



## 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:



### Long- term Economic Prosperity

Provincial policy provides for economic prosperity by supporting sustainable tourism development, viable local food and agri-product businesses, and promoting opportunities for investment readiness and innovation.

### Population & Employment Allocations

The Province directs growth and development to settlement areas, including a significant proportion of population and employment

growth. The Township strategically manages the amount of designated employment lands to accommodate a range and mix of employment opportunities and other land uses to meet projected needs.

### Diversified Economies

The Province recognizes the evolving needs of a growing workforce and a changing global economy, including evolving manufacturing, resource, and service sectors, and the creative economy.

Strategies to support a growing and diversified workforce include: policies for home-based businesses, tourism and resource-based recreational activities, and wise use and management of resources, including agricultural resources and mineral aggregate resources.



# 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.