

Town of Alberton



Official Plan

Prepared By | Jesse Morton, MCIP & Greg Morrison, MCIP

Approved By Town Council | December 12, 2016

Effective Date | January 24, 2017

Amended Date | May 1, 2018



Effective Date

The effective date of the Town of Alberton Official Plan is the date as signed below by the Minister of Communities, Land and Environment.

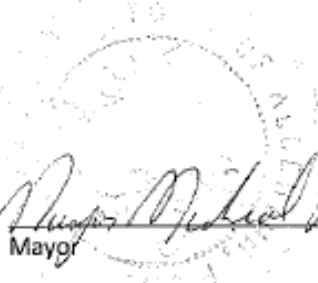
Authority

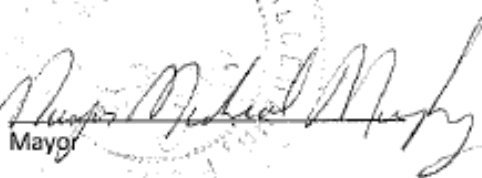
The council for the Town of Alberton, under authority vested in it by Sections 11-15 of the Planning Act R.S.P.E.I. 1988 Cap P-8 hereby enacts as follows:

Adoption and Approval by Council

The Town of Alberton Official Plan was adopted by a majority of Councillors present at the Council meeting held on the 12th day of February, 2018.

This Town of Alberton Official Plan is declared to be passed on the 12th day of February, 2018.




Mayor

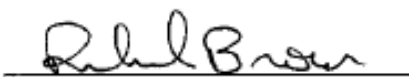



Chief Administrative Officer

Ministerial Approval

This Town of Alberton Official Plan for the Town of Alberton is hereby approved.

Dated on this 1 day of May, 2018.


Hon. Richard Brown
Minister of Communities, Land and Environment

READER'S GUIDE

The Town of Alberton's Official Plan is divided into five key sections, each serving an important function.

Section 1 | Background

This section provides the background context that is necessary to create the Official Plan. Section 1 contains an overview of the legal enablement and purpose of the Official Plan, along with a "Community Profile" which describes the unique composition of Alberton.

Section 2 | Vision for the Future

This section was created by the community, and the feedback received during the Official Plan Review. Section 2 articulates the community's shared vision for the future of Alberton from a land use, development, and community design perspective, via a guiding **vision statement** and **community objectives**. These two components shape the subsequent sections of the Official Plan.

Section 3 | Objectives & Policies

This section is divided into various land-use categories, each of which contains a strategic set of **objectives** and **policies** that are unique to each category. The objectives outline measures that will allow the Town of Alberton to achieve the community's vision for the future (Section 2). The targeted policies are the specific actions that the Town will pursue to produce change in the community.

Each land-use category also contains a list of **indicators** that allow Council to evaluate if the Official Plan is producing the desired results.

Section 4 | Implementation

This section lists the measures that are necessary to implement the Official Plan. Section 4 details the Plan's administration, relationship to the Development Bylaw, and amendment and review procedures.

Appendices

There are 3 **maps** that assist in the implementation of the Official Plan, and aid in Council's land use, development, and community design decision-making processes.

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- Appendix A | Future Land Use Map**
- Appendix B | Watercourse and Wetland Buffer Map**
- Appendix C | Street Network Map**

Section I



Background

SECTION I.I | Official Plan Overview

I.I.1 Legal Enablement

The Town of Alberton's Official Plan and the Development Bylaw have been created in accordance with two pieces of Provincial legislation: the Prince Edward Island *Municipalities Act, R.S.P.E.I. 1988, c. M-13* and *Planning Act, R.S.P.E.I. 1988, c. P-8*. The *Planning Act* enables Council to create an Official Plan, while the *Municipalities Act* empowers Council to make bylaws and/or strategies that implement the Official Plan.

I.I.2 Purpose

The Prince Edward Island *Municipalities Act* gives incorporated municipalities the power to direct land use, development, and community within their respective boundaries. The adoption of an Official Plan is the primary means through which this task is accomplished. This Official Plan contains a formalized set of objectives and policies regarding the physical, social, and economic growth of the town - some of which are broad in nature, and others that relate directly to a specific land use topic. The Official Plan's objectives and policies will guide local development and Council's decision-making process for the next 15 years, with the goal of realizing the community's shared vision for Alberton's future.

The Development Bylaw is the Official Plan's companion document, and is the primary means through which Council achieves the Official Plan's vision for Alberton.

I.I.3 2016 Official Plan Review

This Official Plan is the result of the Town of Alberton's six-month Official Plan Review, which began in May 2016. The Town of Alberton hired consultants to undertake the Official Plan Review in order to satisfy the *Planning Act's* requirements. Upon initiating the Official Plan Review process, the consultants worked diligently with Town staff and Council to gain an understanding of Alberton and its composition, residents, and unique land use and development needs. The consultants also assessed the previous Official Plan to evaluate its strengths and weaknesses.

A public workshop was held on June 16, 2016, to engage residents. The consultants lead them through an interactive SWOT (strengths, weaknesses, opportunities, and threats) exercise in order to collect information on the community's needs and desires for the future. The feedback from this event was used to shape the Official Plan, including the vision statement and community objectives in Section 2. As per the *Planning Act*, a public meeting was held on October 18, 2016, to present a draft to the public and collect additional input to guide the Official Plan's final revisions.

I.I.4 Future Plan Reviews & Amendments

The Official Plan is a "living document," which means it evolves over time. Council will review and amend the Official Plan periodically to ensure that it's properly responding to the unique needs of the community. The *Planning Act* states that Official Plans must be reviewed "at intervals of not more than five years." As such, the Town of Alberton will undertake a comprehensive review every five years, starting in 2021.

SECTION 1.2 | Community Profile

1.2.1 History

In 1767, the British colony of Saint John's Island (Prince Edward Island) was divided into 67 lots, and transferred to prominent British citizens via a lottery. Edward Lewis obtained Lot 5, which would eventually become home to the Town of Alberton. In 1788, John Hill brought the first group of English settlers to Lot 5 after purchasing 7,500 acres of Lot 5 from Edward Lewis. Hill established a small trading settlement named Hill Point, which was approximately one mile north of present day Alberton, on the Cascumpec Bay.

Hill was a successful shipbuilder and merchant in England and, as such, he helped establish the shipbuilding and lumber industry in western PEI. This growing industry brought great prosperity to the area in the early 19th Century and, by 1820, the settlement had approximately 40 families. Other industries emerged in the 19th Century, as well: the fishing industry developed into a thriving endeavor, while the clearance of forested areas around the Cascumpec Bay area provided new agricultural opportunities.

As time passed, the number of residents increased and the region's economic prosperity grew; industries continued to boom, new businesses opened, and churches and new homes were built. An early street network was created throughout the region, and its two major streets intersected at an important service centre. In 1862, the residents of "the Cross" decided to name their settlement Alberton in honour of Albert Edward, the Prince of Wales. Alberton later became a village in 1878.

Alberton continued to grow and evolve in subsequent years. The local economy spiked dramatically in 1893 when Charles Dalton and Robert Oulton established the silver fox farm industry (which was profitable into the 1940s). Following a devastating fire in 1895, Alberton entered the 20th Century with a construction boom: large homes, public buildings, and schools were built; early sidewalks were constructed; a train station opened; and residents from nearby communities frequented the village to buy and sell goods. In May 1913, Alberton was officially incorporated as a town, and its boundaries have remained the same to the present day.

The Town of Alberton experienced two more devastating fires in 1919 and 1927, however, both calamities were followed by a new period of growth that lasted until the mid-20th Century. New buildings replaced those which were damaged by fire, roads were paved in 1938, the Western Hospital opened its doors in 1945, and the Alberton Public Library opened in 1951.

1.2.2 Location & Natural Features

Alberton is situated in the western portion of Prince County, along Prince Edward Island's north shore. Alberton is located approximately 65 kilometres northwest of Summerside and 125 kilometres west of Charlottetown, while its southern border abuts the community of Northport.

Alberton is approximately 4.7km² (or 1,158 acres) in area. The town's developed area (approximately 30% of the total land mass) is located in its central core, and is surrounded by mixture of farmsteads, woodlands, and water. This balance between development and nature is a defining feature of the community, one which enables Alberton to maintain its vibrant small-town charm.

Alberton's topography is relatively flat and is gently undulating; very few steep slopes exist, which is beneficial for development. The highest elevation is approximately 23m in the northern part of the community, though most elevations range between 8 to 15m above sea level.

The town has several important water features and a large coastline: Alberton is adjacent to the Cascumpec Bay's northern extremities; Dock Creek forms part of its southwestern boundary; Alberton Harbour and the Kildare River (West Lake Creek) outline its eastern boundary; Town Pond is located in the downtown, behind the Alberton Independent Grocer; and Alberton Creek bisects the town, and is therefore, a defining feature of the community.



The presence of these natural assets poses some challenges. Some portions of Alberton Creek are surrounded by low-lying areas with poor drainage. Alberton's coastline is vulnerable to coastal erosion, flooding, and other impacts of climate change. However, unlike many island communities, the coast is largely undeveloped. Due to the concentration of salt water, there are some concerns that salt water intrusion could become a future issue.

I.2.3 Local Economy

Alberton's early economy was dominated by industry, but the industrial sector took a hit following the loss of the traditional shipbuilding and silver fox farming industries, and the lumber industry's decline. The fishing and agricultural industries are still prosperous and many Alberton residents are employed in them; however, most employment opportunities are outside of Alberton's borders and they tend to be seasonal in nature.

Today, Alberton has a service-based economy due to its commercial, administrative, and institutional services that are available to regional residents. According to Stats Canada (2006), most Alberton residents were employed in the sales & service sector, followed closely by resource-based industries (e.g., agriculture, fishing, lumber, etc.). Employment in the fields of business, finance, and administration was a distant third.

I.2.4 Recent Development

In recent decades, the development of new commercial and community facilities has slowed. Even though development has stagnated to a degree, Alberton's role as a service centre continues. New commercial uses continue to cluster at the Main and Church Street intersection in the downtown core, though some other developments have occurred elsewhere on these two provincially-owned streets.

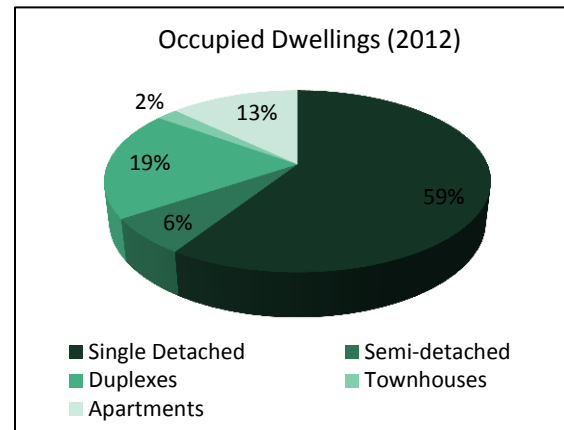
In 2004, the Downtown Enhancement Project produced new pavers, a pavilion, a floating fountain (in Town Pond), and new seating in the downtown core. Notable commercial development occurred in 2011 as well, including an expansion of the Rural Action Centre, renovations to the Albert Crown Pub & Eatery, and the

construction of both the Alberton Home Hardware Building Centre and Town Hall. A new office building is currently being constructed on Main Street.

Alberton's community uses (i.e., institutional facilities, recreation facilities, and open spaces) are distributed throughout the town, though many institutional facilities are sited in the downtown core. Two significant institutional facilities opened in 2011: Holland College's West Prince Campus became a downtown anchor, while the new Maplewood Manor was constructed behind the old facility.

I.2.5 Housing

According to Statistics Canada, Alberton had 465 occupied dwellings in 2012. This is 10 more occupied dwellings than existed in 2006 and 2001. In 2012, single detached dwellings (i.e., single unit dwellings) represented 59% of the total stock of occupied dwellings, while the remaining 41% consisted of denser housing styles.



The demand for semi-detached dwellings, duplexes, townhouses, and apartments has risen throughout Atlantic Canada and Alberton is no different. Though single unit dwellings are the most popular housing option, there have been several dense residential developments in recent years. Many of Alberton's semi-detached dwellings, townhouses, apartments were constructed in or near the downtown core. Additionally, another two-unit dwelling is currently being built on Main Street.

I.2.6 Building Permit Activity

Development activity in Alberton has remained relatively stable during the past 12 years. The Town of Alberton typically issues between 13 and 21 permits per year, though there were a few years that either exceeded or fell short of expectations. The average annual construction value was \$2,330,556 during the past 12 years, however, this number is skewed by an outstanding year in 2010. The 21 building permits in 2010 had a value of \$14,300,147 due to the construction of the \$9,000,000 Maplewood Manor, \$3,300,000 Holland College Campus, \$402,000 CBDC-West Prince Ventures Ltd. building, \$230,000 Canadian Mental Health building, \$300,000 renovations to Jacques Cartier Memorial Arena, etc.

Year	Building Permits	Construction Value	Year	Building Permits	Construction Value
2015	16	\$783,500	2009	15	\$1,302,700
2014	18	\$1,288,555	2008	18	\$1,364,231
2013	15	\$1,334,300	2007	10	\$1,151,900
2012	7	\$1,411,900	2006	23	\$859,636
2011	13	\$1,517,500	2005	25	\$1,699,300
2010	21	\$14,300,147	2004	13	\$953,000

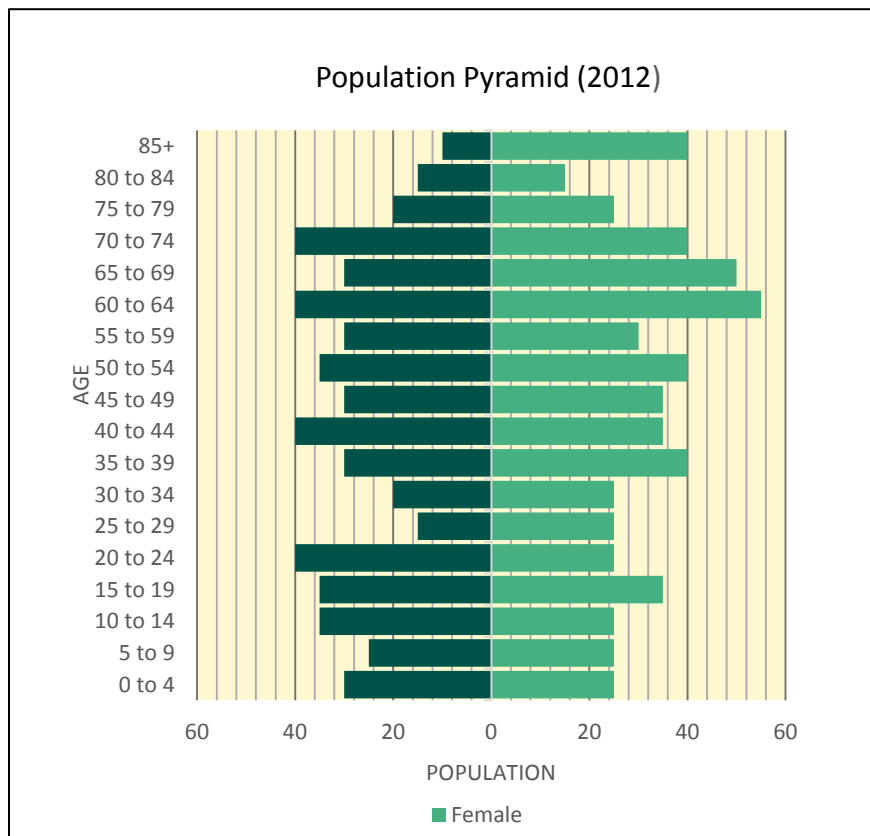
I.2.7 Population Profile

According to Stats Canada, Alberton's population fluctuated throughout the past 20 years, while the Province as a whole grew steadily. It is worth noting that Alberton's population grew by 5% between 2006 and 2011; this represents the town's highest growth rate in recent history. There is no recent population data for Alberton, however, the Province's 2015 Population Report shows that PEI grew to 146,447 residents in 2015.

Atlantic Canada's population is aging due to the presence of baby boomers and the reduction of young residents and families. Alberton is no different: much of its recent growth is attributed to an influx of seniors (due to Alberton's small-town character and supply of diverse services). The town's population pyramid shows that Alberton has a higher rate of seniors (60+ years old) than PEI as a whole (33.5% versus 23.6%).

Year	Alberton		PEI	
	Population	Change	Population	Change
2011	1,135	5.0%	140,204	3.2%
2006	1,081	-3.0%	135,851	0.4%
2001	1,115	2.9%	135,294	0.5%
1996	1,084	1.5%	134,557	3.7%
1991	1,068	-3.2%	129,765	5.8%

Alberton's population pyramid shows another unique trend - the town has a small number of residents between the ages of 25 and 35. This shortage of young adults may be attributed to the town's limited career opportunities, among other factors. This trend stresses a need to attract young individuals and/or families to the community moving forward.



Section 2



Vision for the Future

SECTION 2.1 | Vision Statement

The following vision statement reflects the desired future for Alberton from a land use, development, and community design perspective. The vision statement was created using public feedback, which was collected during the June 16, 2016, public workshop, and is a direct product of the community's desire for Alberton's future evolution.

VISION STATEMENT

"Alberton's vision for the future is to enhance the quality of life for all residents by fostering the growth of a healthy and vibrant community, a strong and diverse economy, an attractive downtown, and sustainable environment, while maintaining the town's traditional character and ensuring that the needs of current and future generations are satisfied."

SECTION 2.2 | Community Objectives

The Official Plan is the primary document that the municipality will utilize to guide future growth and development and meet the needs of its community. In order to improve the well-being of the community as a whole, the Town of Alberton must ensure that public policy decisions are made not only from economic, environmental or even neighbourhood perspectives; rather, such decisions must be made from the perspective of what is best for the public good and community as a whole.

The following “big picture” objectives were developed by the community, and are intended to assist the Town of Alberton in achieving its vision statement over time. Combined, the vision statement and community objectives will shape the remaining sections of this Plan.

COMMUNITY OBJECTIVES

Physical & Social

1. Preserve and enhance the unique small-town character of Alberton.
2. Create a community climate that fosters a sense of security, stability and prosperity.
3. Direct growth to built-up urban areas with existing infrastructure and services in a network of centres and corridors.
4. Create an integrated, vibrant, and diverse community that provides a mix of land uses, including a balance of housing, employment, community services, parks, and open spaces.
5. Enable the development of a full range of housing options so that all people can live out their lives in Alberton.
6. Encourage opportunities for development, which foster the town as a regional employment and service centre.
7. Encourage compact development to maximize the town’s shared infrastructure and to promote healthy, close-knit neighbourhoods.

Environment

8. Protect and enhance natural environmental systems, functions, and resources over the long term.
9. Incorporate and promote sustainable development practices and initiatives.
10. Control land use and development in a manner that will preserve, enhance, and protect the natural environment.

Economy

11. Increase the Town’s tax assessment base.
12. Create an environment for a resilient, diversified, and inclusive economy.
13. Promote economic vitality, and provide for a balanced and diverse range of employment opportunities.

Section 3



Objectives & Policies

SECTION 3.1 | Residential Uses

3.1.1 Overview

Alberton is a physically attractive and vibrant community, which has been a popular residential destination for nearly two centuries due to its strategic location in Prince County and small-town charm. Much of the community's appeal is attributed to its established residential neighbourhoods with tree-lined streets and variety of housing options.

By the mid-19th Century, Alberton's industries and emerging commercial businesses spurred the Town's residential growth. Early residential uses consisted solely of large single unit dwellings including some "fox houses," many of which still exist today. The demand for single unit dwellings remained strong throughout the 20th Century, and is still considered the most popular housing type in Alberton. As a result, Alberton has many attractive neighbourhoods that are predominantly comprised of single unit dwellings.

Alberton's housing market has evolved over time. Today, the community contains a diverse range of housing options to meet the unique needs and preferences of residents. Two unit dwellings (i.e., duplexes and semi-detached dwellings) have become commonplace, and the town also has a small number of mini-homes. In recent decades, the number of medium-density housing options in and adjacent to downtown Alberton has grown significantly. Infill development projects, such as townhouse dwellings, apartment dwellings, and seniors homes have helped satisfy the need for compact housing styles, while simultaneously bringing residents to areas where vital infrastructure already exists. This diversity fostered the establishment of new neighbourhoods that incorporate various housing types while maintaining the traditional residential character that defines Alberton.

Residents stated there is a limited supply of vacant dwellings and rental units available in Alberton, and therefore, it is pertinent that the Town continue to support opportunities for residential growth. Continuing to accommodate a variety of housing types will meet the needs of current residents and make Alberton more attractive to future residents, while simultaneously expanding the residential tax base. Council also strives to meet the demand for single unit dwellings in order to attract young families to Alberton.

3.1.2 Objectives & Policies

Objective RI | Accommodate New Residential Uses

To ensure that Alberton remains a popular residential destination for future generations, Council acknowledges that new residential development, which is well planned and designed, must be accommodated throughout the town.

Policy RI.1 | Council shall establish two residential designations on the Future Land Use Map (Appendix A) to accommodate existing and anticipated residential development. These two designations are:

- Low Density Residential Designation; and
- Medium Density Residential Designation.

Objective R2 | Support Diverse Housing Options & Styles

While single unit dwellings will likely remain the preferred housing option in Alberton, the community's long-term vitality relies on a diverse supply of housing options. Council acknowledges that they must take action to meet the unique housing needs of all residents.

Policy R2.1 | Council shall support diverse housing options and styles in order to meet the unique residential needs and preferences of all residents.

Policy R2.2 | Council shall establish four residential zones in the Development Bylaw, each with a specified list of permitted residential uses. These four zones are:

- **Single Unit** Residential (R1) Zone;
- **Two Unit** Residential (R2) Zone; and
- **Multi-Unit** Residential (R3) Zone.

Policy R2.3 | Council shall encourage new residential subdivisions that incorporate a mix of housing options and styles.

Policy R2.4 | Council shall leverage senior levels of government, non-profit organizations, and private sector investors to increase the supply of seniors housing options in Alberton.

Objective R3 | Encourage the Provision of Affordable Housing Options

Alberton's aging population and high concentration of seasonal workers stresses the need to increase the supply of affordable housing options to local residents. Council will likely need to rely on strategic partnerships to accomplish this goal.

Policy R3.1 | Council shall encourage the retention of existing affordable housing units, and the establishment of new affordable housing options throughout the community.

Policy R3.2 | Council shall leverage senior levels of government, non-profit organizations, and private investors to increase the provision of affordable housing options in Alberton.

Objective R4 | Promote Residential Density & Infill Development

Communities throughout Prince Edward Island are facing a growing demand for compact dwelling units and alternatives to low density homes. Context-sensitive infill projects and multi-unit dwellings (i.e., three or more dwelling units) satisfy this need, while making the most efficient use of costly municipal infrastructure.

Policy R4.1 | Council shall support context sensitive residential densification and infill development in strategic areas, in accordance with the Development Bylaw.

Policy R4.2 | Council shall consider applications to redesignate properties to the Medium Density Residential Designation and/or rezone properties to the Multi-Unit Residential (R3) Zone in order to increase residential density, if the proposal is compatible with the surrounding area and enhances the streetscape.

Policy R4.3 | Council shall favour residential densification and infill development over new greenfield residential development in order to maximize the use of existing infrastructure.

Objective R5 | Preserve Alberton's Established Residential Character

Residential uses are the second largest land use category in Alberton, and as such, the community's appeal is strongly dependent on its rich residential character. Council will strive to ensure that new residential uses are compatible with the character of the surrounding area to preserve Alberton's traditional charm.

Policy R5.1 | Council shall establish residential development standards in the Development Bylaw that regulate the permitted lot size, setbacks, building height, and landscaping in order to preserve the appearance of residential areas.

Policy R5.2 | Council shall regulate development in a manner that minimizes land use conflicts on residential areas, in accordance with the Development Bylaw.

Objective R6 | Integrate Compatible Uses into Residential Areas

Appealing residential areas often contain select non-residential land uses, which are compatible with dwellings. Council shall continue to integrate select non-residential uses into neighbourhoods if certain criteria are adhered to.

Policy R6.1 | Council shall provide opportunities for accessory structures, parks & playgrounds, home businesses, bed & breakfasts, child care facilities, and group homes in residential areas, in accordance with the Development Bylaw.

3.1.3 Indicators

The following indicators shall be used to evaluate the success of the Town's residential objectives throughout the duration of the Official Plan.

- Raise Alberton's residential tax base.
- Increase the number of single unit dwellings on an annual basis.
- Increase the number of townhouse and apartment dwellings.
- Expand the number of affordable housing and seniors housing units.
- Maintain the traditional appearance and quality of residential areas.

SECTION 3.2 | Commercial Uses

3.2.1 Overview

The Town of Alberton is often referred to as the “Heart of West Prince” due to its unique location in Prince County. Alberton is the “hub” of business, retail and service activity for the western portion of Prince County, meaning most of Alberton’s commercial services cater to a regional population.

Alberton’s position as a commercial centre began to emerge at the turn of the 20th Century, due to the presence of prosperous industries and influx of new residents. By the early 1900s, Alberton was home to a several retail, trade, business, and professional services. The majority of these commercial services were sited at the intersection of Main and Church Street, with a focus on the portion of Main Street between Reid Street to the north and Argyle Street to the south. This node of commercial activity became the site of Alberton’s downtown. This same development pattern exists today, though commercial uses also line Main Street and Church Street outside of the downtown core.

The downtown is a defining feature of Alberton’s identity and local economy, and it has maintained its traditional, small-town appearance over time. The downtown is characterized by narrow streets that are lined with commercial storefronts and local businesses; the streetscape also contains sidewalks and street furniture which creates a walkable, pedestrian-focused environment. The downtown has experienced two periods of revitalization in recent history: the Downtown Enhancement Project brought new pavers, a picnic shelter, and benches to the core in 2004; and several major downtown anchors (i.e., Rural Action Center, Albert Crown Pub & Eatery, etc.) were renovated in 2010-2011. In addition to those mentioned above, downtown Alberton’s anchor enterprises include the Alberton Independent Grocer, Saunders Variety Store, Alberton Pharmacy, and the Great Canadian Dollar Store.

Alberton’s rate of commercial development has slowed in recent years, however new commercial uses will continue to be accommodated in the downtown and elsewhere along Main and Church Street. Residents are concerned that there are vacant storefronts in the downtown core due to the prevalence of online shopping options. In order to maintain the downtown’s longevity, Council will aim to maintain its traditional character and create an environment that is conducive to regional commercial success.

3.2.2 Objectives & Policies

Objective CI | Enhance the Vitality of the Alberton’s Regional Service Centre

Alberton is the commercial hub for the western part of Prince County. Council shall take measures to define Alberton’s commercial areas and enhance the town’s position as regional service centre, so that Alberton remains a popular commercial destination in the future. Specific efforts will be placed on improving the downtown core, as it is the heart of the Alberton’s service-based economy.

Policy CI.1 | Council shall establish the Commercial Designation on the Future Land Use Map (Appendix A) to accommodate existing and anticipated commercial development.

Policy CI.2 | Council shall support organizations, such as the Rural Action Centre and West Prince Chamber of Commerce, whose strategic economic development efforts encourage

commercial investment and growth in Alberton.

Policy C1.3 | Council shall direct commercial activity to the downtown core in order to strengthen its long-term viability.

Policy C1.4 | Council shall encourage attractive commercial development that makes positive contributions to the appearance of downtown Alberton's streetscape.

Objective C2 | Accommodate a Range of Commercial Uses

In order for Alberton to attract new commercial uses and increase the commercial tax base, Council must ensure that the Town's land use policies support a broad range of commercial uses.

Policy C2.1 | Council shall support the development of new commercial uses to help strengthen Alberton's quality of life and position as a regional service destination.

Policy C2.2 | Council shall establish the Commercial (C1) Zone in the Development Bylaw that permits a variety of commercial uses, as well as compatible residential uses.

Policy C2.3 | Council shall consider applications to redesignate properties to the Commercial Designation and/or rezone properties to the Commercial (C1) Zone in order to accommodate new commercial uses if the proposal is in or adjacent to the downtown, is compatible with the surrounding area, and enhances the streetscape.

Objective C3 | Reuse Vacant Commercial Buildings and Land

The Town of Alberton currently contains a number of high profile vacant buildings and properties within the downtown core. These sites offer significant opportunities for commercial development but when left vacant and undeveloped, they have a negative impact on the appearance of the downtown and its streetscapes, creating the impression of a stagnant economy.

Policy C3.1 | Council shall encourage land owners to investigate the potential reuse or redevelopment of vacant and underutilized commercial properties.

Policy C3.2 | Council shall encourage capital reinvestment in existing commercial properties.

Objective C4 | Allow a Mixture of Compatible Uses

For years, municipalities believed the separation of land uses as essential was necessary to limit conflicts between commercial and residential uses. It is now understood that a strict separation of these uses can sometimes lead to a variety of problems ranging from lifeless downtowns to automobile dependence. Permitting multi-unit dwellings or dwelling units in commercial buildings (i.e., mixed-use buildings) is an effective way of increasing the customer base for local businesses and strengthening the downtown.

Policy C4.1 | Council shall support multi-unit dwellings and mixed commercial-residential buildings in commercial areas where land use conflicts are minimal, in accordance with the Development Bylaw.

Objective C5 | Mitigate Land Use Conflicts on Abutting Residential Properties

Some commercial uses can create problems when located in close proximity to low density residential areas, which can be more sensitive to their surroundings. Because there are several locations where intensive commercial uses abut residential areas, Council shall take careful measures to ensure that these residential properties are not adversely impacted by more disruptive uses.

Policy C5.1 | Council shall establish landscaped buffer, exterior lighting, and outdoor storage screening requirements in the Development Bylaw that must be satisfied when new uses in the Commercial (C1) Zone abut a residential zone, in order to minimize potential land use conflicts.

Objective C6 | Increase Employment Opportunities in the Town

To ensure Alberton is able to retain and attract youth and young families, Council shall work to create a positive business environment and attract new employment opportunities to the community.

Policy C6.1 | Council shall work with senior levels of government to bring new employment opportunities, including government jobs, to Alberton.

Policy C6.2 | Council shall encourage commercial businesses to remain in Alberton.

3.2.3 Indicators

The following indicators shall be used to evaluate the success of the Town's commercial objectives throughout the duration of the Official Plan.

- Raise Alberton's commercial tax base.
- New commercial uses.
- Greater investment in existing commercial properties.
- Reduce commercial vacancies in the downtown.
- Increase the number of dwelling units in downtown commercial buildings.
- Maintain the traditional appearance and quality of the downtown.

SECTION 3.3 | Industrial Uses

3.3.1 Overview

Western Prince County became a popular destination for industrial development due to its rich supply of natural resources; workers flocked to the region to gain employment in the prosperous lumber, shipbuilding, and fishing industries. As the years progressed, the region also became the focal point of the booming fox farming industry, which diversified the industrial sector and pushed the local economy to new heights. While Alberton had several thriving industrial businesses at the time, the majority were located outside of the town's boundaries. Alberton's industrial uses, along with those in close proximity to it, provide invaluable employment opportunities to residents, and many economic spin-offs to the town itself.

Today, Alberton continues to have a limited industrial base; small construction uses constitute the largest portion of the industrial sector, though in 2011, Home Hardware opened a large facility near Main Street and Dufferin Street. Additionally, Alberton is home to the Westech Agriculture Ltd. Facility, a large industrial / agricultural use that is located in the Agricultural Reserve (R1) Zone, and many residents are employed in the fishing and agricultural industries in abutting communities.

To capitalize on the success of resource-based, manufacturing, and production industries in western Prince County, Council shall facilitate industrial development in Alberton by promoting the community as a viable destination for prospective businesses. Council shall also cluster industrial uses at the northern portion of Main Street, near Home Hardware and the Alberton Fire Department, on Town-owned industrial land.

3.3.2 Objectives & Policies

Objective M1 | Accommodate Industrial Uses in a Central Location

Alberton does not contain a wealth of industrial uses; however, Council recognizes that even a moderate supply of industrial uses can make a valuable contribution to the Town's economic vitality. As such, Council shall accommodate future industrial development along the town's northern boundary.

Policy M1.1 | Council shall establish the Industrial Designation on the Future Land Use Map (Appendix A) to accommodate existing and anticipated industrial development.

Policy M1.2 | Council shall establish the Light Industrial (M1) Zone in the Development Bylaw that permits a variety of industrial uses, as well as compatible commercial uses.

Objective M2 | Develop a Municipal Business Park

In 2016, the Town of Alberton purchased approximately 28 acres of industrial land adjacent to Home Hardware along the town's northern boundary, with the intent of developing a high-quality business park to service Alberton and surrounding communities. Council will take the necessary steps to make the highest and best use of this industrial land, and guarantee that it has a positive impact on the local economy.

Policy M2.1 | Council shall develop a Business Park Master Plan for the Town-owned industrial land, along the town's northern boundary, that outlines a vision for the park's future growth and

development.

Policy M2.2 | Council shall actively promote Alberton, specifically the Town-owned industrial land, as a desirable location for industrial growth and development.

Policy M2.3 | Council shall work with senior levels of government, development agencies, private investors, and prospective businesses to develop the business park, in accordance with the Business Park Master Plan.

Objective M3 | Mitigate Land Use Conflicts on Abutting Residential Properties

Clustering Alberton's industrial uses in one area helps mitigate negative land use impacts on residential uses, which are highly sensitive and incompatible with industry. Because this concentrated industrial land abuts several existing residential properties, Council shall take careful measures to ensure that these residential properties are not adversely impacted.

Policy M3.1 | Council shall establish landscaped buffer, exterior lighting, and outdoor storage screening requirements in the Development Bylaw that must be satisfied when new uses in the Industrial (I1) Zone abut a residential zone, in order to mitigate potential land use conflicts.

Objective M4 | Support the Northport Fishing Industry

Some of Alberton's residents are fisherman, and therefore, have strong ties to the Northport fishing community. Council believes that it is important to support the regions longstanding connection to the fishing industry and the infrastructure that makes it possible.

Policy M4.1 | Council shall support the Community of Northport's efforts to maintain the viability of the Alberton Wharf and the local fishing industry.

3.3.3 Indicators

The following indicators shall be used to elevate the success of the Town's industrial objectives throughout the duration of the Official Plan.

- Raise Alberton's industrial tax base.
- Create a Business Park Master Plan for Town-owned industrial land.
- Implement the Business Park Master Plan.
- Attract new, non-noxious industrial uses.

SECTION 3.4 | Community Uses

3.4.1 Overview

For a small town, Alberton has a dynamic supply of community uses (i.e., institutional facilities, recreation facilities, and open spaces) that contribute to the town's service-based economy and high quality of life. These uses are so vital that they improve overall community health and influence the attraction and retention of residents / visitors.

Most of Alberton's institutional facilities are operated independently of the municipality, though the Town of Alberton operates the Alberton Fire Department and provides support to several other institutions. Some of Alberton's institutional facilities include: six churches that represent a variety of religious denominations; Alberton Courthouse, which is now home to the Alberton Museum & Genealogy Centre; Alberton Elementary School with grades kindergarten through six; Western Hospital that provides a variety of health care services; Maplewood Manor, a seniors care facility; and Holland College's West Prince campus.

On a per capita basis, Alberton may have the strongest supply of recreation facilities and programs in the province. Some recreation facilities are owned and operated by the Town (i.e., Alberton Ball Field and Jacques Cartier Memorial Arena) while many others are operated privately or by various non-profit groups (i.e., Western Community Curling Club). Maintaining these services with the Town's limited tax base and population is a constant challenge, and it would not be possible without the generous support of local volunteers and organizations.

Open spaces, such as parks and trails, contribute to the public good, and are intrinsically linked to recreation pursuits. Town-owned parkland is somewhat limited, so the Town is highly dependent on the Alberton Elementary School to meet the community's recreation needs. Alberton is fortunate that the Confederation Trail passes through the town because it is a valued asset that provides a linear recreational space and safe active transportation (i.e., walking, cycling, skiing, etc.) route.

Because Alberton has a rich collection of community uses, Council's primary focus moving forward is directed towards maintaining the town's existing facilities and open spaces, and supporting efforts to enhance them, where possible. Both Council and the public have identified the Western Hospital, Alberton Elementary School, Confederation Trail, and town-owned recreation facilities as assets that could be enhanced for the betterment of the community.

Community uses provide widespread benefits and as such, Council shall accommodate the development of new uses, particularly Provincial and/or Federal Government offices, as Alberton is the only major community in the western portion of Prince County without a senior government presence. Like most municipalities, however, Council will not designate large tracts of vacant land for future facilities and open spaces; instead, new development shall be considered on a case-by-case basis once a proposal is presented to Council.

3.4.2 Objectives & Policies

Objective CUI | Support & Accommodate Diverse Community Uses

Alberton possesses a varied supply of community uses (i.e., institutional facilities, recreation facilities, and open spaces) that influences Alberton's identity, economic base, employment potential, and ability to attract and retain new residents. Council believes the most effective way of providing these invaluable assets is to maintain those that currently exist, and support their natural growth. That being said, both Council and the community believe the Town should also accommodate new community uses when opportunities arise.

Policy CUI.1 | Council shall support the maintenance and growth of Alberton's existing community uses in order to sustain their contributions to the town's quality of life.

Policy CUI.2 | Council shall support the development of new community uses to help strengthen Alberton's quality of life and position as a regional hub.

Policy CUI.3 | Council shall establish the Community Use Designation on the Future Land Use Map (Appendix A) to accommodate existing and future institutional facilities, recreation facilities, and open spaces.

Policy CUI.4 | Council shall establish two community use zones in the Development Bylaw, each with a specified list of permitted uses. These two zones are:

- Public Service and Institutional (PSI) Zone; and
- Recreation and Open Space (O1) Zone.

Objective CU2 | Enhance the Level of Service of Strategic Institutional Facilities

Both Council and the public are concerned that the level of service at the Western Hospital has declined in recent years, and it has created uncertainty about the facility's future. Council also recognizes the value that the Alberton Elementary School has on the community. As such, Council will explore opportunities to maintain and improve the services provided at these two facilities.

Policy CU2.1 | Council shall work with Health PEI and the Board of the Western Hospital to maintain or enhance the level of service at the Western Hospital, where possible.

Policy CU2.2 | Council shall work with the Department of Education, Early Learning and Culture to maintain and improve the level of service at the Alberton Elementary School, where possible.

Objective CU3 | Upgrade Existing Recreation Facilities and Programs

While most recreation facilities and programs in the Town of Alberton are in relatively good shape, it is important that Council places emphasis on those facilities that need repair, and provide new programs for the residents of the Town.

Policy CU3.1 | Council shall explore avenues of upgrading Town-owned recreation facilities and Town-operated recreation programs to better meet the unique needs of all residents.

Policy CU3.2 | Council shall collaborate with the Provincial Government to upgrade the

Confederation Trail to enhance the user experience. Potential options include the addition of wayfinding signage or lighting.

Policy CU3.3 | Council shall continue to work co-operatively with the Western School Board and staff of Alberton Elementary School to enhance after school programs.

Objective CU4 | Provide New Parks and Playgrounds

While Alberton has a wide array of recreational facilities, the Town has a limited supply of parks and playgrounds. It is important that new parks and/or playgrounds are developed in and around underserved residential areas, when opportunities exist. This can be achieved by requiring all new residential subdivisions to provide parkland that is desirable for recreational purposes.

Policy CU4.1 | Council shall explore opportunities to develop parks and playgrounds in underserved areas of the community.

Policy CU4.2 | Council shall require that anyone subdividing land shall contribute to the provision and maintenance of the Town's open spaces.

Objective CU5 | Attract Senior Government Offices

The community believes that the greatest gap in Alberton's supply of institutional facilities is the absence of a Province Government office. Council will do their part to attract these services to Alberton.

Policy CU5.1 | Council shall liaise with the Provincial Government to attract an office to Alberton in order to increase the availability of government services.

Objective CU6 | Ensure that Community Uses are Accessible

Council must ensure that community uses are fully accessible and available to all residents including youth, seniors, and those with physical disabilities.

Policy CU6.1 | Council shall work to ensure that Alberton's community uses are accessible to all residents.

Objective CU7 | Support and Encourage Volunteerism

Without the generous support of local volunteers and organizations, the maintenance of recreation facilities and delivery of programs would not be possible. Council acknowledges that they must continue to support the efforts of volunteers in order to prolong recreation services and programming, and further enhance volunteerism.

Policy CU7.1 | Council to promote voluntarism and support the effort of volunteers in order to meet the unique recreation needs of the community.

3.4.3 Indicators

The following indicators shall be used to evaluate the success of the Town's community use objectives throughout the duration of the Official Plan.

- Maintain and upgrade existing institutional facilities, recreation facilities, and open spaces.
- New institutional facilities, recreation facilities, and open spaces.
- Increase the number of recreation after school programs.
- Take measures to maintain and/or improve services at the Western Hospital.
- Take measures to maintain and/or improve services at the Alberton Elementary School.

SECTION 3.5 | Agricultural Uses

3.5.1 Overview

Agricultural uses have been the foundation of the Alberton's economic vitality for generations, and today, the town continues to support a large amount of agricultural land. As such, it is evident that agricultural uses will be a significant economic producer and land use for years to come. Council will prolong the tradition of maintaining agricultural land due to the widespread benefits it provides locally and provincially.

The vast majority of the Town of Alberton's land mass is undeveloped and naturalized. The combination of natural beauty and agricultural land make significant contributions to the town's identity and traditional character that residents appreciate. As such, the Town of Alberton has long felt that these natural areas should either be preserved or reserved for future agricultural development. Council has decided that the town's undeveloped areas shall fall in the Agricultural designation and the Agricultural Reserve Zone, where limited development is permitted, so that this desire can be realized.

As Alberton continues to grow, Council must strive to ensure that the land use impacts that could occur when intensive agricultural uses are located in close proximity to residential areas (e.g., nuisance and health hazards), and vice versa, are minimized. To date, Alberton has been successful at minimizing these conflicts by separating these opposing uses, promoting good land practices, and maintaining positive relationships between farmers and other residents. Council shall continue these practices, in addition to promoting infill residential development options in the community's developed core.

3.5.2 Objectives & Policies

Objective A1 | Support the Long Term Viability of Agricultural Uses

Agriculture is a significant economic activity in the Town of Alberton and as such, Council shall continue to support the long-term viability of agriculture. In addition to supporting existing agricultural uses, Council shall also preserve undeveloped areas and/or reserve them for future agricultural development.

Policy A1.1 | Council shall support organizations and land owners who aim to stimulate agricultural investment and growth in Alberton.

Policy A1.2 | Council shall establish the Agricultural Designation on the Future Land Use Map (Appendix A) to accommodate existing and anticipated agricultural development.

Policy A1.3 | Council shall establish the Agricultural Reserve (A1) Zone in the Development Bylaw that permits agricultural uses, as well as a limited number of compatible uses.

Objective A2 | Mitigate Land Use Conflicts on Residential Properties

As new agricultural uses and residential neighbourhoods are established, it is important for Council to minimize potential land use conflicts between these opposing uses and protect the interests of all land owners, while simultaneously maintaining positive relationships between farmers and the broader community.

Policy A2.1 | Council shall foster a positive relationship between the farming community and other residents to minimize potential land use conflicts between intensive agricultural and residential uses.

Policy A2.2 | Council shall prohibit new residential subdivisions in the Agricultural Reserve (R1) Zone that are located within 500ft of an existing livestock operation, in accordance with the Development Bylaw.

Policy A2.3 | Council shall not approve new residential subdivisions in the Agricultural Reserve (R1) Zone that are located within 501ft - 1,000ft of an existing livestock operation, without first consulting the community, in accordance with the Development Bylaw.

3.5.3 Indicators

The following indicators shall be used to evaluate the success of the Town's agricultural objectives throughout the duration of the Official Plan.

- Maintain existing agricultural uses.
- Attract new agricultural uses and/or preserve agricultural reserve for natural purposes.
- Maintain relationships between the farming community and other residents.

SECTION 3.6 | Environment & Climate Change

3.6.1 Overview

Alberton contains many environmentally sensitive areas, such as undeveloped natural areas, forests, watercourses (i.e., the Town Pond and Alberton Creek), and coastal areas that contribute to the town's appeal. These environmental assets contribute to the Alberton's identity and provide countless cultural, economic, recreational, ecosystem, and aesthetic benefits to the community as a whole. In order to capitalize on the invaluable benefits of the environment, careful measures must be taken to protect environmental assets, particularly from future development. Additionally, some environmentally sensitive areas can pose hazards for development; therefore, protection efforts can simultaneously protect the interests of private land owners.

Climate change, which is the change in traditional weather patterns, is one of the greatest challenges facing Atlantic Canada communities and their environmentally sensitive areas. Climate change is linked to a number of troubling impacts, such as warmer temperatures, increased precipitation, sea level rise, and more extreme weather events. Coastlines in particular, are being adversely impacted by climate change; as temperature, storm surges and erosion rates continue to increase, coastlines will require more heightened attention. The Town of Alberton possesses approximately 5.6 km of coastline, which show signs of flooding and erosion. Fortunately, Alberton's coast is largely undeveloped unlike other communities.

Moving forward, Council shall improve environmental stewardship throughout the community, and lead strategic efforts to protect Alberton's environmentally sensitive areas. Additionally, Council will closely monitor the impacts of climate change as they intensify, and determine if future adaptation and mitigation measures are necessary to protect the community.

3.6.2 Objectives & Policies

Objective EI | Strengthen Environmental Stewardship in Alberton

Alberton's environmentally sensitive areas provide value to the town's identity and resident's quality of life. Due to the environment's impact on all facets of everyday life, Council shall take a prominent role in strengthening environmental stewardship in Alberton and protecting important environmental assets.

Policy EI.1 | Council shall educate the public and development community on the benefits of protecting environmentally sensitive areas.

Policy EI.2 | Council shall collaborate with senior levels of government, groups, organizations to preserve environmentally sensitive areas for current and future generations.

Policy EI.3 | Council shall manage all Town-owned land and open spaces in an environmentally sustainable manner.

Objective E2 | Protect Local Watercourses and Wetlands

Watercourses and wetlands are prominent environmental assets, which are vitally important to sustaining wildlife habitats and important ecological functions. As such, Council shall take measures to ensure that watercourses and wetlands are healthy and protected from future development.

Policy E2.1 | Council shall restrict the disturbance of natural vegetation adjacent to watercourses and wetlands, in accordance with the Development Bylaw.

Policy E2.2 | Council shall establish a buffer zone around local watercourses and wetlands where future development shall be restricted or strictly regulated, in accordance with the Development Bylaw.

Policy E2.3 | Council shall maintain the Watercourse and Wetland Buffer Map (Appendix B) to aid in the protection of local watercourses and wetlands.

Policy E2.4 | Council shall work with the provincial government to ensure that buffer zones adjacent to watercourses and wetlands are appropriately protected and managed.

Policy E2.5 | Council shall confirm that the necessary provincial permits or approvals have been obtained before any decision is made regarding the subdivision or development of properties with, or adjacent to a watercourse or wetland.

Policy E2.6 | Council shall, if necessary, require an applicant to submit a stormwater management plan before any decision is made regarding the subdivision or development of properties with, or adjacent to a watercourse or wetland.

Objective E3 | Direct Development Away from Coastal Areas

Alberton has a substantial amount of undeveloped coastline, which serves important ecological functions and is likely to be affected by the mounting severity of climate change threats. Council shall continue to direct development away from the coast as a means of preservation.

Policy E3.1 | Council shall direct development away from Alberton's coastline, including beaches, dunes, coastal salt marshes, to preserve their important ecological functions.

Objective E4 | Monitor & Respond to Climate Change Impacts

The Town of Alberton will need to monitor local climate change threats and the implications they have for the community. Council may need to take careful adaptation and mitigation measures to protect the town.

Policy E4.1 | Council shall monitor Alberton's climate change impacts, and develop adaptation and mitigation policies and strategies, where necessary, to protect the community and its residents.

Policy E4.2 | Council shall consider climate change impacts when planning, upgrading, and maintaining municipal infrastructure.

3.6.3 Indicators

The following indicators shall be used to evaluate the success of the Town's environment and climate change objectives throughout the duration of the Official Plan.

- Greater awareness of environmentally sensitive areas and environmental stewardship.
- Maintain health of environmentally sensitive areas.
- Eliminate impacts of new development in watercourse and wetland buffer zones.
- Limit coastal development.
- Monitor and document Alberton's climate change impacts.

SECTION 3.7 | Heritage Preservation

3.7.1 Overview

In Alberton's early days, the thriving lumber, fishing, agricultural, and fox farming industries attracted talented residents who were eager to create a vibrant community. The town became a gathering point for hard-working individuals who shaped Alberton's history, cultural values, and built heritage (i.e., historic buildings, places, and streetscapes) into their present day form. Alberton's built heritage provides a strong connection to the town's past. Historic buildings and heritage places are daily reminders of the town's history, and they contribute to the sense of place that exists today.

Alberton has one Provincially Designated Heritage Place and National Historic Site; the Alberton Courthouse was constructed in 1878 as one of PEI's six circuit courthouses, and it holds great heritage and architectural significance. The property is now home to the Alberton Museum & Genealogy Centre, and it has protection to ensure its heritage value is preserved over time. Other built heritage resources line local streets, including 22 Registered Heritage Places. These include: Alberton Arts & Heritage Centre, which was formerly the Presbyterian Church; the old Alberton Train Station, which is now home to a library; and the Alberton Florist building, which is tied to the Profit family and the town's commercial past.

The *Heritage Places Protection Act* offers two types of heritage recognition: Registered Heritage Places have significant heritage value, but no legal protection; Designated Heritage Places have significant heritage value, legal protection, and restrictions for property owners.

Council respects the benefits of Alberton's built heritage and history, and as a result, they will take measures to ensure the town's built heritage and history remains intact over time.

3.7.2 Objectives & Policies

Objective H1 | Celebrate & Promote Local Heritage

Council shall take measures to celebrate the town's heritage, in addition to fostering partnerships with local organizations and those who advance awareness on local heritage, history, and culture.

Policy H1.1 | Council shall maintain and enhance Alberton's mural program to celebrate the town's built heritage, history, and past prominent citizens.

Policy H1.2 | Council shall support, and establish partnerships with the Alberton Museum & Genealogy Centre, Alberton Arts & Heritage Centre, and like-minded groups to raise awareness on Alberton's built heritage and history and advocate for the preservation of heritage places.

Objective H2 | Preserve Built Heritage Resources

Built heritage resources articulate Alberton's rich history to residents and visitors; it tells stories about the town's traditions, community values, and prominent citizens, while simultaneously conserving its established character and design. Council shall take collaborative measures to preserve built heritage and recognize heritage places in accordance with PEI's *Heritage Places Protection Act*.

Policy H2.1 | Council shall collaborate with property owners, local organizations, and senior levels of government to identify and protect local heritage resources, and increase the number of Provincially Registered Heritage Places and Designated Heritage Places in Alberton.

Policy H2.2 | Council shall encourage owners of Registered Heritage Places and Designated Heritage Places to maintain their properties in a good state of repair to ensure that the property's heritage value and character defining elements are maintained over time.

Policy H2.3 | Council shall encourage owners of historic properties and Registered Heritage Places to rehabilitate and adaptively reuse their properties – rather than developing anew - in order to preserve the town's existing built heritage.

Policy H2.4 | Council shall support infill development proposals that complement existing heritage places and historic streetscapes, as opposed to those that detract from them.

3.7.3 Indicators

The following indicators shall be used to evaluate the success of the Town's heritage preservation objectives throughout the duration of the Official Plan.

- More vibrant mural program.
- Greater interest in local history and built heritage preservation.
- Increase the number of Registered Heritage Places.
- Increase the number of Designated Heritage Places.
- Investment in maintaining historic properties and Heritage Places.

SECTION 3.8 | Transportation

3.8.1 Overview

Alberton is bisected by two major streets, Church Street and Main Street, which form the backbone of the town's street network (Appendix C). Church Street is the major east-west collector street; it is a component of Provincial Route 12, which connects Alberton to the Community of Tignish. As a major route, Church Street accommodates relatively high traffic volumes, including a significant number of commercial vehicles. Main Street is the primary north-south collector street for the community. Main Street tends to carry more commercial traffic than Church, as it provides direct access to the Community of Northport, south of Alberton.

Church Street, Main Street, and the portion of Poplar Street leading to the Western Hospital are owned and maintained by the Provincial Government. These provincial streets are in a good state of repair; Church Street (west of Dufferin Street), Main Street (south of Church Street), and Poplar Street were upgraded and/or resurfaced in 2011. The remaining streets are owned and maintained by the Town of Alberton. These local, Town-owned streets are generally narrow, both in terms of the right-of-way and paved areas, and in good condition. Council acknowledges that the continued maintenance and upgrading of Alberton's street network is essential to the town's success and facilitation of vehicles.

Active modes of transportation (i.e., walking, cycling, etc.) are becoming more popular amongst residents as it is an affordable and healthy way to travel. To date, pedestrian traffic has been well accommodated by the provision of sidewalks along Church Street, Main Street, and Poplar Street, the majority of which are in excellent condition and are now kept clear in the winter. Council shall strive to increase active transportation infrastructure / routes, establish a well-connected active transportation network, and improve pedestrian safety in problem areas, such as Church Street near the Jacques Cartier Arena and Alberton Elementary School.

3.8.2 Objectives & Policies

Objective T1 | Maintain and Upgrade Alberton's Street Network

While the majority of Alberton's streets are in excellent condition, it is important for Council to upgrade Town-owned streets, where necessary, and maintain high standards for the construction of new streets and street extensions.

Policy T1.1 | Council shall maintain and upgrade Town-owned streets in order to facilitate the safe and efficient movement of vehicles throughout the community.

Policy T1.2 | Council shall ensure that all new Town-owned streets are designed in an efficient manner to strengthen Alberton's street network.

Policy T1.3 | Council shall maintain a high level of co-operation with the Provincial Government and the *Roads Act*, regarding the ongoing maintenance and the future development of Provincially-owned streets in Alberton.

Policy T1.4 | Council shall maintain the Street Network Map (Appendix C) to articulate the Town of Alberton's street network.

Objective T2 | Establish an Active Transportation Network throughout the Town.

Active modes of transportation provide people with improved mobility, and help strengthen the overall livability of a community due to the wealth of environmental, health, social, and economic benefits that they provide. It is important for the Council to strive provide new active transportation infrastructure / routes (i.e., sidewalks, bicycle lanes, trails, etc.), and to ensure that it is integrated into a formal, well-connected active transportation network.

Policy T2.1 | Council shall invest in new active transportation infrastructure / routes, such as sidewalks, crosswalks, trails, and dedicated or shared bicycle lanes, where possible, in order to establish a well-connected active transportation network.

Policy T2.2 | Council shall maintain the Confederation Trail as a dedicated active transportation corridor.

Policy T2.3 | Council shall establish active transportation connections (i.e., sidewalks, trails, bicycle lanes, etc.), where possible, that link the Confederation Trail to adjacent public spaces and public facilities, in an effort to increase active transportation behavior and to maximize the use of the Town's infrastructure.

Policy T2.4 | Council shall support active transportation educational and awareness initiatives.

3.8.3 Indicators

The following indicators shall be used to evaluate the success of the Town's transportation objectives throughout the duration of the Official Plan.

- Maintain and upgrade existing streets.
- Increase the length of sidewalks, bicycle lanes, and trails.
- Enhance the connectivity of streets, sidewalks, bicycle lanes, and trails.
- Improve the safety of active transportation users.

SECTION 3.9 | Municipal Infrastructure

3.9.1 Overview

Municipal infrastructure, such as sewer, water, and stormwater systems, are an essential component of a healthy community. This infrastructure not only helps meet the basic needs of residents, but their presence also dictates how and where Alberton is developed, and who builds there. While the availability and capacity of municipal infrastructure is a key consideration in development and land use decisions, the day-to-day maintenance and upgrading of this infrastructure is carried out by the Town's utility staff.

The Town of Alberton created a central sewage collection system and sewage treatment lagoon in 1960, and the treatment lagoon was subsequently expanded in 1976. Quarterly assessments of the lagoon and waste management system show that it is operating effectively at this time. That being said, the capacity of the treatment lagoon (which is located along the Alberton Creek in the southern portion of the town) is limited, and another expansion will be required to accommodate Alberton's growth. Council shall take actions to pursue a treatment lagoon expansion and sewer line replacements where necessary.

Alberton does not have a central municipal water system, instead properties are serviced by individual wells. While studies show that Alberton's water quality is good, there are some concerns about the future of local water sources. As the town's density continues to grow, so too may the need for a central water system. A central water system is too costly an endeavor for the short-term, but Council shall investigate if and when a central water system will be required to meet the need of future residents, and what degree of external funding shall be required to make it a reality.

Church Street, Main Street, and a portion of Poplar Street are owned by the provincial government, and have been retrofitted with stormwater infrastructure to manage runoff during storm events. Most of the Town-owned streets lack the desired stormwater infrastructure. Council will enhance the provision of stormwater infrastructure on Town-owned streets, and work closely with the Province to ensure stormwater run-off is managed in a cost-effective and environmentally friendly manner.

3.9.2 Objectives & Policies

Objective MII | Pursue External Funding for Infrastructure Development & Maintenance

The installation and management of sewer, water, and stormwater infrastructure systems is a costly endeavor, particularly for a small municipality. It is important that Council actively monitor Federal funding initiatives to strengthen local infrastructure, particularly in an environmentally friendly manner.

Policy MII.1 | Council shall explore Federal initiatives, such as the Clean Water and Wastewater Fund program, to obtain funding to maintain and upgrade Alberton's vital infrastructure systems.

Objective MI2 | Enhance the Sewage Collection System & the Treatment Lagoon

Alberton's treatment lagoon currently has limited capacity due to increased development pressure. As a result, the Town of Alberton will increase the lagoon's capacity and upgrade the Town's existing sewer lines.

Policy MI2.1 | Council shall ensure that all developed areas are serviced with proper sewer collection and treatment services in order to maintain community health.

Policy MI2.2 | Council shall continue to replace and upgrade existing sewer lines throughout the Town, where possible, and expand the capacity of the sewage treatment lagoon.

Objective MI3 | Provide Access to Healthy Drinking Water

The Town of Alberton will continue to rely on individually dug wells to ensure that all residents have sufficient access to healthy drinking water.

Policy MI3.1 | Council shall ensure that all future developments are serviced by effective well systems in order to give residents access to healthy drinking water.

Policy MI3.2 | Council shall encourage all property owners to perform regular maintenance on their on-site well systems and upgrade older wells when needed.

Objective MI3 | Explore the Need for a Central Water System & Groundwater Protection

It is unlikely that the Town of Alberton will have the means to establish a central water system in the near future. That being said, Council is aware that the community may need this infrastructure in the future, as well as measures to protect local groundwater sources. As such, Council will try to assess the need for these measures, and conduct preliminary exploration to determine when and how these measures shall become a reality.

Policy MI4.1 | Council shall explore the potential creation of a Town-owned and operated central water system in order to meet the future water needs of residents.

Policy MI4.2 | Council shall explore the potential creation of a groundwater management strategy that outlines measures to protect groundwater resources.

Objective MI5 | Expand Stormwater Infrastructure

Many Town-owned streets do not possess the desired stormwater infrastructure at this time, but Council will strive to install this infrastructure, and upgrade that which already exists. Council shall also work closely to ensure that all development has the necessary stormwater infrastructure in place to mitigate the impacts of surface water runoff.

Policy MI5.1 | Council shall ensure that all developed areas are serviced with proper stormwater infrastructure in order to control surface water runoff.

Policy MI5.2 | Council shall continue to install and upgrade stormwater infrastructure lines on Town-owned streets, where possible.

3.9.3 Indicators

The following indicators shall be used to evaluate the success of the Town's municipal infrastructure objectives throughout the duration of the Official Plan.

- Obtain Federal funding for municipal infrastructure.
- Maintain and upgrade Town-owned sewer lines and stormwater infrastructure.
- Expand the sewer treatment lagoon.
- Determine if a central water system or groundwater management strategy is necessary.

SECTION 3.10 | Protection & Waste Services

3.10.1 Overview

There are additional services that are vital to Alberton's health and longevity, though they do not impact the community's development, land use, and community design to the same degree as the previous categories. Still, their significance should be recognized.

Alberton Fire Department was established in 1876 and is one of the oldest fire departments on Prince Edward Island. The department is a Town-owned service, which serves the Alberton Fire District, the Greenmount-Montrose Fire District, and the Community of Northport. It is a volunteer group with a current manpower complement of 25 firefighters plus the Chief, Deputy Chief and three Captains. The existing fire hall was constructed in 2002, and is fully equipped with modern communication software, a fleet of vehicles, and additional rescue and fire equipment.

Local police services are supplied by the Royal Canadian Mounted Police (RCMP) under the Provincial Policing Contract. This arrangement has worked adequately for many years, and the current level of protective servicing is sufficient because Alberton's crime rate is reasonably low. The RCMP also provides a community liaison officer, who attends Council meetings and provides reports. Council's sole concern about policing occurred with the RCMP detachment relocated to Elmsdale years ago.

In 2002, the Island Waste Management Corporation (IWMC) was established across Prince Edward Island to provide a centralized solid waste management service that allows for the source separation of waste into recyclables, compost and waste.

3.10.2 Objectives & Policies

Objective PW1 | Provide Effective Fire Protection Services

The Alberton Fire Department provides quality fire protection services to Alberton and surrounding communities, and Council shall prolong this service into the future.

Policy PW1.1 | Council shall allocate funding for fire protection services and staff training needs in the Town's annual budget.

Policy PW1.2 | Council shall review the quality of fire protection services on an annual basis to determine if and where improvements are necessary.

Objective PW2 | Utilize RCMP Protection Services

The Royal Canadian Mounted Police (RCMP) services are supplied under the Provincial Policing Contract, which is paid for by the Town of Alberton. Council shall continue to utilize this service to protect the residents of Alberton.

Policy PW2.1 | Council shall work with senior levels of government in order to continue providing RCMP protection services to the community.

Policy PW2.2 | Council shall review the quality of RCMP protection services on an annual basis to determine if and where improvements are necessary.

Objective PW3 | Provide a Solid Waste Management System

The Island Waste Management Corporation (IWMC) has been established across Prince Edward Island, and Council shall continue to utilize this service in Alberton.

Policy PW3.1 | Council shall work with the Province and IWMC in order to continue providing solid waste management services to the community.

Policy PW3.2 | Council shall encourage residents and businesses to comply with waste separation and recycling regulations.

3.10.3 Indicators

The following indicators shall be used to evaluate the success of the Town's municipal services objectives throughout the duration of the Official Plan.

- Allocate funding for fire protection services and training.
- Maintain fire, police, and water management services.
- Evaluate the quality of fire and RCMP protection services on an annual basis.

SECTION 3.11 | General Development

3.11.1 Overview

The majority of the Official Plan's specific objectives and policies are organized under clearly defined land use categories, such as residential uses, commercial uses, and built heritage. That being said, there are a small number of objectives and policies that are shared throughout the community, and are applicable to multiple land use categories. These broad items are outlined in this section. Though these objectives and policies are referred to as general, their presence helps maintain Alberton's traditional character and position as a regional service centre.

3.11.2 Objectives & Policies

Objective G1 | Establish General Provisions for All Zones

There are a variety of development procedures, regulations, and opportunities that exist for all land use categories. These general provisions must be clearly established to ensure that the development occurs in an organized manner and the potential for land use conflicts are reduced.

Policy G1.1 | Council shall establish general provision in the Development Bylaw that outline development procedures and regulations that apply for all land use zones. These general provisions exist for a variety of items, including but not limited to:

- Permit Application Process;
- Payment;
- Development Agreements;
- Lot Frontage;
- Accessibility;
- Site Work;
- Inspections;
- Non-conforming Lots;
- Non-conforming Uses;
- Underground Parking;
- Accessory Structures;
- Outdoor Swimming Pools; *and*
- Bed & Breakfasts.

Objective G2 | Allow Signage that Compliments Alberton's Character

Signage can provide benefits to local businesses, and it has the ability to make positive contributions to Alberton's buildings and streetscapes. Regulations will be adopted to ensure that signage compliments Alberton's established character and does not create public nuisances or hazards.

Policy G2.1 | Council shall establish standards in the Development Bylaw that regulate the number, size, height, placement, lighting, and design of signage throughout the community.

Objective G3 | Provide Sufficient Off-street Parking for All Land Uses

Though many residents rely on active modes of transportation, the success of local businesses and service providers partially depends on accommodating automobile traffic. As such, Council acknowledges the need to establish minimum off-street parking requirements for all land uses in order to accommodate customers and employees.

Policy G3.1 | Council shall create minimum off-street parking requirements in the Development Bylaw for all land use categories to ensure that customers and employees have sufficient access to parking.

Policy G3.2 | Council shall create requirements in the Development Bylaw to regulate the design of parking spaces and facilities.

Objective G4 | Enhance Tourism Development Efforts

Alberton's tourism sector has not been developed to its fullest, but with greater efforts, tourism could help strengthen the local economy. The Town of Alberton will support development opportunities that attract and accommodate more tourists. Additionally, the Town will strengthen its relationships with local partners to enhance the tourism industry and better promote the region as a destination.

Policy G4.1 | Council shall direct local development efforts toward strengthening local tourism infrastructure, accommodations, and services.

Policy G4.2 | Council shall encourage Alberton businesses and organizations to expand their tourist services.

Policy G4.3 | Council shall work with senior levels of government, tourism-focused organizations, and neighbouring communities to expand tourism promotional efforts for the western portion of Prince County.

3.11.3 Indicators

The following indicators shall be used to evaluate the success of the Town's general development objectives throughout the duration of the Official Plan.

- Permit well-designed signage.
- Viable off-street parking lots for new development.
- Increase the number of tourists in Alberton and western Prince County.

Section 4



Implementation

SECTION 4.1 | Implementation Overview

4.1.1 Administration

Administration and implementation of this Official Plan is the responsibility of Council. The Council shall, however, seek the input of Planning Board and other Committees on matters pertaining to the Plan. The primary implementation tool for the Plan is the Development Bylaw. Aspects of the Official Plan such as Council's operating policies and procedures and other appropriate Council actions may also be implemented through other municipal bylaws or regulations. Council may also delegate aspects of the implementation of this Plan to a Development Officer appointed by Council.

4.1.2 Development Bylaw

Immediately upon the approval of this Plan by the Minister of Communities, Land and Environment, Council shall amend its current Development Bylaw to be in conformance with the policies and provisions of this Official Plan, according to the provisions of the Planning Act. This revised and consolidated document shall be referred to as the Town of Alberton Development Bylaw.

The Development Bylaw shall set out specific land use zones, permitted uses for each zone, standards and procedures for development and land use, and procedures and standards to control the subdivision and consolidation of land in the Town. The Bylaw may also provide for "conditional" and "special permit" uses.

Approval of Development or Change of Use

The Development Bylaw shall require any person undertaking any development or change of use of land or premises, or subdivision/consolidation of land to apply for a development permit using a standard application form. Exceptions shall be noted in the Bylaw. Council may attach such conditions, as it deems appropriate to any development permit in order to ensure conformance with this Plan.

The Bylaw may also require submission of a Construction Plan for the development outlining such details as construction phasing, stockpiling of soil, screening or fencing, erosion or run-off control measures, heavy truck access and any other item, which could present a nuisance or hazard during construction.

Once the development is approved, a numbered permit will be issued which must be displayed at the site. The receipt of a permit does not excuse the applicant from complying with any provincial or federal laws in force, such as fire protection, health and safety, sewage disposal, plumbing and electrical installations and others. Council also shall collaborate with appropriate provincial officials during the permit issuing process.

Development Agreements

Council may, at its discretion, require the Developer of a development or a subdivision to enter into a Development or Subdivision Agreement. This agreement will contain all conditions, which were attached to the building permit or subdivision approval and will be legally binding on both parties.

Variances

Council may grant variances to the provisions of the Development Bylaw where strict compliance would represent an inappropriate burden to the land owner and where the general intent of this Official Plan is upheld.

Rezoning

Council may amend the Future Land Use Map of the Official Plan where the rezoning would not create potential land use conflicts.

4.1.3 Review

Council shall, on a regular basis, review its activities in terms of the successful implementation of this Official Plan in accordance with the provisions of the Planning Act.

4.1.4 Amendments

The Official Plan and Development Bylaw may be amended as circumstances change in the Town or in response to requests from the public, provided that all provisions of the Planning Act are met.

4.5 Appeal Procedures

Any person who is dissatisfied with a decision of Council in the administration of the Official Plan or the Development Bylaw may, within 21 days of the decision, appeal that decision in accordance with the provisions of the Planning Act.