

1. INTRODUCTION

1.1 Planning for Sustainability

This section will talk about what an Integrated Community Sustainability Plan is, what it does and why Richmond County needs it and will present the four pillars of sustainability.

1.2 Community Profile

This section will talk about Richmond County- its geography, history, culture, demographics and some mention in a general sense as to what the issues are facing the communities and the County as a whole.

1.3 Process

This section will cover the process by which the ICSP was developed, including taking older existing reports, consulting with the Committee and the public, etc.

1.4 Community Sustainability Vision

This is the community vision: what Richmond County sees as itself and what it will look like in the next 20 years; summarized into one paragraph.

2. CULTURAL SUSTAINABILITY

2.1. Preserving Richmond's Built Heritage

Goal: Protect the architectural and cultural integrity of Richmond's many heritage buildings

- **ACTION:** The Municipality shall conduct an inventory of heritage properties in Richmond County

2.2. Preserving Richmond's Cultural Heritage

Goal: Ensure that museums or centres that express Richmond County's cultural heritage have the human, financial and technological resources to sustain themselves

- **ACTION:** The Municipality shall conduct an inventory of museums in Richmond County. Within this inventory, agencies that do not have web capabilities shall be identified. Link them to people in province who do museum websites.

3. ECONOMIC SUSTAINABILITY

3.1 Developing a Tourist Infrastructure

Goal: Tourism in Richmond County be promoted in a single County-wide voice.

- ACTION: Continue to support a unified county-wide tourism promotion program through the Department of Tourism, Culture and Recreation
- ACTION: Utilize residents with local, cultural, genealogical and outdoor knowledge to participate in “Welcome to Richmond County” program and develop button campaign so that visitors may identify person.
- ACTION: Construct a 6,600 foot visitor information centre (VIC) in St. Peter’s which would include an interpretive centre as well as some office space (\$3,125,000)

Goal: Events and attractions be promoted in as efficient a manner as possible to maximize the benefits from each

- ACTION: Partner with tourism operators to develop packaging opportunities to assess cross-promotion and marketing opportunities. This can include packaging attractions at unique areas or cultural experiences
- ACTION: Partner with tourism operators to coordinate festivals and event timing to avoid duplication and encourage local attendance by boosting communication.

Goal: Develop potential of St. Peter’s Canal location

- ACTION: Partner with Parks Canada to develop land-based opportunities at St. Peter’s Canal site.

Goal: A wide variety of accommodations are available to meet the needs of tourists throughout the year

- ACTION: Explore opportunities to develop campgrounds within provincial parks (including Isle Madame where there was a shortage of camping facilities).

Goal: Richmond County is considered an integral part of the Cape Breton experience and tourists want to ‘stay the extra day’

- ACTION: Richmond County continues to work with Destination Cape Breton Association to project a unified picture of Cape Breton to the tourist world and allow easy web access to Richmond County destinations in a greater Cape Breton context.
- ACTION: Continue to support the Cape Breton’s Heritage Coast concept as a marketing theme

Goal: That Richmond County's many attractions remain viable and vibrant destinations for tourists

- ACTION: More historical documentation places or attractions should be available at the existing or any future Visitor Information Centres to give people some local context and attract people to certain communities. These can be prepared and targeted to certain niche markets (genealogy, etc).
- ACTION: Promote tourism through the internet. Take an inventory of museums or agencies that do not have web capabilities and link them to agencies in the province who can help them build or upgrade their websites.
- ACTION: Encourage museums to look at resource sharing to allow museums to hire permanent staff (managers, interpreters, etc) so as not to need to train new staff every year.
- ACTION: Provide opportunities for industry operators and seasonal staff to be trained in the off-season in customer service, telephone skills, product knowledge, etc.
- ACTION: Train/show business and attractions how to offer more interactive experience (open locks, make things) so that advertising goes beyond a sign.

Goal: That Richmond County take advantage of its spectacular natural beauty to encourage passive and active outdoor recreation opportunities for tourists

- ACTION: Identify strategic locations and viewsheds throughout the County where look-off points can be developed. These locations can include information kiosks or picnic areas.
- ACTION: The Municipality (or St. Peter's tourism association) promotes the nature trail along St Peter's Bay towards River Tillard as a viable tourist attraction.
- ACTION: Support land purchases or policies that promote coastal access through trails or other uses that ensure a reasonable amount of coastal frontage is preserved for public use.

Goal: That tourists to Richmond County are impressed with the cleanliness and attractiveness of the community and countryside

- ACTION: Conduct an inventory of publicly accessible trails and beaches and identify and repair damaged or inadequate signage. The Municipality should investigate upgrading existing trails and beaches to meet industry standards (and install trash receptacles at more beaches) and develop bike trails where useful and look to standardizing tourist signs.
- ACTION: Install attractive and coordinated directional and wayfinding signage throughout Richmond County to market tourist attractions and amenities (\$100,000 in Richmond County).

Richmond County ICSP- Draft Outline June 2009

- ACTION: Investigate installing or updating community welcome signs where appropriate.
- ACTION: Continue to support the St. Peter's Façade Program and implementation of the Signage and Interpretive Program.

Goal: Local residents are aware of and visit local tourist attractions

- ACTION: Direct advertising to events and locations to local residents to make up for lack of accommodations in winter and encourage locals to visit attractions or festivals in their own communities.
- ACTION: Coordinate open house at existing or proposed new Visitor Information Centre to promote events for local residents

3.2 Point Tupper and Heavy Industry

Goal: That the land and amenities at the Point Tupper, Bear Head and Port Malcolm areas make western Richmond County an attractive location for existing businesses to expand and for new industries to locate.

- ACTION: Support a fully developed port at the Strait of Canso as central to the future of the regional economy.
- ACTION: Conduct land swaps and clarify ownerships so Richmond County owns as much of the undeveloped land in the Port Malcolm area so as to make it easier to encourage industrial growth.
- ACTION: Reconnect Little River Water Supply (rebuild the pipeline that was there in the 1980's) to increase capacity by 10 million gallons/day if required (\$1.5 million, including reconstructing existing pumping stations)
- ACTION: Upgrade road from Statia to Port Malcolm to make it easier for industries to locate there and improve transportation (3km, \$1.5M)
- ACTION: Richmond County should investigate the siting and development of a common user wharf in the Point Tupper Business Park to attract a range of industrial users, including smaller scale ones. Locations to consider could include the area between Madden and Peebles points (between Newpage and NSPI sites) and the area near Ship Point.
- ACTION: Municipality encourage the Province to give priority to give priority to deep moorage dependent uses when selling Bear Head lands with direct access to the Strait of Canso so those industries have access to sufficient land to locate their facilities in the region.

Goal: Point Tupper is marketed widely and effectively and is universally seen as a desirable location for local, regional and international industries to expand.

- ACTION: Point Tupper should be branded as an “International Energy Gateway” to emphasize and encourage expansion of industries in this sector. In addition to marketing initiatives, gateway signs should be installed at key locations.
- ACTION: Point Tupper should be promoted with a more aggressive marketing pitch, including logo, brochure, website and booths at trade shows, especially those focusing on natural gas related developments.

Goal: The Point Tupper area is a source of pride for residents of Richmond County through its combination of economic prosperity and functional landscaping that creates a visual signature for the areas and generates positive aesthetic layout to attract the interest of residents and visitors.

- ACTION: The Municipality should partner with businesses in the area to develop landscape guidelines for the treatment of industrial areas.
- ACTION: Richmond County should conduct a survey of tree stands on either side of the access roads and at potential vista points, and assess possibilities for selective clearing to open up vistas as well as adding parking or interpretive boards (outlining the history of the area, for example) where appropriate.

Goal: The Point Tupper industrial park is benefited by inter-municipal and regional co-operation in the Strait Area, where industrial development is encouraged and promoted in cooperation with other potential industrial projects in the Strait of Canso area.

- ACTION: Richmond County will work to create an Atlantic Gateway Committee, which will include the CBRM and Strait Area municipalities as well as the Strait-Highlands Regional Development Agency, to promote inter-municipal co-operation regarding the regionally significant developments proposed in Guysborough County.
- ACTION: Create a marketing partnership with Guysborough County (tax sharing arrangement, etc) to avoid competition and allow the area to be promoted with one voice.
- ACTION: Richmond County should facilitate dialogue between St. Francis Xavier and Cape Breton Universities and local industries, with the aim to generate academic, industrial and commercial activity in the region.

3.3 Green Economy

Goal: A small scale green industrial sector has emerged in Richmond County to address the increased emphasis on energy efficiency and renewable energy in the public and private sector, creating jobs and investment in the community.

- ACTION: The Municipality looks to retrofit municipal buildings for energy efficiency and the use of renewable energy technology to save money and reduce greenhouse gas emissions (unspecified, depends on extent of renovations)
- ACTION: The Municipality partners with local industries to install heat recovery equipment at coal power plant and/or pulp and paper mill, use to heat greenhouse, to serve as a potentially new source of revenue or new energy source to attract local businesses to Point Tupper (\$1.5M)

3.4 Community Commercial

Goal: That land use policies allow the expansion of commercial development where appropriate

- ACTION: Recognizing the suitability of this area for commercial development, the Municipality investigates extending the commercial designation up Corbett's Road in St. Peters with extension of services.

Goal: Residents and tourists find shopping in Richmond County to be easy and convenient as local businesses are easily accessible through adequate parking

- ACTION: Investigate ways to improve parking in St. Peter's village core. This can go along with the Main Street Project to increase total parking spaces and more efficient use of parking spaces (ie. Encouraging locals and employees to park in rear parking spaces) to free up spaces for customers and tourists.

3.5 Small businesses in a global marketplace

Goal: Entrepreneurs find Richmond County an attractive place to establish and remotely market cottage industries and small scale businesses

- ACTION: Continue to support the expansion of broadband internet services throughout the County.
- ACTION: Economic Development in Richmond County [S-HRDA, whoever else] should emphasize the promotion of local entrepreneurs to develop their own ideas given limited success in luring outside businesses to region.

3.6 Integrated Marketing Approach

Goal: Industry and commerce in Richmond County and the Strait Area are encouraged through sector partnerships and an integrated marketing approach

- ACTION: Create regional professional services group to share expertise on development as the need arises
- ACTION: Continue to support the S-HRDA on its focus on small businesses, community enterprise and economic development, forging partnerships and coordinating activities of agencies and organizations.

3.7 Transportation Networks

Goal: That Richmond County's extensive, multi-modal, integrated and well maintained transportation network allows people and goods to move quickly and efficiently into, outside of and throughout the County.

- ACTION: Richmond County should work with neighbouring municipalities to ensure the construction of the Port Hawkesbury Highway 104 By-pass. Richmond County should also encourage the alignment of the proposed highway to be such as to further access to the industrial areas to the east of Landry Lake.
- ACTION: Richmond County should continue to work with other municipalities and agencies to ensure that the Port Hawkesbury Airport continues to operate on a year round basis and should explore the possibility of an industrial sector contribution to maintaining its continued winter operation.
- ACTION: Work with Department of Transportation to investigate upgrades to Highway 4 through the village, to improve the general condition of the road and remove dangerous curves to make it safer for pedestrians, cars and the large number of trucks which pass through the village. Long term goal could be looking at extending the 104 to by-pass St. Peter's and ending in Barra Head
- ACTION: In the event of such By-pass being constructed, an impact study should be prepared if required to study the opportunities and threats which may be presented by this development.
- ACTION: Continue to support the Strait Area Transit initiative, recognizing the benefits it provides to residents in cost savings in transportation (given the expected increase in fuel prices) as well as providing additional transportation options allowing more people the opportunities to work and shop in the region.
- ACTION: Work with CBRM to encourage additional rail traffic in Cape Breton and present the business case for rail on the Island given the rumoured closure of the Cape Breton and Central Nova Scotia railway.

3.8 Land Resources and Development

Goal: That all of Richmond County's owned land is identified and available for economic development projects where feasible.

- ACTION: Conduct an internal inventory of unknown lands within Richmond County, which are owned by the County.

3.9 An Attractive Place to Live

Goal: Richmond County offers an attractive rural setting for new residents moving into the region.

- ACTION: In anticipation of future growth, the Municipality should work to define residential opportunities within a 10-20 kilometre radius of Point Tupper and investigate how to best accommodate this future potential growth.
- ACTION: Investigate providing passive (trails) and active (new playground) for Evanston area to create community space and encourage people to move there as a result of possible Point Tupper industrial expansion.
- ACTION: Develop a website for the community to promote St. Peters [or other communities] as a place to live and business opportunities (including listing vacancies, IT, promotion, etc)

4. ENVIRONMENTAL SUSTAINABILITY

4.1 Coastal Management Issues

Goal: Richmond County is able to mitigate potential impacts of sea level rise along its coasts and direct future development accordingly.

- ACTION: Identification of environmentally sensitive areas, particularly in relation to the coastal zone. This could eventually lead into addressing the issue of sea level rise

Goal: Land use planning policies within Richmond County are able to adequately reflect coastal and shoreline issues and concerns

- ACTION: Proximity to and protection of Bras d'Or lake should be considered in evaluating developments.

4.2 Drinking Water Supply and Treatment

Goal: Protect the long term integrity of municipal water treatment facilities

- ACTION: Proceed with pre-design work related to construction of a water treatment plant for the Louisdale/Evanston/Whiteside Water System to address high levels of iron and manganese in the water (**\$25,000**)

Goal: Protect the long term integrity of municipal drinking water supplies

- ACTION: Implement the key recommendations contained in the Source Water Protection Plan for Richmond including purchase of land in the Louisdale/Evanston/Whiteside Water Supply Area (**\$150,000**), re-establishing the boundaries of the Water Supply Zone O-3 for the Arichat/Petit de Grat Water Supply (**\$20,000**) and pursuit of Public Water Supply Designations for both water supplies (**\$5,000**).
- ACTION: Proceed with a comprehensive leak detection and repair program for the Richmond Water Utility (**\$150,000**)

4.3 Wastewater Management

Goal: Protect the natural environment by ensuring the long term integrity of existing municipal wastewater collection and treatment systems

- ACTION: Upgrade or replace each sewage pumping station in the Arichat Sewage Collection System to increase pumping capacity and reduce sewage overflow (**\$750,000**)
- ACTION: Conduct and inflow/infiltration study in the Petit de Grat Sewage Collection System to assess condition of piping, manholes and pumping stations (**\$90,000**)
- ACTION: Replace the Evanston Wastewater Treatment Plant because the existing plant has reached the end of its useful life (**\$2,250,000**)

Richmond County ICSP- Draft Outline June 2009

- **ACTION:** Conduct a manhole inspection and rehabilitation program to reduce levels of extraneous water entering all four municipal wastewater collection systems (**\$250,000**).
- **ACTION:** Conduct risk assessment studies for each of the four municipal wastewater treatment plants to ensure compliance with future Canadian Council of Ministers of the Environment Strategy for Municipal Wastewater Effluent (\$50,000 per plant or **\$200,000**).

Goal: Assist un-serviced areas of Richmond with the development of municipal wastewater management systems.

- **ACTION:** Proceed with pre-design work for the District 4 Wastewater Collection and Treatment System (**\$35,000**)
- **ACTION:** Assist with a Wastewater Control Study for the communities of District 3 - D'Escousse and Area (**\$40,000**)

4.4 Solid Waste Management

Goal: Richmond County builds on and expands its excellent provincially recognized waste diversion program

- **ACTION:** Continue to devote Municipal Staff resources toward education programs to encourage compliance with regulations and praise responsible individuals or companies.

Goal: Reducing the number of illegal dump sites throughout Richmond

- **ACTION:** Continue to devote Municipal Staff resources to respond to complaints of illegal dumping in Richmond County, including the possibility of pressing charges against offenders.

4.5 Climate Protection and Greenhouse Gas Reduction

Goal: The Municipality takes a leadership role with the use of renewable energy and energy efficiency initiatives.

- **ACTION:** Hire a **Municipal Sustainability Coordinator** to spearhead the numerous initiatives suggested in the Partners for Climate Protection Milestone 3 Report (\$60,000 per year)
- **ACTION:** Encourage energy efficient land use planning policies or guidelines where feasible, such as through lot and road design, such as incorporating passive solar design features
- **ACTION:** Continue to support the Strait Area Transit initiative to encourage more people to find transportation options other than the personal vehicle, which will ultimately reduce greenhouse gas emissions.

Goal: Renewable energy is increasingly viewed as a viable power source both domestically and commercially

- ACTION: Richmond County develops a county-wide policy addressing wind turbine development for small and large scale turbines recognizing the benefits they bring to the community and establishing regulations to protect neighbouring properties.
- ACTION: Richmond County assesses the need for policies to encourage or regulate other forms of renewable energy within the Municipality.

DRAFT

5. SOCIAL SUSTAINABILITY

5.1 Physical Activity and Recreation

Goal: Residents of all ages have access to and knowledge of physical recreation opportunities throughout Richmond County.

- ACTION: The Municipality encourages Richmond County's community clubs to work with municipality's Recreation Dept. to develop additional recreational programs in area.
- ACTION: Develop a Community Gardening Program. Link to St. Ann's Resident's Therapeutic Garden (this therapeutic garden is in a development stage)
- ACTION: Develop and Implement a Seniors racquet sports program (ie: Pickle ball, easy tennis, badminton, table tennis, etc)
- ACTION: Provide concurrent physical activity opportunities for families to participate together (for example: an adult program running concurrent to a children's program)
- ACTION: Increase the number of certified tumblebugs leaders, trainers and programs in Richmond County and continue to facilitate tumblebug training for parents, early childhood professionals, etc.
- ACTION: Develop an annual "Active Healthy Living Fair" for all schools in Richmond County enabling students to sample a variety of physical activities

Goal: There are ample opportunities in Richmond County for spontaneous, unstructured physical activity for residents of all ages and abilities

- ACTION: Identify and promote physical activity opportunities that do not require registration, advanced skills or other commitments (eg. drop in programs -Ladies Ringette)
- ACTION: Investigate hiring adult activity supervisors or recruit volunteer activity supervisors to oversee "drop in" activities

Goal: Richmond County's businesses and local government see the value in and are encouraged to incorporate employee wellness into their mission and values

- ACTION: Encourage infrastructure at local businesses to increase opportunities for physical activity, such as bike racks
- ACTION: The Municipality will review and where possible revise their current policies to support physical activity initiatives

Goal: Ensure the adequate provision of passive recreation opportunities throughout the County

- ACTION: Work on expanding St. Peter's trail network (especially along the Bras d'Or waterfront) and linking all public destinations in the town (downtown, schools, museum, marina, etc)
- ACTION: Develop and promote walking and running clubs in Richmond County Schools linked to Walkabout and Doctors Nova Scotia. Possibly link to Martell Richard Mini Memorial Marathon and Cape Breton Fiddlers Run.
- ACTION: Investigate developing a Nature Education Program linked to Provincial and local trails
- ACTION: Develop a Richmond County Outdoor Recreation Map to encourage self guided outdoor pursuits

Goal: Richmond County maximizes the use and benefits of its waterfront and coastal areas

- ACTION: Meet with certain organizations and agencies to encourage and support waterfront activities to showcase active living and take advantage of the waterfront
- ACTION: Support land purchases or policies that promote coastal access through trails or other uses that ensure a reasonable amount of coastal frontage is preserved for public use

5.2 Community Well-being

Goal: Richmond County is an attractive and welcoming place for new residents

- ACTION: Target and attract youth to the community by presenting housing options, promoting IT and entrepreneur opportunities and promoting success stories about living and working here, to help increase local population.
- ACTION: Initiate a welcome wagon/community information package for new and prospective residents.

Goal: Community services and amenities are present throughout the region

- ACTION: In future, build a 2,800 square foot addition to the proposed St. Peter's visitor information centre which would serve as a public library for the community. [Merge with above section if no other actions are found]

That all residents of Richmond County have the services and transportation available to enable them to participate in the community

- ACTION: Develop a strategy to identify targeted groups, seniors, persons with disabilities and the economically challenged and seek ways to keep them in their community.

Richmond County ICSP- Draft Outline June 2009

- ACTION: Keep supporting Strait Area Transit and look for ways to expand to underserved areas (Chapel Island, Sampsonville, L'Ardoise, etc)
- ACTION: Create centralized carpool registration system to allow interested participants to contact one another, to establish 'carpool culture' (\$~2000)

5.3 Housing

Goal: That the housing supply in Richmond County meets the diverse needs of its residents

- ACTION: Develop housing options plan to determine if there is a need for diversified housing options, including affordable and temporary housing

5.4 Community Safety

Goal: Richmond County remains a safe place for residents to live, work, walk and play.

- ACTION: Upgrades to Highway 4 through the village, to improve the general condition of the road and remove dangerous curves to make it safer for pedestrians, cars and the large number of trucks which pass through the village

Goal: The protective services have adequate support to operate effectively

- ACTION: It should be a policy to continue to provide police protection for residents of Richmond County
- ACTION: It should be a policy to continue supporting the volunteer fire departments throughout the County.

6. IMPLEMENTATION

6.1 Building Partnerships and Capacity

This section discusses how the actions specified in this Plan can be implemented and the necessary networking and inter-agency cooperation which is necessary for this to occur.

6.2 Sustainability Strategies and Timeline

This section summarizes the timeline and strategy for completion of all the projects and studies identified in the ICSP.

6.3 Capital Projects

Specific capital projects which may or may not be eligible for GTA funding are specified in this section.

DRAFT