Brunswick is ageing and as a result, the format of housing must evolve. Although provincial legislation does not allow targeted residential construction or marketing for seniors, it is possible to work with the development community to increase accessibility at the design stage. Locating units on the ground floor outfitted with larger door jams, bigger bathrooms, and walk-in showers with built in bench seating are simple



accommodations that would allow for greater comfort of the senior population, increasing their ability to age in place.

H-4 Council shall encourage affordable units to be constructed on the ground floor of new multi-unit developments to allow for ease of access.

H-5 Council shall work with existing care facilities to determine the viability of staged care options to allow ageing in place.

H-6 Council shall work with the Federal and Provincial Governments to facilitate a seniors housing strategy, encouraging the development of housing options for the ageing population.

5.3 Mobile Homes and Mobile Home Parks

Existing mobile home parks provide a needed affordable housing option for residents of the Town. Although integrating the typical mobile home into an established neighbourhood pattern is difficult, consideration should be given to the improved design of modern manufactured homes. An exploration into how to sensitively include manufactured homes beyond designated mobile home parks is recommended. The immediate intention is to ensure sufficient lands are available for mobile home parks and to provide standards for these parks through the Zoning By-law.

H-7 Council shall provide guidelines and standards for mobile and manufactured home parks in the Zoning By-law.

H-8 Council shall explore the use of manufactured homes in residential areas through guidelines in the Zoning By-law.

H-9 Council shall explore updates to the Mobile Home Park By-law in an effort to provide clarity of process and modernization of language and standards to meet industry standards.

5.4 Boarding and Rooming Houses

With the presence of the New Brunswick Community College as well as an ageing population, the Town must contemplate a greater variety of housing types. Boarding and rooming houses can fill a gap in the housing market and with new perspectives, can be designed to positively contribute to a neighbourhood. Guidelines and standards for these uses will be outlined in the Zoning By-law. The present intention is to explore innovative design that would facilitate a new housing type that is responsive to the needs of the community.

H-10 Council shall provide guidelines and standards for boarding and rooming houses in the Zoning By-law.

H-11 Council shall consider new boarding and rooming houses to be:

- a) sensitive of neighbourhood character in their design;
- b) located so as to not create unreasonable traffic impacts on local streets;
- c) where possible, be located in reasonable proximity to active transportation networks including sidewalks, trails, and cycling opportunities.



6. ECONOMIC DEVELOPMENT

The Town has several strong economic development resources including the Chamber of Commerce, and the Downtown Woodstock BIA. The Town and Carleton County are home to important industry including transportation, agricultural, and manufacturing that hold larger importance to the provincial economy. The Town also serves as the regional service centre for Carleton County and therefore hosts commercial offerings typical of a larger municipality. Economic development will be important to the longevity of the Town and will bolster the attraction and retention of new residents.

Goals

To grow the tax base and increase employment opportunities to support sustainable, long term growth of the Town's economy.

Objectives

- Implement the action items of the Town's Economic Development Plan;
- Improve and provide clarity to the development process;
- Support the growth of the Educational Sector; and
- Attract and retain new business.

ED-1 Council shall encourage economic development and growth through implementation of its Economic Development Plan. The strategy shall be updated regularly to ensure it is responsive to existing conditions and community priorities.

ED-2 Council shall encourage business attraction and retention through the creation of a targeted business support and development approach.

ED-3 Council shall undertake, with the support of appropriate partners, an employment gap analysis to understand the industry opportunities available to the Town.

ED-4 Council shall work with the Provincial Government and the New Brunswick Community College to locate programming at the Town's campus that is responsive to the local employment market needs.



7. INDUSTRIAL AND BUSINESS PARK DEVELOPMENT

As the Town moves away from heavy industry and towards a more intentional Business Park style area, the focus will be on attracting a broader range of industry to the Town. The intention is to provide flexibility for new businesses while ensuring the space for established industrial development still exists. There are pockets of industry throughout the Town, these are not contemplated for expansion but are assumed to continue throughout the lifespan of this Plan. Should new industrial developments be proposed, the Town will consider the intensity of the proposed land use and whether it will conflict with adjacent land use or provide negative impacts to the community and its environment. Siting for a range of land use intensities will be provided through the Zoning Bylaw.

Goals

Support the development of a Business Park while allowing for industrial development to continue as appropriate throughout the Town.

Objectives

- Define the approximate area and function of the Business Park;
- Attract light industry to the Town; and
- Incorporate industrial and Business Park development into the Town's Economic Development Plan.

7.1 Business Park

The area newly defined as the Business Park is currently marketed as the Town's Industrial Park. The area will transition over the lifespan of this Plan to an area of less intense land use, removing the intention for heavy industry and opening up more potential for a wider range of light industrial and more intensive commercial-related uses like warehouse and distribution uses.

IBP-1 Council shall define an area west of Highway 2 as the Woodstock Business Park and develop a rebranding strategy to support the marketing of the area through the Town's Economic Development Plan.

IBP-2 Council shall ensure sufficient lands are reserved for the future expansion of the Business Park through the Future Land Use Map (Schedule A) and through appropriate provisions in the Zoning By-law.



8. TRANSPORTATION

As a regional centre, the Town's transportation network services a population beyond the Town's residents. As the Town has developed and infrastructure has been added and upgraded, the needs of the community have evolved. The needs of the community must be reconciled with the existing transportation network to ensure the safety of motorists, pedestrians, and cyclists. As residential development occurs off of streets lacking sidewalks, pedestrians are forced into the vehicle right-of-way. A more focused review of the Town's transportation conditions and needs is needed to accommodate the safe and efficient transportation of people, goods, and services.

Goal

Provide for the safe and effective transportation of people, goods, and services throughout the Town.

Objectives

- Inventory the Town's pedestrian trails, paths, and sidewalks;
- Explore opportunities for increased active transportation; and
- Understanding traffic flows and impacts.

T-1 Council shall undertake a Transportation Master Plan to effectively provide for the safe movement of people, goods, and services throughout the Town. The Transportation Master Plan must establish a hierarchy of users in the Town's transportation network.

T-2 Council shall work with the Province of New Brunswick to advocate for regular and adequate maintenance of provincially designated transportation assets throughout the Town.

T-3 Council shall work with local interest groups to ensure right-of-way design follows universal design principles to ensure increased accessibility throughout the Town.

T-4 Council shall, through provisions of the Subdivision By-law, encourage developers to provide for pedestrian and active transportation connections into the established transportation network. Strategies shall be explored to provide these connections using cost-effective and sustainable materials, while not sacrificing the outcome of improving connections and accessibility. This may include exploring changes to the Town's development specifications.

T-5 Council shall designate a hierarchy of roads within the Town composed of local, collector, and arterial roads. The hierarchy of roads appears on the Future Land Use Map (Schedule A) and are defined as follows:

- a) *Local Roads* - Provide direct access to individual properties and generally accommodate low volumes of traffic, carry traffic short distances, and connect with other local and collector roads.
- b) *Collector Roads* - Provide the dual function of providing access to adjoining properties and moving traffic between local and arterial roads.
- c) *Arterial Roads* - Move a large volume of traffic at medium to high speeds and are typically connected with other arterial roads, collector roads, and highways with limited access to adjacent development.

T-6 Council shall designate the following arterial and collector roadways within the Town:



- a) *Arterial Roads*: Houlton Street, Main Street, Deakin Drive and Connell Street
- b) *Collector Roads*: Broadway Street, Kirkpatrick Street, Elm Street and Charles Street



9. MUNICIPAL SERVICES

The majority of the Town residential, commercial, and industrial development is serviced by municipal water and sanitary sewer systems. The Town's wastewater treatment provides capacity for existing demand and future growth within the community. The Town will continue to prioritize the capital works planning necessary to separate the existing combined sanitary and storm sewer systems. Other services like electrical and communications infrastructure are facilitated through the Zoning By-law. Municipal services like police and fire are provided to ensure effective protection of life, property, and investment.

Goal

To provide safe, efficient, and economical municipal services including infrastructure and protective services for residents of the Town.

Objectives

- To provide an acceptable water supply and distribution and sanitary sewer collection and treatment to Town residents.
- To provide storm sewer system upgrades in conjunction with roadway upgrades and other capital works projects.
- To work with electrical and communications utilities to provide adequate services while minimizing the visual impacts of towers on adjacent land uses and the environment.
- To provide police and fire services for the protection of life and property.

9.1 Water Supply and Distribution

MS-1 Council shall explore additional water supply options for the Town to ensure sufficient, adequate supply for future residents and business operations.

MS-2 Council shall when feasible, undertake improvements to the Town's water storage and distribution system. Where possible, improvements to the water distribution system should be coordinated with other capital works projects such as roadway or sanitary sewer upgrades.

MS-3 When appropriate, Council shall review applications for new development for their impacts on the water supply and distribution system with regards to required system improvements such as additional storage and booster facilities or water main upgrades to support these developments. Necessary upgrades to accommodate new development shall be provided at the expense of the developer.

9.2 Sanitary Sewer Collection and Treatment

MS-4 Council shall undertake continued improvements to the Town's sanitary sewer collection system and coordinate improvements with other capital works projects such as roadway or water distribution system upgrades where possible.

MS-5 Council shall review applications for new development for the impacts of proposed developments on the sanitary sewer collection and treatment system with regards to required



system improvements such as collection main or lift station upgrades to support these developments. Necessary upgrades to accommodate new development shall be provided at the expense of the developer.

9.3 Storm Sewer System

MS-6 Council shall continue the program of separating combined storm and sanitary sewer systems within the Town.

MS-7 Council shall continue to monitor the effects of snow storage facilities on adjacent land uses. In selecting a site for future snow storage and disposal facilities, Council shall consider:

- Impacts on existing land uses in the area;
- Impacts of increased truck traffic on local streets;
- Containing runoff on the site and ensuring localized drainage; and
- Ensuring any required monitoring of the site that may be deemed necessary by the Provincial Government be undertaken.

MS-8 Council shall protect the water quality in water courses that receive storm water runoff from storm sewer outfalls or from private developments through the use of appropriate techniques such as retention and detention ponds, and grassed swales and that the increase in runoff resulting from development is minimized.

MS-9 Council shall implement best practices for the primary treatment of stormwater at new storm sewer outfalls constructed within the Town including the use of measures such as sediment ponds and vegetated areas to reduce sedimentation in receiving watercourses.

9.4 Electrical and Communications Utilities

MS-10 Council shall provide for communication and utility uses through provisions in the Zoning By-law.

MS-11 Council shall work with electrical and communications utilities regarding the provision of services while minimizing impacts of facilities on adjacent land uses and the visual environment.

9.5 Municipal Utility Uses

MS-12 Council shall provide for utility uses through provisions in the Zoning By-law.

MS-13 Council shall prioritize development where municipal utilities exist. Expansion of utilities to accommodate new development shall be at the expense of the developer. Where considered a barrier to development, the Town may enter into a developer agreement to facilitate a suitable and reasonable alternative.

9.6 Solid Waste

MS-14 Council shall continue its support of and representation on the Western Valley Regional Service Commission to represent the needs of the Town and ensure adequate service is maintained.

MS-15 Council shall support the Western Valley Regional Service Commission's reduction and diversion initiatives through public awareness campaigns to increase participation rates in recycling and other initiatives to decrease the Town's volume of solid waste.



9.7 Protective Services

MS-16 Council shall continue to monitor the provision of police and fire services to ensure adequate protection is provided to the Town and surrounding coverage areas.

MS-17 Council shall endeavour to provide sufficient capital funding for the replacement of fire and police department equipment.



10. PARKS, RECREATION, AND OPEN SPACE

As a regional service centre, the Town provides an enhanced supply of recreational amenities including facilities, parks, and trails that serve the surrounding populations and attract tournaments and events to the Town. Community consultation indicated a high degree of satisfaction with community facilities with the desire for additional opportunities along the riverfront. Given the evolution of the Town's population, there is a desire for recreation amenities to be accommodating of multi-generational needs. An assessment of the Town's parks, recreation, and open space amenities and programming would lend to a better understanding of capacity and opportunity for fiscal responsibility.

Goals

To provide a full range of parks, open space, and recreational facilities and programming that are responsive to the evolving needs of the community.

Objectives

- Provide recreation services and facilities for all ages and abilities.
- Provide and protect open spaces for the enjoyment of all residents;
- Promote health and wellness through the provide opportunities for an active lifestyle;
- Encourage the stewardship of existing trails; and
- Provide increased access to the riverfronts.

PRO-1 Council shall undertake a Parks, Recreation, and Open Space Needs Assessment to inform the long term planning of the Town's assets. The assessment shall consider the needs of the region to reflect the users of the facility.

PRO-2 Council shall explore the development of a Recreation Master Plan to respond to the results and recommendations of the Parks, Recreation, and Open Spaces Needs Assessment.

PRO-3 Council shall continue to support the AYR Motor Centre as the primary regional recreational facility and will monitor its capacity to ensure it is able to respond to the regional needs.

PRO-4 Council shall explore enhancing pedestrian and active transportation connection to the AYR Motor Centre.

PRO-5 Council shall provide for passive recreation uses along waterfront areas through provisions in the Zoning By-law.

10.1 Lands for Public Purposes

PRO-6 Council shall provide for provision of Parks, Recreation, and Open Space amenity or appropriate alternatives such as cash-in-lieu, through Lands for Public Purposes guidelines in the Subdivision By-law.

PRO-7 Council shall develop standardized guidelines for the implementation of Lands for Public Purposes provisions that give regard to:

- Integrating with or providing connection to existing parkland, trail systems, or recreational amenity;
- The existing local recreation options and potential demand;



- Universal accessibility;
- Traffic impacts on existing parks, recreation facilities, and open space;
- Traffic impacts on the surrounding neighbourhood resulting from proposed Lands for Public Purpose implementation;
- Maintenance considerations;
- Safety and security; and
- The ecological, economic and social values of protecting riparian areas, rivers and other areas deemed to be environmentally significant.

PRO-8 Council shall, when acquiring Lands for Public Purposes through the subdivision process, endeavour to acquire lands that lie within 30 meters of a watercourse or wetland plus an additional area beyond this 30-meter buffer to allow for the development of recreational features such as trails.

PRO-9 Council shall, where the potential exists to acquire Lands for Public Purposes along a watercourse or natural area, acquire the lands rather than accepting the alternative of cash-in-lieu of land.



11. ARTS, CULTURE, AND HERITAGE

The Town is filled with culturally significant places and buildings which act as a backdrop to a burgeoning Arts and Culture scene. The character of the Downtown and the beauty of the surrounding natural areas foster a sense of creativity that is a great asset to the Town. With the recent success of the Dooryard Festival, there is community want for more festivals and events to attract a greater number of people to the Town. The need to preserve the character of the Downtown is paramount to keeping the momentum growing in the area. Residents were vocal about their desire to protect the Town's character but not at the expense of attracting new development. The interplay of arts, culture, and heritage is strong in the Town and can be utilized to position the Town for new and exciting opportunities.

Goal

To use the character of the Town to foster a creative community with festivals and events focused in the Downtown.

Objectives

- Support Downtown Woodstock in promoting festivals and events;
- Provide appropriate space for Arts and Culture events;
- Protect the character of the Downtown built form; and
- Support the WHS McCain Community Theatre as a cultural amenity.

ACH-1 Council shall provide appropriate space for festivals and events. Should the demand for space increase, Council will create a festivals and events policy to provide direction for their facilitation and approval.

ACH-2 Council shall undertake an update to the Town's 2003 Building Design Guidelines to facilitate a clear and fair development process that encourages the preservation of and contribution to the Town's character.

ACH-3 Council shall, when possible, provide community facilities and spaces to facilitate new cultural events.

ACH-4 Council shall, in partnership with stakeholders, undertake the creation of an Arts and Culture Policy.

12. CLIMATE CHANGE AND ENVIRONMENT

The Province of New Brunswick requires municipalities to prepare for the impacts of Climate Change through adaptation plans and mitigation strategies. The Town has undertaken significant preparation in this respect, having completed infrastructure vulnerability assessments, flood risk assessments, and adaptation plans. The intent of this section of the Plan is to ensure proposed development is in keeping with the plans and studies undertaken by the Town. Direction is also provided to establish a minimum building elevation for future development through appropriate provisions in the Zoning By-Law.

Goal

To encourage sustainable development by providing a pleasant and safe living and working environment while protecting and enhancing the natural environment.



Objective

- To preserve the natural environment; and
- To ensure development is sensitive to the changing environment.

CCE-1 Council shall ensure all necessary Provincial approvals, including setback regulations from watercourses and watercourse alteration permits have been obtained prior to the issuance of any municipal permits.

CCE-2 Council shall consider the recommendations of their Climate Change Adaptation Plan when processing applications for development and in the issuance of any municipal permits.

CCE-3 Council shall provide for a minimum building elevation through the Zoning By-Law and in doing so ensure the most accurate flood and watercourse data are considered.



IMPLEMENTING THE PLAN

13. IMPLEMENTATION

The Plan is implemented primarily through the Zoning and Subdivision Bylaws. Town Council actions the policy in the Plan through using the document as a decision making tool and advocating for the intentions articulated in the Plan. The Plan may also direct action to be enforced through other existing or new bylaws.

IM-1 Council shall review the Plan in 2030 in keeping with the New Brunswick Community Planning Act.

IM-2 Council shall advocate for the adherence to and enforcement of the policies presented in the Plan and when considering any amendments to the Plan, ensure the changes are in keeping with the spirit and intention of the Plan.

IM-4 Council shall implement the Plan through Zoning and Subdivision By-laws as well as any other bylaws it deems applicable.

14. CAPITAL BUDGET

In addition to controlling private development, Town Council may undertake programs of its own to encourage development in certain areas, improve or protect the environment, or to provide a greater range of social, recreational, or cultural facilities. It is the purpose of this Plan as outlined in policy throughout, to aid in the establishment of such programs. It is the intent of Town Council to incorporate policies and provisions of this Plan into the Capital Budget and the Five Year Capital Plan to the greatest extent possible as a means of eventual integration of planning, capital programming, and budgeting.

As required by section 24(5) of the Community Planning Act, Council establishes a five-year capital budget. This budget will be revised on an annual basis in conjunction with the Town's yearly budgetary process.



Five Year Capital Budget (example template) – Town of Woodstock

Year 2020 (Year 1)	
Item	Amount
Engineering and Public Works	
Transportation	
Water and Sewer	
Recreational Services	
Buildings	
Protective Services	
Project	
Total	



Year 2021 (Year 2)	
Item	Amount
Engineering and Public Works	
Transportation	
Water and Sewer	
Recreational Services	
Buildings	
Protective Services	
Project	
Total	

Year 2022 (Year 3)	
Item	Amount
Engineering and Public Works	
Transportation	
Water and Sewer	
Recreational Services	
Buildings	



Protective Services	
Project	
Total	

Year 2023 (Year 4)	
Item	Amount
Engineering and Public Works	
Transportation	
Water and Sewer	
Recreational Services	
Buildings	
Protective Services	
Project	
Total	

Year 2024 (Year 5)	
Item	Amount
Engineering and Public Works	



Transportation	
Water and Sewer	
Recreational Services	
Buildings	
Protective Services	
Project	
Total	

