



## Discussion Paper

# Employment & Economic Prosperity

Economic development and diversification are important goals for the Township of Seguin. Support for new and existing businesses and tourism operations, as well as the economic well-being of residents, can be encouraged through Official Plan policies.

## Provincial Policy

The Provincial Policy Statement (PPS) and the Growth Plan for Northern Ontario provide direction on specific issues. The Township Official Plan must conform to the PPS which sets out the following policies:



### Healthy & Sustainable Communities

Permit and facilitate all forms of housing required to meet the social, health and well-being requirements of current and future residents, including special needs requirements, and all forms of residential intensification, including second units.

Direct development of new housing towards locations where appropriate levels of

infrastructure and public service facilities are, or will be, available to support current and projected needs.

Promote densities for new housing which efficiently use land, resources, infrastructure and public service facilities, and support the use of active transportation.

Establish development standards for residential intensification, redevelopment and new residential development which minimize the cost of housing and facilitate compact form, while maintaining appropriate levels of public health and safety.

### Supply

Provide for an appropriate range and mix of housing types and densities required to meet projected requirements of current and future residents of the regional market area. Permit second units. Maintain at all times the ability to accommodate residential growth for a minimum of 10 years through intensification and redevelopment and, if necessary, lands which are designated and available for residential development.

Maintain at all times, where new development is to occur, land with servicing capacity sufficient to provide at least a three-year supply of residential units available through lands suitably zoned to facilitate residential intensification and redevelopment, and land in draft approved and registered plans.

### Attainability

Establish and implement minimum targets for provision of housing that will be affordable to low and moderate income households. Second units and inclusionary zoning policies will support provision of attainable housing units.

# Current Township Policies

The Township’s Strategic Plan, which is designed to align with Community Development Plans and the advancement of Seguin Township. The second, out of three strategic directions is Economic Vitality which states the following:

- “Encourages and facilitate Regional employment growth of both the commercial/ industrial and service sectors.”
- “Develop and enhance the Parry Sound Area Municipal Airport into a strong employment node within the District.”

This Official Plan directs the majority of employment growth to the two main Settlement Areas of Rosseau and Humphrey. It is the intent of this Official Plan to ensure that the Township of Seguin has enough land through 2025 to accommodate expected employment growth.

Encouraging diverse economic development in the Township is also a key goal of this Official Plan. The establishment of a positive business environment that provides jobs and prosperity to Township residents is a key component of this Plan. On this basis the Plan encourages, through a flexible policy regime, opportunities for additional development in the Settlement Areas and identified Employment Areas utilizing the economic infrastructure of the Township. In addition, this Plan permits the development of additional small-scale employment uses in the rural area to provide appropriate opportunities for rural residents and to support the rural service and cottage service industries that make up a significant component of the Township’s economic base.

Section A of the Official Plan sets out the goals of the Economic Development in Seguin Township. The current goal states that: “It is the goal of this Plan to provide opportunities for economic development and diversification in a manner that fosters a positive business environment in the Township.” (Section A.2.7.)

There are three main designations where employment areas apply: Employment Areas (A.3.2.2), Airport Employment Area (A.3.2.3) and Employment Corridor Area Overlay (A.3.2.7). It is also anticipated that more employment growth will occur in the centres and corridors identified in this Plan.

In Section C.2 Settlement System, there is more information about the location of the

Employment Area (C.2.2) and Airport Employment Area (C.2.3), which states that principal areas should be directed primarily to existing communities or identified locations that will accommodate future growth and development in a sustainable manner. In this section of the Official Plan it also states that “all new employment uses must be appropriate to the character to the Township and the existing level of services provided.” As for the Airport Employment Area, the Parry Sound Area Municipal Airport is located in Part of Lots 2 and 3, Concessions 10, 11 and 12 (Humphrey) and is considered a major anchor of the Township’s economic infrastructure and a major component of the regional economy.

Section D of the official plan includes an Employment Corridor Area Overlay (D.6) which “supports a range of existing employment uses and has certain locational attributes as an employment corridor that would lend itself to the establishment of appropriate new employment uses.”

## What changes would you like to see?

Your opinion matters! Visit the [Official Plan Website](#) to give your input on what changes you would like to see by answering the questions below on the [forum](#) or [private comment](#).

1. Do you think there is an adequate mix of employment lands and other land use designations, including industrial, commercial and institutional uses, to support long-term needs?
2. Besides supporting the tourism/recreational sector, what other economic sectors should be supported through Official Plan policies?
3. Are there any particular local industries or businesses that require special considerations?
4. How should the Township support home-based businesses? How should the Township accommodate new industries, such as short-term rentals and ride-sharing (e.g. Air BnB and Uber)?
5. How else can the new Official Plan support economic development, diversification, and employment?
6. How should the Township consider development of lands along the major highway corridors, which are under Ministry of Transportation (MTO) jurisdiction?
7. Please provide any other comments you may have for consideration in the development of new policies.