MUNICIPALITY OF CALLANDER

Strategic Plan

2025–2028

If we make Callander a great place to live first — protecting what makes it special and growing in a way our infrastructure can support — people will choose to move here, stay here, invest and visit.

WATERFRONT • COMMUNITY LIFE • LOCAL BUSINESS

Executive Summary

THE AIM	**A community people choose — to live, stay, invest and visit.**
THE STRATEGIC APPROACH	Put quality of life first, protect what makes Callander unique, and support growth that our infrastructure and finances can sustain.
OUR GUIDING PRINCIPLES	Resident quality of life first. Growth that fits.
THREE AREAS OF FOCUS	Waterfront • Intergenerational Community Life • Local Business & Downtown
BUILDING THE FOUNDATION	Infrastructure capacity • Operations and Fire Facilities • Growth infrastructure funding • Placemaking
IMPLEMENTATION & ACCOUNTABILITY	A four-year roadmap aligned with annual budgets, supported by a mid-year update and annual progress report to Council.

Our Municipality

Located just south of North Bay, Callander offers a picturesque setting with lush trails, scenic parks, sandy beaches, and breathtaking sunsets that complement its vibrant downtown core. Named after Callander, Scotland, the municipality boasts a rich history rooted in both the logging and tourism industries, with international recognition stemming from the birth of the Dionne Quintuplets.

The Municipality offers the attractive qualities of small-town and country living along with the benefits of having a larger city close by. The combination of “best of both worlds” is why many of Callander’s 3,900 residents have chosen to call the community “home”.

Residents and visitors alike also appreciate Callander’s friendly atmosphere, its rich cultural offering, its affordability and the many recreational opportunities available. Surrounded by water, farmland and trails, and next to major highways, Callander has become a four-season destination for tourism from near and far.

WHAT WE BUILD ON

Callander Bay and the waterfront

Our history: logging, water and rail, and the Dionne Quintuplets

Proximity to North Bay’s jobs and services

A strong community and volunteer spirit

Care for design and a strong sense of place

Small and locally owned businesses

Message from the Mayor

Callander is a community shaped by its people, its natural setting and a strong sense of place. This Strategic Plan reflects Council's commitment to thoughtful growth while protecting the qualities that make Callander a great place to live, work, visit and invest.

Our priorities focus on a vibrant waterfront and downtown, strong community life, support for local businesses, responsible infrastructure planning and opportunities for residents of all ages. The Plan also gives Council and staff a practical framework to measure progress, report back to the community and adapt as circumstances change.

The success of any community also depends on the people who turn Council's direction into action every day. Callander is fortunate to have an exceptional team of municipal staff who bring professionalism, dedication and a genuine commitment to serving our residents. Their knowledge, hard work and collaborative approach are integral to delivering the services our community relies on and advancing the priorities set out in this Strategic Plan. Council is proud of the team we have in Callander and grateful for the important role they play in our community's continued success.

On behalf of Council, I also want to thank our residents, volunteers, businesses and community organizations for the role each of you plays in Callander's future. By working together, we can continue building a liveable, beautiful and welcoming lakeside community for current and future generations.

Jordy Carr
Mayor, Municipality of Callander



The Purpose of a Strategic Plan

1 SET DIRECTION

Council defines the Actionable Items they want to focus on, and staff implement.

2 TURN DIRECTION INTO ACTION

Involves determining actions for a given year to achieve the goals and mobilizing resources to execute the actions.

The Strategic Plan guides priorities; individual projects and spending continue to come forward through the appropriate Council approval and budget processes.

Vision

“If we make Callander a great place to live first — protecting what makes it special and growing in a way our infrastructure can support — people will choose to move here, stay here, invest and visit.”

Welcoming growth that fits, we strive to preserve our natural charm and local character. Our future supports the needs of our residents and envisions a vibrant downtown and waterfront that enhances our community’s well-being, attracts visitors and fosters a growing local economy.

Mission

QUALITY OF LIFE & THOUGHTFUL GROWTH

To enhance the quality of life for all residents through accountable governance, responsible management of resources, and fostering a vibrant community spirit.

We commit to growth that respects our natural landscape and history, supports our local economy and ensures a peaceful, thriving community for current and future generations.

Accountable • Responsible • Community-minded • Forward-looking

Values

ACCOUNTABILITY

Responsible governance, careful planning and fiscal responsibility.

PRESERVATION

Maintain and enhance Callander's natural charm and historical character while protecting long-term environmental health.

COMMUNITY SPIRIT

Foster a sense of unity and vibrancy within the community.

COMMUNITY WELL-BEING

Enhance the quality of life for all residents.

COLLABORATIVE

Council, staff, the community and external partners work together to advance shared goals.

TWO PRINCIPLES FOR HOW WE CHOOSE

1. Resident quality of life first.
Growth, tourism and investment should strengthen the community residents value.

2. Growth that fits.
Growth should strengthen Callander's liveability and character while matching infrastructure and long-term financial capacity.

The Lens

RETENTION

Keeping a resident counts as much as gaining one

- Seniors can stay in the community.
- Young adults have reasons and opportunities to stay or return.
- Housing, services and community life support residents through different stages of life.

ATTRACTION

Understand who is choosing Callander — and why

- Families seeking small-town and lakeside living near North Bay
- Seniors who want to remain local
- Remote and home-based workers
- People returning to Callander or the area

Three Areas of Focus

WATERFRONT

Callander Bay as the community's shared waterfront

- Fully functioning marina
- Waterfront Place
- Linkages to the downtown and waterfront
- Flooding and source water protection

INTERGENERATIONAL COMMUNITY LIFE

Spaces that bring generations together

- Park and trail spaces
- Library location
- Celebrate our history
- Celebrations and festivals
- Recreational programming
- Volunteer base

LOCAL BUSINESS & DOWNTOWN

Easy to start, stay and grow here

- Fill vacant commercial lots and buildings
- Community Improvement Plan
- Relationships with the business community
- Private beautification downtown

EXPECTED OUTCOME

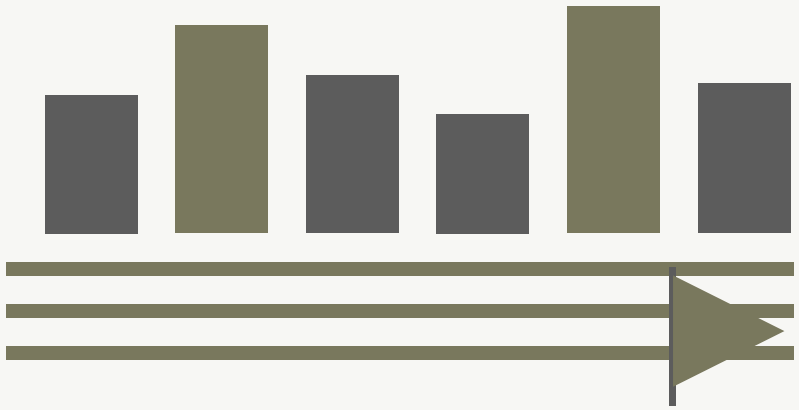
A Great Place to Live

- A better quality of life.
- Affordable.
- A community that values its history, natural setting and usable park space.
- A vibrant community spirit where residents, businesses and volunteers help deliver successful events, recreation and opportunities to gather.
- Residents of different ages share community spaces, with housing options that help people remain in Callander through different stages of life.



A Destination

- A vibrant downtown with small boutique-style and artisan shops, accommodations, cultural offerings and restaurants.
- A natural landscape that is protected and enhanced.
- A variety of overnight accommodations for different types of visitors.
- Year-round safe and effective public access to Callander using multiple modes of travel.
- Events hosted regularly throughout all seasons.
- Public spaces, services and community character that work for residents year-round while welcoming visitors.



DOWNTOWN • WATERFRONT • VISITORS • ACCESS

How We Measure Success

Increase in Residents

NUMBER OF BUILDING PERMITS FOR NEW DWELLING UNITS

AIM: 20–25 per year, measured as a three-year average

NUMBER OF NEW LOTS CREATED ANNUALLY

AIM: 20 per year

Increase in Visits

VISITORS AT EVENTS AND PROGRAMMING

Monitor attendance using consistent year-to-year counting methods to identify trends and assess overall success.

VISITORS AT MUSEUM / ART GALLERY

Monitor attendance using a consistent baseline and counting method to identify trends and assess overall success.

Measures are intended to show direction and progress while remaining practical for staff to monitor and report.

How We Measure Success — Continued

KEEPING OUR RESIDENTS

There is no direct way to count residents leaving Callander because no one is required to report that information to the Municipality.

WHAT WE WILL REPORT

- Property ownership changes, already counted in quarterly statistics, shown as a trend alongside new dwelling permits.
- Census population and household data, reviewed once per Council term.

This measures turnover—not retention—and does not capture renters. No percentage target will be set until a meaningful baseline is established.

REPORTING BACK

A formal annual progress report to Council, supported by a mid-year progress update.

Each update will show:

- What has been completed
- What is underway
- What is delayed or has changed
- What comes next

Four Foundations

1. Wastewater Capacity

Complete the inflow and infiltration work, assess remaining capacity and development potential, and determine what long-term wastewater planning is required.

2. Operations and Fire Facilities

Confirm the proposed site, scope, current costs, financing options and timing so Council can consider the project on a complete record.

3. Growth Infrastructure Funding

Evaluate options for funding growth-related infrastructure, including development charges and available senior-government funding programs.

4. Placemaking Design Guide

Complete the guide being developed by the Placemaking Advisory Committee to support a consistent approach to future public projects.

These initiatives prepare future decisions; individual projects and expenditures remain subject to Council approval.

Actionable Items

Turning the Strategic Plan into practical work, priorities and decisions.

- [x] **Community**
- [x] **Waterfront**
- [x] **Downtown**
- [ ] Infrastructure

ACTIONABLE ITEMS

Prepare the Foundations for Growth

Wastewater Capacity	• Following the prioritized inflow and infiltration (I&I) investigation and remediation, assess how much Stage 1 and Stage 2 land can realistically be developed. Determine whether a Water/Wastewater Infrastructure Master Plan is needed and bring its scope, timing and cost to Council.
Operations and Fire Facilities	• Complete the evidence required for a Council decision, including site, scope, current pricing, financing options and timing.
Growth Infrastructure Funding	• Bring forward options for funding growth-related infrastructure, including the scope and cost of a Development Charges Background Study and available senior-government programs, so Council can compare cost, revenue, timing and impacts.
Placemaking Design Guide	• Complete the guide being developed by the Placemaking Advisory Committee, drawing together the 2012 Downtown and Waterfront Revitalization Strategy, existing municipal design guidance and applicable road-design standards for Council consideration.

These items prepare future decisions; project expenditures remain subject to Council approval.

Getting Around on Foot and on Trails

Encourage Pedestrian Activity	• Establish road designs and standards. • Improve and raise awareness of connecting paths and trail systems throughout the Municipality. • Ensure the new road serving the St. Theresa development provides a safe, walkable connection between Golf Course Road and St. Theresa. • Introduce crosswalks where applicable.
Improve Established Park and Trail Spaces	• Develop plans for park spaces throughout Callander. • Install applicable signs to raise awareness of park spaces.
Increase Natural Trail System Options	• Introduce loop trail system behind Community Centre to Toronto Street. • Establish natural connective paths in residential subdivisions, where viable.

Cycling, Parking and Linkages

Establish and Promote Cycling Routes

- Paved shoulder connections, painting where necessary.
- Work with external agencies on promotion.
- Install signage.
- Identify and build on destinations for cyclists.

Better Parking Opportunities

- Work towards securing a large-scale parking lot within walking distance of the downtown core.
- Find other opportunities for parking closer to the downtown core that will not reduce potential for commercial development.

Pedestrian Linkages to the Downtown and Waterfront

- Establish and improve linkages and pedestrian mobility.
- Install wayfinding signage in prominent areas.
- Introduce a program to encourage private beautification initiatives downtown.

Encouraging Local Business

Encourage Commercial Development and Public Open Space

- Develop Waterfront Place.
- Fill vacant commercial lots and buildings.
- Implement a Community Improvement Plan.
- Encourage opportunities for visits to the downtown core.
- Build relationships with the business community.
- Assess feasibility of a skating oval at the Lake.
- Make it easier to start and grow a small or home-based business in Callander: clarify the path from pop-up to permanent, improve permitting predictability, and identify opportunities to simplify municipal processes and zoning for patios and home-based businesses.

Improving Our Public Spaces

Improve and Build on Public Spaces

- Introduce gateway and landscaping signage into the downtown core, using a consistent placemaking approach for the town's entrances, views of the bay and Main Street.
- Establish a location for the new library, considering the site and configuration that best support community and cultural life, including potential Museum co-location and the long-term role of the Dafoe House.
- Complete the Placemaking Design Guide being developed by the Placemaking Advisory Committee, bringing together the design direction from the Downtown and Waterfront Revitalization Strategy, existing municipal design guidance and applicable road-design standards for Council consideration.

Community Life and Our History

Enhanced Celebrations and Festivals	• Enhance celebrations and festivals that currently exist, making the ones Callander already hosts better supported and easier to run.
Celebrate Our History	• Incorporate Callander's history into the built environment, including opportunities such as a walking tour, using the Museum Strategy's three core chapters: logging and the working waterfront; water and rail; and the Dionne Quintuplets. • Establish signs/placards throughout parks providing details on our history and environment.
Offer More Recreational Programming	• Assess staffing capacity to determine the best way to move forward with recreational programming. • Recruit volunteers to assist in delivering the service. • Develop tourist guides and packages for visitors.

Waterfront and Environment

Establish a Fully Functioning Marina	• Implement the Marina Strategy and make regular progress, while exploring the feasibility of re-establishing a municipal marina, including docking facilities and overnight parking to serve the island community.
Keep Our Environment Healthy and Protected	• Mitigate flooding hazards. • Education and outreach on the importance of safeguarding our source water.

An Aligned Vision

An Aligned Vision

- Ensure staffing capacity at the Museum and connections with other departments and agencies of the Municipality to establish better efficiency and alignment with the goals and objectives of Council.
- Build a stronger volunteer base to assist with the goals and objectives of Council.

Your Municipal Council

Council Leadership 2022–2026 · Updated September 2026

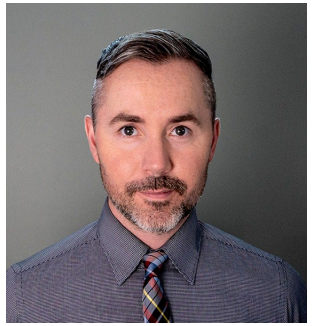


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