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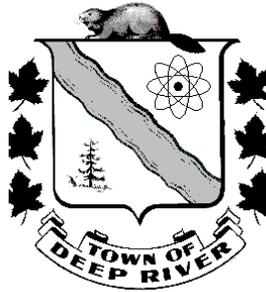
# Background and Scanning Report

Consolidated Focus Group Workshop #1

Town of Deep River Official Plan

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Prepared for



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**August, 2015**

## Table of Contents

<b>1</b>	<b>Report Purpose .....</b>	<b>1</b>
<b>2</b>	<b>Background .....</b>	<b>1</b>
2.1	Demographics.....	1
	<b>Population</b> .....	1
	<b>Age Distribution</b> .....	2
2.2	Housing .....	3
	<b>Households and Dwellings by Type</b> .....	3
	<b>Total Dwellings</b> .....	4
	<b>Cost of Housing</b> .....	4
2.3	Economics.....	5
2.4	Land Ownership – Town and CNL.....	5
2.4	Land Use .....	5
2.5	Servicing.....	5
	<b>Topography</b> .....	5
	<b>Water</b> .....	6
	<b>Sanitary</b> .....	6
	<b>Stormwater</b> .....	6
2.6	Natural Heritage.....	6
<b>3</b>	<b>Issues Identification/SWOT Analysis (Workshop #1).....</b>	<b>6</b>
3.1	Workshop Purpose.....	6
3.2	Workshop Format .....	6
3.3	Results – Priorized Issues.....	7
	<b>Strengths</b> .....	7
	<b>Weaknesses</b> .....	7
	<b>Opportunities</b> .....	8
	<b>Threats</b> .....	8
3.4	Issues Discussion .....	9
	<b>Strengths</b> .....	9
	<b>Weaknesses</b> .....	9
	<b>Opportunities</b> .....	9

	<b>Threats</b> .....	10
	<b>Summary</b> .....	10
<b>4</b>	<b>Next Steps</b> .....	<b>10</b>
4.1	Visioning (Workshop #2) .....	10
4.2	Continuing Engagement .....	11

**List of Appendices**

Appendix A	Engagement Plan – Deep River Official Plan Process
Appendix B	OMAFRA Deep River Economy Overview
Appendix C	Town and CNL Owned Lands
Appendix D	Existing Land Use
Appendix E	Town Topographic Profile
Appendix F	Existing Water Network
Appendix G	Existing Sanitary Network
Appendix H	Existing Stormwater Network
Appendix I	Workshop #1 Photos



# 1 Report Purpose

This Background and Scanning Report has been prepared in accordance with the second deliverable in the Engagement Plan developed by the Official Plan Technical Team and endorsed by the Official Plan Steering Committee. The Engagement Plan is included in **Appendix A** for reference purposes and is included in the *Communications Protocol and Engagement Strategy* report posted on the Town of Deep River's Official Plan web page. The purpose of this report is to provide the preliminary background information presented at Workshop #1 together with the results of the scanning exercise undertaken by participants at the workshop. This report will be received by the Official Plan Steering Committee for review and confirmation of the report details and workshop findings. The information in this report will be used to guide the visioning exercise for Workshop #2, direct the agency and community consultation efforts of the Technical Team, and support the development of official plan policy options in Step 8 of the Engagement Plan.

# 2 Background

In preparation for Workshop #1, the Technical Team undertook an information gathering exercise to provide a basis for discussion and identification of issues. The background information is organized and described here under the following six categorical headings:

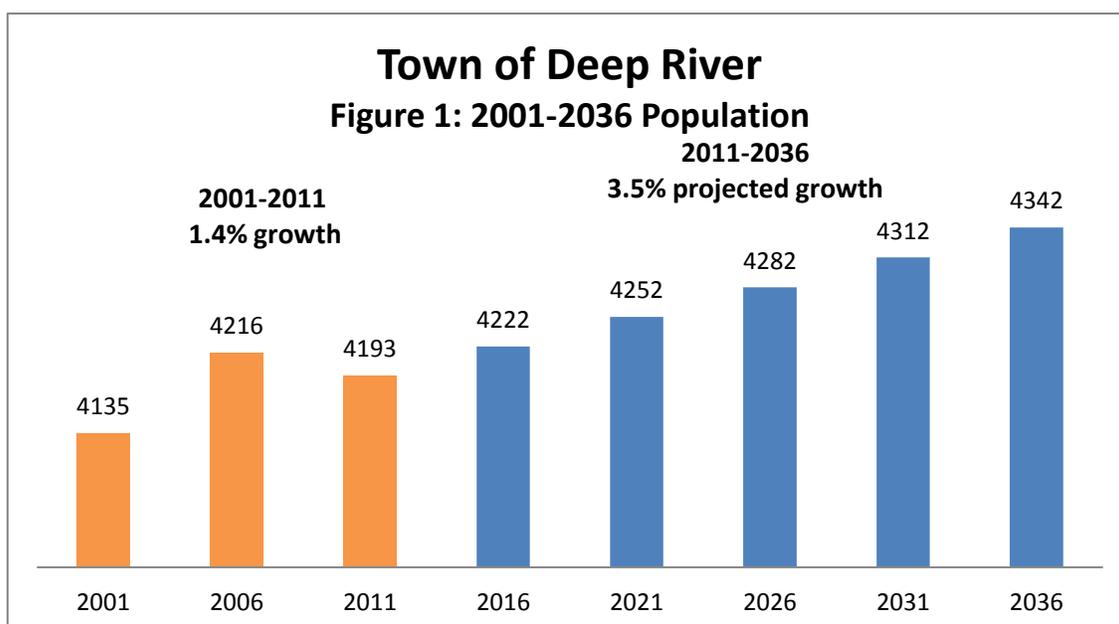
- Demographics
- Housing
- Economics
- Land Ownership – Town and CNL
- Land Use
- Servicing

## 2.1 Demographics

Information for the demographic profile was sourced from the Census of Canada for 2001, 2006 and 2011. The demographic profile of the Town includes historical population, population projections over the next five census periods (i.e., 2016, 2021, 2026, 2031, and 2036), and historical (2001-2011) age distribution.

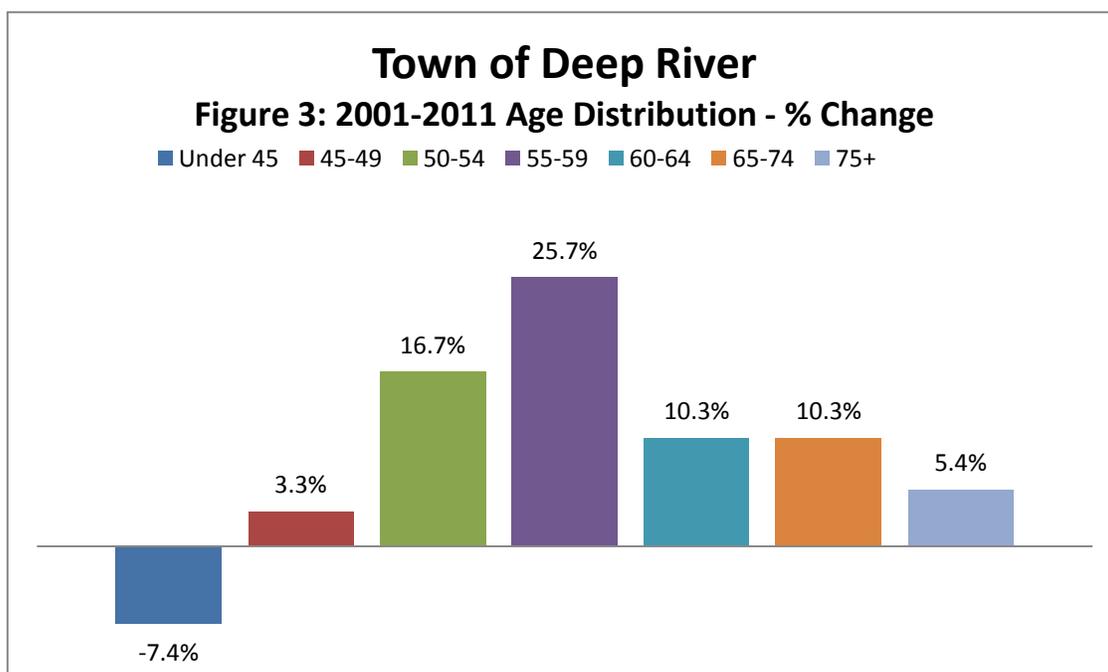
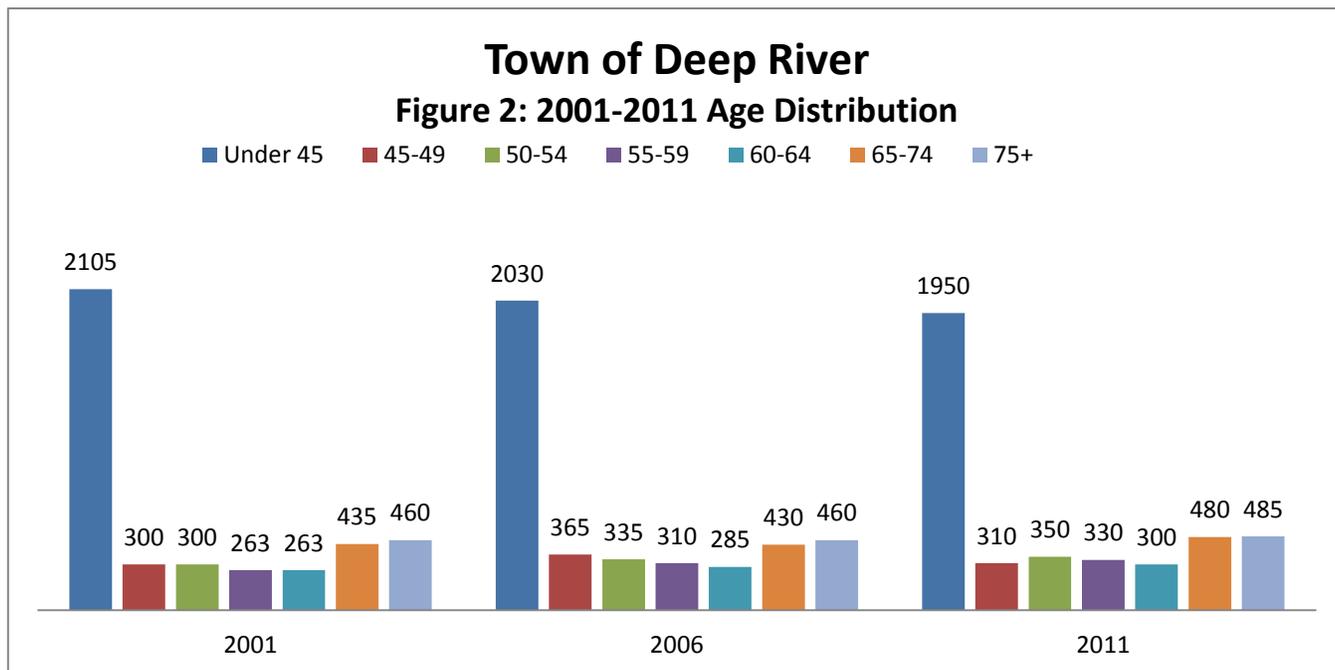
### Population

Figure 1 illustrates past and anticipated future population trends. The Town of Deep River experienced modest overall population growth between 2001 and 2011, growing 1.4% over the 10-year period. Assuming that this rate of growth continues during the 20-year forecast period of the Official Plan, the Town will grow to 4342 residents by 2036, for total additional growth of 149 residents or 3.5% between 2011 and 2036. This projection can be modified based on the results of the 2016 Census, should the Census data be released prior to adoption of the Official Plan.



## Age Distribution

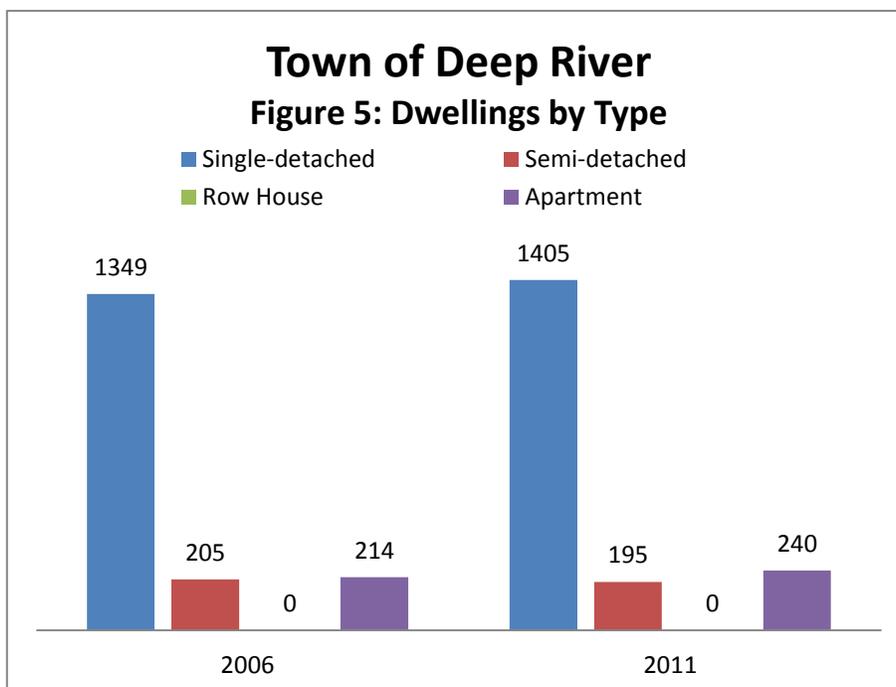
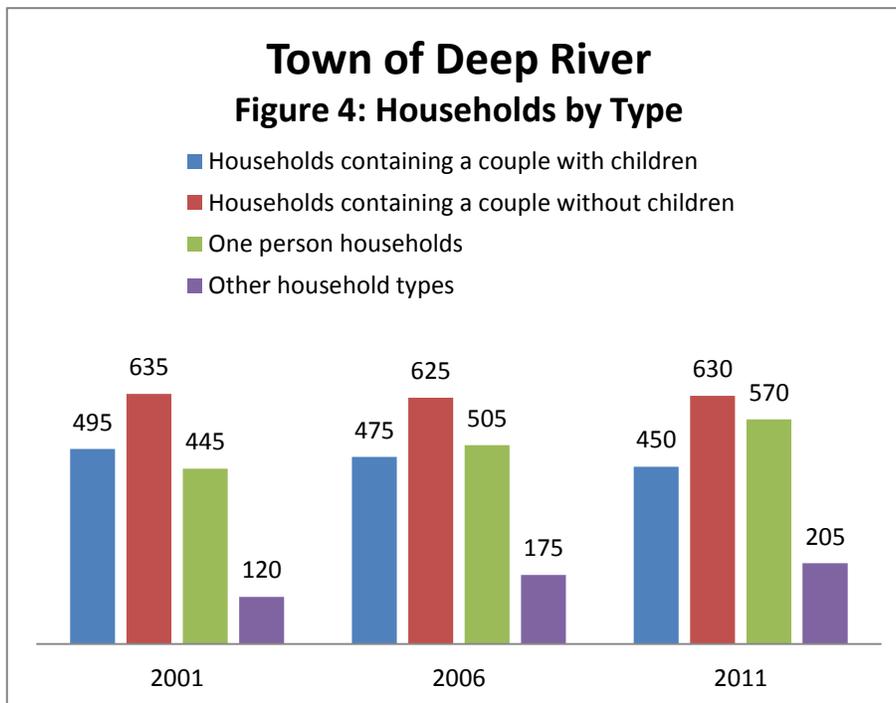
County and Provincial population trends indicate that our population is aging as a result of the “baby boom” cohort moving into post-retirement, a trend toward lower reproduction rates, and outmigration of youth from rural areas. The Census of Canada data indicate a similar aging trend in the Town of Deep River. All age categories except the under 45 category have grown in the Town during the 10-year period from 2001-2011. The highest rate of growth is seen in the 50-54 and 55-59 age ranges. It is anticipated that this growth will transfer to the 60-64, 65-74 and 75+ age categories as the baby boom cohort ages. Figures 2 and 3 summarize the Town’s age distribution and 10-year change rates.



## 2.2 Housing

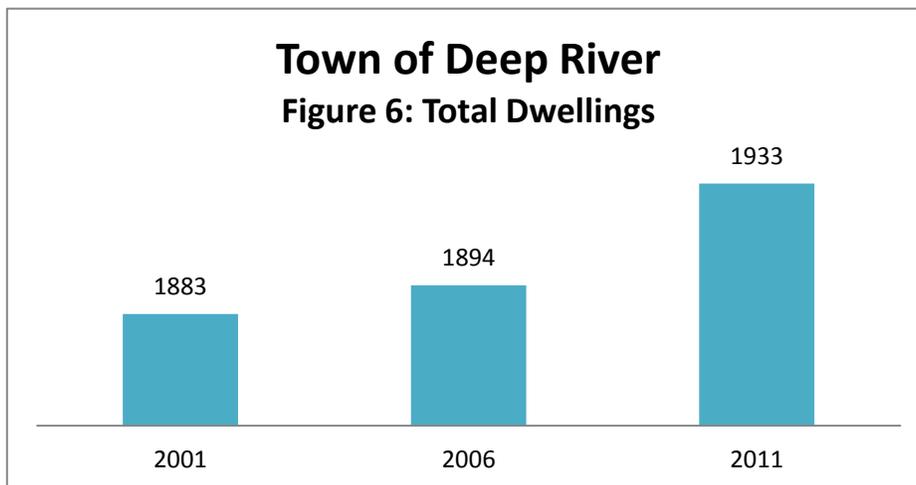
### Households and Dwellings by Type

Figures 4 and 5 compare household type with dwelling type and illustrate the need for more varied and smaller housing forms than are currently available in the Town of Deep River. Figure 4 shows a reduced number of households containing a couple with children (i.e., households with at least three persons), no significant change in the number of couples without children (i.e., 2 person households) and a sharp increase in the number of single-person households. There was also an increase in other types of households that may have different housing needs, including unrelated multi-person households, lone-parent households, and multi-family households. Figure 5 shows the following: no townhouses, the vast majority of dwellings are single detached, and although there was an increase in apartments, this housing type still remains a small percentage of the total housing stock.



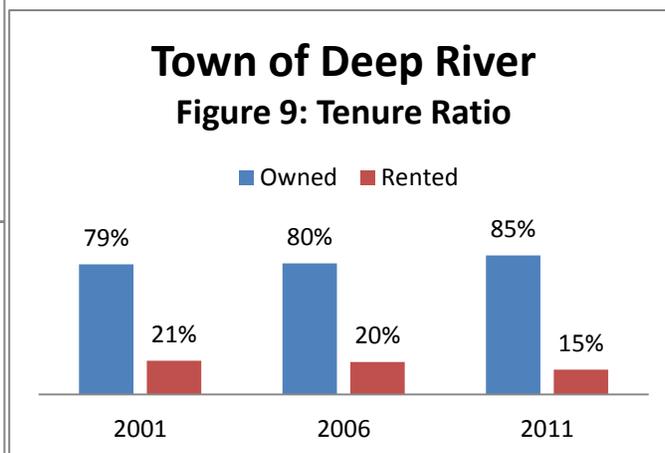
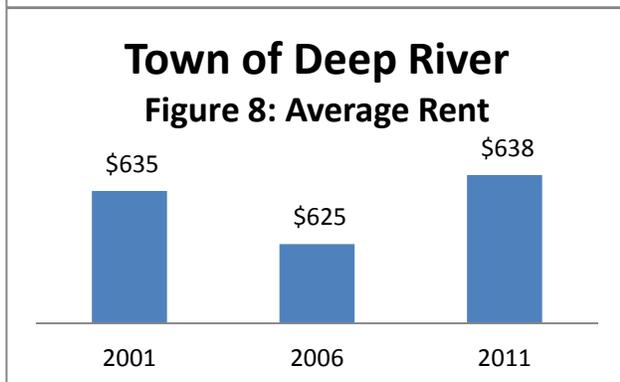
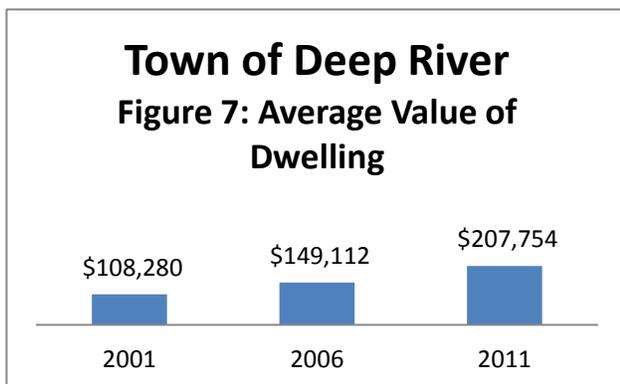
### Total Dwellings

Figure 6 illustrates growth of 50 dwellings between 2001 and 2011, or about one dwelling per additional person over the same time period. The growth in the housing stock in excess of the average number of persons per dwelling (approximately 2.3 persons) is indicative of the increase in one-person households between 2001 and 2011.



### Cost of Housing

The cost of purchasing a dwelling in Deep River nearly doubled (91.9% increase) between 2001 and 2011 (Figure 7). This increase exceeds the provincial average of 83.8% over the same period. This occurred while average rents remained relatively stable (Figure 8). Property values are linked to demand, and accordingly the ratio of owned dwellings to rented dwellings increased by six percent between 2001 and 2011 (Figure 9). While demand for owned dwellings may currently be high as a result of a combination of factors including historically low interest rates, consideration must be had for the availability of rental housing as an alternative to ownership. This is especially true in the context of an aging population and an associated increase in the number of households with fixed incomes.





## Seniors Housing

Once the final report on the Seniors Housing Survey commissioned by the Housing Advisory Committee becomes available, the data will be used to inform the official plan policy options in regards to the provision of appropriate housing for seniors.

## 2.3 Economics

Economic data sourced from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) provides employment and business profiles selectable by community, using compiled data from the Survey of Employment, Payrolls and Hours (SEPH), Labour Force Survey (LFS), Census, and Canadian Business Patterns (CBP). An excerpt of the Deep River Economy Overview from OMAFRA is included in **Appendix B**.

The Economy Overview for Deep River shows a large proportion (41%) of the Town's employment base in the professional, scientific and technical services industry. This primary industry is followed respectively by retail, accommodation and food services, and health care and social assistance. The highest growth (2001-2020) is anticipated in the service industries, with 94 additional jobs forecast for food related occupations and cashiers. Anticipated growth in the professional, scientific and technical services industry is largely linked to the operations of Canadian Nuclear Laboratories (CNL), its contractors, and other businesses that provide services directly to CNL. Diversification of this industry to other sources of business will benefit the local economy and make the economy more resilient in the event of organizational and operational changes at CNL.

Small businesses, or those with less than 100 employees, make up the vast majority (99%) of total businesses in Deep River. This is consistent with the provincial average of approximately 98%.

## 2.4 Land Ownership – Town and CNL

**Appendix C** illustrates the proportion of lands within the Town that are owned by either CNL or the Town. The majority of land within the Town's municipal boundary is owned by CNL, which falls under federal jurisdiction. Federally-owned lands are not subject to municipal land use planning controls, and as such the east half of the Town is not included on Schedule A (Land Use) to the current Official Plan.

Lands owned by the Town include the Town's public parkland and open space network, waterfront areas, and undeveloped land to the west and east of the developed areas of the Town (relative to an east-west orientation of the Ottawa River).

## 2.5 Land Use

Current land use, as classified by MPAC assessment data, is illustrated in **Appendix D**. The Town is composed generally of a downtown core (commercial, institutional, high density residential) including the marina and public waterfront, stable residential areas (low and medium density residential, places of worship, institutional uses), the Highway 17 commercial corridor, large-lot estate residential on Balmer Bay Road, a large open space and parkland network including the Four Seasons Conservancy trail system, and undeveloped areas to the west and east of the developed portion of the Town.

The undeveloped areas of the Town present an opportunity for future land uses, including expansion of the commercial and residential areas, and extension of the parkland system. The economical servicing of future residential and commercial areas is an important consideration in determining the appropriate siting and sequencing of such development.

## 2.6 Servicing

### Topography

The topographic profile of the Town is illustrated in **Appendix E**. The highest elevations exist on CNL-owned lands to the east. The Town site exhibits a southwest to northeast downslope, with steeper portions along the westerly waterfront areas and extending eastward through the developed area of the Town. A chain of small waterbodies extends along a low-lying area from the southeast municipal boundary of the Town to Balmer Bay.

## Water

The existing water network is illustrated in **Appendix F**. In the Town site, the water network extends from Banting Drive in the east, to the intersection of Chadwick Drive and Double dip Road in the west. Water service also extends along Highway 17 from beyond the intersection with Banting Drive to the east, to beyond the intersection with McAnulty Road to the west. Water service infrastructure exists in portions of the Pine Point waterfront area and along River Road where sanitary services are not currently provided. Due to the gravitational delivery of water, water service in low-lying areas is usually more economically feasible than the provision of sanitary services.

## Sanitary

The existing sanitary network is illustrated in **Appendix G**. Sanitary services in the Town site have a similar geographic range as water service. Sanitary service along Highway 17 ranges from the intersection with Thomas Street at the westerly limit to the intersection with Deep River Road at the easterly limit. No sanitary service infrastructure currently exists in the Pine Point area or along River Road due to gravitational constraints.

## Stormwater

The stormwater system in the Town site consists of a storm sewer network as illustrated in **Appendix H**, complimented by roadside ditches where storm sewers are not present. Storm sewers exist generally north of Avon Road and Ridge Road, and east of Thomson Crescent in the west end of the Town site. In the east end, the storm sewer network extends generally westward from the intersection of Parkdale Avenue and Hillcrest Avenue. The balance of the Town is service by roadside ditches.

## 2.7 Natural Heritage

The planned land use and structure of the original Town site includes a large public open space network that continues to exist. The Silver Spoon and Cranberry Lake trail system is located east of the intersection of Balmer Bay Road and Banting Drive and is maintained by conservation and recreation organizations.

In addition to public open space assets, the provincial government requires the consideration of natural heritage features and areas in accordance with the Provincial Policy Statement, 2014, and associated provincial regulations and guidelines (i.e., Natural Heritage Reference Manual - Ministry of Natural Resources and Forestry). Consultation is underway with the Ministry of Natural Resources and Forestry regarding the data available to determine the features and areas existing in the Town that will need to be considered in the Official Plan.

## 3 Issues Identification/SWOT Analysis (Workshop #1)

### 3.1 Workshop Purpose

The Issues Identification/SWOT Analysis Workshop was the first of two workshops in the Engagement Plan (**Appendix A**). The purpose of the workshop was to complete an environmental scanning exercise, in the form of a SWOT analysis (SWOT: strengths, weaknesses, opportunities, threats). The environmental scan considers internal and external factors affecting the Town, at a high level. Issues can be identified from any perspective, provided they relate to land use planning and are within the scope of an Official Plan. The result is a set of issues that are identified and prioritized by workshop participants. The issues are then incorporated into the policy options step of the Official Plan process (Step 8, **Appendix A**).

### 3.2 Workshop Format

In order to generate open discussion and encourage collaboration between participants, Workshop #1 was delivered as a SWOT analysis. The structure of the SWOT analysis can be described as follows:

- a) Participants are divided into four groups rotating through four flipchart stations, with each station dedicated to one of four categories of issues, i.e., strengths, weaknesses, opportunities and threats.

- b) At each station, participants are given an allotment of time to discuss issues relating to the assigned category at that station. New issues are recorded on the flipchart by an appointed group member. Upon expiry of the time, the groups rotate clockwise to the next station (i.e., the next category).
- c) Once the groups have rotated through each station, the issues are prioritized by participants through an activity called “dotmocracy”. In this activity, each participant receives 24 coloured dot stickers - six stickers for each station. At each station, participants rank their ‘top three’ issues by placing three stickers beside the most important issue (in their opinion), two stickers beside the second most important, one sticker beside the third most important. Once participants have done this for each station, the dots are tallied and the issues are ranked by number of dots. A participant or the workshop facilitator summarizes the top-ranking issues in each category.
- d) To conclude the exercise, participants engage in open discussion around the top-ranking issues, offering ideas, opinions and solutions.

In addition to the SWOT analysis, participants were invited to submit written feedback using the comment forms provided at the workshop, or using the online comment form on the Town’s website.

Photos from the workshop, including photos of the SWOT flipcharts are included in **Appendix I**.

### 3.3 Results – Priorized Issues

The dotmocracy scoring in each category of the SWOT analysis is summarized as follows:

#### Strengths

- 19 dots Health care institutions/Deep River and District Hospital
- 11 dots Natural setting – Ottawa River, beaches, woodlands, trails, etc.
- 10 dots Relatively high household income
- 9 dots Education/Skill level
- 8 dots Proximity to large employers & cities; Quality jobs (CNL; Garrison Petawawa)
- 8 dots Recreation, etc. groups, clubs; Recreation opportunities (pool, golf course, marina, arena, ski trails, ski hill, auditorium); Culture
- 5 dots Natural Heritage (e.g., habitat, wildlife)
- 4 dots Parkland throughout community
- 4 dots Affordable cost of living
- 3 dots Professional police and fire departments
- 2 dots Community involvement
- 2 dots Programs for youth (inexpensive); tennis, golf, sailing, curling, hockey, orchestra
- 2 dots Diverse population
- 1 dot Good air quality
- 1 dot On snow-mobile network
- 1 dot Room to expand
- 0 dots Very low crime
- 0 dots Community maintenance/appearance
- 0 dots Highway 17 access

#### Weaknesses

- 20 dots Reliance on CNL/single major employer
- 9 dots Lack of suitable housing for Seniors
- 8 dots Aging demographics
- 8 dots Aging Infrastructure
- 7 dots Resistance to tourism
- 7 dots No external public profile; marketing efforts poor
- 6 dots Resistance to change
- 6 dots Waste management lifecycle/efficiency

- 5 dots Not enough rental housing; no laundromat; not enough taxi service
- 4 dots No plan for protection of greenspace
- 3 dots Poor promotion of tourism activities
- 2 dots Lack of public transportation to Ottawa, North Bay, Pembroke, etc.
- 1 dot Isolated geographic location
- 1 dot Nightlife (bars, restaurants, etc.); Tourism opportunities (e.g., boat rentals)
- 0 dots Layout of Town; Invisible from highway (no gateway/wayfinding signage)
- 0 dots Landlocked between highway and river
- 0 dots Need more shopping
- 0 dots Climate (snowbirds decrease winter population)

### Opportunities

- 23 dots "GoCo" restructuring of CNL
- 12 dots Promoting Deep River as a retirement community (e.g., Elliott Lake)
- 6 dots Nuclear history museum/visitor centre
- 8 dots Opportunity to build our youth population, post-secondary education system (satellite campus)
- 8 dots Business opportunities incl. tourism
- 6 dots Welcome military families
- 6 dots Promotion of Ottawa River
- 5 dots West end lands for residential expansion
- 3 dots Bissett Creek graphite mine
- 2 dots Expanding military base
- 1 dot Widening Hwy 17/draw traffic off Highway
- 1 dot East end lands (environmental/recreation use)
- 0 dots Railway corridor – what use?
- 0 dots Expand Summerfest to attract new visitors
- 0 dots Explore summer camps for art (like music camp)
- 0 dots Increase tourist accommodations

### Threats

- 29 dots Not ready for GoCo/Town will miss opportunities
- 15 dots Lack of diversified housing
- 13 dots Dwindling school population (not enough young families)/Decreasing quality of education institutions
- 9 dots GoCo Transition/Closing NRU (no replacement)
- 7 dots Aging infrastructure
- 3 dots Insufficient marketing of community services for taxes
- 2 dots Ongoing non-cooperation with neighbouring communities
- 2 dots Complacency and inertia (resistance to change)
- 1 dot Entrenched attitudes & traditions – fear of change
- 1 dot Lack of land that people will/can develop
- 1 dot Environmental threats (Pipeline)
- 1 dot Pembroke & Petawawa expansion/growth
- 0 dots Exclusive as opposed to inclusive to outsiders and outside ideas
- 0 dots Lack of opportunities post-education
- 0 dots Climate change
- 0 dots Blackflies



### 3.4 Issues Discussion

Based on the results of the SWOT analysis and dotmocracy exercise, the top three ranked issues are discussed in more detail as follows:

#### Strengths

Health care, specifically the Deep River and District Hospital, was identified as the Town's greatest strength. In the context of an aging population, a strong health care network will continue to be a significant asset.

The natural setting and amenities were ranked as the Town's second greatest strength. The natural setting is an important element in the quality of life of a community, and the abundance of natural amenity in Deep River is unique and should continue to be fostered as a community asset.

The third-ranked strength was the high household income relative to other communities. This can be interpreted as a result of both the high education level and the high quality of employment offered by CNL and its supporting businesses. The relatively high household income presumably contributes to improved quality of life and stability for local consumer-based businesses.

#### Weaknesses

The Town's presumed reliance on CNL was voted as the Town's top weakness. It was perceived that the Town's economy was too vulnerable to any organizational changes at CNL that may occur as a result of restructuring.

Participants identified a lack of suitable housing for seniors as the second greatest weakness. This topic has received particular attention recently due to the efforts of the Deep River Housing Advisory Committee to conduct research, identify suitable housing models for seniors, and solicit community input on its views regarding the Town's current ability to accommodate its seniors. Valuable information has been collected and disseminated to date, and will be incorporated into the policy options developed for the Official Plan.

At the same time, participants in the workshop identified an aging population as a weakness, which conversely speaks to a perceived difficulty retaining young people and young families within the community. A diverse population includes age diversity, and retention of young people and families will need to be addressed moving forward.

Aging infrastructure received the same number of votes as the aging population issue. The Town is experiencing difficulties in repairing and replacing critical infrastructure, which has the unique challenge of having been constructed simultaneously as opposed to having evolved and settled over time. Infrastructure policies in the Official Plan will have to pay particular attention to the efficient use of existing infrastructure, the cost-effective development of new infrastructure, and the responsible stewardship of the system as a whole.

#### Opportunities

The current shift to a "Government Owned-Contractor Operated" (GoCo) management model at CNL, together with ongoing restructuring efforts, was seen as the greatest opportunity for the Town to capitalize on. Participants cited opportunities for partnerships between the Town and the new Contractor, including the potential for new off-site CNL locations within the Town (e.g., Morison School, JL Gray Engineering Centre).

The second highest ranked opportunity was identified as the potential to promote and position the Town as a retirement community. Parallels between Elliott Lake and Deep River were drawn in regards to its natural setting, high quality of life, and low crime rate.

The opportunity for a nuclear history tourism attraction ranked third highest. A nuclear history museum or tourist centre was seen as a way to highlight the significant contributions that AECL/CNL has made to society since its inception. It was suggested that there is not enough public awareness of the role that CNL plays nationally, and that public education might be an avenue to ensure continued investment and public support for CNL.



## Threats

The greatest threat facing the Town was identified as the perceived lack of preparedness for the incoming GoCo Contractor. It was expressed that there had not been enough effort to date to prepare the Town for changes that may occur as a result of the restructuring.

The second highest threat was identified as the lack of diversified housing in the existing housing stock. Single detached homes comprise the vast majority of housing in Deep River, and there are currently no row dwellings existing. Diversification was seen as important to address concerns of affordability and suitability for smaller households and seniors.

Reduced school populations and declining quality of education institutions was identified as the third highest ranked threat, and is linked to the issue of retaining young people and families within the Town.

## Summary

Key themes emerging from the SWOT analysis and dotmocracy exercises include the following:

- a) The Town's relationship to CNL and the need to capitalize on opportunities that may emerge under the new GoCo model;
- b) The Town's assets that contribute to high quality of life including natural amenity, high average income, good health services, and a heritage of national significance;
- c) Changing demographics, including fewer young people and families, and a growing senior population;
- d) Challenges with housing diversity and the need for appropriate seniors housing;
- e) The need to diversify the local economy to reduce dependence on a single employer; and
- f) Challenges associated with aging infrastructure.

## 4 Next Steps

### 4.1 Visioning (Workshop #2)

Workshop #2 is anticipated to be held on Thursday, September 10, 2015. Workshop #2 will build on the efforts of the first workshop, and is intended to establish a community vision to guide the development of the Official Plan. The workshop is expected to include an interpretive bus tour of key locations within the Town to stimulate discussion, and will culminate in open discussion at Town hall. Participants will be encouraged to use all forms of communication to express their vision (i.e., written, verbal, visual/artistic).

The visioning exercises of Workshop #2 will focus on the following question:

“What is the vision for community growth and development in Deep River to the year 2036?”

To answer this question, participants are asked to think about future-oriented *key words* related to the following topic areas:

- Population (growth)
- Housing (range and mix)
- Growth and settlement (intensification, redevelopment, second units, designated growth areas, related infrastructure and public service facilities)
- Employment lands
- Environment
- Natural heritage
- Public health and safety
- Infrastructure (sewage/water, stormwater management, waste management, transportation corridors)
- Public service facilities (social assistance, culture, police, fire, health, education)

- Climate change/energy conservation
- Rural areas of municipality
- Public spaces, recreation, parks, trails and open space
- Transportation
- Sectors of the Town:
  - Waterfront
  - Downtown
  - Highway 17 Corridor
  - Residential
  - Vacant Land (open space, conservation, recreation, future development areas)

Additional information will be made available to participants on the Town's Official Plan web page prior to the workshop.

## 4.2 Continuing Engagement

In accordance with the strategies indicated in the Engagement Plan, the Technical Team is continuing to solicit input from residents, community and stakeholder groups, businesses, and provincial agencies. Specifically, the following engagement methods are currently available, in progress, or possible in future steps of the Engagement Plan:

1. Online comment form on the Town's website (<http://www.deepriver.ca/projects/official-plan/>);
2. Paper comment forms at workshops, open house, and public meetings;
3. Meeting and participation invitations directed at key community and stakeholder groups (i.e., CNL, Chamber of Commerce, developers/builders, recreation associations, etc.);
4. A non-statutory open house/public meeting where the findings of the workshops will be presented to the public (Step 7 of Engagement Plan);
5. Statutory open house and public meeting in Steps 10 and 11 of the Engagement Plan;
6. Council meetings where recommendations from the Official Plan Steering Committee are considered by all of Council; and
7. Ongoing communication between the Technical Team, the County, and Provincial agencies to ensure that County and Provincial requirements are met.

Please contact us should you have any questions or require clarification on any matter discussed in this report.

Trusting this is satisfactory.

Yours truly,



Brian Whitehead, MA, MCIP, RPP  
Principal, Director of Planning



Eric Withers, MCIP, RPP  
Planner

**Appendix A    Engagement Plan – Deep River Official Plan Process**



**Appendix B OMAFRA Deep River Economy Overview**

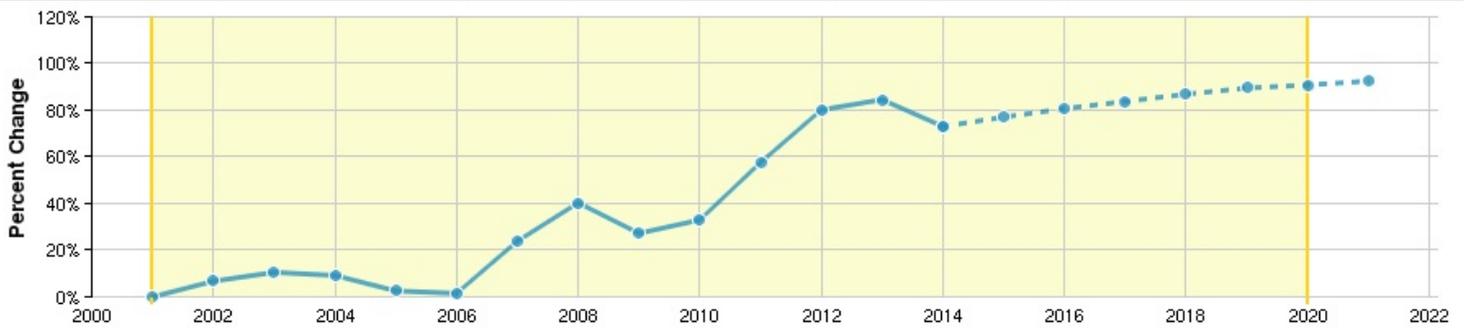
## Deep River | Jobs by Industry

**2,574**

Total Jobs (2014)

NAICS	Industry	2014 Jobs
11	Agriculture, forestry, fishing and hunting	20
21	Mining, quarrying, and oil and gas extraction	7
22	Utilities	16
23	Construction	38
31-33	Manufacturing	46
41	Wholesale trade	15
44-45	Retail trade	340
48-49	Transportation and warehousing	21
51	Information and cultural industries	75
52	Finance and insurance	35
53	Real estate and rental and leasing	15
54	Professional, scientific and technical services	1,061
55	Management of companies and enterprises	22
56	Administrative and support, waste management and remediation services	14
61	Educational services	121
62	Health care and social assistance	234
71	Arts, entertainment and recreation	73
72	Accommodation and food services	237
81	Other services (except public administration)	26
91	Public administration	124
X0	Unclassified	32

## Regional Trends

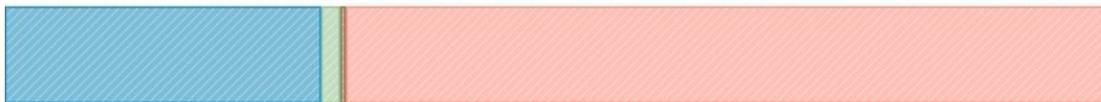


Region	2001 Jobs	2020 Jobs	% Change
● Deep River	1,487	2,838	90.8%

## Location Size Distribution

### December 2014 Overview

■ Small (1-49)
 ■ Medium (50-199)
 ■ Large (200+)
 ■ Indeterminate



Category	June 2011 Locations	December 2012 Locations	December 2013 Locations	December 2014 Locations
Total	249	241	34	329
1-4 Employees	62	55	6	45
5-9 Employees	32	31	5	26
10-19 Employees	20	19	4	16
20-49 Employees	7	5	2	8
50-99 Employees	3	4	1	4
100-199 Employees	2	3	2	2
200-499 Employees	0	0	0	0
500+ Employees	0	0	0	0
Indeterminate	123	124	14	228

Data Source: Canadian Business Patterns December 2014

## Labour Flows (based upon 2011 Census data)

NAICS Code	Description	Employed in Region	Resident in Region	Net Import
54	Professional, scientific and technical services	780	720	60
44-45	Retail trade	260	165	95
62	Health care and social assistance	200	190	10
72	Accommodation and food services	170	95	75
51	Information and cultural industries	120	35	85
61	Educational services	120	125	-5
91	Public administration	105	235	-130
71	Arts, entertainment and recreation	100	50	50
31-33	Manufacturing	55	50	5
52	Finance and insurance	45	65	-20

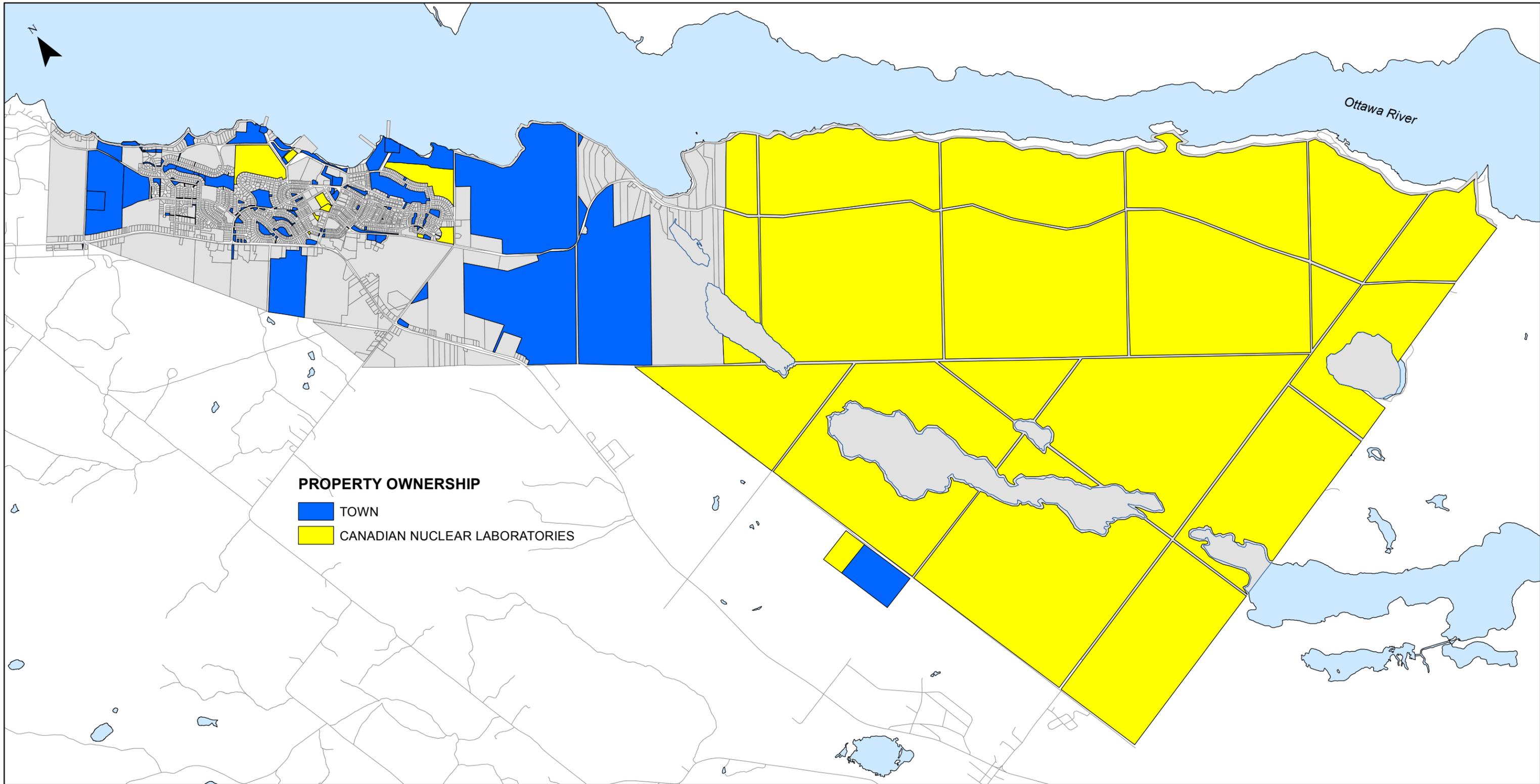
Source: Census 2011

## Growing/Declining Occupations

Occupation	Change in Jobs (2001-2020)
Food counter attendants, kitchen helpers and related occupations (G961)	47
Cashiers (G311)	47
Chemical technologists and technicians (C111)	38
Early childhood educators and assistants (E217)	-18
Musicians and singers (F033)	-23
Retail salespersons and sales clerks (G211)	-32

**Appendix C Town and CNL Owned Lands**

**DEEP RIVER OFFICIAL PLAN**  
**Property Ownership:**  
**Town and Canadian Nuclear Laboratories**



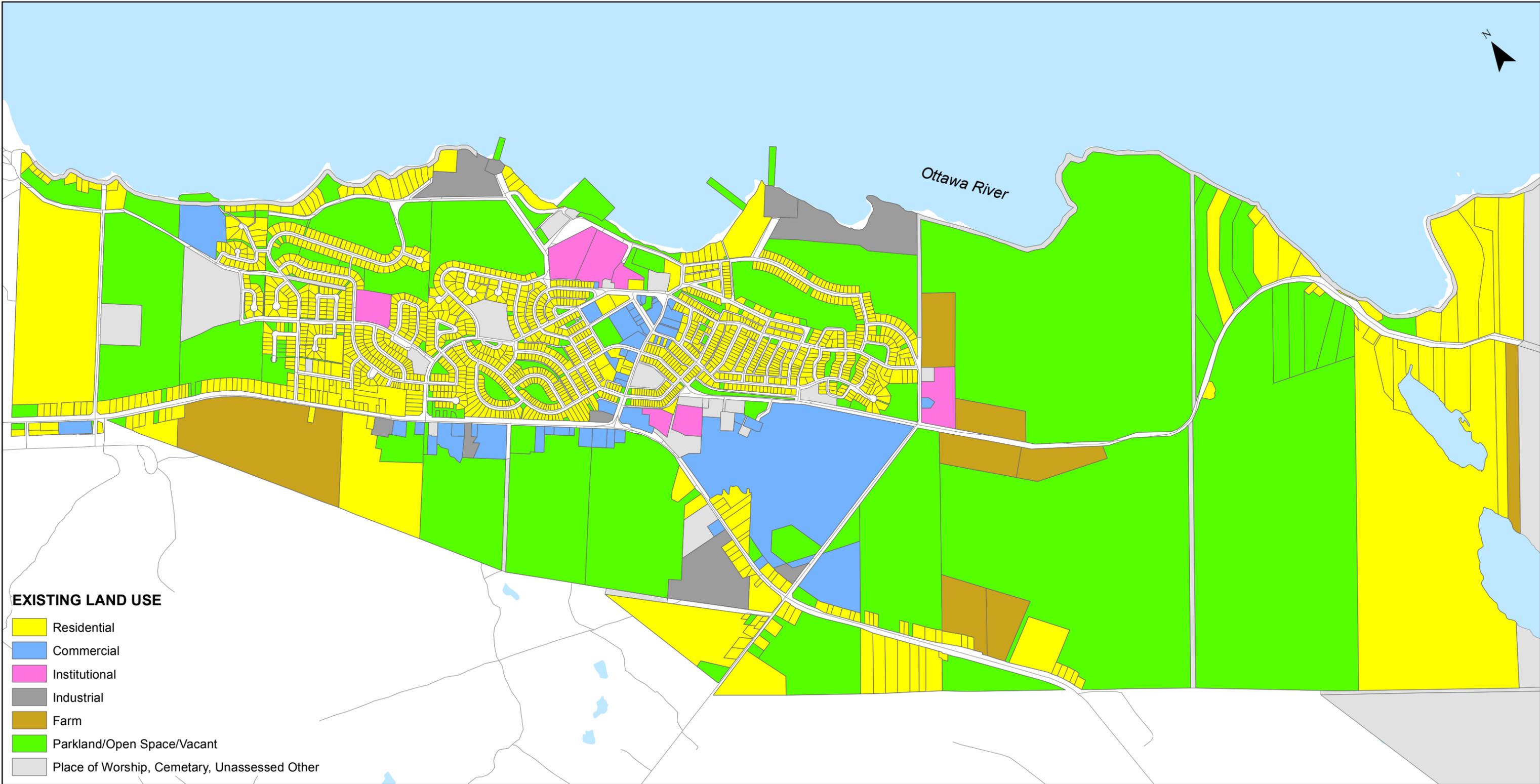
1:40,000

Project No.: 2147572A  
Created By: EW  
Date: June. 15, 2015

**Appendix D Existing Land Use**

# DEEP RIVER OFFICIAL PLAN

## Existing Land Use

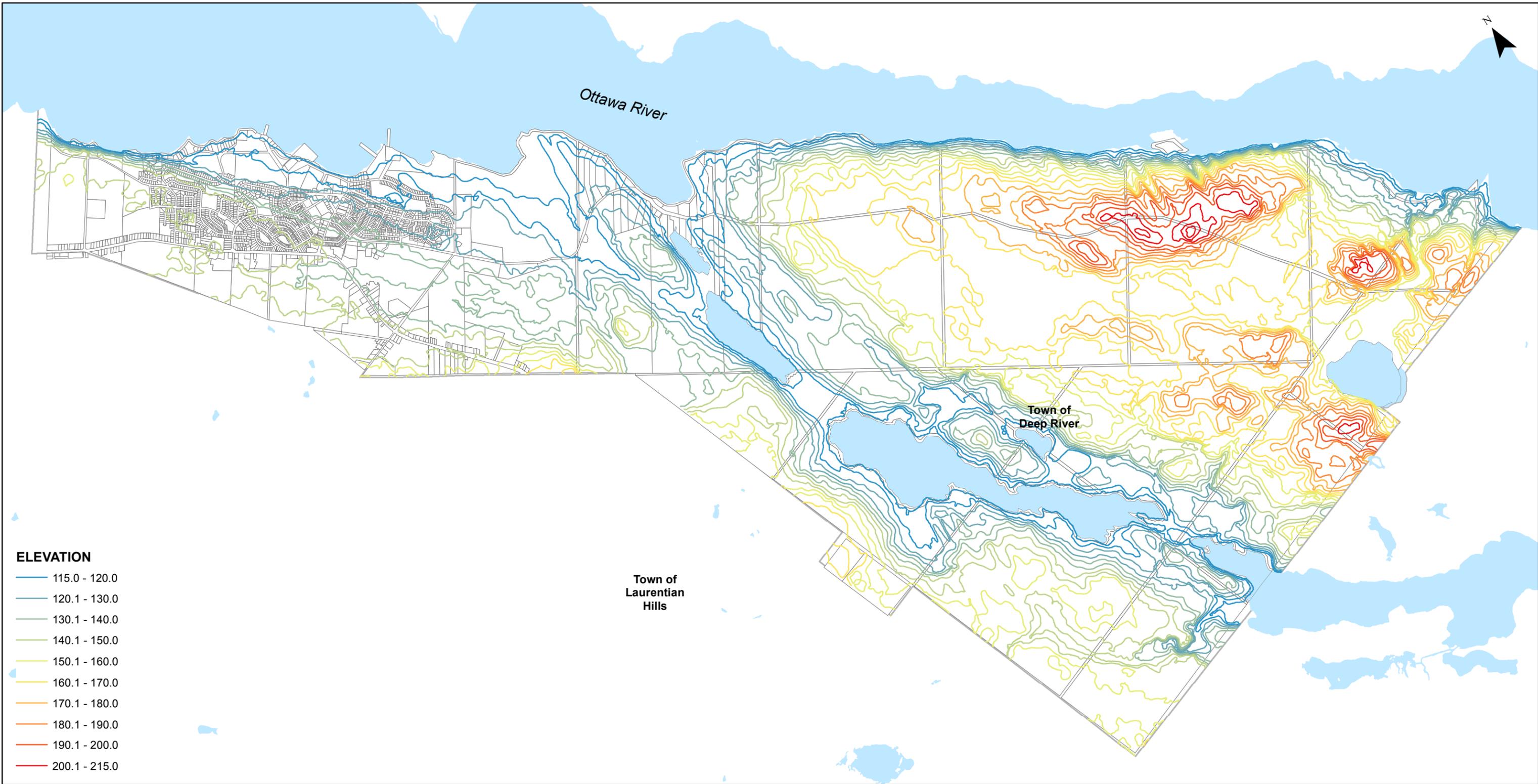


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Project No.: 2147572A  
Created By: EW  
Date: June. 15, 2015

**Appendix E    Town Topographic Profile**

# DEEP RIVER OFFICIAL PLAN Town Topography

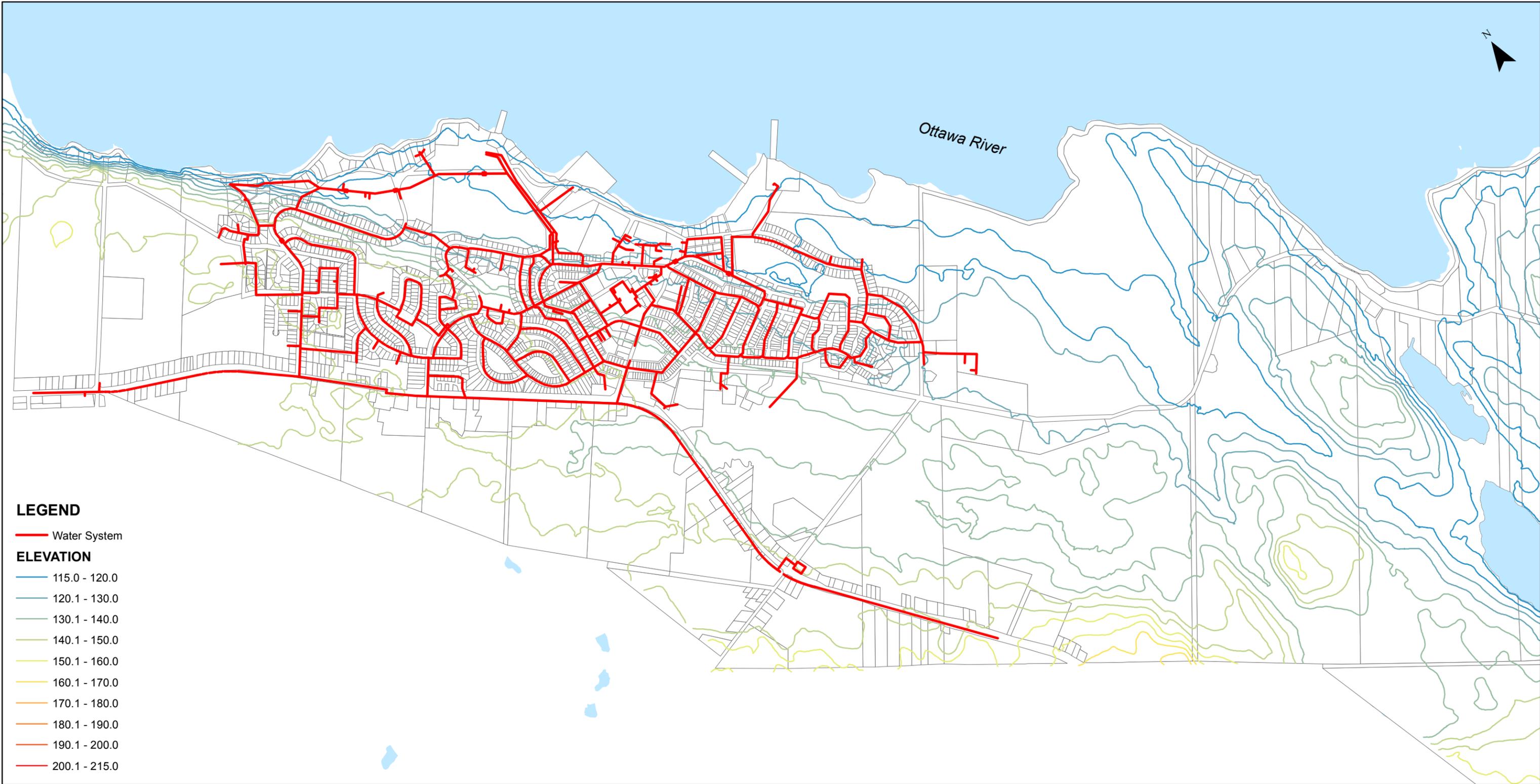


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Project No.: 2147572A  
Created By: EW  
Date: June. 15, 2015

**Appendix F Existing Water Network**

# DEEP RIVER OFFICIAL PLAN Existing Water System



## LEGEND

 Water System

## ELEVATION

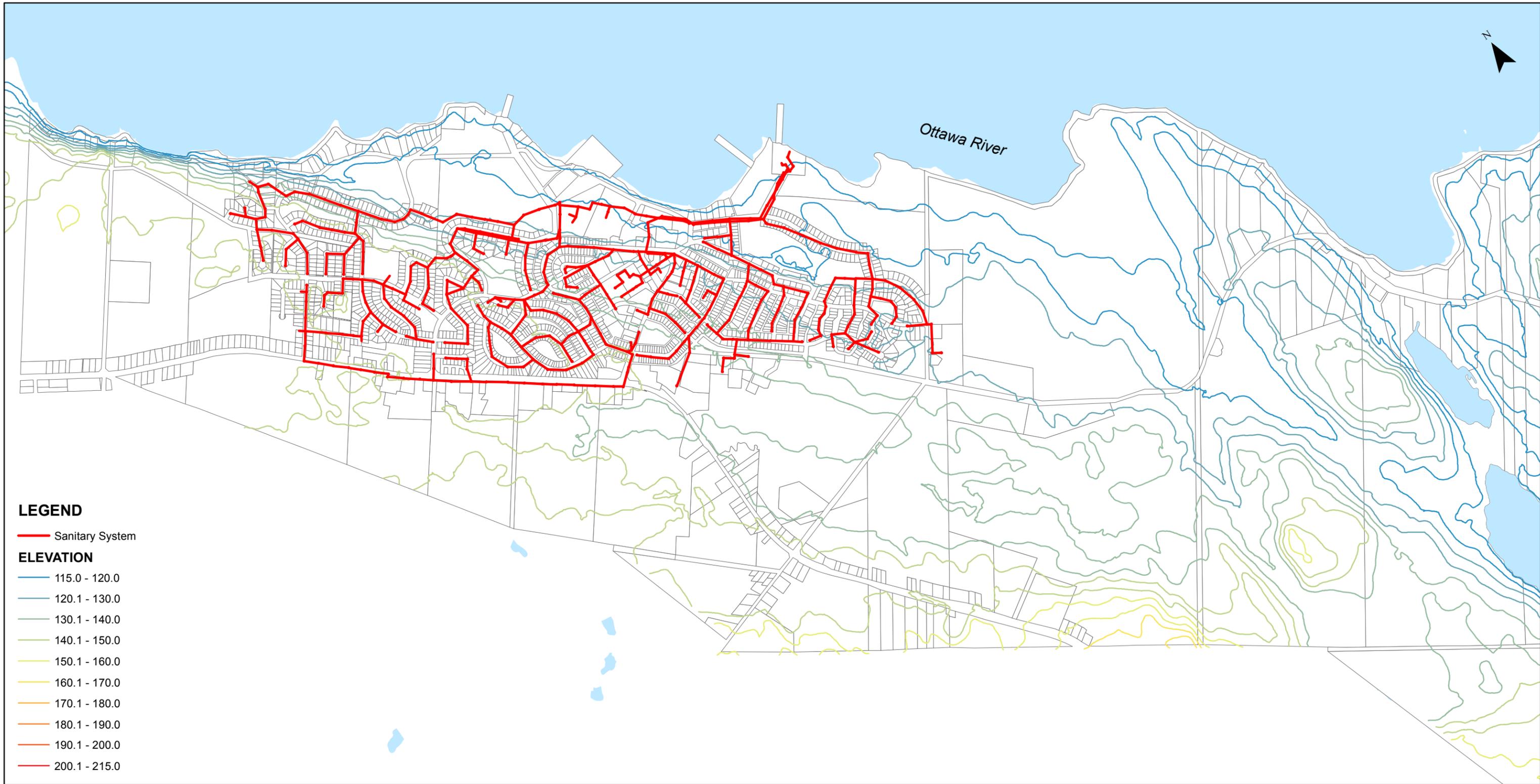
-  115.0 - 120.0
-  120.1 - 130.0
-  130.1 - 140.0
-  140.1 - 150.0
-  150.1 - 160.0
-  160.1 - 170.0
-  170.1 - 180.0
-  180.1 - 190.0
-  190.1 - 200.0
-  200.1 - 215.0

1:18,000

Project No.: 2147572A  
Created By: EW  
Date: June. 15, 2015

**Appendix G Existing Sanitary Network**

# DEEP RIVER OFFICIAL PLAN Existing Sanitary System



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Project No.: 2147572A  
Created By: EW  
Date: June. 15, 2015

**Appendix H Existing Stormwater Network**

# DEEP RIVER OFFICIAL PLAN Existing Stormwater System



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Project No.: 2147572A  
Created By: EW  
Date: June. 15, 2015

**Appendix I    Workshop #1 Photos**

# OPPORTUNITIES #3

Highly Skilled Opportunity Population

- ⑥ ~~Historical Heritage~~ → Satellite Campuses?
- ⑤ Opportunity to build our youth population Post Secondary Education System
- ② Expanding Military Bases
- ① Widening of highway / DRAW TRAFFIC OFF HWY
  - Railway corridor what use?
- ③ Bassett Creek Strategic Moves
- ⑫ GOOD Situation
- ⑫ Retirement Community ELLIOTT LAKE
- ⑧ Business Opportunities including - TOURISM
- ⑥ HEALTH HUB
- ⑥ HOSPITAL SERVICES / EXPANSION
- ⑥ PROMOTION OF OTTAWA RIVER
- ① - EAST END LANDS (ENVIRONMENTAL / RECREATIONAL USE)
- ① NUCLEAR HISTORY (MUSEUM / VISITOR CENTRE)
- ① WEST END LANDS FOR RESIDENTIAL EXPANSION

# ⑥ WELCOME MILITARY FAMILIES

- EXPAND SUMMERFEST TO ATTRACT NEW VISITORS
- EXPLORE SUMMER CAMPS FOR ART (LIKE MUSIC CAMP)
- INCREASE TOURIST ACCOMMODATIONS

# #4 THREATS

- ✓ - EXCLUSIVE AS OPPOSED TO INCLUSIVE TO OUTSIDERS & OUTSIDE IDEA
- ② - ONGOING CONFLICT WITH NEIGHBOURING COMMUNITIES
- ④ ✓ - CO-2 TRANSITION
- ✓ - CLOSING NRU. (NO REPLACEMENT)
- ⑫ LACK OF DIVERSIFIED HOUSING
- ② - COMPLACENCY + INERTIA RESISTANCE TO CHANGE
- ① - ENTRENCHED ATTITUDES & TRADITIONS - FEAR OF CHANGE
- ① - LACK OF LAND THAT PEOPLE WILL/ CAN DEVELOP
- ② - AGING INFRASTRUCTURE
- ⑬ DWINDLING SCHOOL POPULATION - NOT ENOUGH YOUNG FAMILIES  
LOWING OF QUALITY OF EDUCATION INSTITUTIONS
- ⑤ INSUFFICIENT MARKETING OF COMMUNITY SERVICES FOR YAVES
- ① - ENVIRONMENTAL THREATS (AIR/NOISE)
- LACK OF OPPORTUNITIES AFTER POST EDUCATION
- CLIMATE CHANGE
- ① → PEMBROKE + PETAWAWA EXPANSION / GROWTH
- ⑫ → BLACK ELITES
- ⑫ → MISS OPPORTUNITIES (GOOD) BECAUSE WE ARE NOT READY.

# ✓ - CLIMATE (SNOWBIRDS DECREASE TRAVELERS)

- ⑤ NOT GOOD Promotion of tourism OPPORTUNITIES
- LACK OF Public Transportation to Ottawa North Bay Pembroke etc.
- ① - "NIGHTLIFE" (Bars/Restaurants)
- Development of tourism opportunities eg. Boat Rentals
- ④ - Protection of Green Spaces #6 PLAN TO PROTECT
- ⑥ - Waste Management HAVE MORE  
↳ LIFECYCLE  
↳ EFFICIENCY

# WEAKNESSES

#2

- 20. RELIANCE ON CNL (SINGLE EMPLOYER)
- 19. LACK OF CONDO'S / SUITABLE HOUSING FOR SENDERS
- 17. RESISTANCE TO TOURISM
- 16. "CHANGE"
- 15. GEOGRAPHIC LOCATION / "ISOLATED"
- 14. AGING DEMOGRAPHICS - NOT GREAT! YOUNG FAMILIES
- 13. LAYOUT OF TOWN / INVISIBLE FROM HWY GATEWAY SIGNAGE
- 12. AGING INFRASTRUCTURE (AT SHARPTONE)
- 11. "LANDLOCKED" (BETWEEN HWY + RIVER)
- 10. NEED MORE SHOPPING
- 9. NOT ENOUGH RENTAL HOUSING
- 8. LAUNDRY MAT (SEC); CAR WASH
- 7. NOT ENOUGH TAXI SERVICE!
- 6. NO EXTERNAL PUBLIC PEOPLE.
- 5. MARKETING EFFORTS POOR.

# STRENGTHS

- 10. HOUSEHOLD INCOME
- 9. EDUCATION / SKILL LEVEL
- 8. DIVERSE POPULATION
- 7. REC - ETC GROUPS / CLUBS
- 6. POOL / GOLF COURSE / MARINA / ARCHNA / SKI TRAILS / SKI HILL / AUDITORIUM
- 5. CULTURE
- 4. COMMUNITY INVOLVEMENT
- 3. HEALTH CARE - INSTITUTIONS HOSPITAL!
- 2. SETTING - RIVER ETC BEACHES / WOODLANDS + TRAIL
- 1. VERY LOW CRIME
- 10. PRO POLICE + FIRE DEPT
- 11. COMMUNITY MAINTENANCE APPEARANCE
- 12. HWY 17 ACCESS
- 13. ROOM TO EXPAND

# STRENGTHS

- 14. PROXIMITY TO LARGE EMPLOYERS + CITIES + QUALITY JOBS
- 16. PROGRAMS FOR YOUTH (INEXPENSIVE) TENNIS, GOLF, SAILING, CURLING, HOCKEY, ORCHESTRA
- 17. PARKLAND THRU'OUT COMMUNITY
- 18. GOOD AIR QUALITY
- 19. ON SNOW-MOBILE NETWORK
- 20. Natural Heritage of Habitat, WILDLIFE
- 21. CNL EMPLOYMENT OPPORTUNITY
- 22. AFFORDABLE COST OF LIVING
- 23. 14(10) LG EMPLOYERS = CNL + BASE RET.