

TOWN OF PETROLIA

COMMUNITY WELL-BEING MASTER PLAN



CEEH Master Plan+
Health Care Village



DIALOG[®]

ACKNOWLEDGMENTS

The project team, including the Town of Petrolia and Bluewater Health, would like to extend their sincere gratitude to all of those individuals who participated in the planning process. By providing input and opinions, posing challenges, and identifying opportunities, we have come together to develop a unique and transformative Master Plan.

- Residents of Petrolia and Central Lambton County
- Petrolia/CEEH Joint Steering Committee
- Town of Petrolia Staff
- Bluewater Health Staff
- Bluewater Health Board
- Staff and Board of the Erie St.Clair Local Health Integration network (LHIN)
- Mayor and Councils of all the municipalities involved
- Central Lambton Family Health Team

This document has been prepared by
DIALOG for use and implementation
by the Town of Petrolia.

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CONTENTS

PREFACE	IV
EXECUTIVE SUMMARY	VI
1.0 INTRODUCTION + VISION	1
1.1 Vision	2
1.2 Community Well-being	6
1.3 Planning Principles	8
1.4 Community Engagement + Project Process	10
2.0 EXISTING CONDITIONS + OPPORTUNITIES ...	15
2.1 Town Structure	16
2.2 Environmental Factors	18
2.3 Spaces for Active Living	20
2.4 Heritage Properties	22
2.5 Vacant Properties	24
2.6 Community Hub / Health Hub	26
2.7 Health Hub Context	28
2.8 Social Housing	30
3.0 CONCEPT PLAN + DESIGN DIRECTIONS	35
3.1 Design Directions	36
3.2 Concept Plan	40
3.3 CEEH Concept/Site Plan	45
4.0 BUILT FORM FRAMEWORK	49
4.1 Development Sites + Land Uses	50
4.2 Block Structure	50
4.3 Building Heights	52
4.4 Building Design	53
4.5 Heritage Properties	55
5.0 PUBLIC REALM FRAMEWORK	59
5.1 Open Space Typologies	60
5.2 Public Realm Design	68
5.2 Civic and Community Facilities	72
6.0 MOVEMENT FRAMEWORK	75
6.1 Street Typologies + Hierarchy	76
6.2 Active Transportation	82
6.3 Parking Strategy	85
6.4 Regional Transportation Strategies	85
7.0 IMPLEMENTATION	87
7.1 A Living Document	88
7.2 Administering + Monitoring the Plan	88
7.3 Summary of Recommendations + Phasing	89

PREFACE

THE CHALLENGE

Across Canada, typically, our health care system is focused primarily on treating physical ailments, illnesses, and diseases. While some steps have been taken to emphasize health education and prevention, the approach to health care remains generally reactionary, with an overwhelming focus on physical illness. There is, however, a growing recognition that we need to adopt a more pro-active approach that addresses underlying determinants of health, so that we can curb the occurrence of preventable illnesses and conditions; thereby improving health outcomes for individuals and reducing stresses on our health care system. In doing so we strengthen our health care system, build its resiliency and efficiency, and ultimately foster a more sustainable and effective approach to health care.

Our health is affected by a wide range of factors. Consider, for example, the impact of stress and pressure in one's life, which can leave us vulnerable to physical or mental illnesses. Stress may stem from work, increasing costs of living, caring for aging parents, or other factors. Conversely, for some of us, stress may not be a major determinant of health, rather it could be an inactive lifestyle if we live in an un-walkable community and are forced to drive to meet our daily needs, limiting physical activity and free time for recreation.

In many communities, including rural communities such as Petrolia, social isolation, loneliness, and related social/psychological factors have had a profound effect on some people's physical and mental health. As our communities grow older, these challenges of social isolation become more acute.

Public Health Canada summarizes the point about inter-related health factors well:

At every stage of life, health is determined by complex interactions between social and economic factors, the physical environment and individual behavior. These factors are referred to as 'determinants of health'. They do not exist in isolation from each other. It is the combined influence of the determinants of health that determines health status. (<http://www.phac-aspc.gc.ca/ph-sp/determinants/index-eng.php>)

To a certain extent, the complexity of different health factors (economic, social, environmental) and their inter-relationships frustrate our attempts to understand them. We can not claim that a single factor (physical activity) is directly linked to a health outcome (diabetes), without acknowledging that other factors (diet) may play role and that those other factors are affected by still more factors (access to healthy food, time to prepare one's own meals, etc.).

Although we cannot claim a perfect understanding of how these factors combine to determine health outcomes, we cannot use this as an excuse for inaction. There is a good deal that we do know about the inter-relationship between these factors, and health outcomes, particularly in terms of a community's physical environment and condition.

THE OPPORTUNITY

We know that we can design and plan our communities to enable people to lead healthier, happier lives. To move forward we need to: first, recognize the complex inter-relationships between health factors and outcomes; and second, adopt a pro-active approach to managing overall health and well-being that takes account of these factors as feasible and proposes strategies to address underlying causes.

This Master Plan takes hold of the opportunity to establish a decision-making framework that will allow the Town of Petrolia to improve collective and individual well-being in the Town of Petrolia and Lambton County. It recognizes that there are a number of actions the Town can undertake, in cooperation with stakeholders and partners, that will affect health outcomes. This includes managing the ongoing evolution of the Town's physical environment, with consideration for the social and economic effects that will result. Bluewater Health is a key partner in this effort, in addition to residents and neighbouring municipalities,

Bluewater Health and the Town of Petrolia have partnered in a joint planning effort to improve health and well-being in Petrolia and Lambton County. The two outcomes of this process are this Community Well-being Master Plan (to be implemented mainly by the Town) and the Charlotte Eleanor Englehart Stage 1 Master Plan (to be implemented by Bluewater Health).

What is a Master Plan?

A master plan is a vision for the future and a roadmap for how to get there. Master plans can be prepared to address a variety of physical scales, from buildings (such as hospitals), to neighbourhoods, towns, cities, and regions, and may consider a variety of time scales from the short to long term.

EXECUTIVE SUMMARY

Changes are coming to Petrolia and Lambton County, and for the better!

The Town of Petrolia, in collaboration with Bluewater Health, has been engaging residents of Petrolia and Central Lambton County to shape a Vision for the community's future. The result is a Community Well-being Master Plan (the Plan, here on) that outlines guidelines, physical improvements, and other projects and initiatives that will improve the overall well-being of residents and provide a great quality of life.

"We want to support **healthy, active lifestyles**"

"Focus on **quality of life**"

"Take a **proactive approach** to health and wellbeing"

"Affordable **housing** is key"

COMMUNITY VISIONING IDEAS

"We should **build relationships** between service providers and community groups"

"We want to support **community resilience** to environmental, health, and economic shocks"

"Spaces and our plans should be **flexible and adaptable**"

"Sustainability is key"

A Collaborative Process

Residents of Petrolia and Central Lambton County have been engaged throughout the process to help define a Vision for the future and the key objectives the Plan should respond to.



Community Engagement Events

Planning for Well-being

By planning for the overall well-being of residents, the Town can have a greater positive impact on people's quality of life and health. This helps to manage the use of health care resources, so that the CEE Hospital can continue to thrive.

Well-being is affected by a range of factors. Early in the planning process we engaged the community to define their priorities for improving well-being. The diagram at right includes the indicators or aspects of well-being that the community defined, and which provide the basis for this Plan.

Some key priorities we heard included prioritizing housing security and creation, supporting active lifestyles, and access to social spaces.



Addressing Housing Needs

Having a safe, affordable, and secure place to live provides stability in people's lives that allows them to hold down a job, pursue education, and stay within their community as they age.

The community has made clear that housing affordability is a key issue. Although the Town cannot control land values or rents, there are several strategies that the Town can implement, in coordination with the private sector. While there is no single solution to improve housing affordability, the Plan outlines a range of strategies that can be deployed to address housing needs.

Strategies to Support Affordable Housing

- Support the adaptive re-use of vacant spaces for residential uses.
- Encourage the development of secondary suites.
- Encourage the use of the home as an affordable work space.
- Work with public and private sector partners to encourage affordable housing units in private developments.
- Encourage more residential development.



Excerpt of Concept Plan showing future improvements

Supporting Active Living and Healthy Lifestyles

The Plan supports physical health by encouraging active transportation choices like walking and cycling, providing diverse options for active and passive recreation, and supporting access to healthy food options. Multiple guidelines of the Plan come together to achieve these goals, several key aspects are described below:

Creating great places to walk, ride a bike, and be active. The Plan identifies improvements to streets like street trees, furnishings, sidewalks, and connections that define pleasant and active streets.

A diverse network of community facilities, open spaces, and recreation options. The Plan provides for a range of different spaces in which people can engage in play, sport, and reflection, and also connect with nature.

Access to healthy food. The Plan encourages a continued population density in the core of the Town to support local businesses like grocery stores. The Plan also supports the creation of more community gardens.

A vibrant and social environment. By revitalizing public spaces, and encouraging more residential development in walking distance of Petrolia Line, the Plan helps to create an environment for social activity and interaction. This is a place to bump into friends, visit with family, and engage with range of amenities and services available locally.



Facilitating Re-development of the CEE Hospital

The Charlotte Eleanor Englehart Hospital, operated by Bluewater Health, is a critical health care resource in Central Lambton County, and will continue to be in the future. The hospital is in need of renovations and upgrades to improve the quality of care and service for patients, staff, and visitors.

A complement to this Master Plan is the Stage 1 Master Plan prepared for the CEE Hospital, which outlines in a multi-phase, multi-year process a strategy for its renovation and improvement. This Plan and the CEE Hospital Master Plan are coordinated to support the continued success of the CEEH by supporting its redevelopment and by taking a more pro-active approach to health and well-being in Petrolia and Lambton County.

Key Master Plan elements:

- Maintain the number of beds in the Emergency Department.
- Create an improved waiting area for patients and their families.
- Internal renovations to existing emergency department and diagnostic imaging department.
- Renovations of existing hospital for infrastructure and building systems upgrades.
- Administrative space moved out of Heritage House to shell space within Hospital facility.

Subsequent improvements are also planned over the coming 5 - 15 years.





INTRODUCTION + VISION

This section introduces this Community Well-being Master Plan (the Plan, hereon) by outlining the project Vision, process, and objectives. It also outlines the concept of community well-being as it is applied in this Plan.

It contains the following sections:

- Vision
- Community Well-being
- Planning Principles
- Project Process + Community Engagement

How can I Use this Plan?

This Plan provides a roadmap to achieving the community's vision for a healthy, active, and thriving Petrolia. It is a guide for decision-making, it provides a central touch stone by which Town staff, elected representatives, community members, developers, and other stakeholders, such as Bluewater Health, can come together to manage growth and change.

The document is intended to be user-friendly and easily understood, where technical terms are necessary, a definition is provided in the appendix of this document.

1.1 VISION

Community Well-being Master Plan Objectives

- Identifying measurements for community well-being in Petrolia and central Lambton county
- Developing a concept for the evolution of a “Health Care Village” that includes supporting and complementary services and operations to the CEE Hospital
- Identifying planning and urban design initiatives the Town of Petrolia can undertake to improve community wellbeing

Hospital Master Plan Objectives

- Assessing the physical condition of the CEE Hospital
- Analyzing service and health care needs for the surrounding community
- Identifying capital investments to improve Hospital operations, efficiency, and service over the long term

1.1.1 A Sustainable Approach

This Plan implements a vision for more sustainable approach to planning for public services, in several respects. First, by focusing on a holistic conception of health and the various factors that support it (environmental, economic, social, cultural, political) the Plan reinforces a pro-active and more effective approach to providing public services. Setting the overall well-being of the community as its goal affirms the priorities and range of factors the Town will consider in its decision making, including as it engages with other levels of government. Second, this also positions the Town and its partner agencies, including Bluewater Health, to address the range of underlying and inter-related factors that affect people’s health and thereby effect more sustainable and influential impacts on health outcomes. Lastly, there are several specific recommendations, land use, and urban design strategies in this Plan that foster a more sustainable approach to planning and development. This includes measures like directing growth toward existing vacant and infill development lots that are already serviced and integrated with the town, thereby optimizing the use of public investments.

1.1.2 A Road-map for the Future

The Petrolia/CEEH Master Plan project is a joint initiative by the Town of Petrolia and Bluewater Health to develop a Master Plan for the Charlotte Eleanor Englehart (CEE) Hospital and its surrounding community. The project’s over-arching objective is to improve the well-being of the community served by the CEE Hospital, including residents of Petrolia and the surrounding area. The project has two principal outcomes: first is this Community Well-being Master Plan (the Plan, hereon) focusing on Petrolia and its physical environment; and, second is the CEE Hospital Master Plan that addresses how the CEE Hospital will evolve and grow into the future to meet the needs of the community.



Stakeholder Workshop #1

This Plan is designed to serve as a road-map that the Town of Petrolia, including residents, property owners, businesses, and partners, can use to work toward realizing the Vision for community well-being. It is not intended to bring strict guidelines into force, nor is it intended to provide detailed plans for physical improvements to the community. Instead, it outlines at a conceptual level some key improvements and initiatives that could be undertaken to help improve well-being in Petrolia (refer to section 7, Implementation). These initiatives are complemented by more detailed guidelines, Design Directions, a Vision, and Planning Principles, that will guide public decision-making and investment.

Interpreting this Plan

This Master Plan aligns with policy direction from the Government of Ontario, Lambton County, and the Town of Petrolia, including the municipal Official Plan. It is not intended as a policy document, but rather a set of guidelines and benchmarks toward achieving the Vision that was developed in collaboration with input from community members, stakeholders, elected representatives, and Town staff as well as Bluewater health. In the event of a conflict between this Plan and the Official Plan, the Official Plan will prevail.

Please note that diagrams and maps in this Plan are intended to be conceptual and illustrative. The boundaries and locations of buildings, roads, paths, parks, and land use designations are approximate and should be considered as such.

1.1.3 A Collaborative Foundation

The Town of Petrolia and Bluewater Health share a common wish to improve the quality of life and overall health and well-being of the community they serve. Early conversations led to the realization, not only of this shared objective, but of the opportunity to achieve better more influential outcomes for the community if they worked together. The collaborative relationship between Town and Hospital quickly became the basis for the joint planning exercise.

This collaborative relationship is expected to continue and become a key asset in implementing the CEEH Master Plan and the Community Master Plan and developing the model for a Health Care Village. Both the Town of Petrolia and Bluewater Health look forward to a continued and productive working relationship.

1.1.3 A Common Vision

The following articulates the Vision for the Health Care Village concept and the aspiration to improve well-being, such that all of Petrolia contributes to achieving the health Care Village concept.

At its heart, the Health Care Village strives for the overall social, physical, and mental wellness of the community it serves. It will encompass a place for active living, healthy lifestyles, secure and affordable housing, and access to a broad range of health care services, as well as cultural and commercial amenities. It will be a place for people of all ages and means, at all stages of their lives. It will be a place built on relationships and social networks, and a place that is closely aligned with the needs of the community, supporting health care clients, as well as their families, friends, and caregivers.

The Health Care Village will establish a bold and innovative model for health care, one that is defined by a pro-active approach to supporting the community's overall health and wellbeing. It will be guided by complementary expertise from the Town of Petrolia and Bluewater Health to provide the services, amenities, and spaces that define a more sustainable, community-based, and integrated model for health care.

The Health Care Village will support existing health care services in Petrolia, such as the CEE Hospital (including the Emergency Department) and Central Lambton Family Health Team, by providing complementary services and amenities that improve community wellbeing.

our vision

What is a Health Care Village?

The 'Health Care Village' is a model for a mutually supportive relationship between the Town of Petrolia, the CEE Hospital, other service providers (such as the Central Lambton Family Health Team), and the broader community.

The concept was identified by the Town of Petrolia and Bluewater Health early in the project process. It is built around a holistic concept of health that considers not just physical factors, but overall well-being, and the social, environmental, and economic factors that impact it. The Health Care Village model provides a broad range of physical services, spaces, resources, and amenities that support collective and individual well-being.

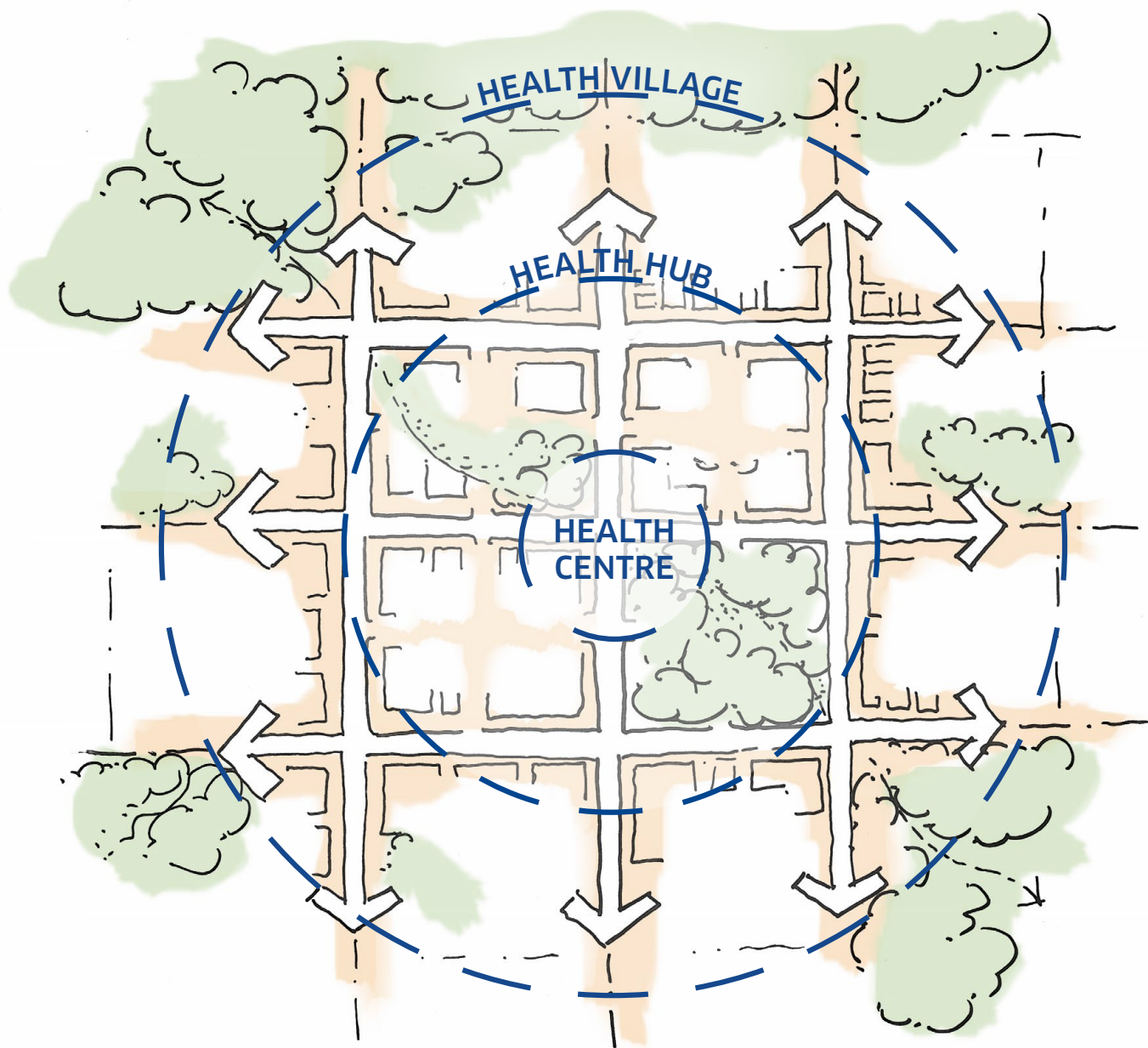


Figure 1.1: This parti diagram illustrates the concept of a Health Care Village encompassing concentric circles of health related services. It is intentionally abstract, to encourage you to think of the Health Care Village as not being defined purely by individual facilities, rather by the integration of community-wide assets.

How do we define community well-being?

We have adapted the following definition, borrowing from Wiseman and Baker: the combination of social, economic, environmental, cultural, and political conditions identified by individuals and their communities as essential for them to flourish and fulfill their potential and which influences the overall physical, social, and mental wellness of a community. (Wiseman and Basher, 2008:358).

World Health Organization Definition of Health

The World Health Organization also adopts a similarly broad definition of health that informed the project: "A state of complete physical, mental, and social wellbeing and not merely the absence of disease or infirmity."

1.2 COMMUNITY WELL-BEING

Making the Connection: Physical Environment and Health Outcomes

We often focus on a person's physical condition when we discuss their health, but this ignores the social, environmental, and mental factors that affect health outcomes. These factors are sometimes referred to as 'determinants of health' and encompass a wide range of inter-related factors. This Plan adopts a holistic approach to planning for the overall health and well-being of the community by influencing these determinants of health and enabling people to lead overall more healthy lifestyles.

This Plan takes this definition as a starting point, while bringing an intentional and focused approach to design that recognizes the impact our built environment has on community well-being.

Why is it important?

Health care in Canada is typically focused on treating physical illnesses, but there is a growing recognition that a more comprehensive approach to health care is needed. By focusing on improving community wellbeing, we seek to understand and influence the various factors that impact a person's health.

Well-being in Petrolia

Well-being can be defined in a variety of ways, but for the purposes of this project we have identified those aspects of well-being that this Plan could impact. The following are aspects of well-being that this Plan aims to influence, and which serve as key inputs for this Plan:

- **Quality of Life + Patient Experience:** people are better able to undertake their day-to-day activities, with comfort and enjoyment. Clients have an overall positive experience of the health care system.
- **Complete Community:** the ability for people to live, work, and play within walking distance.
- **Social and Cultural Vitality:** the extent and resilience of social interactions and bonds.
- **Accessibility and Inclusivity:** designs are considerate of vulnerable groups.
- **Belonging:** people have a sense of ownership and personal investment.
- **Natural Systems:** designs work with and regenerate natural systems: water, energy, air, wildlife, climate, etc.
- **Sustainable + Resilient:** considers full life-cycle costs and hazards.
- **Public Realm:** a robust framework of connected open spaces and social spaces that provide public amenity, fosters social integration, and supports the function of natural systems and the built form.

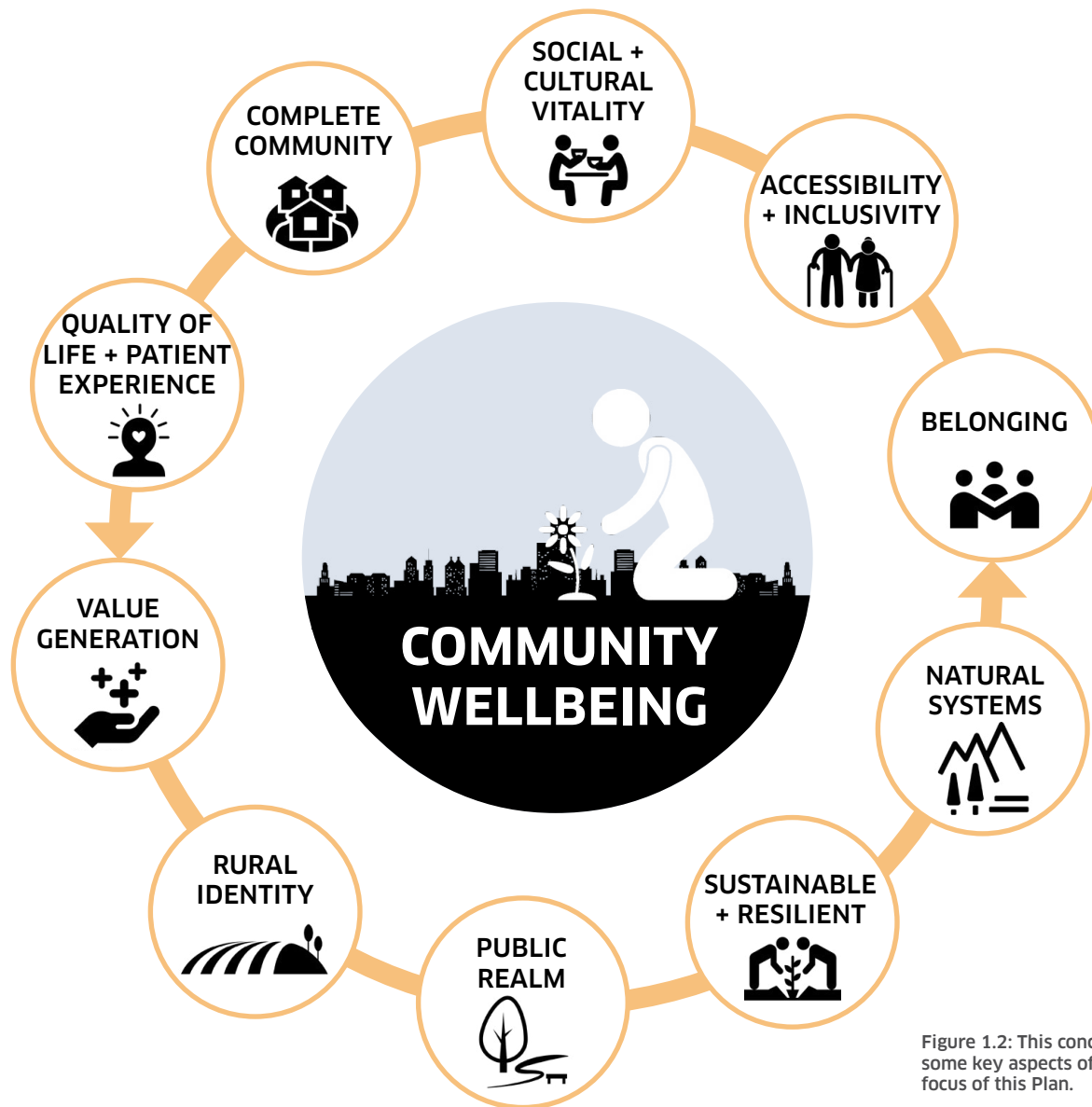


Figure 1.2: This conceptual diagram illustrates some key aspects of well-being that are the focus of this Plan.

- **Rural Identity:** responds to the unique conditions and opportunities of the rural environment and supports an identifiable character and cherished sense of place.
- **Value Generation:** investment creates long-term opportunities for value generation.

These criteria complement the Plan Frameworks and recommendations of this document, and should be applied as part of the decision-making and design process for future development projects. A structure for this decision-making framework is included in Appendix A.



1.3 PLANNING PRINCIPLES

The following Planning Principles, taken together with the Vision, outline the aspiration and goals of the Plan and provide a foundation for decision-making as the Plan is implemented.

Supporting Integration and Collaboration

The Plan will strive to support the integration of multiple health, social, and planning services that impact community health and wellbeing, and to foster collaboration between service providers, institutions, government, and residents.

Fostering Community Well-being

The Plan will be built around a holistic and pro-active approach to understanding and supporting community health and wellbeing, with a special focus on how a multitude of interrelated factors—design of the built environment, the health of the natural environment, transportation options, social services, health care, access to food, housing security, and social contact—impact the health and wellbeing of individuals and communities.

Putting the Patient First

The Plan will put the interests and overall experience of patients first in making decisions between various design solutions, service initiatives, policies, and services.

Supporting Caregivers & Families

The Plan will aim to support the health and wellbeing of not only immediate health care clients, but their support networks of families and friends, and the caregivers that serve them.

Focusing on Quality of Experience and Quality of Life

The Plan will consider the overall quality of people's experience with the health care system, as well as their quality of life outside of the formal health care system, recognizing the implicit connection between the two. The Plan will provide a balanced focus on broader social/cultural/economic/health needs, while still planning for excellence in acute care.

Supporting Active Lifestyles

The Plan will aim to support active and healthy lifestyles within the community, leveraging opportunities for active transportation, fitness, and access to healthy food options among others.

Fostering Interoperability

The Plan will build towards the interoperability of health care services and infrastructure, in part by supporting relationships between providers and creating physical synergies.

Establishing a Model of Rural Care

The Plan will establish an effective and efficient, model for rural health care that leverages multiple strategies to provide health services needed to serve a broad catchment area. This reflects opportunities to use new technologies and systems to expand the provision of health care services remotely but not at the expense of, or in place of, access to face-to-face personal care.

Supporting Research, Education, and Innovation

The Plan will encourage opportunities for research and education, so that the Health Care Village is positioned to be a leader in health care and supporting community wellbeing, particularly in a rural context.

Fighting Social Isolation and Loneliness

The Plan will take steps to mitigate social isolation and loneliness, recognizing this is a health concern in the Central Lambton community.

Supporting Independence

The Plan will support opportunities for people to make decisions about how they receive health care and in what capacity. This includes supporting opportunities for people to age in place, to safely access different services and amenities, and to live independently. It also means addressing a range of housing needs, including assisted living, and short-term housing for people in crisis situations.

Building Sustainability and Resilience

The current health care system is overly focused on acute care and can become over-burdened dealing with health and social issues it is not designed to address. The Plan will aim to design a more sustainable and resilient local health care system by addressing a range of factors that impact health outcomes, and providing the range of social and health care services so that people's needs are met efficiently.

Being Proactive

The Plan will, by its nature, establish a proactive approach to managing and improving the community's health and wellbeing.



1.4 COMMUNITY ENGAGEMENT + PROJECT PROCESS

1.4.1 Project Process Overview

The project process was designed to be open, transparent, and collaborative, providing multiple opportunities for stakeholders and the public to make their voices heard. The milestones of the Hospital Master Plan Process and Community Well-being Master Plan process were aligned so that inputs from both processes could be shared and refined during joint open houses. Meetings were held with the Joint Steering Committee for the project (consisting of representatives from Bluewater Health and the Town of Petrolia) in each phase.

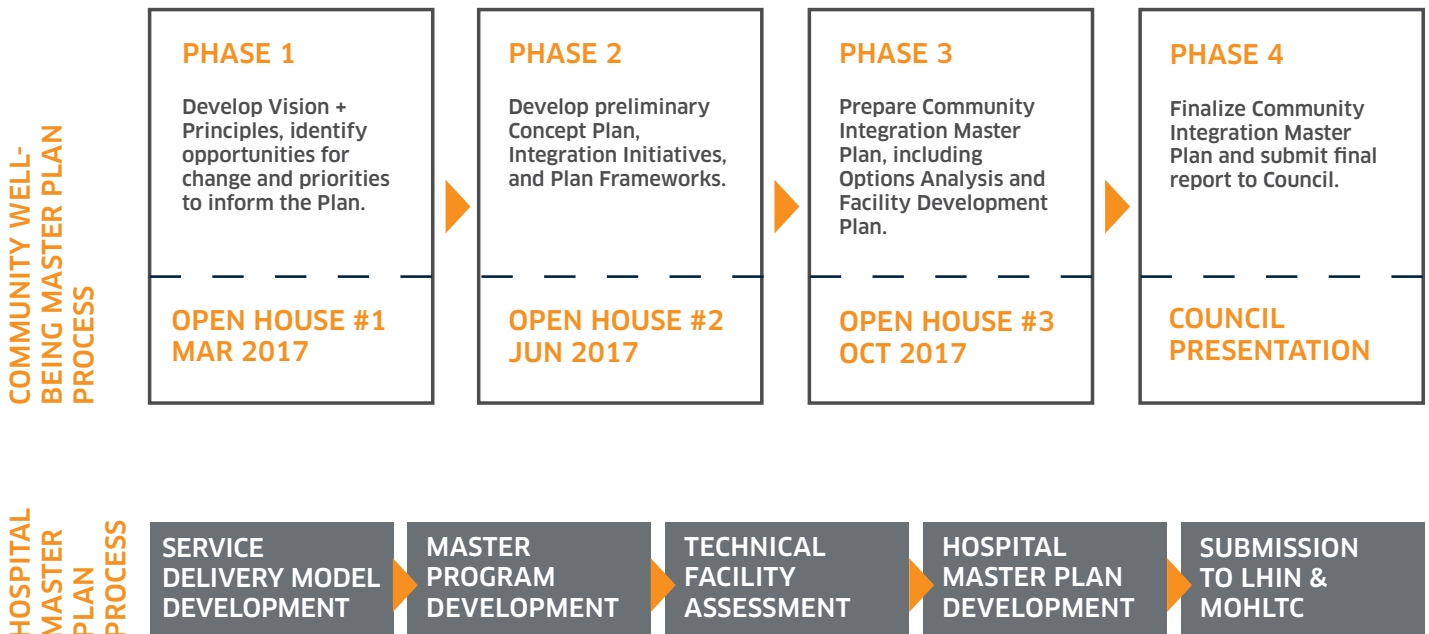


Figure 1.3: This diagram outlines the key phases and milestones that defined the project process.

1.4.2 Project Kick-off Events

Meeting 1: Town of Petrolia Stakeholder Meeting (Jan. 16, 2017)

This meeting held with key stakeholders focused on identifying the major inputs, considerations, and objectives for the Petrolia/CEEH Master Plan.

Meeting 2: Petrolia/Bluewater Health Joint Kick-off Meeting (Jan. 17, 2017)

This was the first meeting held with the Joint Steering Committee for the project, and focused on drafting the project's Vision, Principles, objectives, and approach/methodology for the Petrolia / CEEH Master Plan.

1.4.3 Draft Vision + Community Well-being Measures

Internal Design Pin-up

Members of DIALOG convened to discuss the direction for the Plan, including the measurements for community well-being, and potential recommendations or solutions that could be brought forward. Staff from various disciplines, including interior design, planning, urban design, architecture, and engineering, contributed their perspective, lending fresh eyes to some key issues.

Stakeholder Workshop (Mar. 27, 2017)

In this workshop, stakeholders and members of the Joint Steering Committee provided input on the measurements for community well-being, identifying opportunities and design directions for the Health Care Village concept.

Public Open House #1 (Mar 27, 2017)

This was the formal launch to the public engagement component of the project, introducing people to the project's objectives, deliverables, work program, and timing. In addition, feedback was sought on the draft Vision, Planning Principles, and existing conditions and opportunities analysis.

1.4.4 Draft Concept Plan and Design Directions

Local Residents Meeting (Jun. 5, 2017)

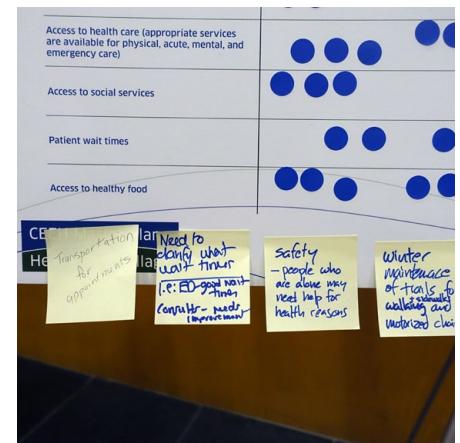
Members of the project team met with residents who own homes adjacent to the CEE Hospital to hear and discuss their concerns about the hospital's potential expansion and growth of a Health Hub.

Student Design Charrettes (Jun. 6, 2017)

Special targeted engagement sessions were held at Lambton County Central Collegiate Institute (LCCVI) for students of the secondary school. This session met the objective of engaging as broad a demographic of the community as possible, and provided excellent input for the Plan. Students were asked to provide input on what they thought think should be done to improve well-being, following a short presentation explaining the concept and how it applies to the project objectives.



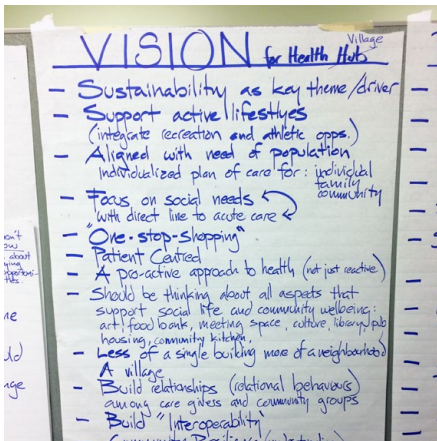
Stakeholder Workshop #1



Public engagement outcomes



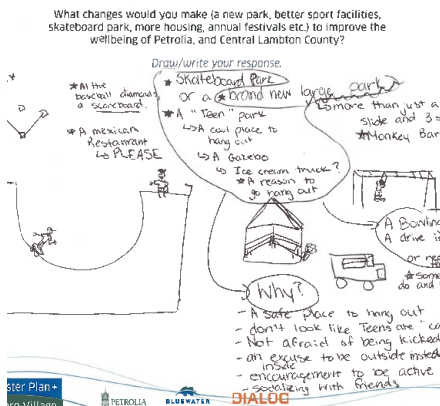
DIALOG internal design pin-up



Kick-off Meeting Outcomes



Open House Presentation and Q&A



Student Engagement Outcomes

Stakeholder Workshop (Jun. 6, 2017)

This workshop focused on reviewing and refining the Concept Plan and Design Directions based on participant's reflection and their understanding of the Vision. Participants provided input on these elements, helping to shape the direction of more detailed planning and design recommendations.

Public Open House (Jun. 6, 2017)

This event was held at LCCVI, a central location with Petrolia, as an open call to all residents and community members to attend and share their input. On display were boards that explained the project process, and work completed to date, with special emphasis on the Concept Plan and Design Directions. Participants were able to discuss their ideas and ask questions of the project team, and provide their input for the project.

1.4.5 Final Master Plan

Local Residents Meeting (November 11, 2017)

This was a follow-up to the June 5, 2017 meeting held with people, living nearby the CEEH. The purpose of the meeting was to inform residents of the proposed plan for the CEEH's development, and how it ties into the overall Community Well-being Master Plan, and hear their concerns with the development.

Stakeholder Workshop (November 11, 2017)

This workshop focused on discussing the final recommendations from the DIALOG team for the Community Well-being Master Plan, including the Design Directions, Concept Plan, and Plan Frameworks.

Public Open House (November 11, 2017)

This Open House was held at First Baptist Church, across from Victoria Hall, and consisted of a presentation from the team on the final outcomes of the Plan, as well as an opportunity for discussion around interactive panels that laid out the key elements of the Plan. Participants were generally supportive of the Plan's direction and excited to see it implemented.



Open House #1



Student Design Charrette



EXISTING CONDITIONS + OPPORTUNITIES



Petrolia's physical character and sense of place stems from its history as a boom town in the mid nineteenth century, and as a local hub at the heart of a far-ranging rural community. The existing condition of its physical environment, which includes its buildings, open spaces, and movement networks, combine to present unique opportunities for the town's future evolution. When evaluated through the lens of community well-being, these opportunities come into focus, and several emerge as strong candidates to improve well-being.

In outlining key opportunities to improve community well-being, this section also documents where Petrolia is performing well, and where there is room for improvement. This section can help provide a benchmark for evaluating the Plan's effectiveness, or the impact of a given initiative. It contains the following sub-sections:

- Town Structure
- Environmental Factors
- Spaces for Active Living
- Social Housing
- Heritage Properties
- Vacant Properties
- Community Hub/Health Hub
- Health Hub Context

2.1 TOWN STRUCTURE

How does it connect to well-being?

The town's structure refers to where major organizing elements (like downtown, Petrolia Line, and community facilities) are located, and how they relate to each other and surrounding residential development. If these elements are spread out, or disconnected from each other, it can be difficult for residents to access them. Retail businesses actually benefit from having other businesses in close proximity, as this provides convenience for shoppers and helps attract a critical mass of customers to sustain those businesses.

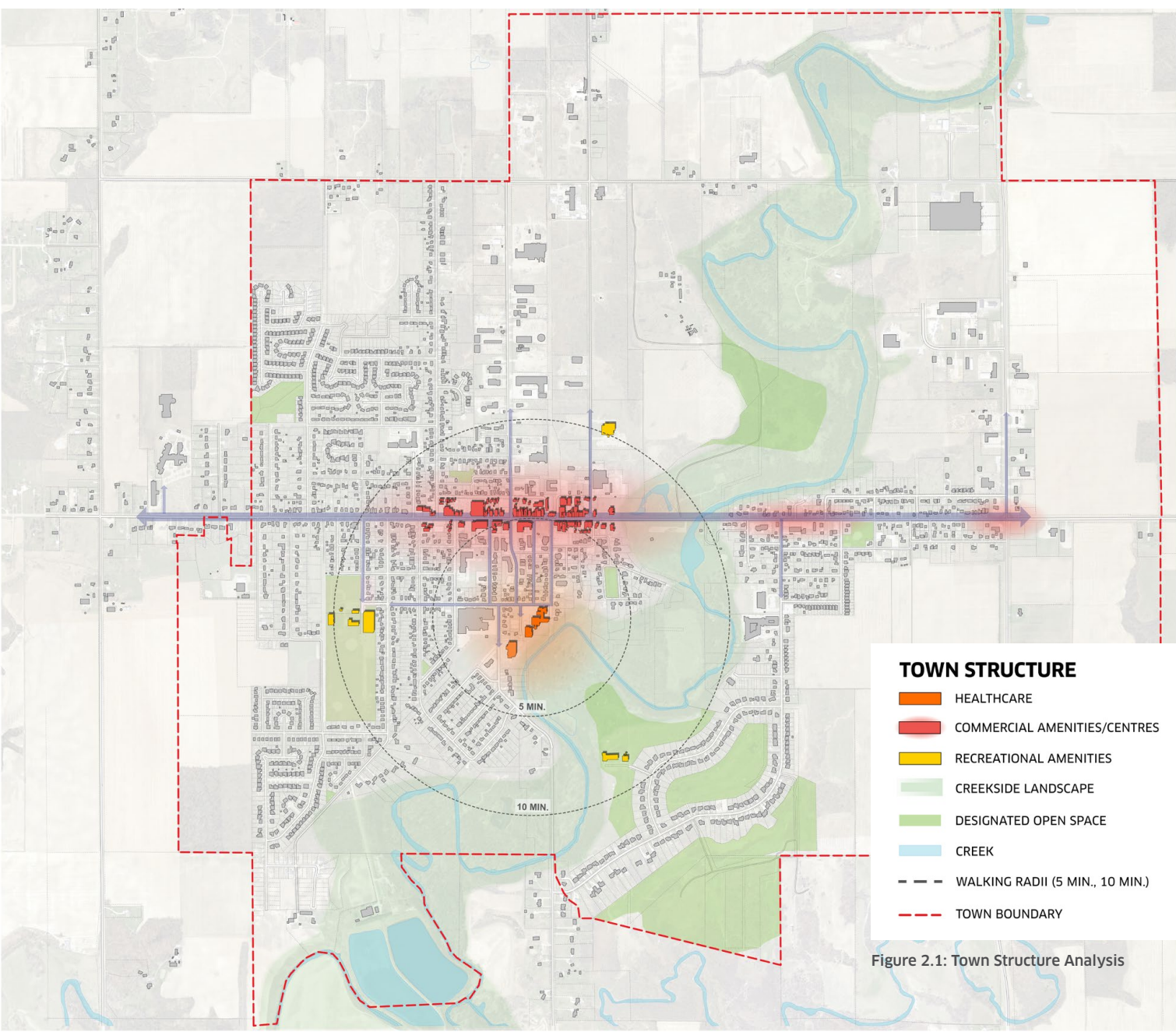


Figure 2.1: Town Structure Analysis

How is Petrolia doing?

Petrolia is centrally organized around Petrolia Line that runs through the centre of town and connects it to surrounding areas. It serves as the primary means of access and transportation in Petrolia, and is also a destination in its own right. Retail businesses, restaurants, and services in the community are generally concentrated in the centre of town along Petrolia Line (generally between Tank Street and Kerby Street). There are also some pockets of commercial uses toward the east end of town, along Petrolia Line, which are conveniently accessed by residential areas east of Bear Creek.

The general structure of the town provides a strong concentration of retail businesses in a more-or-less clearly defined downtown. This helps to create an active and inviting destination within the town, and support social interaction. It also makes for a convenient shopping destination that is within walking distance of most residential areas. Community facilities and recreation facilities are distributed appropriately, given Petrolia's population, to provide access to users from different residential neighbourhoods.

Important cultural events are also anchored around this cluster of commercial activity. The Petrolia Farmers Market is an important seasonal draw located outdoors behind the public library. It provides people with access to fresh local produce and helps to reinforce social connections between farmers and residents, and between the town and surrounding areas.

As Petrolia has developed and grown, some new neighbourhoods are not as well connected to downtown or Petrolia Line. The street structure of these neighbourhoods is not always conducive to walking as it often creates ambulating, indirect, and inefficient routes. Likewise, lot sizes in these areas tend to be larger than older areas, which contributes a sprawling character to the neighbourhood and exacerbates the disconnect from the town centre.

Opportunities:

- Focus growth around existing commercial centres.
- Encourage development on efficient, modestly sized lots that minimize sprawl, travel distances, and servicing costs.
- In new developments, enforce an efficient pattern of inter-connected streets and blocks, without long curving roads or cul-de-sacs.
- Strengthen walkable connections between commercial centres, recreational amenities, and surrounding areas.



Petrolia downtown and Petrolia Line



Public Library



Petrolia Farmer's Market

2.2 ENVIRONMENTAL FACTORS

How does it connect to well-being?

The health of natural systems and of ecosystem services is intrinsically tied to the health of people. Additionally, experiencing nature can have a tremendous positive impact on a person's sense of well-being. Natural areas can also convey a strong sense of place and impart a distinct character to an area. For example, think of what Petrolia would be like without Bear Creek, or if all of the trees along Bear Creek were cut down. It wouldn't be the same.

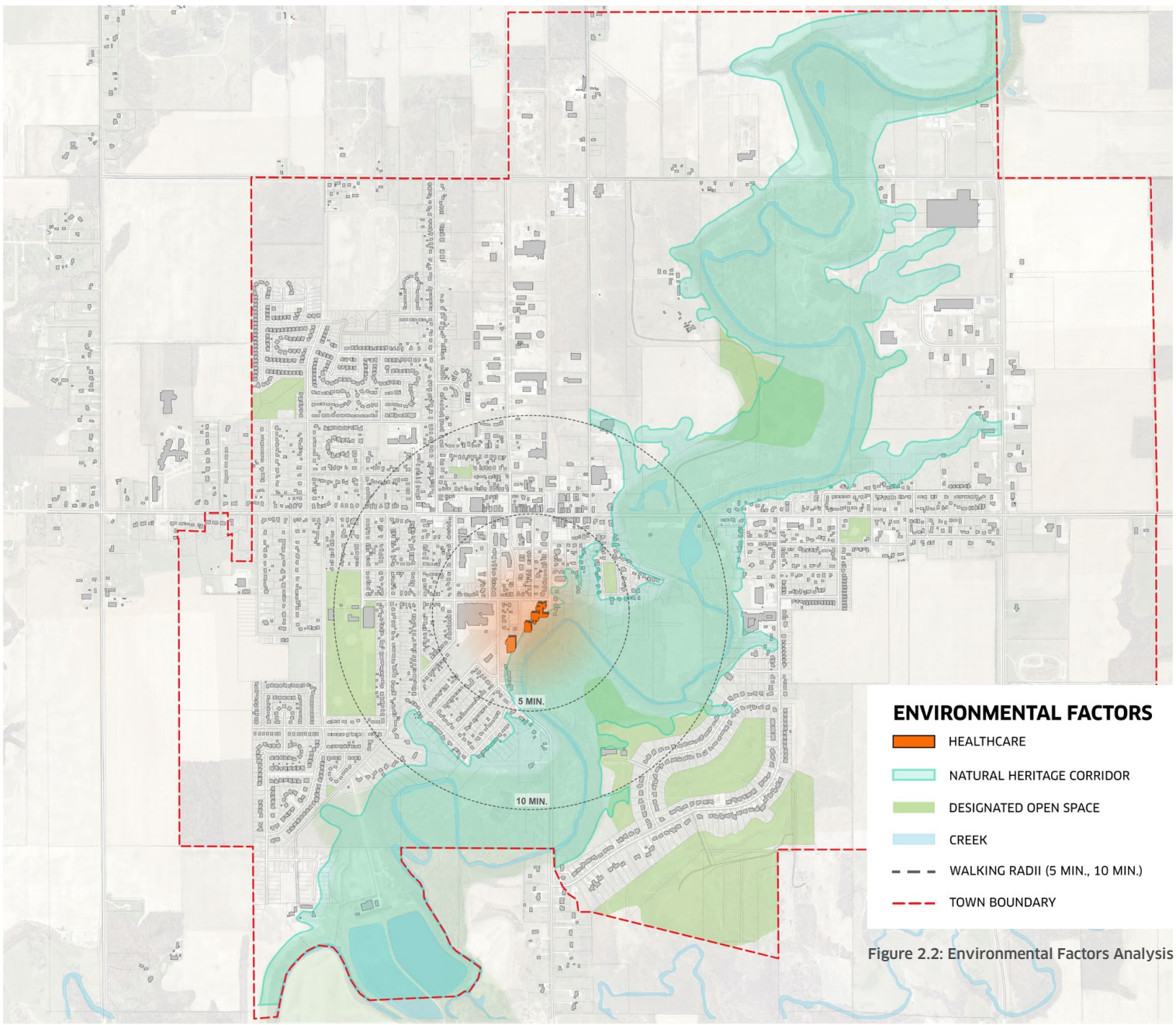


Figure 2.2: Environmental Factors Analysis

Natural areas can thus contribute to a sense of collective and individual identity, as well as being an amenity that improves people's well-being.

How is Petrolia doing?

Bear Creek runs through Petrolia and is one of its most recognizable environmental features. It is generally framed by naturalized and wooded areas on either side of it that, along with the creek, extend north and south beyond Petrolia. Lambton County has identified this as a natural heritage corridor that serves many functions, including: providing wildlife linkages to other natural areas; enriching the biodiversity of the region; and, contributing to the quality of its ecosystem.

Bear Creek is generally well preserved as a natural heritage corridor, with few major developments or interventions within it that would compromise its integrity, such as development. There is some opportunity to make better use of it, to improve safe access to it, so that it can be enjoyed and appreciated.

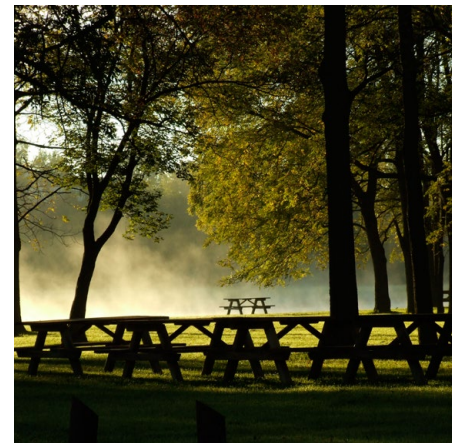
Petrolia is also set in a rural context, and mainly surrounded by agricultural uses, some of which fall within the town's boundaries. Some vacant lands, which may be zoned for uses other than agricultural, are leased to farm operators to grow and harvest crops. Agricultural uses in rural areas should be protected from development encroachment, and unintended consequences or land-use conflicts owed to developing adjacent parcels of land.

Opportunities:

- Protect and enhance the natural heritage corridor's integrity.
- Expand recreational trails as a local and regional amenity/attraction.
- Support the study and understanding of Bear Creek as part of the regional ecosystem and take steps to protect this function in coordination with regional municipalities and partners.
- Protect and Enhance the character and function of agricultural lands.
- Limit urban growth or the expansion of urban areas that diminish the character and function of agricultural lands.



Bear Creek and golf course behind CEEH



Public open space over-looking Bear Creek



Community event in public open space

2.3 SPACES FOR ACTIVE LIVING

How does it connect to well-being?

Exercise is an important part of a healthy lifestyle, impacting many elements of well-being. Being physically active can help you manage your weight, cope with stress, exercise your heart and muscles, and strengthen your bones. Among other benefits, it also helps to improve your sleep patterns and increase energy levels.

Encouraging and supporting people to lead active lifestyles has positive ripple effects for the community. Seeing more people outside, whether

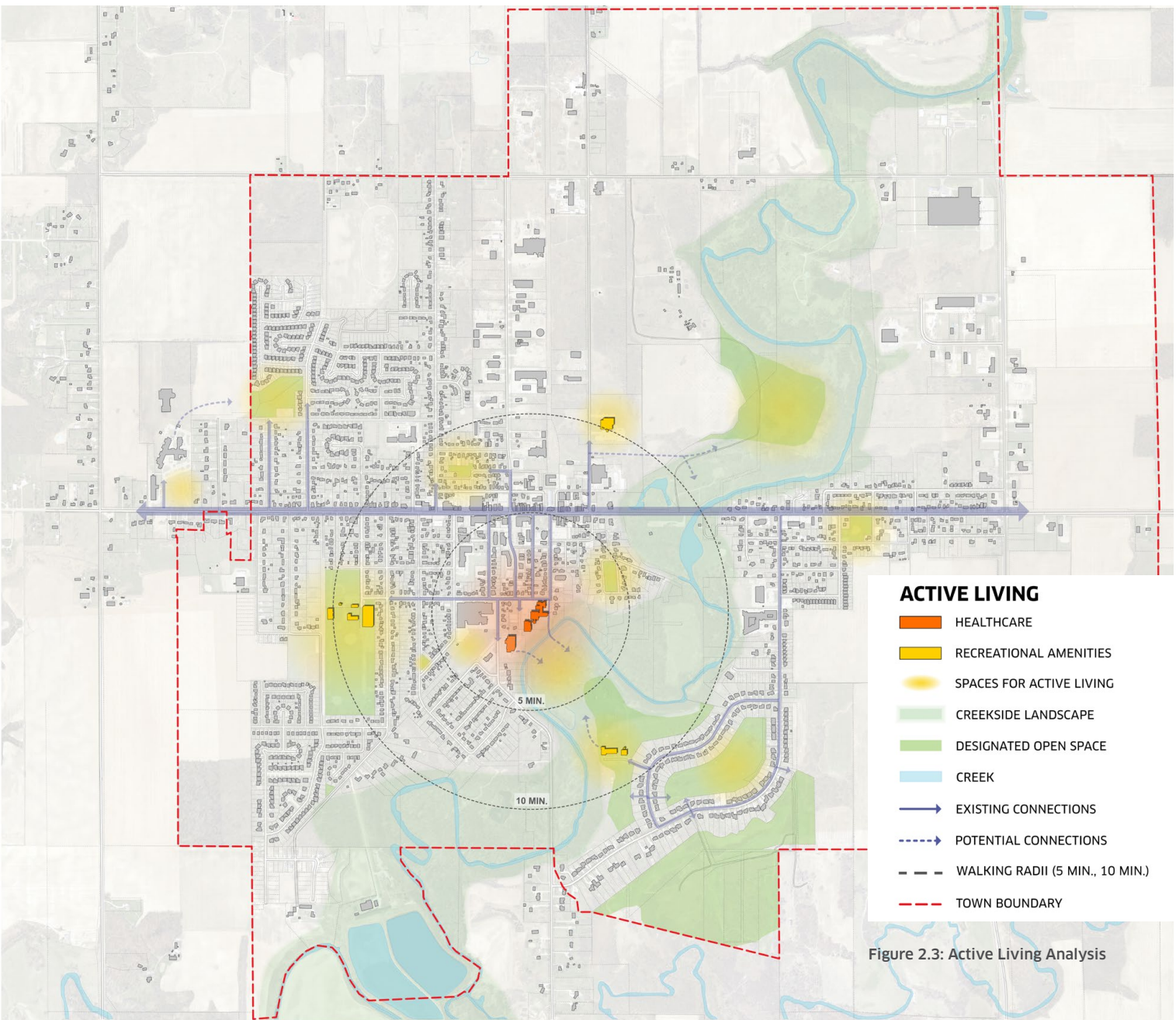


Figure 2.3: Active Living Analysis

exercising or just walking to buy their groceries, helps build community spirit and identity. You can bump into neighbours and friends while you're going about your day, helping to mitigate social isolation, loneliness, and similar stresses on mental health. In this sense, the entire town can be a space for active living, provided people are comfortable and safe walking around, or using their bikes. In a Canadian climate it is particularly important to plan for and enable active use of outdoor spaces at all times of the year, particularly during the winter months. Focused design thinking and interventions in this respect can support an active public realm throughout the year.

How is Petrolia doing?

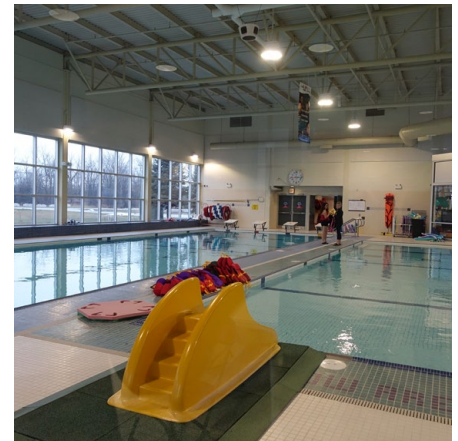
Petrolia already has several purpose-built spaces for recreation, which is an excellent start. The Petrolia Community Centre which includes a recreational facility, court space, and swimming pool. And the Greenwood Recreation Centre includes an arena and other facilities. There are also several baseball diamonds, tennis courts, a golf course, and parks across the town that help support a range of recreational needs.

The Town should continue to support/maintain these facilities, while exploring opportunities to provide additional spaces to meet various recreation needs. The Town should also consider how programming at these facilities could be diversified or expanded to meet an even wider range of recreational needs. For example, providing yoga classes, or similar programs throughout the day, so that students can participate.

An area for improvement, in particular throughout newer neighbourhoods is the infrastructure that supports day-to-day walk-ability, such as well-groomed sidewalks and safe street crossings. There is also an opportunity to provide access to Bear Creek and natural areas around it, through improved trails and signage. This will make these areas accessible and safe for people of different physical abilities.

Opportunities:

- Expand programming and hours of certain programs, so they are accessible to people who work or study during the day.
- Create improved and accessible trails and access points to Bear Creek. Design and install a wayfinding system so that people can be confident which areas are accessible, and which are not, and also that they will not get lost.
- Strengthen physical connections between amenities/spaces for active living, so that they are easily accessed, especially for pedestrians.
- Improve streets to make them more walkable and comfortable environments for pedestrians (lower vehicle speeds, install continuous sidewalks on both sides of the street, beautify streetscapes with trees).
- Design open spaces for year-round use, identify programming and activities for winter and summer use.



Oil Heritage District Community Centre



Oil Heritage District Community Centre



Greenwood Recreation Centre

2.4 HERITAGE PROPERTIES

How does it connect to well-being?

Heritage properties, buildings, and landscapes help to define Petrolia's character, thereby distinguishing it from other places and defining it as a unique destination. This helps to attract visitors while reinforcing the town's identity, which contributes to a sense of community and belonging.

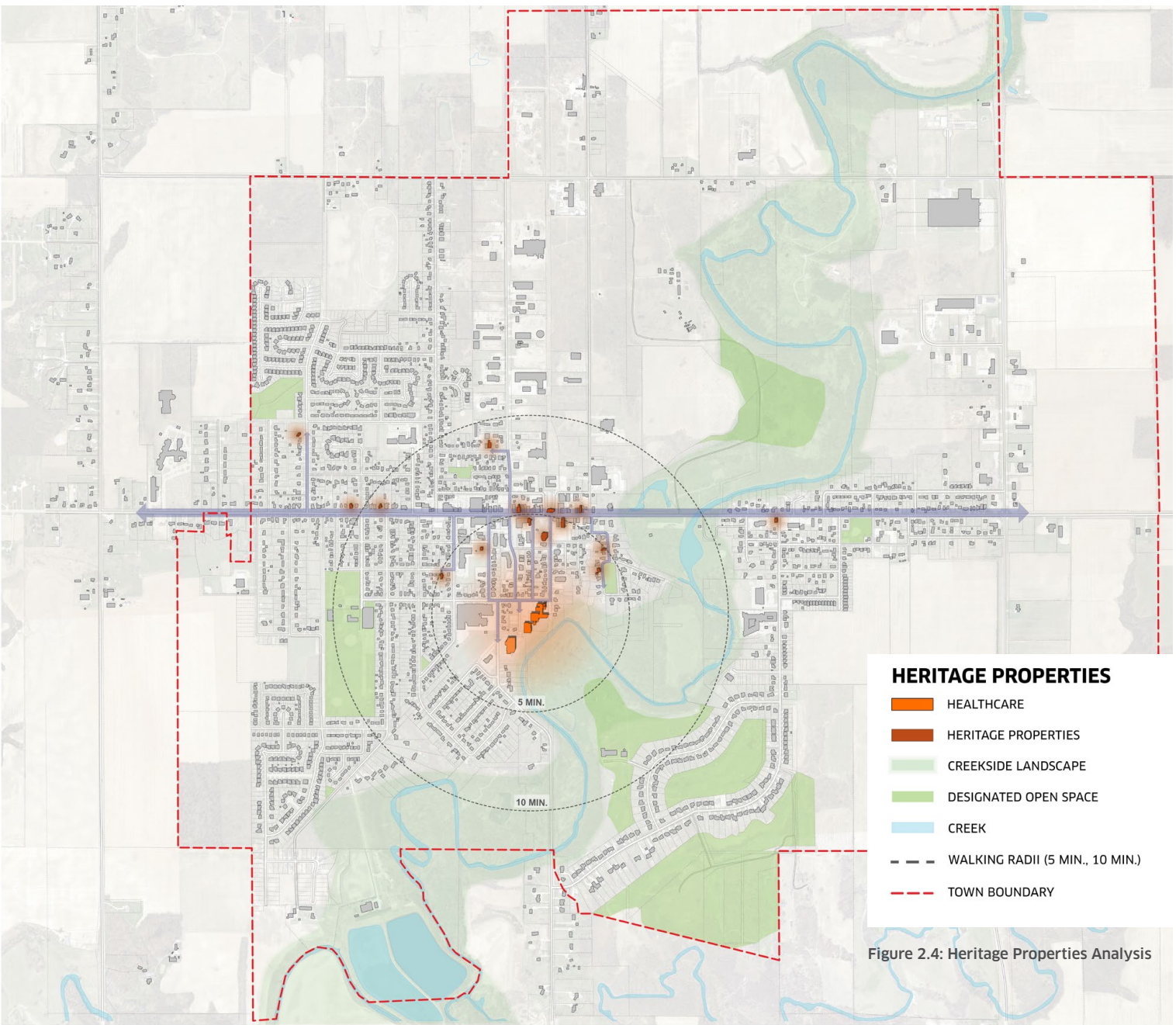


Figure 2.4: Heritage Properties Analysis

Heritage buildings also have a unique economic value relative to newer development. They tend to be in higher demand for commercial uses than new buildings and attract unique uses, such as fitness studios and creative spaces, as well as small businesses that contribute to the local economy and Petrolia's unique character. This means that following periods of economic downturn, heritage properties tend to recover their value more quickly than new properties. At the same time, re-purposing and renovating existing buildings is more environmentally sustainable, given the energy and resources needed for new construction.

How is Petrolia doing?

Petrolia has a tremendous history, beginning with the early days of agricultural history and the subsequent oil discovery and the technologies and companies that flourished in its wake. This early prosperity facilitated high-quality design and development that is unique among other small Ontario towns. It also began an enduring tradition of investing in the town and its built form. The Town has already recognized several properties and buildings as having cultural heritage value.

Opportunities:

- Survey the town for other properties and landscapes of cultural heritage value or interest and take steps to conserve them, including listing them on the Heritage Register, or designating them under the Ontario Heritage Act.
- Support the adaptive re-use of heritage properties.
- Encourage high-quality contemporary design that carries on the legacy of quality and craftsmanship embodied in heritage properties.
- Support community groups and programs that create awareness and celebrate the town's unique history and heritage resources.



Victoria Hall



Oil Well Supply Co. Building



Historic Structures on Petrolia Line

2.5 VACANT PROPERTIES

How does it connect to well-being?

Vacant properties indicate potential areas of growth and development within Petrolia, and each is an opportunity to create something special that contributes to a high quality of life. They are important to track so that the Town can be proactive and say where and how development should occur. This enables the Town to shape an overall compact and walkable pattern of development, and continue to build a vibrant community clustered around downtown.

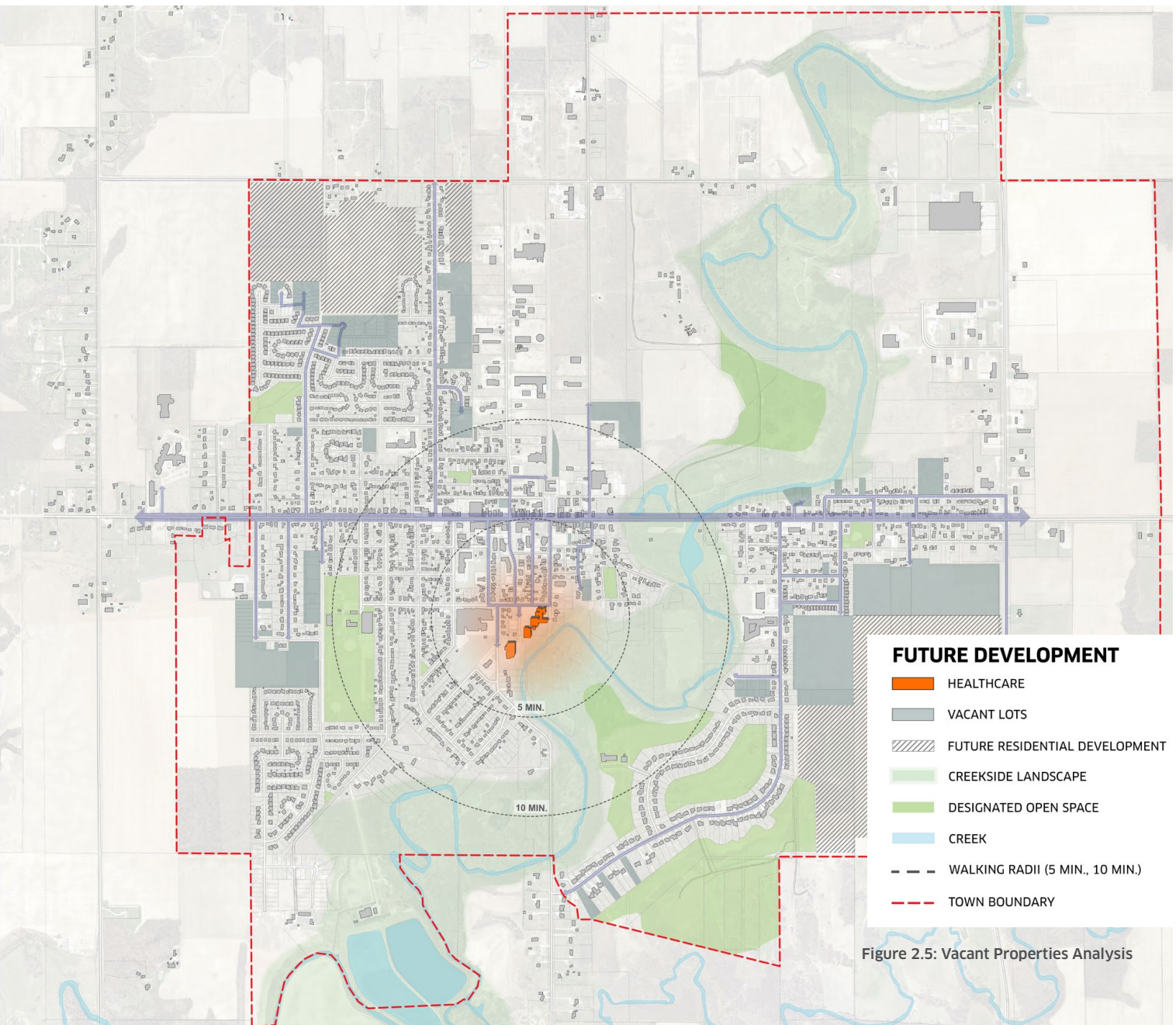


Figure 2.5: Vacant Properties Analysis

In maintaining a compact and efficient pattern of development the Town will accomplish many worthwhile goals. A more compact development pattern requires less servicing infrastructure, helping to manage the Town's financial obligations to repair/maintain sanitary and water lines. As well, because of a higher population density, there are more taxpayers in an area who pay into maintaining that infrastructure, further helping to manage costs. Clustering development around existing commercial areas, like downtown will help maintain a critical mass of people in the area (within walking distance) and thereby support local businesses. In addition to these economic goals, a compact development pattern is more conducive to walking and cycling and helps support active lifestyles.

How is Petrolia doing?

There are a number of vacant properties in close proximity to downtown that should be redeveloped as a priority before further development is undertaken along the edge. This will help to maintain a critical mass of people and activity to support the viability of businesses on Petrolia Line and a sustainable growth pattern for the town.

Opportunities:

- Encourage infill development on vacant properties, especially those with access to existing utilities and close to downtown.
- Work with developers to facilitate the extension of streets to provide access to vacant land parcels and improve their frontage.
- Discourage development on the Town's edge or periphery.
- Support compact and mid-density development, and require sidewalks on both sides of the street in new developments.

2.6 COMMUNITY HUB / HEALTH HUB

How does it connect to well-being?

Every community needs a social “heart”—the social centre of gravity where people come together for special occasions, such as festivals or celebrations, and go about their daily business, bumping into neighbours and friends along the way. This kind of community hub can be large or small, but often it is an area within a community that offers a variety of services and amenities that attract people to it. Much like Petrolia Line and Downtown Petrolia.

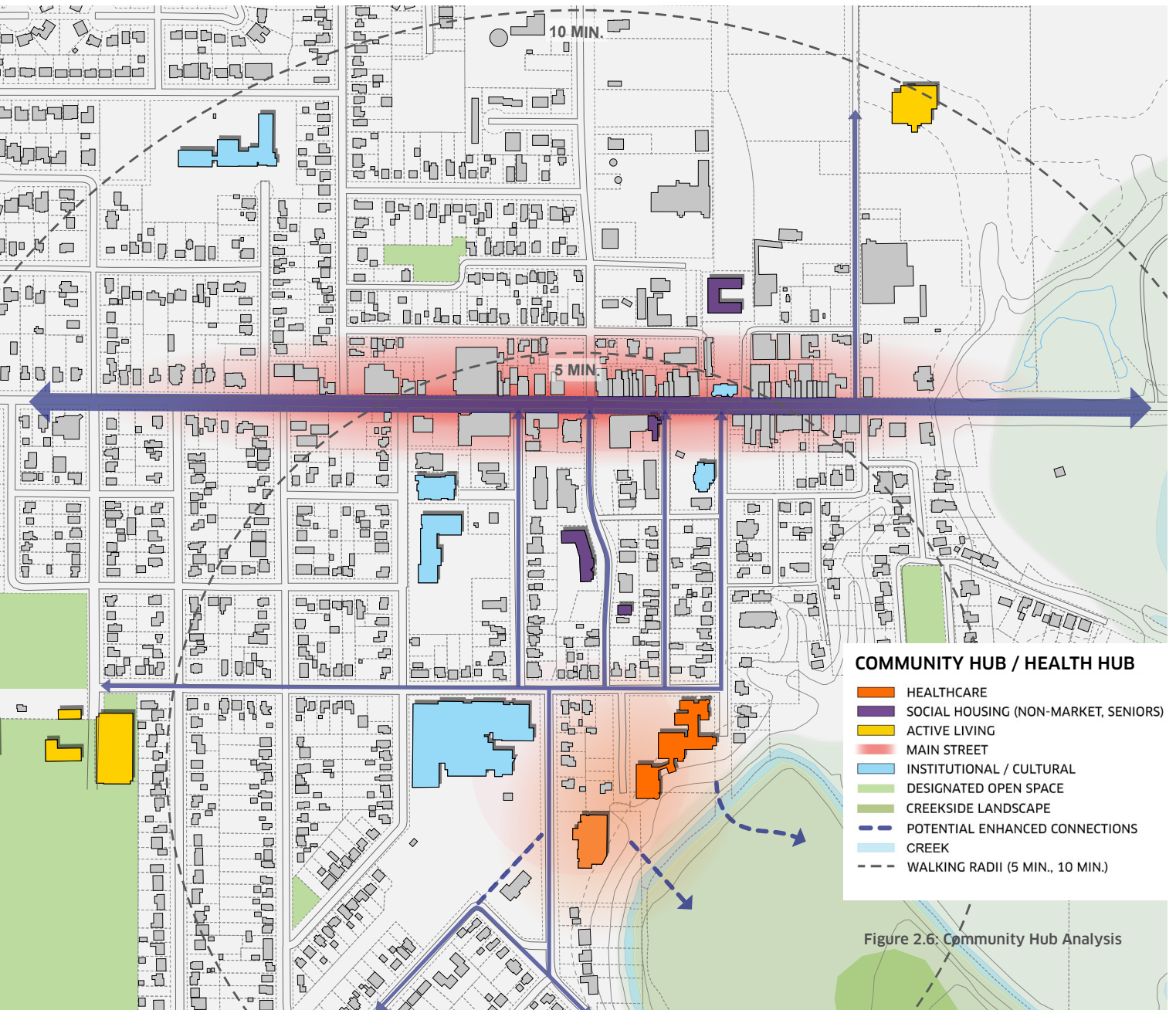


Figure 2.6: Community Hub Analysis

A health hub is similar to a community hub, but instead of people going there to meet their daily needs (grocery shopping, picking up the mail etc.) people are drawn to it to meet specific health needs. A health hub provides a central access point for health and social services, and in so doing it helps meet a range of challenges associated with a growing and aging population. Among other advantages, health hubs respond to local needs and provide improved access to a broader range of services. By offering a range of services, health hubs are better equipped to address specific needs in a cost-effective manner.

A community hub and health hub complement each other and combine to support an overall complete community, with the range of services to support an excellent quality of life. By enabling social interaction, supporting local businesses, fostering healthy lifestyles, and enabling efficient access to a range of health care services, a community hub and a health hub work together to improve collective and personal well-being.

How is Petrolia doing?

Petrolia is in an excellent position given that it already has a community hub around downtown and Petrolia Line and an emerging health hub anchored around the CEE Hospital and the Central Lambton Family Health Team. Now the objective should be to cultivate, grow, and enhance the function and role of these two areas in complementary ways, finding opportunities to physically integrate them and interweave their social and administrative networks. By integrating these two unique aspects of Petrolia the town can serve as a regional hub and destination for a much larger rural area.

Opportunities:

- Strengthen walkable connections between the community hub and health hub with streetscape improvements like street trees and continuous accessible sidewalks on both sides of the street.
- Reinforce downtown/Petrolia Line as a community hub and gathering point by encouraging community-oriented services, amenities, and businesses to locate there.
- Encourage local and small business development in downtown Petrolia to support the local economy.
- Explore development opportunities (for community facilities or affordable/social housing) on publicly-owned properties.
- Leverage existing vacant buildings, and vacant properties, to provide complementary health and social services around the health hub.

Community Hub amenities include:

- Retail businesses along Petrolia Line
- Victoria Hall and Playhouse
- the public library
- Petrolia Community Centre
- Greenwood Recreation Centre
- Town Square park, beside Victoria Hall
- The Rec. Room (drop-in centre for seniors and youth)

Health hub elements include:

- The CEE Hospital
- The Central Lambton Family Health Team

As well, the Bear Creek corridor provides a unique open space and recreation opportunity adjacent to the health hub.

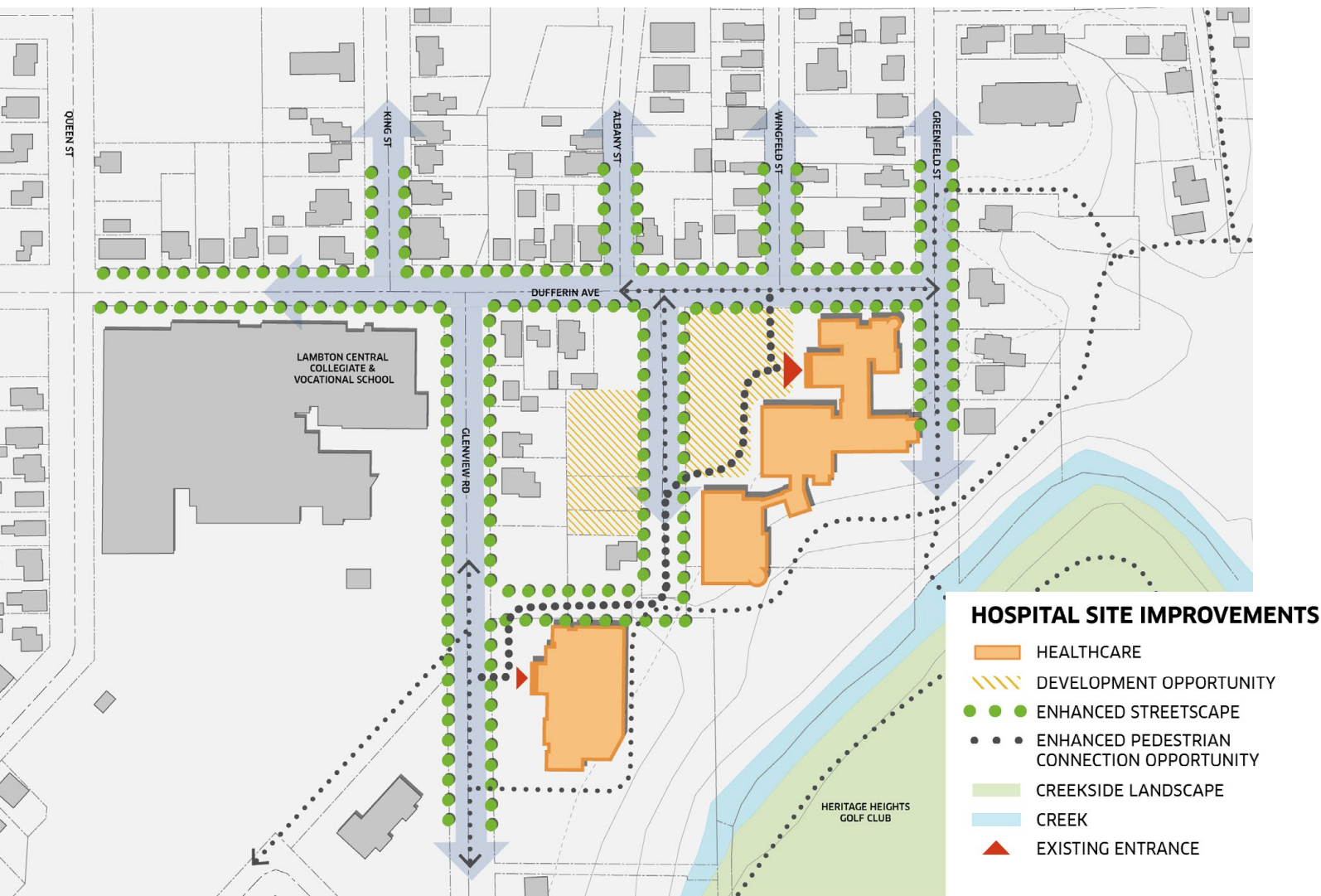
2.7 HEALTH HUB CONTEXT

How does it connect to well-being?

A health hub can provide a critical support for well-being by consolidating health and social services in a central point of service that is easily accessed. Health services will often include treatment and support for mental health as well as physical health.

Helping people manage their physical and mental health, while treating acute illness and injury, has many positive ripple effects for well-being. There is an improved sense of wellness and vitality that comes with a healthy lifestyle, and having the health hub available as a resource provides security and reassurance to the community that help is there when it's needed.

Figure 2.7: Health Hub Analysis



How is Petrolia doing?

Together the CEE Hospital and Central Lambton Family Health Team provide a variety of services that not only address people's physical illnesses or injuries, but also that work on improving their mental and psychological health. This includes counselling for stress, anxiety, and depression, among others. Diet and nutrition counselling services are also offered, helping people manage their cholesterol, gout, and weight among other conditions.

The CEE Hospital will continue to evolve and adapt to meet the community's needs based on the direction of the Hospital Master Plan, as will the services of the Central Lambton Family Health Team based on their own internal analysis and planning processes. While this evolution takes place, the Town can continue to facilitate the health hub's operations by working with service providers to shape their physical evolution in a manner that is compatible with the surrounding neighbourhoods. As well, creating a dynamic and beautiful public realm that integrates with the health hub is critical to creating a positive and welcoming environment for health care clients and residents of Petrolia.

The Town can help shape this public realm and invest in various improvements that beautify surrounding streetscapes, make them more accessible, and strengthen connections between key destinations in the town. The CEE Hospital also has a role to play. Redevelopment schemes for the hospital should consider measures to create an improved public realm, such as more plantings, landscaping, wider sidewalks, and publicly accessible open spaces. The design of new buildings and renovations to existing buildings should create an active and transparent frontage to the surrounding public realm.

Opportunities:

- Define a clear and safe path of travel for pedestrians between the hospital and family health team.
- Complete trail linkages from the south and west sides of the hospital down to and across Bear Creek.
- Create stronger physical connections that connect to important destinations in Petrolia, such as the Community Centre and the Greenwood Recreation Centre (arena).
- Extend accessible trails through the golf course to facilitate better pedestrian access to adjacent neighbourhoods.
- Improve the frontage and streetscape the hospital presents to the surrounding area (eg. provide a planted boulevard at the edge of the parking lot).
- Redevelop surface parking lots if there is a need for expanded hospital facilities or complementary services, such as affordable rental units or seniors housing.



CEE Hospital historic house



Central Lambton Family Health Team



Historic house adjacent to CEEH

2.8 SOCIAL HOUSING

How does it connect to well-being?

Housing has several strong connections to well-being. For example, having a safe, affordable, and secure place to live provides stability in people's lives that allows them to hold down a job, pursue education, and stay within the communities they call home, maintaining the social bonds that support a complete quality of life. This yields positive impacts on people's mental health; but it also improves their economic circumstances to the extent that they no longer have to allocate an undue proportion of their income to housing.

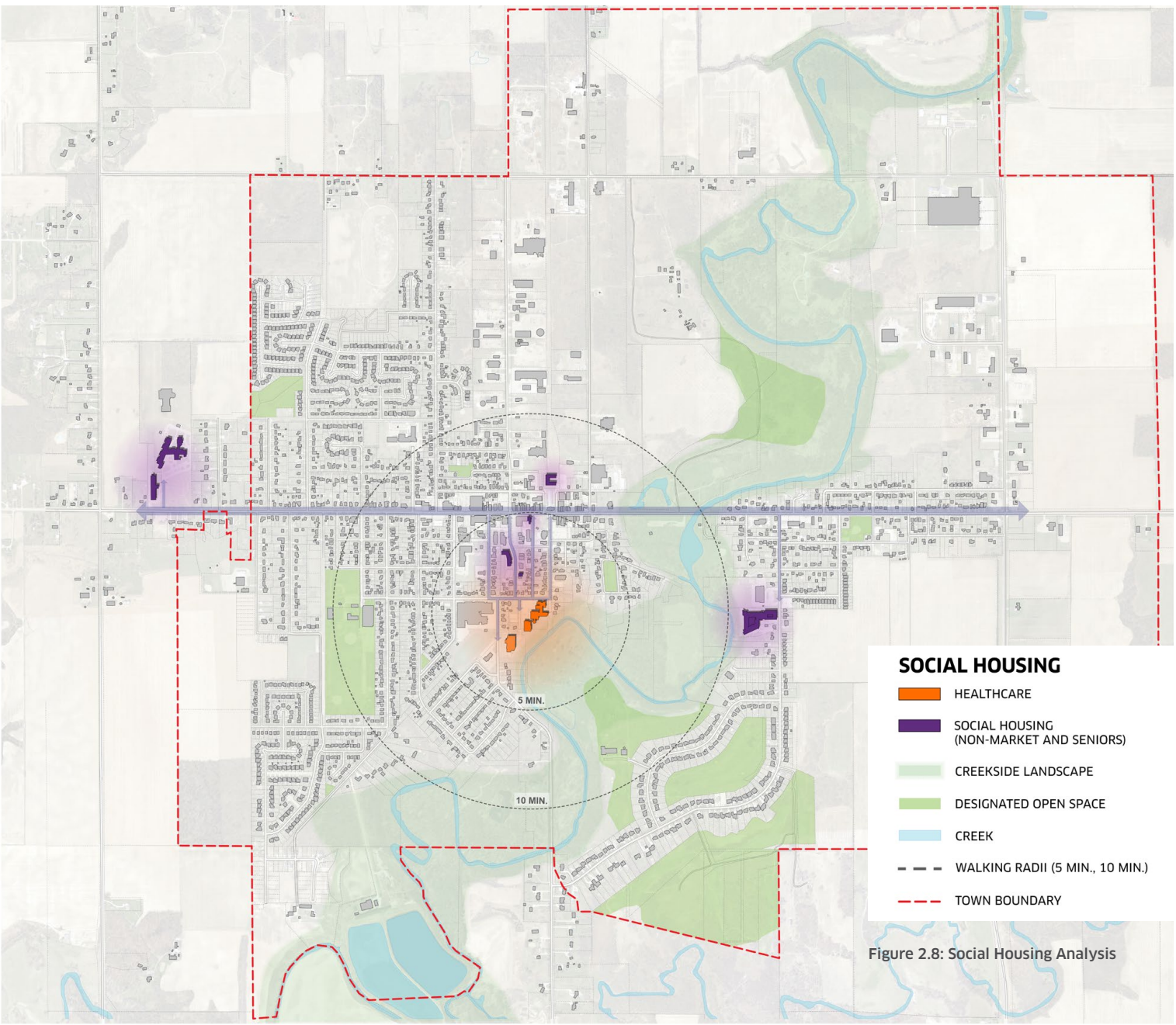


Figure 2.8: Social Housing Analysis

How is Petrolia doing?

There are housing facilities in Petrolia that cater to seniors and provide non-market rental options to the community. However, it is also understood that dedicated seniors housing facilities and affordable housing units are in high demand. A high-level assessment of construction and housing data from previous census assessments was completed to analyze housing demand and population growth within Petrolia as compared to Lambton County.

How do we define 'social housing'?

In this Plan we define "social housing" to include non-market subsidized housing as well as seniors housing, whether subsidized or not. Seniors housing is also broadly defined, to include assisted and independent living units.

Comparative Analysis Population + Housing Growth, Petrolia and Lambton County 1996 - 2016					
	1996	2001	2006	2011	2016
Petrolia (CSD)					
Population	4,908	4,849	5,222	5,528	5,742
Total Private Dwellings		1,881	2,082	2,223	2,323
No. of Additional Dwelling Units			201	141	100
Lambton County (CSD)*					
Population	124,067	122,122	122,982	120,671	120,896
Total Private Dwellings		52,959	54,837	56,020	57,454
No. of Additional Dwelling Units			1,878	1,183	1,434
Petrolia Population (% change)		-1.2%	7.7%	5.9%	3.9%
Lambton Population (% change)		-1.6%	0.7%	-1.9%	0.2%
Petrolia Housing Growth from Previous Year			10.7%	6.8%	4.5%
Lambton Housing Growth from Previous Year			3.5%	2.2%	2.6%
Petrolia Housing Units/Person		0.39	0.40	0.40	0.40
Lambton Housing Units/Person		0.43	0.45	0.46	0.48
Petrolia Housing Persons/Unit		2.58	2.51	2.49	2.47
Lambton Housing Persons/Unit		2.31	2.24	2.15	2.10

From the years 1996 – 2016, Petrolia's population has grown steadily with the exception of a slight decline in 2001. By contrast, Lambton County's population has remained relatively stagnant, with small losses in 2001 and 2011. To a certain extent, the private housing market mirrors these differences, as housing growth in Petrolia is higher than in Lambton County from 2006 – 2016. However, while housing growth has slowed in Lambton County and Petrolia during that period, the decline is more severe in Petrolia where growth shrunk from 10.7% from 2001-2006 to 4.5% in 2011-2016, as compared to Lambton County which declined marginally from 3.5% (2001-2006) to 2.6% (2011-2016). What this amounts to is that there are fewer housing units in Petrolia per person than in Lambton County.

There are two conclusions we can draw from this high level analysis. First is that, relative to surrounding areas, there is slightly less housing available in Petrolia per person. Second is that Petrolia has seen fairly stable growth over the past twenty years that out-paces the growth of surrounding areas. This suggests that there may be capacity for continued housing growth. The Town should continue to work with the private sector to facilitate development, both for market-rate units and affordable housing and seniors housing.

Petrolia serves as hub for services and cultural events for surrounding rural areas, helping to create strong social and cultural bonds and making Petrolia an attractive place for people to move or retire to. It offers a connection to rural life, while providing the services, amenities, and spaces that are not available in smaller hamlets, villages, and farmsteads. As the baby boomer population demographic approaches retirement there is an opportunity to build more housing in Petrolia that caters to their needs. Without additional housing there is a risk of elderly people being displaced from their communities and having to move to larger population centres where more housing may be available, such as Sarnia or London.

Opportunities:

- Continue to work with the private sector to facilitate residential, mixed-use, and commercial development.
- Support the adaptive re-use and re-purposing of vacant space, particularly upper floors of buildings on Petrolia Line, for residential uses.
- Encourage the development of secondary suites to provide more housing spaces.
- Encourage home occupations as a mechanism to provide affordable work spaces.
- Work with public and private sector partners to encourage affordable housing development (for seniors and others).
- Support re-development of under-utilized properties and development of vacant properties.



Festival in Victoria Hall Park



CONCEPT PLAN + DESIGN DIRECTIONS

This section outlines the Concept Plan and Design Directions. These components of the Plan support the Vision and provide guidance on how it can be achieved as Petrolia grows and evolves. It contains the following sub-sections:

- Design Directions
- Concept Plan
- CEEH/Concept Site Plan



What is a Concept Plan?

The Concept Plan attempts to illustrate how the town's physical environment may evolve, and what it could look like in the future. It is complement and visual aid to the Vision statement.

What is a Design Direction?

The Design Directions express some key initiatives and strategies that bring the Vision and Planning Principles to life and identify tangible ways to improve community well-being in Petrolia.



3.1 DESIGN DIRECTIONS

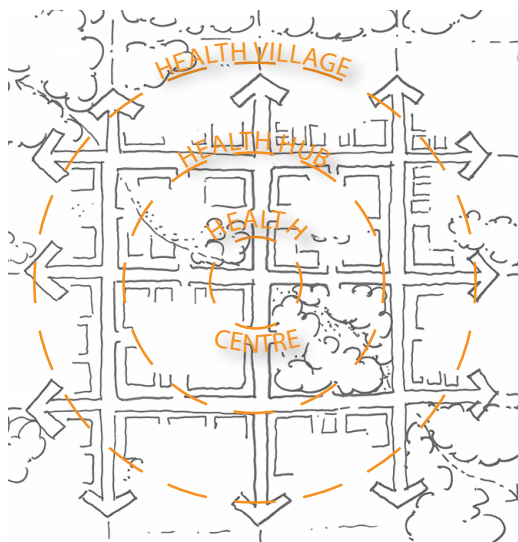
3.1.1 Cultivate a Community Hub

What is it?

A community hub is a destination that people go to when they visit Petrolia, or where locals go to spend their free time. Petrolia Line and Petrolia's downtown already play this role to an extent, this function can be reinforced to create a great public place for the community.

How does it improve community wellbeing?

- It creates a central hub for social activity and local businesses, making it more convenient to meet friends and neighbours, while completing daily errands like groceries. It enhances the social and cultural vitality in the town and creates a more complete community.
- It improves quality of life by enhancing the social life of the town and making it easier to access local businesses.
- It supports local businesses by encouraging a gathering of customers around a central area.



3.1.2 Cultivate a Health Hub

What is it?

A health hub is like a one-stop shop for health service needs. It concentrates a range of health care services and complementary uses (pharmacy, holistic medicine, assisted living) in close proximity to each other, but not necessarily in the same building. Petrolia already has an emerging health hub around the CEE Hospital and Central Lambton Family Health Team.

How does it improve community wellbeing?

- This will make it easier and more convenient for people to access health care services.
- New housing or assisted living developed nearby the health hub will benefit from easy access to health care professionals.
- This will allow the CEE Hospital and Central Lambton Family Health Team to better serve the community by directing people to services that best suit their needs.

3.1.3 Develop an Affordable Housing Strategy

What is it?

An affordable housing strategy refers to range of policy tools, initiatives, and partnerships that the Town can use to support affordable housing in Petrolia. There isn't one solution in this regard, a multi-faceted approach is needed to tackle the issue, including making use of vacant space in the town.

How does it improve community wellbeing?

- Housing affordability is one of the key issues in Petrolia and Central Lambton, and addressing it allows people to remain in their communities while accessing the support they need.
- Providing a range of housing types (apartments, townhomes, assisted and independent living facilities) will meet differing needs in the community and improve affordability.
- By facilitating the development of more housing, and housing diversity, the Town can help increase the overall availability and supply of housing.



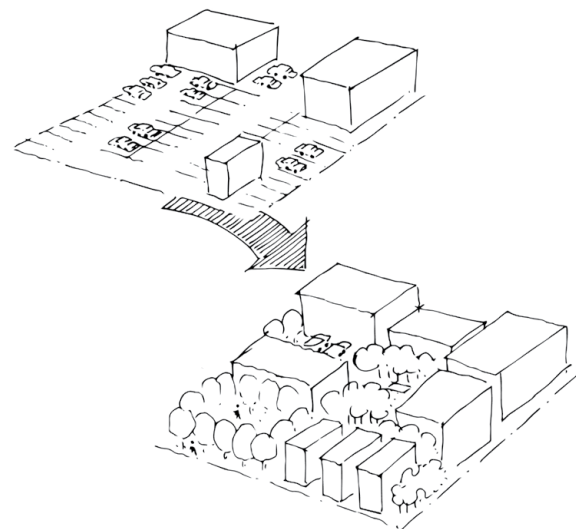
3.1.4 Focus Growth

What is it?

Focusing growth refers to developing vacant properties close to existing neighbourhoods and the Town's centre.

How does it improve community wellbeing?

- As the town grows there will be more customers to support local businesses and services, boosting the local economy and providing more choices.
- This will allow the Town to make full use of existing utilities infrastructure, and use public funds efficiently.
- The look and feel of streets and neighbourhoods can be improved by developing vacant lots.



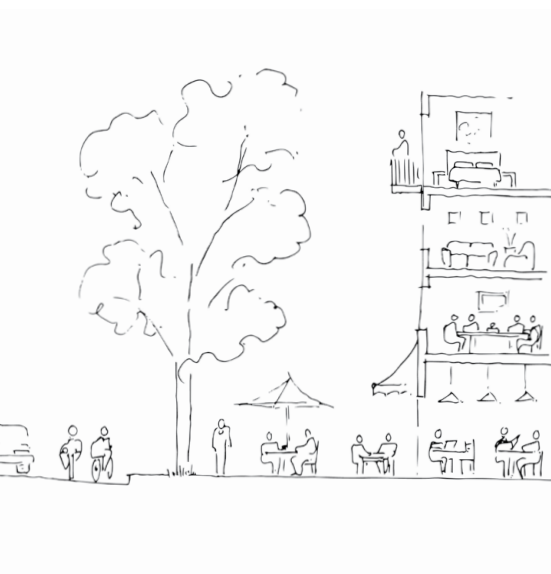


3.1.5 Protect + Enhance Open Spaces

What is it? This refers to protecting existing parks and natural areas, like Bear Creek, from development or other uses that compromise their ecology.

How does it improve community wellbeing?

- Being able to access natural areas and open spaces have a positive impact on a person's psychology and mental health. Making sure people have access to them is one way the Town can support the mental health of its residents.
- Open spaces and natural areas contain trees and plants that create oxygen and improve air quality.
- Bear Creek is an important part of Petrolia's history and character, it should be protected for future generations.



3.1.6 Revitalize the Public Realm

What is it?

The "public realm" is any space in the town that is publicly accessible, mainly streets, sidewalks, parks, and open spaces. Revitalizing it refers to making improvements, like sidewalks, street trees, and benches, that allow more people to use and enjoy it.

How does it improve community wellbeing?

- Improving streets and parks will encourage more people to be outside, promoting social interaction and fighting isolation.
- Public realm improvements make it easier and more comfortable for you to walk to destinations in the town.
- A beautiful and safe public realm that is well-used can support local businesses and community life, as more people are out walking around.

3.1.7 Reinforce a Fine-Grain Network of Streets and Blocks

What is it?

The streets in Petrolia are generally straight and connected with each other, with few dead ends. The Town can reinforce this structure by limiting long, un-interrupted, and dead-end streets in new developments.

How does it improve community wellbeing?

- A fine-grain network of streets and blocks make it faster for you to walk between destinations in the town. It also makes it easier for visitors to navigate and find their way in the town.
- It maximizes the developable space in the Town's boundary and allows for more housing and businesses within a compact walkable area.
- This can help increase housing options and affordability by supporting a wide range of housing types on a block, and allows for the redevelopment and reuse of land.



3.1.8 Conserve Heritage Properties

What is it?

This refers to protecting the numerous buildings, landscapes, and properties within the Town that are designated as heritage resources and making sure they are conserved for future generations.

How does it improve community wellbeing?

- Heritage resources, like Victoria Hall or other historic buildings and landscapes, create a unique sense of place for the town and reinforce a shared sense of identity.
- Historic buildings are sometimes less expensive to rent or lease than new buildings, and can provide affordable space for people to live and open businesses.
- Historic buildings tend to be in higher demand than newer buildings following a recession or economic downturn.
- Natural heritage landscapes help make beautiful neighbourhoods and great places to live, and help sustain Petrolia's unique character.



3.2 CONCEPT PLAN

The Vision and Principles work together to provide the foundation for the Concept Plan, which integrates development frameworks and recommendations for land use and built form, open spaces, and circulation. The Concept Plan also comprises the Design Directions for improving community well-being.

While the Concept Plan, Design Directions, and development frameworks generally focus on the Town's physical environment, they have been prepared with consideration for, and to support and grow, the Town's social networks and cultural life.





What does it show?

This diagram has been prepared to illustrate the long-term vision for the town's development, focusing on its core area. It reflects the Vision, Principles, and Design Directions that are explained in previous pages.

How long will it take?

The Master Plan outlines a long-term vision and roadmap for the future. It is intended to guide the Town's decision-making over a 20 - 30 year period. The new development that is shown is primarily expected to be undertaken by the private sector, and will depend on proposals brought forward by private developers. The Town can continue to work with the private sector and other partners to facilitate this development and realize the Plan's Vision.

Figure 3.1: Concept Plan

Legend + Design Directions

The Concept Plan has been notated with several different examples of how the design directions can shape the town's physical environment.

1. Focus Growth
 - Encourage infill development on vacant lots
 - Encourage multi-family and mid-density developments
2. Protect + Enhance Open Spaces
 - Identify and preserve natural heritage assets
 - Enable access and use of open spaces



Figure 3.2: Concept Plan + Design Directions

3. Revitalize the Public Realm
 - Improve the public realm with street trees, plantings, and furnishings
 - Leverage existing assets and destinations, support their use
4. Reinforce a Fine-grain Network of Blocks and Streets
 - Extend existing right-of-ways as feasible
 - Improve access between existing and developing neighbourhoods
5. Conserve Heritage Resources
 - Facilitate the adaptive re-use of heritage properties and landscapes
 - Continue to support an ethic of conservation and appreciation for heritage buildings, properties, and landscapes
 - Leverage heritage assets for economic development
6. Cultivate a Community Hub
 - Leverage Petrolia Line to create a year-round hub for community life
 - Focus growth and development in proximity to Petrolia Line
7. Cultivate a Health Hub
 - Continue to encourage health care and related uses to locate close to each other
 - Facilitate the Health Hub being connected physically and socially with the surrounding town
8. Develop an Affordable Housing Strategy
 - Encourage development of a range of housing types (town homes, semi-detached, multi-family, secondary suites)
 - Encourage the re-use and re-purposing of existing buildings to accommodate a range of housing types
 - Work with partner organizations to meet housing needs, particularly around seniors housing

Character Areas and Neighbourhoods

Petrolia is comprised of several unique character areas, or neighbourhoods. In general this Plan does not specify a unique approach to planning in these neighbourhoods, given its nature as a high-level decision-making framework. However, one area that is singled out is Downtown, which, for the purposes of this Plan, refers generally to the area denoted in the figure below. In general terms, this could be considered to follow a similar boundary to the Community Hub. The Health Hub's area, which does not have a precise boundary, is also marked.

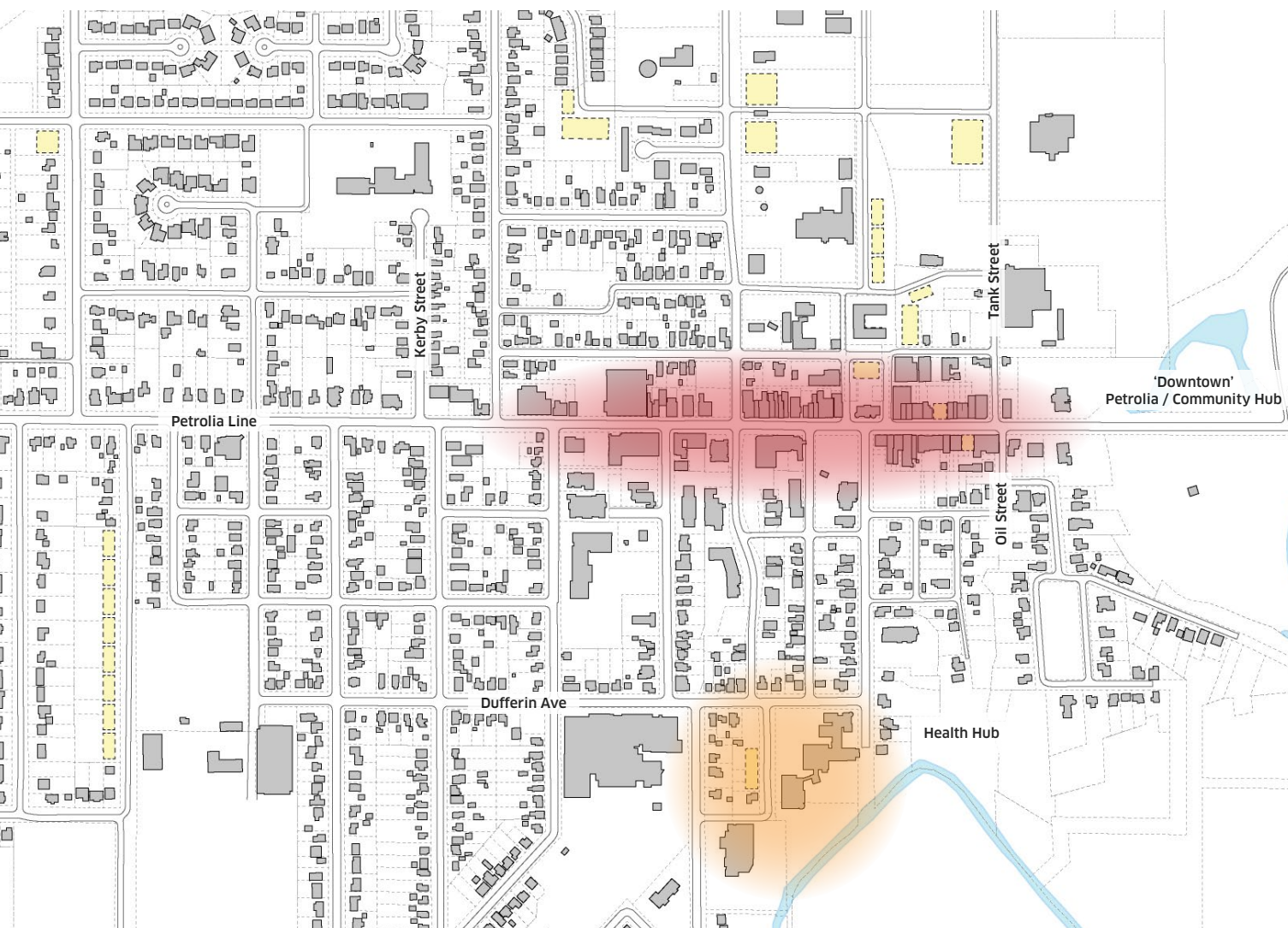


Figure 3.3: Community + Health Hub Diagrams

3.3 CEEH CONCEPT/SITE PLAN

The Stage 1 Master Plan for the CEE Hospital was developed in alignment with ministry guidelines for hospital master plans. Because of the unique project approach and integration of community planning and degree of community engagement, extra attention was paid to the site's physical integration with its urban context. In developing and working through the various development options, the team was careful to consider how the CEE Hospital could evolve to create an improved physical and visual relationship with surrounding areas. In this regard, the Plan for the CEE Hospital achieves several design objectives.



Figure 3.4: Concept Plan Detail: CEEH Hospital at an early stage of its long-term re-development plan.

What do these diagrams show?

Figures 3.5 and 3.6 illustrate, for conceptual purposes, what form the CEE Hospital may take as it is redeveloped in the future. Note that improvements to the Hospital will be phased, with initial work focusing on internal renovations. Later phases over the coming 5 - 10 year horizon are anticipated to include some expansion and changes to the building's structure, which will be a more noticeable change. The design of those expansions will be completed in later stages, for now the diagrams at right are based on the CEEH Master Plan.

One of the most important objectives is creating a frontage and relationship to adjacent streets, so that visitors and patients have a clear sense of where the front door and main entrance is. This is achieved by orienting the main entrance to Blanche Street, which is itself enhanced with sidewalks, street trees, and other pedestrian-oriented design features. The architectural detailing of the building can help guide visitors to this main entrance (refer to figure 3.5). A great environment for pedestrians is created by carrying this design treatment from Blanche Street along Dufferin Avenue and Greenfield Street, as well as other adjoining streets. These moves help achieve another design objective: strengthening the connection and physical relationship with the Central Lambton Family Team, as well as the Lambton Central Collegiate & Vocational Institute. In the near term, the parking lot across Blanche Street will continue to serve this function, providing convenient access for visitors and patients. Additional trees and plantings around its perimeter will shield it from adjacent properties and mitigate negative visual impact.

Note that figure 3.5 differs slightly from figure 3.4 in that it does not show any development on the surface parking lot west of the CEE Hospital. At

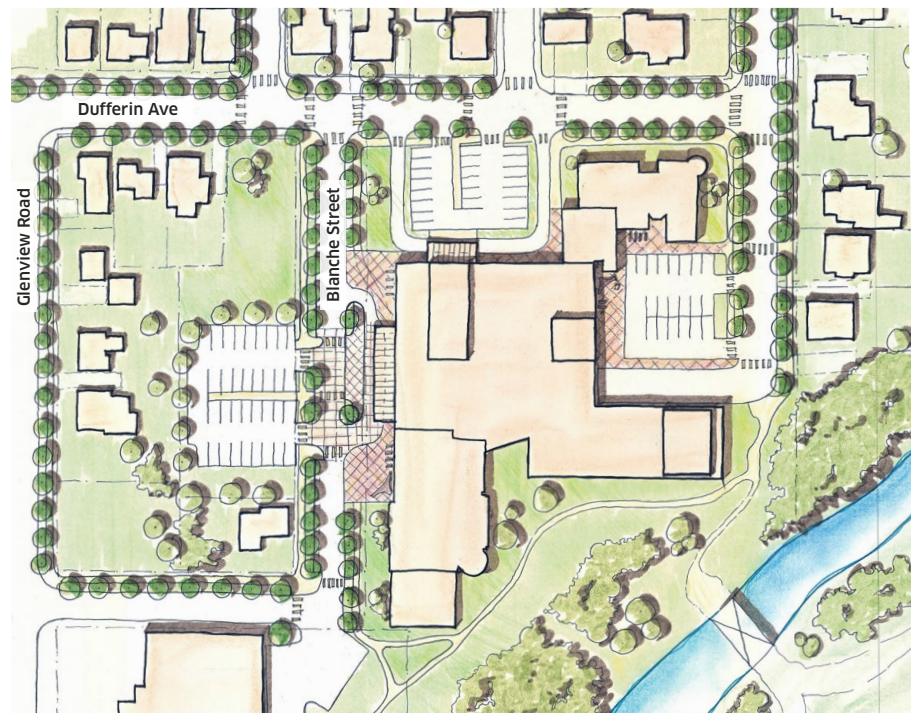


Figure 3.5: Conceptual rendering of early phase development of CEEH Stage 1 Master Plan (for conceptual purposes only)

this stage, it is anticipated that that property may remain as a parking lot, however there is an opportunity for infill development there that respects the character of adjacent residential homes, which figure 3.5 illustrates. This might include residential uses, or commercial uses, in a building or buildings of a similar scale to adjacent homes.

The Stage 1 Master Plan achieves a sympathetic relationship to adjacent built form and uses, though the siting and massing of buildings, and by maintaining a compact low-scale character.



Figure 3.6: Conceptual rendering of CEE Hospital re-development (for conceptual purposes only)





BUILT FORM FRAMEWORK

The Built Form Framework is intended to shape a compact and walkable pattern of development that supports the Vision for creating a healthy and vibrant community with a wide range of services, amenities, and housing that is accessible for all. It also supports the goal of integrating health services within the town, within a compact travel distance that makes them accessible for the surrounding rural community.

It contains specific guidelines under the following sections:

- Development Sites + Uses
- Block Structure
- Building Heights
- Building Design
- Heritage Properties

The guidelines brought forward in these sections were developed to improve people's well-being in Petrolia and Lambton County. They have been evaluated based on their potential impact on community well-being as defined with input from the community (refer to section 1.2).



Detached mid-density infill housing



Mid-density townhomes



High-density condominiums

4.1 DEVELOPMENT SITES + LAND USES

There are substantial opportunities for commercial (industrial, office, and retail) and residential development within Petrolia's urban boundary. There are also several vacant lots that are surrounded by, or adjacent to developed lots. These vacant lots are close to existing services, amenities, and utility connections and should be prioritized for redevelopment.

Guidelines

- i. **Contiguous Development:** New development should be contiguous with existing development and be guided to areas identified as 'Infill and Near-Term Development' on figure 4.1. Areas identified as 'Land Bank + Long-Term Development' on figure 4.1, should be targeted for development once vacant infill lots are developed.
- ii. **Residential Density:** Higher density residential development and building types (e.g. semi-detached, townhomes, apartments, secondary suites) should be encouraged wherever possible. Single family homes on large lots should be discouraged, and where single family homes are proposed, they should be planned on small, compact lots, with regard to including secondary suites.
- iii. **Mixing Uses:** In commercial areas along Petrolia Line a mix of uses should be encouraged in buildings that are more than one storey. Retail and active uses should be on the ground floor, with either residential or commercial uses on upper floors.
- iv. **Housing Types and Affordability:** In residential developments, a mix of housing types should be encouraged that accommodate a diverse range of lifestyles and economic means.
- v. **Development Proposals:** Proponents of new developments should be asked to provide a master plan outlining, among other matters: the proposed alignment of streets; configuration of open spaces; and, the housing typology mix. Development proposals should be in conformity with this Plan and reflect its vision for compact, walkable development.

4.2 BLOCK STRUCTURE

Many parts of Petrolia are characterized by being walkable, partly due to a historical pattern of small development blocks and a compact grid of inter-connected streets. This network of compact and walkable blocks should be maintained by any new development in the town, in order to create a more inter-connected and walkable environment.

Guidelines

- i. **Compact and Walkable:** New development should be based on a compact and walkable structure of small blocks with a fine-grain network of inter-connected streets. Large blocks with long uninterrupted streets should be discouraged.

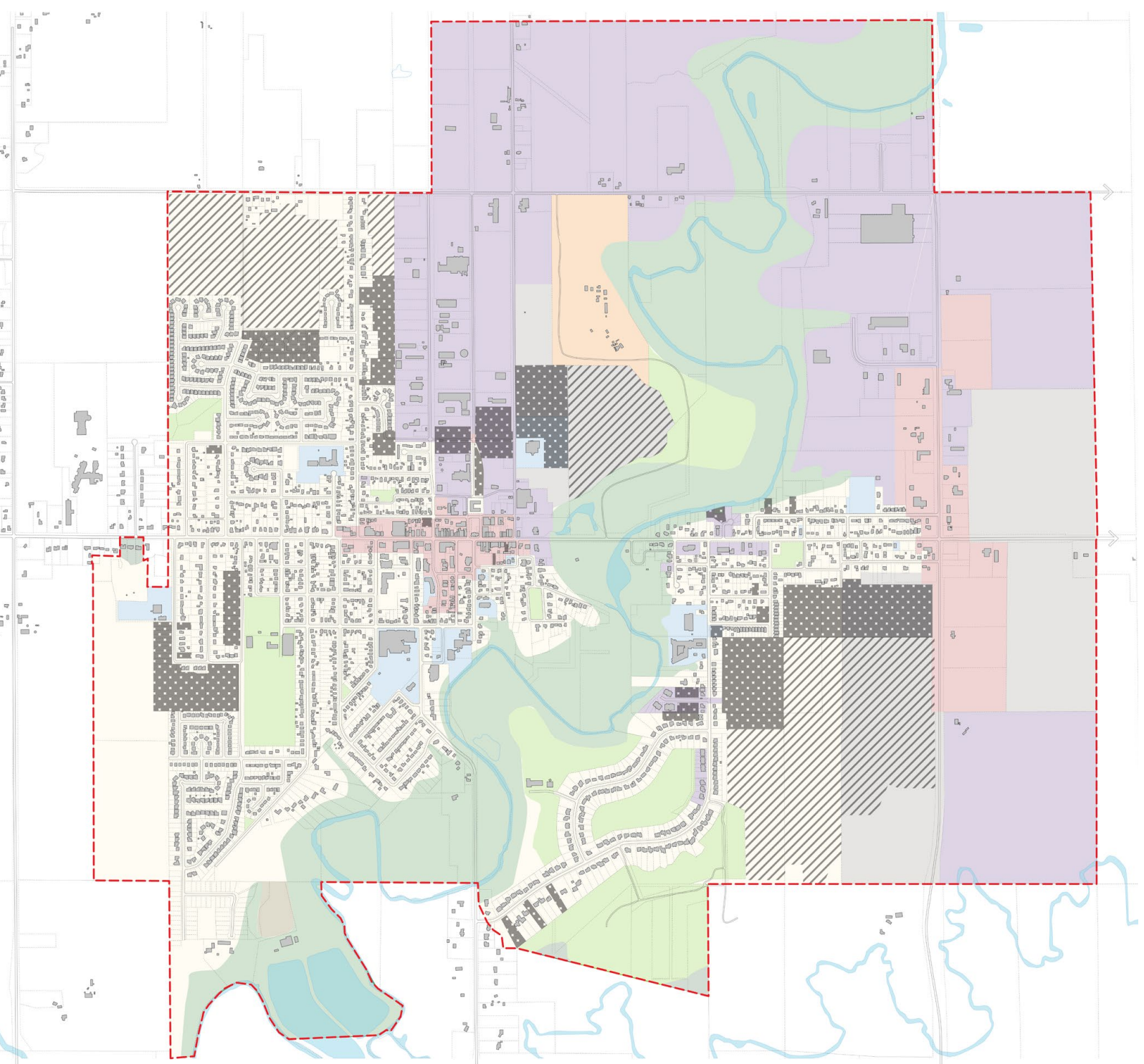


Figure 4.1: Development Site + Uses



4.3 BUILDING HEIGHTS

The height of buildings can have a dramatic impact on the visual character of an area and, when designed properly, can create a sense of cohesion with existing structures. Taller buildings have the advantage of using land more intensely and efficiently, concentrating a critical mass of people in an area to support local businesses, services, and other amenities. Having a substantial population base also helps to create a sense of activity in key areas, like downtown Petrolia.

Guidelines

- i. **Human-scale:** The Town's human-scale and low to mid-rise development character should be maintained, while taking advantage of opportunities to increase density in areas close to downtown Petrolia.
- ii. **Minimum Height:** New buildings fronting onto Petrolia Line in downtown should be a minimum of 2 storeys, in order to maximize the development opportunity in this area.
- iii. **Massing:** Buildings should be designed with regard for creating a cohesive visual relationship with existing development. For development taller than 3 storeys, consideration should be given to creating height transitions to surrounding development as appropriate.
- iv. **Shadows:** Taller buildings should be designed to minimize undue shadows cast onto adjacent buildings and surrounding public open spaces, especially during the fall and winter.
- v. **Development Intensification:** Higher density development should be encouraged, while maintaining the small-town character of Petrolia.



Human-scale building heights



Mid-rise commercial building



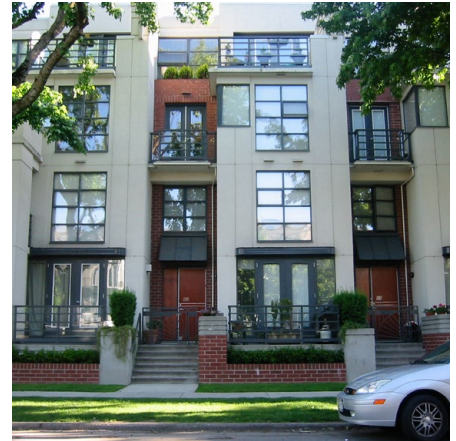
Mid-rise residential building

4.4 BUILDING DESIGN

Petrolia has a strong tradition of excellent architectural design, dating back to the early days of the town's development. This gives the town a unique character and sense of place that should be protected and reinforced. Accordingly, new structures should be designed to be a high-quality contemporary expression of their own time, without needing to replicate previous styles. All the while maintaining certain physical characteristics of buildings that create a positive physical and visual relationship with their context.

Guidelines

- i. **Contemporary Design:** Buildings should be designed as contemporary expressions of their own time, and should not be designed as replicas of historic architectural styles. Where adjacent to existing historic buildings, especially on Petrolia Line, new buildings should relate to the datum lines of existing buildings.
- ii. **Orientation and Placement:** Buildings should be planned on a site to frame and define adjacent public spaces, including streetscapes and open spaces, and oriented to create an address and front door to a public street.
- iii. **Frontages + Entrances:** All buildings should be designed with a frontage to adjacent public streets, with a clearly legible entrance.
- iv. **Active Frontages:** Building frontages should be designed to create an inviting and comfortable environment for pedestrians, by:
 - framing and defining streets and open spaces;
 - creating physical and visual connections by including operable doors and large windows facing the adjacent public realm;
 - not creating blank walls toward the public realm, including streetscapes and open spaces;
 - providing active frontages for retail uses fronting Petrolia Line within downtown;
 - locating parking and service areas to the rear of the lot or to areas that are hidden from view from public street and spaces; and,
 - designing frontages with clearly legible entrances.
- v. **Materials:** Buildings should be designed with high-quality and durable materials, and make use of locally available and sustainable building materials wherever possible. Consideration should be given to the life-cycle of materials and their ability to be repaired.



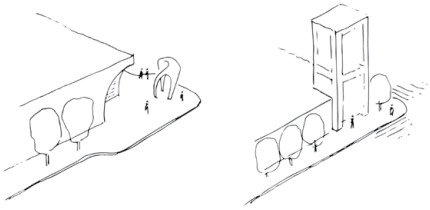
Clear entrances and frontages to streets



Buildings fronting and defining open spaces



High quality and durable materials



Gateway building corner treatment



Transparent building frontages



Screening service and loading areas

vi. **Gateway Buildings:** Gateway buildings function as wayfinding elements and help to convey a sense of transition between different areas of Petrolia. Please refer to figure 6.2 for an identification of gateways in Petrolia. They should be designed to reinforce this sense of transition by:

- being designed with an enhanced level of architectural design and expression; and
- incorporating unique features such as distinct corner treatments and building massing.

vii. **Loading and Servicing:** The service area (for deliveries, garbage collection, etc.) of buildings can be designed as safe and pedestrian-friendly environments, by:

- locating servicing areas away from high pedestrian traffic areas, such as in a back lane;
- creating a safe and easily understood interface between service vehicles and pedestrians; and
- screening service areas where appropriate, with high-quality materials, designs, or public art.

4.5 HERITAGE PROPERTIES

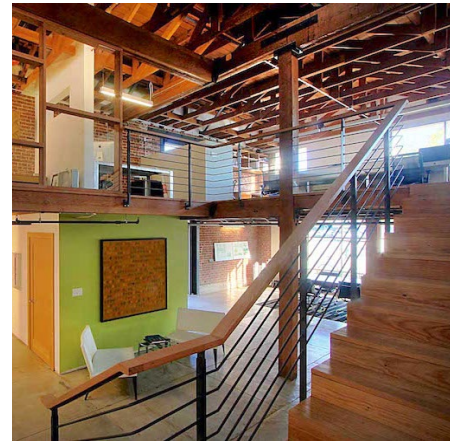
There are a number of properties within Petrolia that have been designated under Part IV of the Ontario Heritage Act, in addition to properties identified as having heritage interest. These properties and the structures and landscape features on them represent a valued component of the town's identity and a unique manifestation of its physical and design character. New development should be mindful of the importance of these properties, seeking to conserve and enhance their unique heritage attributes. Likewise, owners of heritage properties should continue to work with the Town to conserve their properties by undertaking timely maintenance that is compatible with the property's heritage attributes.

Guidelines

- i. **Conservation Approach:** Heritage properties, including structures and landscapes, should be conserved based on the direction outlined in the Standards and Guidelines for the Conservation of Historic Places in Canada.
- ii. **Understanding:** Any project (maintenance, renovation, or new construction) that may impact one or more heritage properties should demonstrate a sound understanding of the heritage attributes that could be affected, and outline design and construction strategies to conserve those attributes. The Town of Petrolia may request a heritage impact assessment of development proponents that evaluates the impact of a proposal on the heritage resources and recommends an approach for their conservation.
- iii. **Regard for Heritage Properties:** New development adjacent to heritage properties should be designed to create a sympathetic relationship with those properties. This can be achieved in a number of ways, such as by maintaining datum lines of adjacent existing buildings.
- iv. **Adaptive Re-use:** The adaptive re-use of heritage properties will be encouraged. Proposals will be guided to conserve the heritage attributes associated with a property, in keeping with the direction outlined in the Standards and Guidelines for the Conservation of Historic Places in Canada.



New uses in old buildings



Updating interior spaces



New development should relate to datum lines of historic buildings



Adaptive re-use of historic structures



Infill housing in historic context



Integrating new buildings with old

- v. **Assistance for Heritage Conservation:** The Town should continue to work with private land owners to facilitate the conservation of heritage properties by providing assistance as deemed appropriate by Council on a case-by-case basis.
- vi. **Property Tax Rebate:** The Town should continue to support and administer the property tax rebate program for heritage designated properties.
- vii. **Ongoing Identification:** The Town should continue to work with community members and volunteers, including the Petrolia Heritage Committee, to identify, research, document and create awareness for heritage properties and take steps to conserve them, including but not limited to designation under Part IV of the Ontario Heritage Act.
- viii. **Heritage Awareness:** The Town should continue to work with various groups and partners, including the Petrolia Heritage Committee, to bolster awareness and understanding of cultural heritage resources in Petrolia, including the periods in history that lend them context and significance.

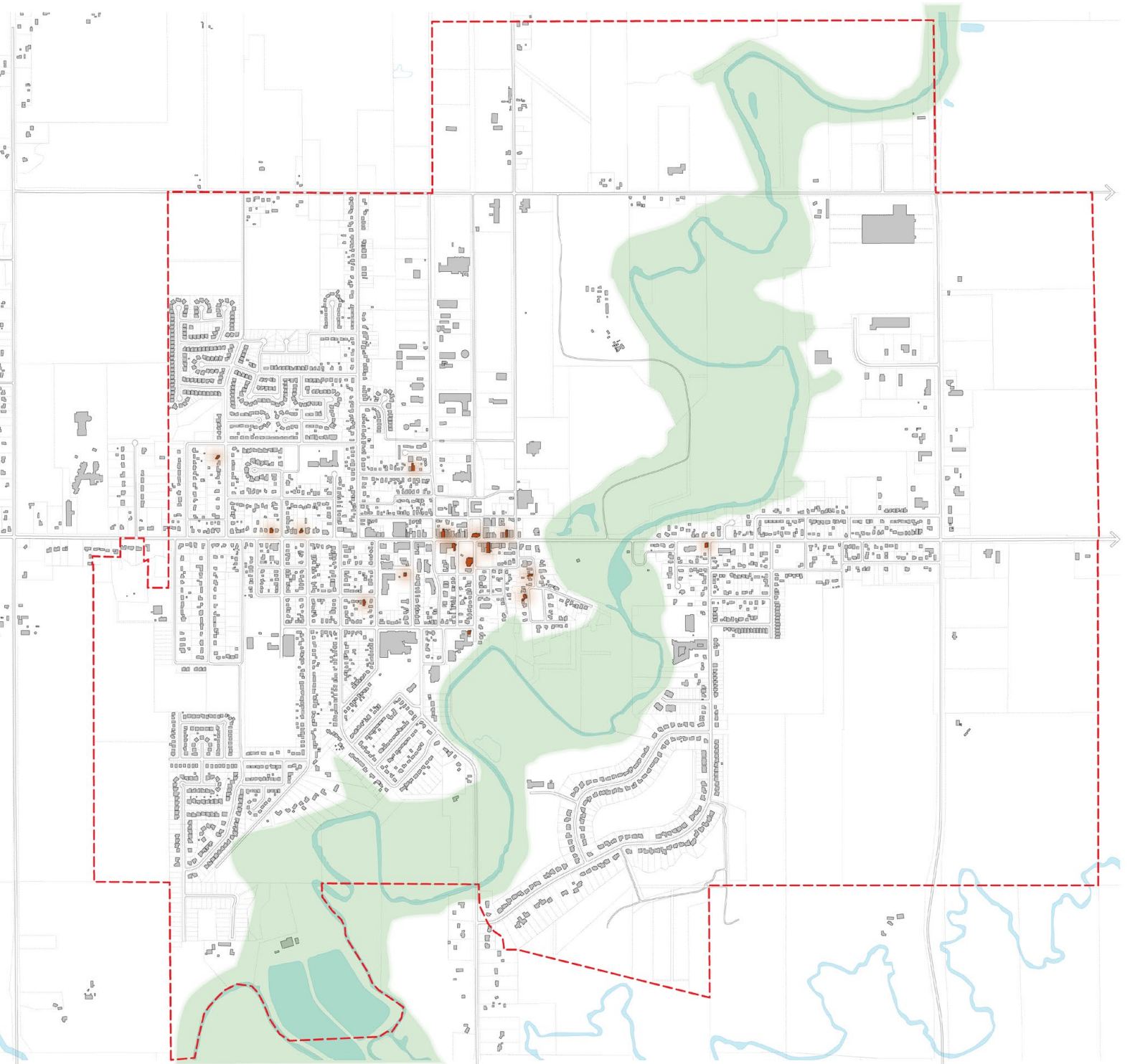


Figure 4.2: Designated Heritage Properties

- HERITAGE PROPERTIES
- BEAR CREEK CORRIDOR
- CREEK
- TOWN BOUNDARY





PUBLIC REALM FRAMEWORK

The Public Realm Framework supports the vision for conserving natural heritage assets, supporting Petrolia's unique character of place, and providing active and passive recreation opportunities that meet a range of needs and support the community's overall physical and mental well-being.

It contains specific guidelines under the following sections:

- Open Space Typologies
- Public Realm Design
- Civic and Community Facilities
- Natural Heritage Areas

The guidelines brought forward in these sections were developed to improve people's well-being in Petrolia and Lambton County. They have been evaluated based on their potential impact on community well-being as defined with input from the community (refer to section 1.2).



Open spaces for active recreation and movement



Spaces for community gathering



Pedestrian-oriented streetscape

5.1 OPEN SPACE TYPOLOGIES

This Plan supports a diverse range of open spaces to meet the community's various needs for active and passive recreation, and allow for safe and accessible places to connect with nature. The range of open spaces span from more urban experiences at Market Square or Town Hall Square, to nature-based experiences such as hiking along the Bear Creek corridor.

5.1.1 Town Square

The Town Square is an important and unique open space within the town. Located off Petrolia Line and adjacent to Victoria Hall (municipal offices and theatre) the Town Square serves an important function as a central community gathering space for festivals, commemorations, and similar events. It should continue to serve this function and the design and planning of adjacent sites should reinforce its use and character. Its large mature trees and open grass lawn give it a tranquil and green character.

Guidelines

- i. **Town Square Function:** The design and landscaping of the Town Square should continue to support its function as a multi-purpose community gathering space. It may include small structures specific to this purpose (e.g. gazebo or bandstand), but should not otherwise be used for buildings. Such buildings or structures should only be located on the southwest quadrant of the park and in an area where they do not obscure views toward Victoria Hall.
- ii. **Tree Preservation:** The trees in the Town Square are an important aspect of its character and should be preserved, and should not be removed.
- iii. **Furnishings:** Appropriate furnishings in the Town Square include picnic tables, benches, and other furnishings suitable for general public use. Furnishing should support everyday informal use and the activation of the square through formal programming.

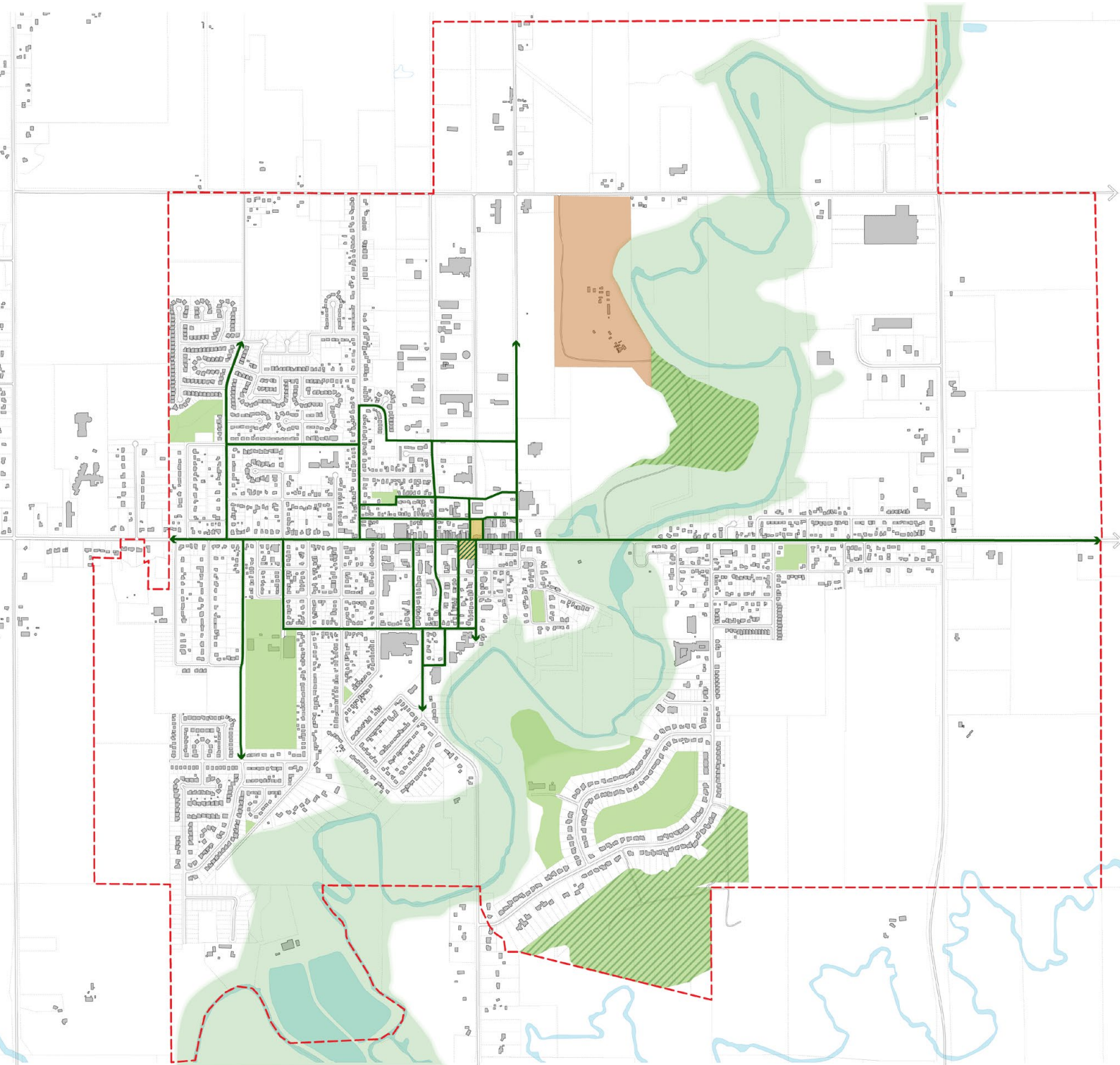


Figure 5.1: Open Space Typologies

- ENHANCED STREETSCAPE
- / TOWN SQUARE
- MARKET SQUARE
- NEIGHBOURHOOD PARKS
- / NATURAL AREA
- PETROLIA DISCOVERY
- BEAR CREEK CORRIDOR (ENVIRONMENTAL PROTECTION)
- CREEK
- TOWN BOUNDARY



Multi-functional space



Winter programming in market square



A flexible space for social gathering

5.1.2 Market Square

The Market Square is a planned new open space that complements the Town Square by providing a hard-scaped area for more active, intensive, public gatherings, such as farmers markets, block parties, concerts, or even temporary recreation uses like a skateboard or bmx park. It is an ideal location for any function that may damage the lawn of the Town Square, and it provides an alternate gathering space at times when the landscape of the Town Square may not be able to sustain heavy use (i.e. early spring flooding).

The Market Square should be designed as a year-round public gathering space, with consideration for providing public uses through all seasons of the year. This may include, for example, farmers markets or concerts during the summer, and a skating rink or Christmas market during the winter.

Guidelines

- i. **Market Square Function:** The Market Square should be designed as a primarily hard-scaped space to enable more intensive gatherings of people, but some allowance for plantings should be made, such as around the plaza edge to create wind breaks and shade. The Market Square should not be used for parking, although street parking may be provided along its edge, as its event schedule may permit.
- ii. **Adaptability:** The Market Square should be designed as a flexible and adaptable space that can support a variety of formal and informal uses. While it should primarily be open, it may include a structure that supports its design intent/function, such as a market building at the north edge.
- iii. **Active Edges:** As buildings that surround the Market Square evolve, they should be designed to include active and transparent frontages at grade, to help animate the square.

5.1.3 Neighbourhood Parks

Neighbourhood Parks are local recreational amenities, providing places for people to play or relax, take their pets for a walk, or go for a walk themselves. Each of these parks offers distinct amenities and character, thereby helping to meet different needs within the community. In general their character and existing uses are not anticipated to change substantially, however, provided that they are still used as public open spaces and recreational amenities, they may be improved and re-designed to meet the community's needs as they evolve in the future.

Neighbourhood Parks are also integral components of the area's ecology, and are home to plants and animals, which help support the healthy functioning of natural systems. Some functions include providing nesting space and habitat for animals and insects, and vegetation that improves the air quality in Petrolia, mitigates urban heat island effect, and supports the natural infiltration of rainwater and snow melt.

Guidelines

- i. **Neighbourhood Parks Function:** Neighbourhood Parks should continue to be utilized as public open spaces in the future. Their design and sports facilities (if any) may evolve/change in the future as the community's recreation needs/interests shift. Buildings or structures other than those immediately needed for recreational uses are not permitted.
- ii. **Meeting Community Needs:** The Town should continue to maintain a network of Neighbourhood Parks that work in coordination to meet the varied recreational needs of the community. Neighbourhood Parks should be planned for and designed comprehensively to address a range of needs in the community.
- iii. **New Neighbourhood Parks:** As the Town grows, if there are areas of significant new development, additional neighbourhood parks should be provided that complement the existing network.
- iv. **Adaptability:** Neighbourhood Parks should be designed and planned for flexible and adaptive use, throughout the year. In this regard, they should be designed, to the extent feasible, to support a variety of uses rather than being dedicated to one use.
- v. **Natural Systems:** Neighbourhood Parks should be designed and managed to support and enhance natural systems and ecological functions, including but not limited to the tree canopy, stormwater, wild life corridors, and supporting habitat for indigenous species.



Town Square (Victoria Hall) Park



Bear Creek and adjacent park



Sports facilities



Opportunities for active recreation



Trail connections through open spaces



Bear Creek and riverside landscape

5.1.4 Natural Areas

Natural Areas are an important component of Petrolia’s overall open space network. They provide a space that is more “wild” or “natural” than a Neighbourhood Park, but still can be accessed by trails or paths. The two Natural Areas within the town are located at the edge of developed areas and provide a unique recreational amenity nearby the Bear Creek Corridor. They function similarly to Neighbourhood Parks, although their opportunity for sports, other than hiking, trail running, or cross-country skiing is limited; instead they allow residents to connect with nature.

Like Neighbourhood Parks, Natural Areas also help to support the healthy functioning of natural systems in a number of ways. This includes providing a buffer between urban/rural areas and environmental protection areas like the Bear Creek Corridor. Natural Areas in this respect also extend the movement corridor network for wildlife, enabling them to connect to more areas across Lambton County.

Guidelines

- i. **Natural Areas Function:** Natural Areas are part of the overall open space network, but should be considered distinct from Neighbourhood Parks in that they are less manicured or heavily designed landscapes with programmed recreational uses (e.g. baseball, soccer, etc.). Natural areas are intended for active and passive recreation that make use of natural features. Buildings or structures are generally not permitted, unless they are accessory to a recreational use.
- ii. **Habitat and Ecology:** Natural Areas often have a density of vegetation that intersects with adjacent tree stands and the Bear Creek Corridor, this helps to provide habitat for plants and wildlife, and strengthen the region’s ecological integrity. Indigenous vegetation should be preserved and considered integral to this wider network.
- iii. **Access + Trails:** Opportunities to provide safe and accessible connections to and through Natural Areas should be explored, and provided where feasible, in particular for people of varying physical abilities.
- iv. **Wayfinding:** Trails should be mapped for their distance, orientation, connection to other trails, and their accessibility/level of difficulty. Trail heads and entry points should be clearly marked with this information, so that people of varying physical abilities can understand the extents of accessible routes and more challenging routes.

5.1.5 Enhanced Streetscape

One of the roles of the public realm is to provide connections between buildings, destinations, and open spaces in the town. While all streets, paths, and laneways will play this role, Enhanced Streetscapes will serve as primary connections and movement routes through the town, especially for pedestrians, cyclists, and other active transportation modes. Enhanced Streetscapes may receive a higher level of streetscaping improvements to create comfortable, safe, and beautiful connections between major destinations in the town.

Guidelines

- i. **Enhanced Streetscape Function:** Enhanced Streetscapes should be designed and planned to create comfortable, safe, accessible, attractive, and inviting connections, especially for pedestrians, cyclists, and other active transportation modes.
- ii. **Continuous Sidewalks and Plantings:** Enhanced Streetscapes should be designed, where right-of-ways may accommodate, to include continuous sidewalks and street trees on both sides of the street.
- iii. **Furnishings:** Enhanced Streetscapes should include benches or places to rest, in particular around high traffic areas, such as along Petrolia Line. Waste receptacles may also be provided at appropriate distances in high-traffic areas of Enhanced Streetscapes.
- iv. **Petrolia Line Design:** Among other Enhanced Streetscapes, the section of Petrolia Line downtown, approximately between Oil Street and Kerby Street, may receive additional improvements such as enhanced street and sidewalk paving, unique light standards, benches, additional plantings or seasonal planters, and waste receptacles, among other improvements.
- v. **Tree Canopy:** Street trees contribute greatly to the town's urban tree canopy, along with trees on private property and in parks, and should be planned accordingly with supporting infrastructure (soil trenches, volume, etc.) to enable them to grow to maturity and maximize their canopy.



Improved seating and planting area



Improved seating area



Enhanced streetscaping treatment



Petrolia Discovery



Historic machinery



Petrolia Discovery entrance

5.1.6 Petrolia Discovery

The Petrolia Discovery is an interpretive historical site in the town that interprets the early days of the oil boom in Petrolia/Ontario from the mid nineteenth century. It includes historical displays and machinery that was in use during that period. It is located adjacent to the Bear Creek Corridor and natural area, and is sparsely developed so it maintains an overall green and open character. It is anticipated that the Petrolia Discovery will continue as a historical interpretive site into the future. Should this function no longer remain viable, however, the site should still be considered as an element of Petrolia's public realm network.

Guidelines

- i. **Petrolia Discovery Function:** The Petrolia Discovery should continue to serve public functions related to historical interpretation or active and passive recreation.
- ii. **Ecological Function:** The use of the Petrolia Discovery site should be planned for with close consideration for ecological sensitivities of the adjacent Bear Creek Corridor, so that use of the Petrolia Discovery site does not diminish the integrity or health of natural systems. Likewise, the ecological function of the site and existing wooded areas and stands of vegetation should be preserved.

5.1.7 Bear Creek Corridor

Bear Creek Corridor is an exceptional natural heritage feature that runs through the town, and connects with other naturalized areas beyond the Town's boundaries. It is defined by Bear Creek surrounding tree stands and other vegetation, which in some cases extend up from the creek near to the top of bank. Bear Creek Corridor is a tremendous asset that should be conserved and protected through the ongoing land use and environmental planning practice of the Town. It is a recognizable part of the town and an important aspect of its character, which helps imbue Petrolia with a unique sense of place. It also has several other important functions, such as: providing habitat for plants and animals; and, creating unique recreational space for residents.

Guidelines

- i. **Bear Creek Corridor Function:** Bear Creek Corridor is an environmental protection area that provides habitat for flora and fauna, and is intended to be conserved as such. It is also an amenity for residents, and one which should continue to support active and passive recreational uses that are compatible with conservation objectives.
- ii. **Access + Trails:** Opportunities to provide safe and accessible connections to the corridor should be explored, and provided where feasible, in particular for people of varying physical abilities. Any new trails should follow existing rough paths and minimize impacts on vegetation or the topography of the corridor.
- iii. **Connectivity:** If there are new trails added through the corridor, they should be designed to connect with existing paths sidewalks, and/or streets, within the town's overall circulation network.
- iv. **Wayfinding:** Trails through the corridor should be mapped for their distance, orientation, connection to other trails, and their accessibility/level of difficulty. Trail heads and entry points should be clearly marked with this information, so that people of varying physical abilities can understand the extents of accessible routes and more challenging routes.
- v. **Conservation:** Bear Creek Corridor and its natural features (including but not limited to: existing trees, indigenous vegetation, topographical features, and watercourses) should be conserved and protected.
- vi. **Understanding and Research:** The Town should continue to work with local agencies and partners, including the St. Clair Region Conservation Authority, to undertake research of Bear Creek Corridor and its ecology and to promote understanding of its ecological function.



Trails in natural areas



Bear Creek and adjacent open space



Covered bridge over Bear Creek



Improved streetscape with opportunities to linger



Street Furnishings: Benches + Garbage Cans



Street trees create a welcoming space

5.2 PUBLIC REALM DESIGN

Petrolia's public realm and network of open spaces should be high-quality and designed to meet the over-arching objective of creating an active and vibrant quality of place. Attention should be paid to pedestrian-oriented design features, and providing plantings, furnishings, lighting, and other features, that encourage people to get out of their cars and walk the short distance between destinations in Petrolia.

5.2.1 General Design Guidelines

The following guidelines should inform the design and planning of improvements and maintenance for all aspects of the public realm.

- i. **Design Quality:** The public realm should constitute a network of high-quality, safe, accessible, and connected spaces comprised of streets and open spaces that are inter-connected to naturalized areas and civic and cultural facilities.
- ii. **Design Intent:** The public realm should be designed to support the objective of encouraging pedestrian use of the public realm, as well as other active transportation modes, like cycling.
- iii. **Sustainable Design:** The public realm should be designed to foster a high density of trees and strengthen the character of an urban forest. Sustainable design approaches and sustainable infrastructure (e.g. low-impact development technologies for stormwater management) should be incorporated as unique features of the public realm wherever possible.
- iv. **Urban Forest:** The Town should support the expansion and integrity of an urban forest and strong tree canopy. Existing trees should be protected wherever possible, and not cut down, unless they are diseased.
- v. **Safety:** The Public Realm should be designed to foster a safe environment (real and perceived) for all. This should include applying the principles and guidelines of Crime Prevention Through Environmental Design (CPTED)

5.2.2 Streetscape Layout + Design

Streets are an integral component of the public realm network, and have a substantial impact on how people experience Petrolia and choose to move around. Their design can help support active transportation and other healthy lifestyle choices.

Guidelines

- i. **Design Objective:** Streets should be designed as integral components of the overall open space network, and considered as connective spaces where people can linger and gather, as well as move between destinations.
- ii. **Pedestrian-priority:** All streets should be designed to function as pedestrian-priority zones.
- iii. **Safe Intersections:** Streetscaping treatments should clearly indicate the intersection of streets, sidewalks, and paths as pedestrian-priority areas. This may be accomplished through surface treatments on paving and sidewalks, alternate paving materials, and lighting.
- iv. **Street Trees:** Enhanced streets are the priority for street tree planting and maintenance, however, additional street trees on other streets should be provided wherever possible, in particular for new developments and infill development.
- v. **Sidewalks:** All streets in Petrolia should have sidewalks on both sides of the street, especially for new developments. As feasible, retrofits should be undertaken to provide sidewalks on both sides of the street for existing developed areas where they do not currently exist.

5.2.3 Landscaping

Landscaping can be used to support environmental and design objectives that are specific to different open spaces within Petrolia, while creating a consistent design approach.

Guidelines

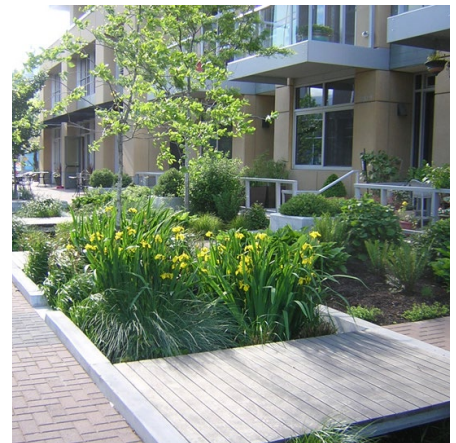
- i. **Native Trees/Plantings:** To encourage a sustainable approach to landscaping, native trees and plantings should be used that are suitable to southwestern Ontario and its climate.
- ii. **Minimal Irrigation:** Landscaping should be designed, and plantings selected, to minimize or eliminate requirements for irrigation.
- iii. **Stormwater:** Integration of Low-Impact Development principles and guidelines should be considered, and undertaken as feasible.



Walkable, pedestrian-friendly streetscapes



Integrated furnishing and landscaping



Bio-swales integrated with landscape design



Public spaces designed for multiple uses



Deciduous trees to allow sun penetration



Lighting to help create a sense of place and warmth

5.2.4 Winter Design Strategies

A substantial portion of the year in Canada is winter, and while this is viewed by many as an obstacle to enjoying the outdoors, there are several design strategies that can help people embrace winter and find ways to enjoy it. The objective is to cultivate a sense of ownership and animation of public spaces in Petrolia throughout the year, regardless of climate conditions.

Guidelines

- i. **Design Objective:** Open spaces should be comfortable and flexible spaces that can be used in all conditions, and in all seasons.
- ii. **Snow Clearance:** Streets, sidewalks, and plazas or hard surface spaces should be designed for efficient snow clearance in winter. This should not preclude the use of unit pavers for enhanced streetscapes, provided appropriate sub-surface design mitigates potential heaving.
- iii. **Southern Exposure:** Open spaces, in particular those with seating areas or where people are expected to gather and linger, should maximize their southern exposure to take advantage of sunlight. The massing and design of surrounding structures should maximize sunlight penetration to these spaces.
- iv. **Wind Protection:** Open spaces, designed for gathering should include protective measures against wind, snow, and rain, as appropriate and according to the following guidelines:
 - Protective measures should be integrated with existing landscape elements (lighting, seating, public art, etc.) in order to minimize clutter.
 - Trees can be used to provide wind breaks and points of interest in winter months.
 - Snow can be piled in mounds in certain locations around open spaces to create wind breaks, and areas to play.
- v. **Trees:** Plant deciduous trees next to buildings, streets, and open spaces to allow sunlight to penetrate during the winter. Coniferous trees could be planted as wind breaks in certain locations around public open spaces.
- vi. **Winter Activities:** Ice rinks and other spaces for winter sport or activities could be provided outdoors in certain open spaces, such as Market Square.

5.2.5 Lighting

Lighting is an important aspect of the public realm's character. It helps to improve safety and create a pleasant atmosphere throughout the day and seasons. Lighting should continue to be maintained, planned for, and designed in an integrated approach with all other aspects of the public realm.

Guidelines

- i. **Lighting for Safety:** Streets, paths, and key open spaces which are used throughout the day and evening should be well lit to support safety and security, especially in winter, when daylight hours are short.
- ii. **Light Pollution:** Lighting design should provide adequate illumination while minimizing light pollution.
- iii. **Energy Efficiency:** Energy efficient lights should be installed to minimize energy usage.
- iv. **Site-Specific Lighting Design:** The lighting design of open spaces should reflect their use and character, and can be designed to create distinct places. Some trails and pathways may have ground level lighting, for example, or lighting may be integrated as part of interactive public art installations.

5.2.6 Public Art

Public art serves multiple objectives, including but not limited to: cultivating Petrolia's unique character of place; supporting local culture; assisting with wayfinding; and, creating intrigue and interest for pedestrians and users of public spaces.

Guidelines

- i. **Locations:** Public art as a wayfinding or gateway feature should generally be located in higher traffic areas and prominent locations. Including at gateways as identified in figure 6.2.
- ii. **Interactive Elements:** Where possible, public art should be interactive and may even provide a usable function, such as seating, to support activities and animation in the public realm.
- iii. **Local Culture + History:** Opportunities for the local arts community and local artists to be involved in the provision of art will be encouraged. Public art should reflect important aspects of local culture and history, and express the character and heritage of Petrolia and Lambton County.



Pedestrian-oriented lighting



Public art to mark gateways and trails



Public art in one of Petrolia's parks

5.2 CIVIC AND COMMUNITY FACILITIES

Integral to the public realm are civic and community facilities that provide municipal services and public uses, such as the library, Victoria Hall, the CEE Hospital, local schools, and others. These facilities are important, not only for the services and immediate uses they support, but for their capacity to foster social interaction and public gathering.

Guidelines

- i. **Design Quality + Prominence:** Civic and community facilities should be visually prominent and help to create landmarks within the town. To the extent feasible they should:
 - Display high-quality architectural and landscape design.
 - Be directly and easily accessible for pedestrian, cycling, and vehicular routes.
 - Co-locate and integrate into their landscape design, purposeful open space that can be used for active or passive recreation.
- ii. **Integrating Other Uses:** Civic facilities may be integrated with other buildings, or multiple civic uses could be combined in the same building. In this case, consideration should be given to effective wayfinding systems to help users find the different uses.



High-quality design and architecture



Oil Heritage District Community Centre



Greenwood Recreation Centre

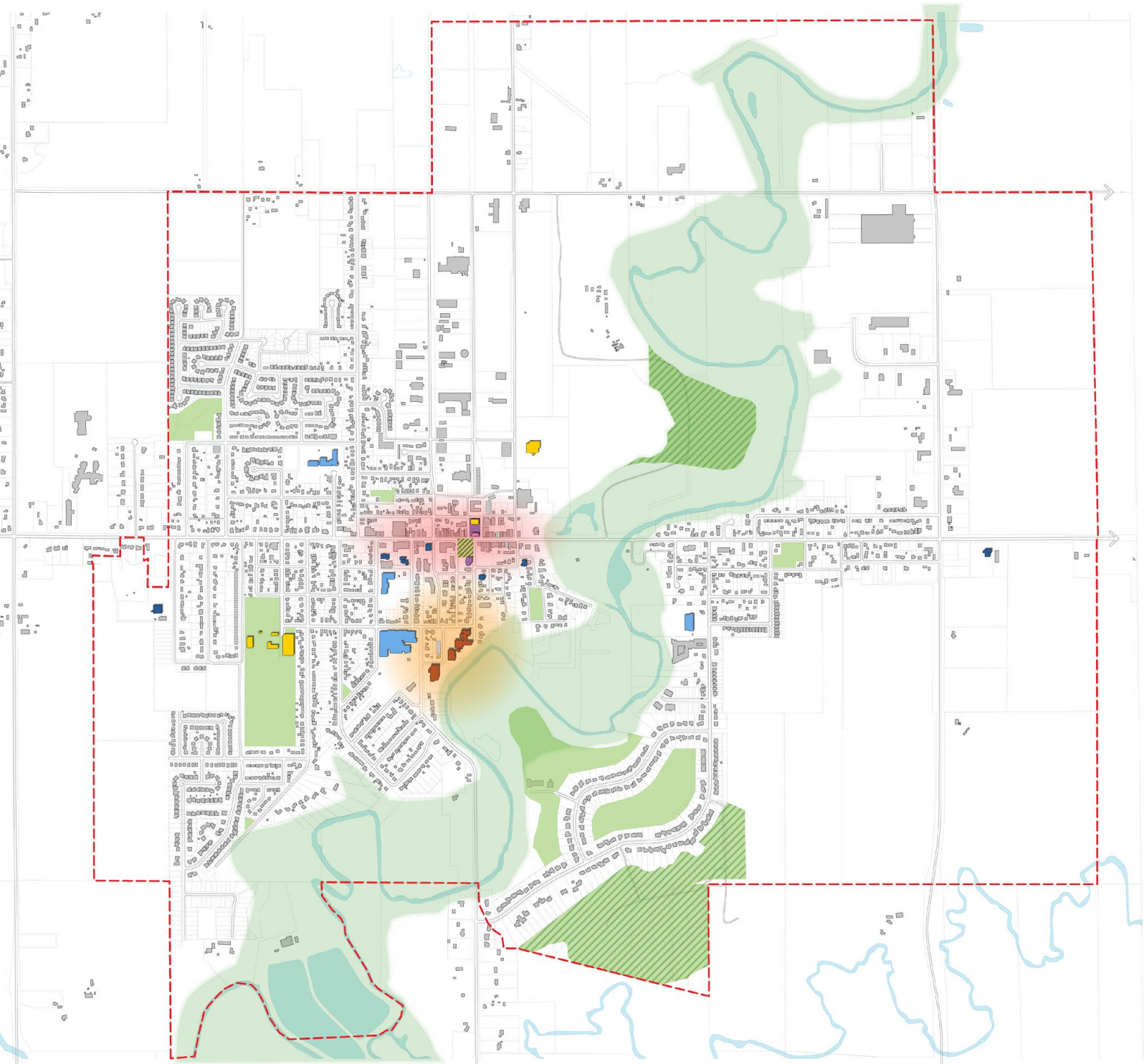


Figure 5.2: Civic + Community Facilities







MOVEMENT FRAMEWORK

The Movement Framework shapes an integrated network with multiple options for movement (walking, cycling, driving, rideshare, etc.) that supports the vision for an accessible community where people are active and making use of public spaces and facilities.

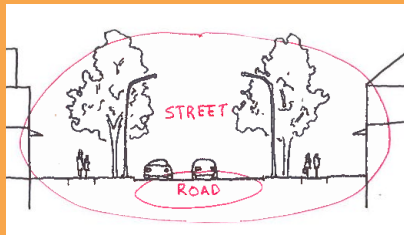
It contains specific guidelines under the following sections:

- Street Typologies and Hierarchy
- Active Transportation
- Trails and Cycling
- Parking
- Transportation Strategies

The guidelines brought forward in these sections were developed to improve people's well-being in Petrolia and Lambton County. They have been evaluated based on their potential impact on community well-being as defined with input from the community (refer to section 1.2).

What do we mean when we talk about streets?

It's important to recognize the distinction between 'streets' and 'roads'. When we refer to roads we are talking about the roadway that vehicles and cyclists drive on. When we refer to streets we are talking about the roadway, but also the sidewalks, public realm, and buildings that surround it. These elements work together to create a character for streets. It is this character that Plan aims to shape and guide.



6.1 STREET TYPOLOGIES + HIERARCHY

This street hierarchy helps to allocate a role to streets within Petrolia that considers not only their role as movement corridors for pedestrians, cyclists, and vehicles, but also their broader function as connective spaces that influence how people experience Petrolia. Many aspects of a street can make a difference:

- How far buildings are setback from the road can create a sense of enclosure, or openness.
- The speed and volume of traffic can create a sense of calm or high-pace energy.
- Sidewalks can make pedestrians feel comfortable, and welcome. Not having sidewalks can make people feel the opposite.
- The amount of trees or plantings on a street can help beautify it, creating a memorable and pleasant experience, and inviting space for people to walk, play, or linger.
- At intersections, accessible ramps, tactile warning strips, and clearly marked crossings can help people feel safe.

When designed and planned with a holistic understanding of these opportunities, the streets in Petrolia can play a role in encouraging people to walk, cycle, visit local destinations and cultural facilities, interact with each other, and, ultimately, foster a stronger sense of community spirit over these shared spaces.

6.1.1 General Guidelines

- Pedestrian-priority:** Streets should support a range of travel modes, but prioritize the needs and safety of pedestrians and active modes of transportation, while accommodating additional transit and vehicle circulation where appropriate.
- Accessibility:** Streets should be designed to be safe and accessible to a wide range of users regardless of their mobility. Careful consideration will be given to varying accessibility needs in the design of streets, including their sidewalks, roadways, and crossings.
- Crossings:** Pedestrian crossings will be clearly marked with a combination of pavement markings, signage, and/or lights as determined to be appropriate. Features to facilitate safe crossing such as anti-slip tactile strips should be included. Consideration will be given to curb bump-outs and other features to reduce crossing distance.

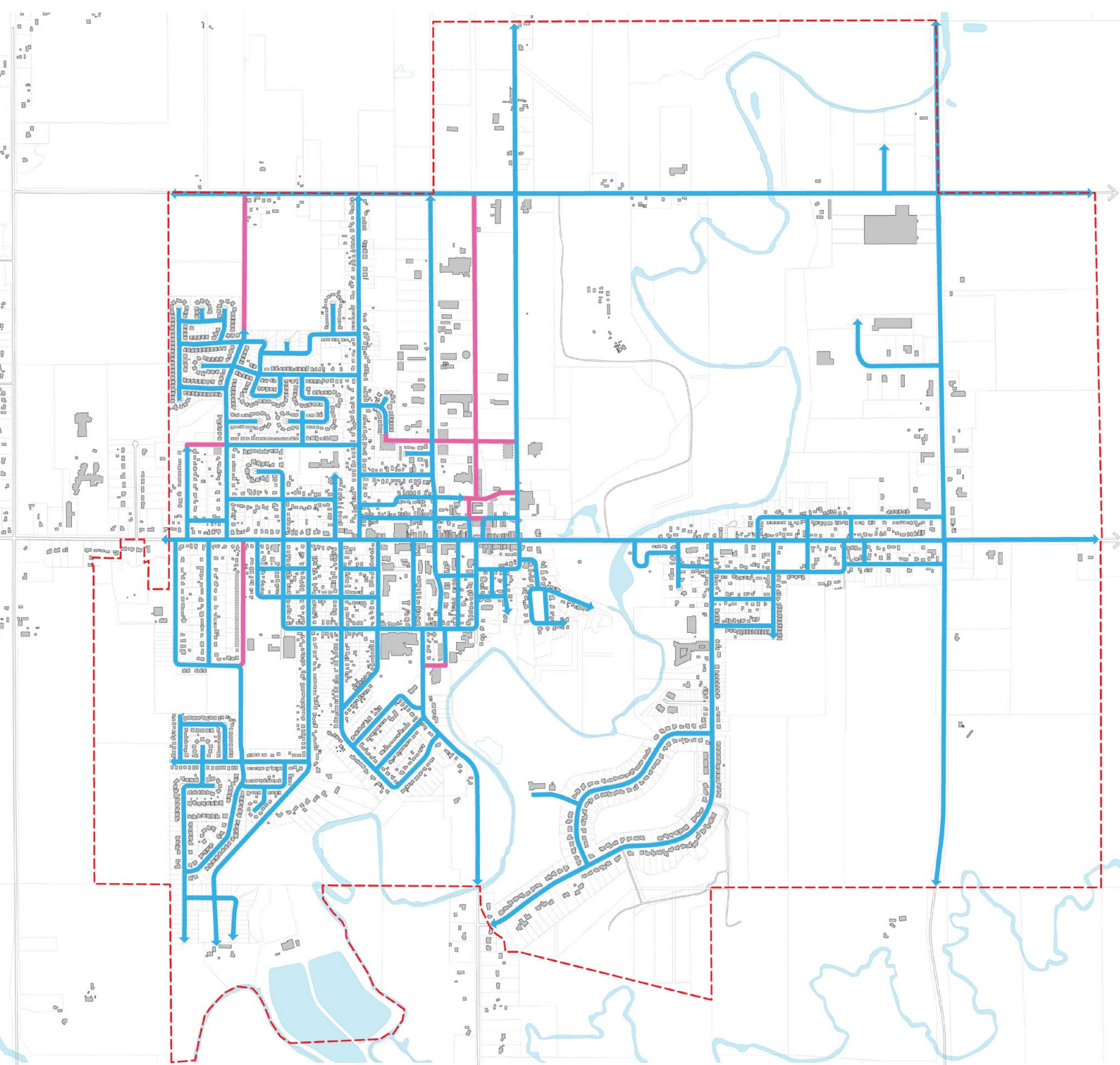


Figure 6.1: Existing + Proposed Street Network

6.1.2 Proposed Streets

Proposed streets have been illustrated in this Plan (see figure 6.1), in keeping with the Vision, and more general objective to encourage compact and walkable development. Note that this figure and the proposed streets are illustrative. The precise alignment and classification of new streets may vary, provided their design is in keeping with the intent of this Plan.

— EXISTING STREET
— PROPOSED STREET



Streets support a range of uses



Curb bump-outs reduce crossing distances



Raised crosswalks for pedestrian safety

6.1.2 Regional Highway Guidelines

- i. **Function:** Regional Highways connect Petrolia to other destinations in the surrounding region, including other municipalities, like Oil Springs, Wyoming, and Sarnia. Accordingly, they handle a significant volume of vehicular traffic, accommodating transportation and delivery traffic as well as people commuting to and from work.
- ii. **Regional Commuter + Transport Traffic:** Regional Highways should continue to accommodate the majority of commuter and transport traffic. This type of traffic will be encouraged to avoid using, wherever possible, other street types outlined in this hierarchy.

6.1.3 Primary Street Guidelines

- i. **Function:** Primary Streets provide a central point of connection with the town, enabling people to move between and connect to local destinations, homes, businesses, and open spaces. Primary Streets, specifically Petrolia Line, may also serve as a community main street and destination for commercial retail, and other cultural facilities. Primary Streets connect to Secondary Streets and in some cases to Local Streets.
- ii. **Active Transportation:** Primary Streets should be designed and planned to safely accommodate active transportation uses within the roadway. Ideally this should be done with separated bike lanes wherever possible, in particular in busy areas, like Downtown, and around the Community Hub and Health Hub. Bike lanes may be marked and designed with a variety of features, such as pavement painting, bollards, or curbs. As a last resort, where separated bike lanes are not feasible, a shared-use condition may suffice, with pavement markings (sharrows) indicating that cars, cyclists, and/or scooters share the road. Traffic speeds should be adjusted accordingly in areas where shared use is anticipated.
- iii. **Design Components:** In support of their function within the street network, the following components should be considered for Primary Streets:
 - Sidewalks on both sides of the street. With clearly marked crossings where continuous crosswalks are not possible, and pedestrians need to cross the street to use a sidewalk.
 - Elements for separating bike lanes, including flexible bollards, road paint, curbs, or other protective measures.
 - Where separated bike lanes are not feasible: sharrows, or similar pavement markings, to indicate vehicles and cyclists should share the road.
 - Street trees on both sides of the street.

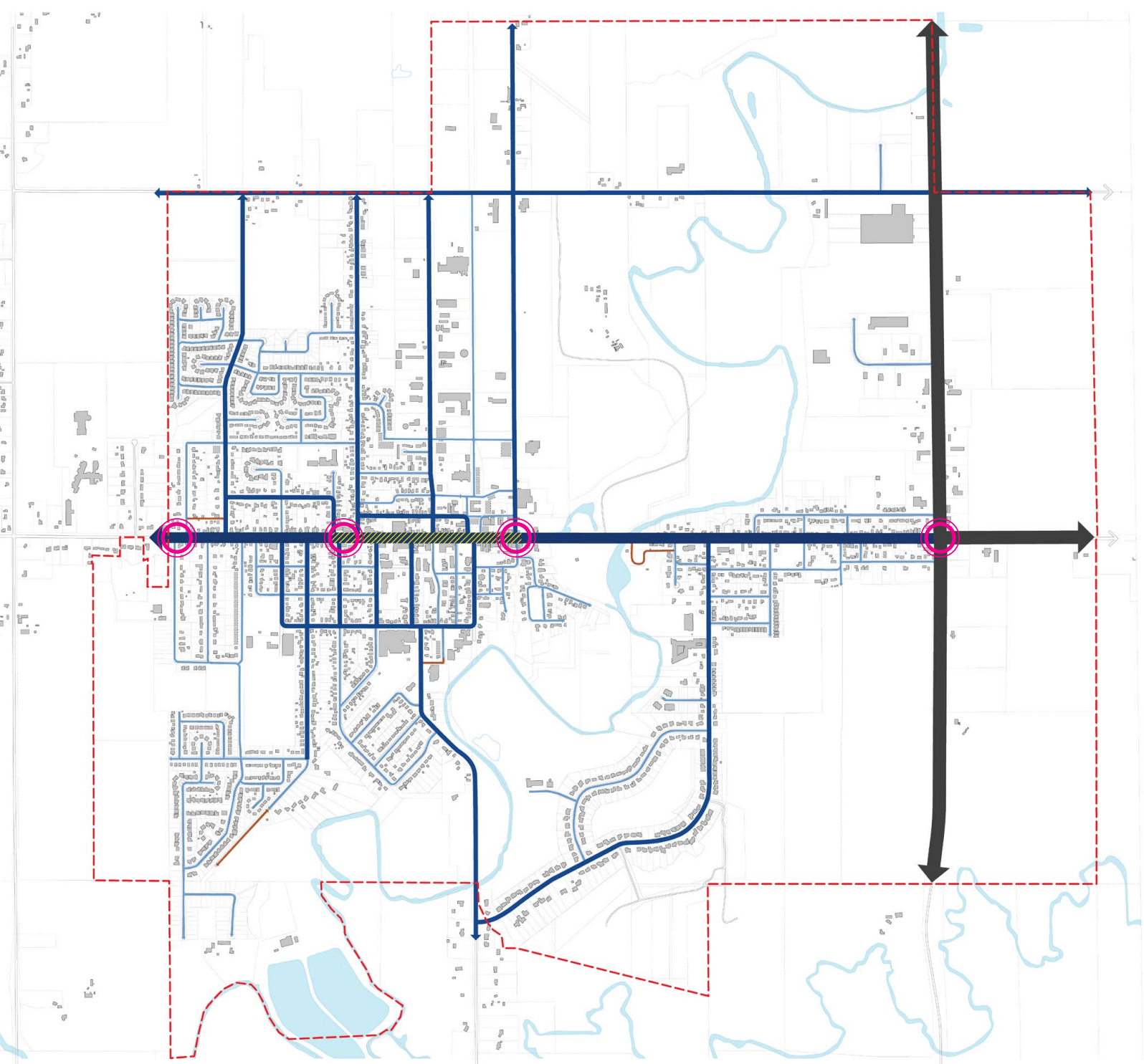









Figure 6.2: Street Network + Hierarchy

-  REGIONAL HIGHWAY
-  PRIMARY STREET
-  MAIN STREET
-  SECONDARY STREET
-  LOCAL STREET
-  LANEWAY
-  CREEK
-  TOWN BOUNDARY
-  KEY GATEWAYS



Enhanced streetscape plantings and furnishing



Improved public realm and gathering places

iv. **Main Street:** Main Street is a Primary Street that also serves as the principal commercial destination and Community Hub within the town. Accordingly, it is a strongly pedestrian-oriented environment, and inclusive of several features that may not be found in other parts of the town. The following design components should be considered for Main Street, in addition to those for all Primary Streets:

- Street Trees planted within the public realm may be planted with soil cells, to facilitate tree health, longevity, and ability to grow to maturity.
- Curb bump-outs at intersections that shorten crossing distances for pedestrians, and define on-street parking areas.
- On-street parallel parking.

6.1.4 Secondary Street Guidelines

- i. **Function:** Secondary Streets accommodate mainly local traffic, for people traveling to destinations off of Primary Streets, whether it be their home, religious institution, recreation facility, or open space. These streets are meant to facilitate connections primarily to local destinations and should be designed accordingly to encourage slow traffic speeds and facilitate active transportation and walking. Secondary Streets connect to Local Streets and both should convey a green and generally residential character.
- ii. **Active Transportation:** Active transportation modes will be facilitated and encouraged on the roadway of Secondary Streets by managing vehicular traffic at appropriate speeds.
- iii. **Design Components:** in support of their function within the street network, the following design components should be considered for Secondary Streets:
 - Sidewalks on both sides of the street.
 - Street trees wherever possible, especially for streets designated as Enhanced Streetscapes under the open Space Framework. The Town may work with willing landowners to facilitate tree planting on their property where there is insufficient room in the public right of way.

6.1.5 Local Street Guidelines

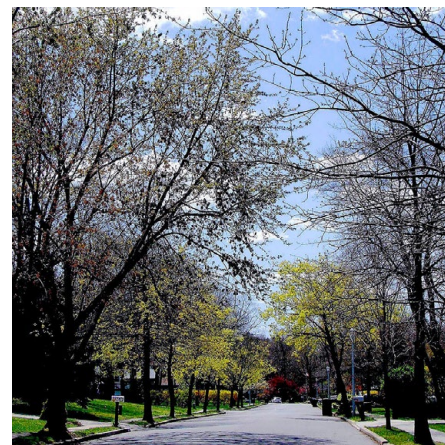
- i. **Function:** Local Streets primarily provide access to homes and open spaces throughout Petrolia, and, together with the Secondary Streets that they connect to, create a green, inviting, and attractive character of place. Local streets are intended to handle much less vehicular traffic than other streets, and thus take on a strong pedestrian and active character.
- ii. **Traffic Speed:** Vehicular speeds should be lowest along Local Streets, making them conducive to a slow-pace residential character, where people can walk and gather safely.
- iii. **Active Transportation:** Active transportation will be encouraged along the roadway of Local Streets, in part through low traffic speeds.
- iv. **Design Components:** In support of their function within the street network, the following design components should be considered for Local Streets:
 - Sidewalks on both sides of the street.
 - Street trees wherever possible. The Town may work with willing landowners to facilitate tree planting on their property where there is insufficient room in the public right of way.

6.1.6 Laneway Guidelines

- i. **Function:** Laneways are publicly owned right-of-ways that provide back access to lots, and facilitate pedestrian connections between neighbourhoods and streets, in support of local uses.



Compact local street



Tree lined street



Paths and trails for a variety of users



Paths and trails for a variety of users



Textured anti-slip crosswalk letdowns

6.2 ACTIVE TRANSPORTATION

This Plan takes several steps to support active transportation modes. This includes considering the needs of pedestrians of different abilities, who may require mobility assistance devices, such as walkers, scooters, or wheel chairs.

6.2.1 Universal Accessibility

All areas of Petrolia should be designed for universal accessibility and use, so that these physical spaces (sidewalks, intersections, trails, public open spaces, community facilities, etc.) can be safely used by all persons, regardless of their physical ability. The Town will continue to work toward that goal as elements of the public realm and circulation network are upgraded and replaced, and new elements are created. The private sector has a role to play as well, especially when developing new neighbourhoods and buildings.

The Accessibility for Ontarians with Disabilities Act (AODA) governs accessibility requirements in the province, including for physical spaces, and should be followed.

6.2.2 Pedestrian Movement Guidelines

All areas of Petrolia should be designed to create a comfortable and inviting environment for people to walk, this includes all streets, open spaces, and public or community uses. The network for active transportation links all areas of the public realm, as well as private and public buildings with sidewalks, paths, and trails.

- i. **Public Realm Upgrades:** Sidewalk maintenance and improvements should be coordinated with landscaping improvements to accommodate trees on all streets.
- ii. **Sidewalk + Trail Widths:** New developments should provide sidewalks of a minimum 2.0 m wide. New trails that are paved should be approximately 3.5 m wide. In addition, the following standards should be considered when replacing sidewalks or creating new sidewalks or trails:
 - 1.8m allows two pedestrians to pass in opposite directions
 - 2.0m allows a wheelchair user to pass a pedestrian coming the opposite way
 - 2.4m allows two wheelchair users to pass in opposite directions
 - 3.5m allows cyclists to pass in opposing directions and to pass pedestrians
- iii. **Accessibility + Travel:** Sidewalks and multi-use paths should be kept accessible year-round, and free of curbs, or light standards in the path of travel. Where bollards are necessary, they should be spaced wide enough for wheelchairs and strollers to pass comfortably through.

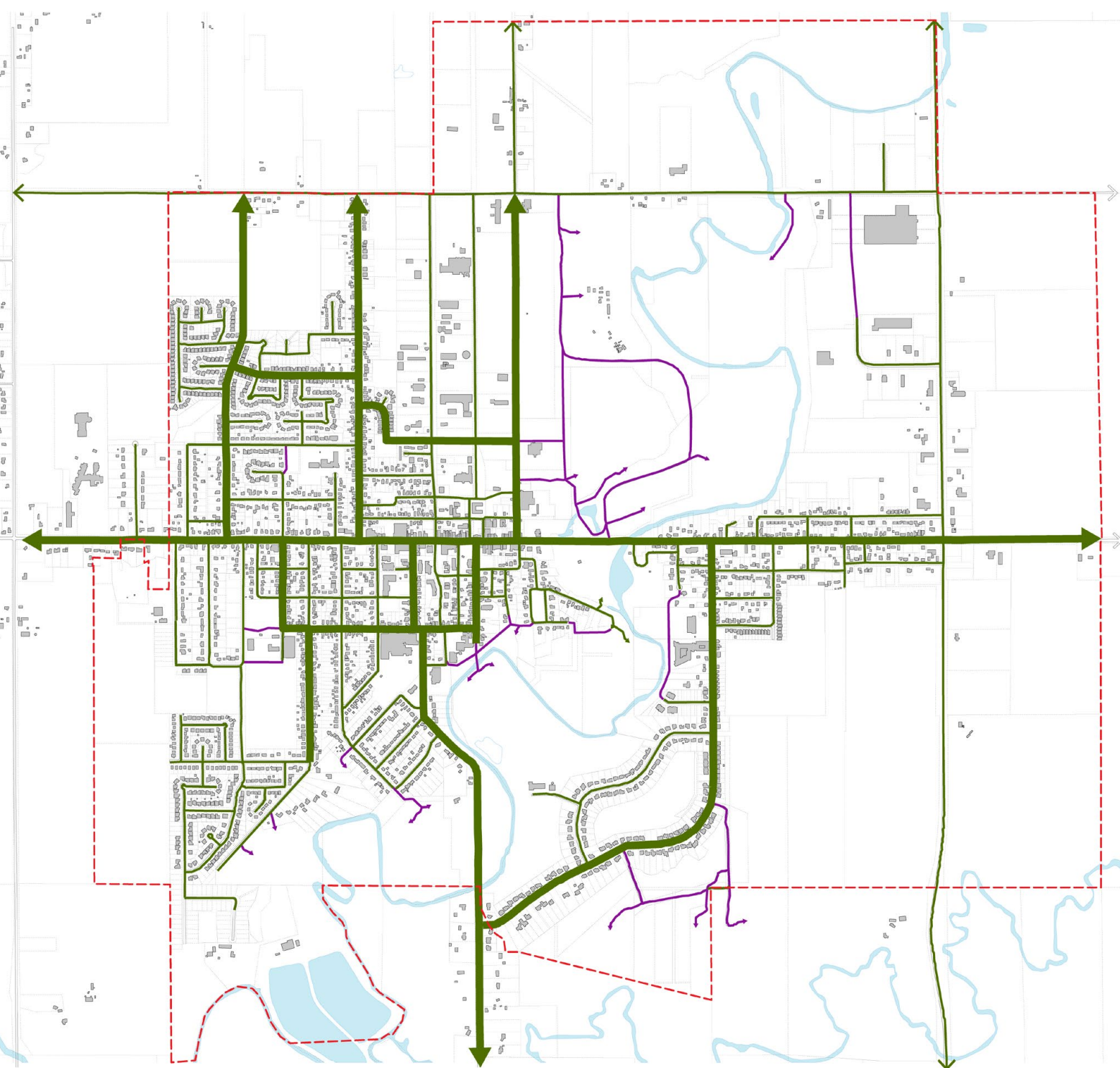


Figure 6.2: Active Transportation Network

6.2.3 Trails + Cycling

Cycling is an option for day-to-day travel within Petrolia through many months of the year, as well as being an option for recreation. Consideration should be given to developing an enhanced cycling network that connects with local and regional trails, as well as the road network in the town. In planning and designing the circulation network and roads, consideration should be given to design elements that encourage cyclists to use the road and not sidewalks. Specific design elements may be included on streets to facilitate the safety of all users, this may involve controlling vehicle speeds, signaling to drivers where there are crossings, separated bike lanes, or shared use of the road between bikes and cars.

- ENHANCED CYCLING FACILITIES
- STANDARD CYCLING FACILITIES
- OFF-STREET MULTI-USE TRAIL
- CREEK



Separated bike lanes



Covered bike parking at public facilities



Shared on-street lanes

- i. **Enhanced Cycling Facilities:** In key locations throughout Petrolia, there is an opportunity to provide enhanced cycling facilities that will enable and encourage more people to use their bikes to move around the Town. Streets identified as having enhanced cycling facilities should be designed to include separated bike lanes with protective barriers to demarcate cycling lanes. Design features include:
 - Bike lanes should be a minimum of 1.5 m wide.
 - Protective and separating measures for bike lanes include, without limitation: concrete or plastic curbs; painted lanes, with replaceable bollards; and, raised cycle tracks, that are vertically separated from the roadway.
- ii. **Standard Cycling Facilities:** The rest of Petrolia's streets may be considered suitable for conventional bike lanes that are demarcated by painted lanes and or signage on the roadway. Where bike lanes are not feasible, "sharrows" or similar pavement markings and signage should indicate that cyclists and vehicles share the road.
- iii. **Off-Street Multi-use Trails:** There are several trails throughout the town that provide great recreational amenities. Steps should be taken to make this trail network more accessible for a wider variety of users, including pedestrians of varying physical abilities, and cyclists. The following improvements should be considered for implementation:
 - Developing a comprehensive wayfinding system and marking trails with their route, length, and accessibility information (difficulty, slope, surface, etc.).
 - Providing clear sight lines around the intersection of trails, especially where cyclists may be using trails.
 - It may be appropriate to pave portions of some trails, this could facilitate their use by a wider group of people, as well as by cyclists.
- iv. **Bicycle Parking:** To facilitate cycling in the Town, bicycle parking should be provided around major destinations, such as civic and community facilities and public open spaces. The following guidelines should be considered:
 - Bicycle parking should be easily accessible via paved surfaces and oriented to allow maximum utilization.
 - Bicycle parking should be kept clear of debris, snow/ice, water, and vegetation.
 - Bicycle parking should be illuminated at night, and have clear sight lines to major circulation routes and buildings.

6.3 PARKING STRATEGY

Parking supply in the town should be carefully monitored so there is not an over-supply of parking, which can be costly to provide and maintain. Parking will continue to be provided in the town to enable vehicle access to local businesses, amenities, and open spaces, and these spaces must be designed for a harmonious integration with the public realm, in order to support a welcoming, attractive, and pedestrian-oriented environment.

- i. **Parking Lot Design + Landscaping:** Parking lots should be designed to facilitate a safe and inviting interface and connection to the public realm. The following design considerations can help facilitate this:
 - Parking lots should have green landscaped boulevards along their edge, to create a green interface with the public realm.
 - Parking lots should have clear sight lines into them and be well lit to support safety and security of their users.
 - Bio-swales and similar low-impact development technologies should be incorporated wherever feasible, to provide a more green character and manage surface run-off.
 - Internal paths and sidewalks should be provided to facilitate safe pedestrian circulation through parking lots.



Green parking lots



Parking lot bio-swale

6.4 REGIONAL TRANSPORTATION STRATEGIES

Transportation to and from the town is an issue of concern for many residents within and just outside of Petrolia. Given its rural community, there are a number of people from outside the town who come to Petrolia to meet their daily needs (doing their groceries, seeing a doctor). Another concern is facilitating reliable and affordable access to nearby centres like Sarnia. The Town should continue to work with other municipalities, transit providers, and public service providers to find ways of supporting a regional transportation network that is affordable, convenient, and accessible for people of all ages, abilities, and means.





IMPLEMENTATION

The Plan identifies realistic solutions for the Town and its partners to achieve the Vision and make measurable strides to improve the well-being of residents in Petrolia and Central Lambton. This section supports this process by proposing an administrative framework to facilitate implementation and identifying specific actions that can be undertaken over the coming near, medium, and long-term timeframes.

Much of the responsibility for implementing the Plan falls to the Town, but not all. Residents, nearby municipalities, and other levels of government have a role to play in implementing specific actions and in contributing to an ongoing dialogue with the Town, about how to continually work toward improving well-being.

7.1 A LIVING DOCUMENT

The Plan is intended to be a living document that will evolve over time as the Town implements it. In this sense, the Plan is written to provide a decision-making framework that enables the Town to be flexible in responding to new opportunities as they emerge, and address priorities as they arise.

Some aspects of the Plan may change over time, such as the precise alignment of streets, designation of land uses, and programming of public spaces. Decisions concerning these and other elements may run their course, provided they align with and support the Vision, Principles, and Design Directions of the Plan.

As the Plan is implemented, it is anticipated the Town will continue its broad engagement and consultation with the community and other stakeholders, in order to shape new policies and initiatives to advance the Vision. Continued public input and participation will help make sure the Plan supports the values of residents, stakeholders, and the Town.

7.2 ADMINISTERING + MONITORING THE PLAN

The Community Well-being Master Plan along with the Town of Petrolia Official Plan and Strategic Plan are part of a framework that the Town uses to make decisions and plan for future services and investments. These documents work together to support long-term decision-making, and this Plan should figure prominently in all planning processes. It should be referred to and used to guide all development planning and design processes, including proposals by the private sector for new residential, mixed-use, and commercial development.

All decisions made about the Town's physical evolution (e.g. location and design of new development, infrastructure, services, design of public realm improvements, etc.) should be consistent with the Plan.

7.2.1 Administering the Plan

Town Council is the primary decision-making authority in the Town, and it is expected that they will continue to be involved in implementing the Plan, such as by working with staff to guide investment decisions and new projects. To assist Council, it is recommended that the Town undertake two administrative initiatives. First, is establishing a Joint Implementation Committee to help oversee implementation of the Plan and provide a

forum for sharing knowledge and experience between partners in the Petrolia/CEEH Master Plan project. It is anticipated the committee's initial membership could be the same as that of the Joint Steering Committee that guided the master planning process resulting in this Plan.

Second, is for the Town to identify a staff member, or team of staff, who are responsible for spearheading the implementation of the Plan. This person, or persons, would report to Town Council and provide updates to the Joint Implementation Committee on a quarterly basis. Town staff who are charged with implementing the Plan will play a lead role in working with residents, the private sector, and nearby municipalities and partner agencies.

7.2.2 Monitoring the Plan

The Community Well-being Master Plan should be reviewed approximately every 5 years as a way of monitoring its implementation. This work should be led by the staff member, or members, charged with implementing the Plan, and overseen by the Joint Implementation Committee, or other body the Town establishes to guide implementation.

In monitoring the plan, the measurements for community well-being put forward in this document should be used as a guide in evaluating the decisions that have been made.

7.3 SUMMARY OF RECOMMENDATIONS + PHASING

This section summarizes recommendations to facilitate implementation. It is anticipated that there will be several administrative initiatives, infrastructure investments, policy updates, and projects and programs to be undertaken in the short, medium, and long term. In addition to guidance on responsibility and timing, the Plan's recommendations are categorized by type of action:

- Administration and Policy
- Community Programs
- Physical Improvements
- Partnerships + Collaboration

Short-term Actions

Action	Type	Design Directions	Responsibility
Plan Adoption - As a first step, Town staff should present the Plan to Town Council for it to be adopted.	Administration and Policy		Town Council Petrolia Executive Leadership Town Staff
Joint implementation Committee - Establish a "Plan Implementation Committee" that is responsible for overseeing implementation of the Community Well-being Master Plan. The mandate should include: working with the staff member(s) assigned to the file, to monitor implementation of the Plan's recommendations; and, overseeing and coordinating the roll-out of community-led health and wellness initiatives, as brought forward by the staff member assigned to the file, or the Community Health Working Group. The committee's membership should include representatives from the Town, local residents, and Bluewater Health. Consideration should also be given to including a representative from the County on the committee. It is recommended they meet quarterly.	Administration and Policy		Town Council Petrolia Executive Leadership
Staff Support for Well-being Master Plan - Delegate responsibility for advancing initiatives and recommendations identified in the Plan to a member, or members, of the Town's staff. This person's responsibility would include drawing up and carrying out work plans and handling the day-to-day business of implementing the recommendations and initiatives outlined in this Plan.	Administration and Policy		Town Council Petrolia Executive Leadership
Policy Alignment - In preparing this document the existing planning policy framework guiding development within the Town was reviewed. In general it supports and aligns with the Vision and guidelines brought forward here. In due course, the Town should undertake a detailed review of its zoning by-law and Official Plan for conformity with this Plan, and identify where planning policy and by-law may be updated to align this Plan. One area of alignment is around the approach to heritage conservation, as this Plan recommends that the Town encourage high-quality contemporary design within its downtown, rather than reproducing historical architectural styles.	Administration and Policy	Focus Growth Reinforce a Fine-grain Network of Blocks and Streets Conserve Heritage Resources	Joint Implementation Committee Town Staff

Short-term Actions Continued

Action	Type	Design Directions	Responsibility
Community Gardens Policy - To enhance access to healthy food and celebrate Petrolia and Lambton County's character as a farming community, the Town should update its Official Plan to permit community gardens as a use in public lands, subject to site-by-site evaluation for compatibility with existing and planned uses.	Administration and Policy	Revitalize the Public Realm Cultivate a Health Hub	Joint Implementation Committee Town Staff
CEEH Re-Development - Work with Bluewater Health to facilitate redevelopment and improvement of the CEEH facility by working with them through the redevelopment process so that they can obtain the necessary approvals, based on the development strategy recommended in the CEEH Stage 1 Master Plan.	Partnerships + Collaboration	Cultivate a Health Hub Cultivate a Community Hub	Joint Implementation Committee Town Staff
<p>Affordable Housing Strategy - Access to affordable housing was frequently cited as a key concern for many stakeholders and residents. While it is not possible for the Town, or this Plan, to control land value or rents, the Town can work with a range of partners to create more housing, and in some cases, take advantage of opportunities and programs to specifically provide affordable units and homes. The actions listed below include some key aspects of the Town's affordable housing strategy, but should not be considered an exhaustive list.</p> <ul style="list-style-type: none"> Density Bonusing - Work with development proponents to explore how density bonusing under section 37 of the Planning Act can be used to benefit their projects, in exchange for providing affordable housing units. Potential partner agencies, such as Habitat for Humanity and the Housing Services Department of Lambton County, should also be engaged early in the planning process to see if there are opportunities for them to aid in maintaining or delivering affordable housing units. Mixed-use buildings - Encourage the renovation of vacant upper storeys of mixed-use buildings along Petrolia Line to be leased as residential units. Infill Development - Work with the private sector, including developers and real estate agents, to facilitate the development of compact higher density housing on vacant lots identified in this Plan. Partnerships - Engage Lambton County, other levels of government and affordable and not-for-profit housing providers to develop and refine the affordable housing strategy for the Town, and coordinate with other concurrent initiatives, such as Lambton County's Housing and Homelessness Plan (2014). 	Partnerships + Collaboration Administration and Policy	Develop an Affordable Housing Strategy Focus Growth	Town Staff Developers Landlords, landowners Lambton County Housing Services Department

Short-term Actions Continued

Action	Type	Design Directions	Responsibility
<p>Market Square Improvements - In the short term, the Town should develop a conceptual design and master plan for the Market Square that re-imagines it as an integral and dedicated component of the public realm. As an initial pilot project, the Town can dedicate some or all of the existing parkings spaces to different programming and recreation opportunities. During summer months this may include a portable basketball hoop, space and equipment for a road hockey game, or portable equipment for a skateboard park (rails, ramps, etc.), and movable seating. The local arts community should be engaged to help develop a strategy for introducing public art into the space that will redefine its character and create a unique sense of place. In the winter, engage the community to host programming a Christmas Market in the Market Square.</p>	<p>Physical Improvements</p> <p>Community Programs</p>	<p>Cultivate a Community Hub</p> <p>Revitalize the Public Realm</p> <p>Protect + Enhance Open Spaces</p>	<p>Town Staff</p> <p>Joint Implementation Committee</p> <p>Local Residents</p> <p>Local Artists</p>
<p>Public Realm Improvements and Active Transportation Plan - As part of their ongoing capital improvements planning, the Town should develop a master plan outlining and prioritizing improvements to the public realm based on the recommendations of this Plan, specifically in sections 5 and 6. Some items to give consideration to, among others:</p> <ul style="list-style-type: none"> • Pedestrian-oriented signage and marking around un-signalized intersections, especially along Petrolia Line around downtown; along Dufferin Ave, especially in front of the CEE Hospital and Lambton Central Collegiate & Vocational School. This may include curb bump-outs at key intersections along Petrolia Line. • Planting street trees on both sides of the street. This may be undertaken on public property at the Town's preferred timing, or on private property, in coordination with landowners. One option for partnering with landowners may be to organize a "Plant a Tree Day" where the Town provides trees and planting instructions for landowners. • Introducing sidewalks on both sides of the street, particularly along Enhanced Streetscapes identified in figure 5.1. • Providing improved cycling facilities, particularly protected bike lanes along Petrolia Line downtown. • Enhancing accessible trails and trail connections, enabling access to open spaces and naturalized areas for people with reduced mobility. <p>Many of these initiatives are relatively inexpensive and may be undertaken in the near-term, such as signage and marking around un-signalized intersections, and planting more trees.</p>	<p>Physical Improvements</p> <p>Community Programs</p>	<p>Protect + Enhance Open Spaces</p> <p>Revitalize the Public Realm</p>	<p>Town Staff</p> <p>Local Residents</p>

Short-term Actions Continued

Action	Type	Design Directions	Responsibility
<p>Vacant Lot Inventory - Develop an inventory of vacant lots (and their land use designation) that are connected to municipal services. Use this inventory to facilitate discussions with developers on potential development sites, prioritizing those lots that are closest to downtown. The inventory should also identify public lands that are vacant or under-utilized, which may be considered for redevelopment (e.g. the Oil Heritage District Community Centre).</p> <p>As an appendix and supplement to the inventory, identify potential public improvements (e.g. new roads, public realm improvements, etc.) that could be offered to encourage redevelopment of a lot. This inventory should be maintained and updated on a consistent basis.</p>	<p>Administration and Policy</p> <p>Partnerships + Collaboration</p>	<p>Focus Growth</p> <p>Cultivate a Community Hub</p> <p>Reinforce a Fine-grain Network of Blocks and Streets</p>	Town Staff
<p>Heritage Impact Assessments - Consider adopting standards for Heritage Impact Assessments that would be required of proponents looking to undertake significant new construction on lots that contain or are adjacent to heritage structures and properties. The goal of such assessments should be understanding the heritage value of the resource and describing strategies to conserve and enhance that value. Useful precedents include the City of Toronto standards for Heritage Impact Assessments and the Standards and Guidelines for the Conservation of Historic Places in Canada.</p>	Administration and Policy	Conserve Heritage Resources	<p>Town Staff</p> <p>Petrolia Heritage Committee</p>
<p>Transportation Partnerships - Continue to work with other municipalities and transit agencies to develop and implement a regional transportation strategy that will provide more affordable, convenient, and accessible transit access for residents. Specific needs exist for older persons and younger persons needing access to larger regional destinations like London and Sarnia. An appropriate avenue for these discussions may be through a committee set-up by Lambton County Council. Other partners and stakeholders could include the province and the Federation of Canadian Municipalities. Some initiatives the committee may wish to consider: setting up a regional ride-share service and supporting it with administrative assistance and/or a website; studying if a regional bus network is feasible; and, evaluating if there is a role for autonomous vehicles to play in providing enhanced access and connectivity in the region.</p>	<p>Partnerships + Collaboration</p> <p>Community Programs</p>	Cultivate a Community Hub	<p>Petrolia Executive Leadership</p> <p>Town Staff</p> <p>Lambton County Council</p> <p>Leadership of surrounding municipalities and transit agencies</p>

Short-term Actions Continued

Action	Type	Design Directions	Responsibility
<p>Public Education Programs - There is an opportunity to further public knowledge in several key areas that relate to well-being. This includes:</p> <ul style="list-style-type: none"> Local History and Rural Identity - the Town should continue to work with the Petrolia Heritage Committee and other groups to research and document the history of the Town and surrounding area, and educate the public on this. Local Ecology and Bear Creek - the Town should work with the St. Clair Region Conservation Authority to understand the ecological function and value of the Bear Creek Corridor and to educate the public on this. This may include interpretive signs and maps along trails. Healthy Eating and Active Lifestyles - as an extension of their mandate, the Community Well-being Committee could integrate public education campaigns on health eating and active lifestyles into their ongoing activities, such as the Health Living Challenge. 	<p>Community Programs</p> <p>Partnerships + Collaboration</p>	<p>Protect + Enhance Open Spaces</p> <p>Conserve Heritage Resources</p>	<p>Town Staff</p> <p>St. Clair Region Conservation Authority</p> <p>Petrolia Heritage Committee</p> <p>Community Health Working Group (in partnership with Central Lambton Family Health Team and Bluewater Health)</p>
<p>Financial Programs and Incentives - Investigate different financial incentives and programs that may be utilized to foster redevelopment for priority projects, including: housing, infill development on vacant lots, commercial and mixed-use developments on Petrolia Line, and secondary suites. Some potential incentives to consider include, without limitation:</p> <ul style="list-style-type: none"> Planning and Design Grants - To offset the costs of planning and design services leading to a planning application and development permits for priority projects. Application and Permit Fee Grants - To offset the permit and application fees for priority development proposals. Development Charges Grants - To offset charges typically levied on new construction, for priority projects. Residential Development Grants - To offset the construction costs of rehabilitating existing residential units (e.g. in upper storeys of buildings on Petrolia Line) and creating new affordable residential units, or units that cater to older persons. Public Art Grants - To provide seed funding for materials and labour to create and install public art in key areas of the Town. <p>The Town should consider whether these financial incentives, or others, may be appropriately tailored to meet the objectives of this Plan, and how they should be implemented.</p>	<p>Administration and Policy</p> <p>Partnerships + Collaboration</p>	<p>Develop an Affordable Housing Strategy</p> <p>Cultivate a Community Hub</p> <p>Cultivate a Health Hub</p>	<p>Town Staff</p> <p>Joint Implementation Committee</p> <p>Town Council</p>

Medium and Longer Term Actions

Action	Type	Design Directions	Responsibility
CEEH Redevelopment - The Stage 1 Master Plan for the CEE Hospital identifies a multi-phase redevelopment option that will be implemented over the coming years. As this is undertaken, the Joint Implementation Committee should continue to plan for anticipated projects in order to streamline and support implementation where possible.	Administration and Policy Partnerships + Collaboration	Cultivate a Health Hub Cultivate a Community Hub	Joint Implementation Committee
Market Square Improvements - The design concept and master plan for Market Square should identify a number of improvements that can be implemented in a phased approach, beginning with pilot projects and low-cost initiatives and programming. At the appropriate timing, more significant improvements should be undertaken, such as the redesign and overhaul of the space as a whole.	Physical Improvements	Revitalize the Public Realm Protect + Enhance Open Spaces	Town Staff Joint Implementation Committee
Public Realm Improvements - In addition to lower cost improvements over the short term (planting more trees, marking sidewalks, etc.) there are more substantial improvements the Town may undertake over the medium to long term. This could include, enhanced streetscaping on Petrolia Line (curb bump-outs, street trees) and other key streets identified in Figure 5.1 (street trees, continuous sidewalks on both sides of the street). Likewise, some improvements to the trail network will be undertaken incrementally over a number of years.	Physical Improvements	Revitalize the Public Realm	Town Staff Joint Implementation Committee
Public Education Programs - Public education programs set up in the short term should be reviewed periodically for their effectiveness and refined as needed.	Partnerships + Collaboration	Protect + Enhance Open Spaces Conserve Heritage Resources	Community Health Working Group (in partnership with Central Lambton Family Health Team and Bluewater Health) Town Staff
Financial Programs Review - Financial programs set up in the near term should be reviewed for their effectiveness and uptake on an ongoing basis, and, if deemed appropriate by Council, confirmed for a period of time that allows for development proponents to plan around them.	Administration and Policy	Develop an Affordable Housing Strategy Cultivate a Community Hub Cultivate a Health Hub	Town Staff Joint Implementation Committee Town Council
Community Well-being Plan Monitoring - The Community Well-being Master Plan should be reviewed and updated approximately every 5 years.	Administration and Policy		Town Staff Joint Implementation Committee

