



Town of / ville de
PENETANGUISHENE

**PRIORITIES FOR
PENETANGUISHENE
OUR STRATEGIC PLAN
2019-2023**

VISION

Our waterfront community is a destination and a starting point, offering a rich culture, an attractive environment, active living, well-planned growth, and opportunity for its residents

MISSION

The Town provides its residents and businesses with high-quality services and sustainable infrastructure in a financially responsible manner, fostering an engaged community and a diversified economy, while preserving our distinct heritage and natural environment

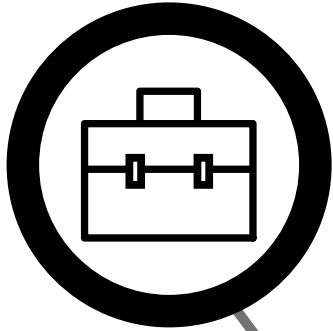


Comments



GOALS

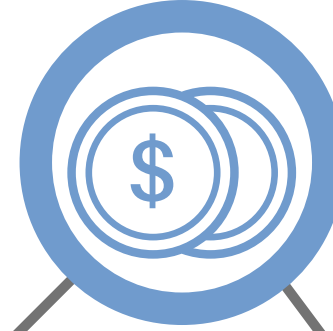
**ECONOMIC
OPPORTUNITY**



**RECREATION
OPPORTUNITIES**



**RESPONSIBLE
FINANCE**



**HERITAGE,
CULTURE & NATURAL
ENVIRONMENT**



**ATTAINABLE
HOUSING**



**COMMUNICATION
& ENGAGEMENT**

1

The Penetanguishene community will have plentiful and diverse employment and business opportunities

ECONOMIC OPPORTUNITY

DIRECTION

1.1 The Town will maximize the economic potential of the municipal waterfront

STRATEGIC INITIATIVE

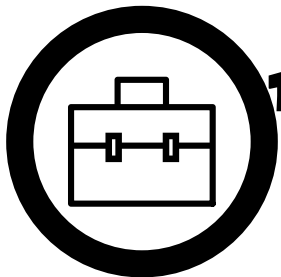
- The Town will have explored redevelopment options for municipally owned waterfront property, including the town dock area
- The Town will have applied for funding and created a plan to remediate and re-use the Ojibway landing property
- The Town will have pursued a private-sector tourist accommodation development by leveraging municipal waterfront land assets
- Assuming the relocation of the curling rink to a new multi-use recreation facility elsewhere, the Town will have explored redevelopment options for the curling rink site
- In conjunction with its economic development partners, the Town will have invited existing businesses to discuss specific actions the Town could take to help them to expand their markets and enhance their success
- The Town will have implemented and monitored the success of a facade improvement incentive program for commercial core properties

PRIORITY

- 2021-2022
 - with benefit of the risk assessment on Ojibway landing property
 - subject to completion of community improvement plan and/or waterfront secondary plan
- 2021-2022
 - following completion of environmental risk assessment and community improvement plan and/or waterfront secondary plan
- 2022-2023
 - following confirmation of Ojibway and curling rink property status and community improvement plan and/or waterfront secondary plan
- 2023
 - following decision on potential recreation multiplex
- 2019-2020
- 2021-2022
 - pursuant to completion and approval of Community Improvement Plan

1.2 The Town will nurture the retention and expansion of existing businesses

1.3 The Town will facilitate full commercial occupancy of the commercial core



Comments

The Penetanguishene community will celebrate and strengthen its heritage, culture and natural environment

DIRECTION

STRATEGIC INITIATIVE

PRIORITY

2.1 The Town will encourage and support efforts to showcase our distinctive local heritage

- The Town will have worked with local organizers to host Francophone Festivals
- The Town will have supported Indigenous groups, the Museum, and the Library to expand programming and exhibits featuring local Indigenous heritage

2020 or 2021

2020-2021

2.2 The Town will continue to implement the Climate Change action plan adopted by Council in 2019

- The Town will have installed re-charging stations at several public locations and will have purchased its first electric vehicle
- The Town will have developed and be implementing a Tree-planting strategy
- The Town will have supported and encouraged greater utilization of "green modes" of transportation

2020 - recharging stations
2022 - electric vehicles

2021-2022

2019 and onward

2.3 The Town will preserve key natural features.

- Working with the County and Severn Sound Environmental Association, the Town will measure and monitor the extent of wetland and forest cover in the town, and continue to comply with provincial policy for natural features protection

2021-2022

Comments

3

The Penetanguishene community will enjoy modern and accessible opportunities for sport, fitness, and recreation activity for all ages

RECREATION OPPORTUNITIES

DIRECTION

3.1 The Town will upgrade its indoor facilities for sports and physical activity

3.2 The Town will support active lifestyles by residents

STRATEGIC INITIATIVE

- Unless a new multi-sport recreation complex at a new location proves feasible, the Town will have called tenders for engineering and design of a renovation of the existing arena
- The Town will have assessed the feasibility of - and, if feasible, be well advanced in the site selection, planning and fund-raising for a new multi-purpose recreation complex
- The Town will have worked with the property owners and other agencies to explore opportunities to re-use the former Penetanguishene Secondary School and Penetanguishene Hospital sites for purposes beneficial to the community, including recreation, attainable housing, health, and/or education purposes
- The Town will have supported and encouraged active living through events and education
- The Town will consider the addition of bicycle lanes when resurfacing Town streets (as identified in the cycling strategy)

PRIORITY

2023

2020-2021

2019 and onward

2019 and onward

2020 and onward



Comments

4

The Penetanguishene community will contain a greater supply and diversity of housing stock, while maintaining its "small-town feel"

DIRECTION

STRATEGIC INITIATIVE

PRIORITY

- | | | | |
|------------|---|--|---|
| 4.1 | The Town will encourage a greater supply and diversity of housing through its planning approval processes | <ul style="list-style-type: none">• subdivision plan approvals will have provided not only for single-family homes but also for homes at greater density and attractive rental units.• In its zoning bylaw, the Town will have increased the flexibility for owners to create rental units and homes of various sizes | 2019 and onward |
| 4.2 | The Town will be prepared to leverage municipal and other public property to encourage more attainably priced and attractive rental housing | <ul style="list-style-type: none">• The Town will have taken inventory and assessed the suitability of its properties for attainable housing development• The Town will have explored with landowners adjacent to the Village Square Mall the possibilities for mixed use residential development | 2019-2020 zoning by-law review taking place in 2019
2020-2021
2020-2021 |



Comments

5

Penetanguishene's public funds and assets will be responsibly managed

DIRECTION

STRATEGIC INITIATIVE

PRIORITY

- | | | | |
|------------|---|---|---|
| 5.1 | The Town will continue to practice prudent and forward-looking financial management | <ul style="list-style-type: none"> • The Town will have enlarged its reserve funding that deals with emergencies and catastrophic events • The Town will have increased its reserves for the repair, refurbishment, and replacement of existing infrastructure, including roads • The Town will have accelerated its rate of debt repayment | 2020 and onward

2019 and onward

2019 and onward |
| 5.2 | The Town will keep seeking to improve the efficiency of municipal operations | <ul style="list-style-type: none"> • The Town will have completed its LED streetlight replacement program and be realizing significant operating cost savings • The Town will have investigated further opportunities to provide services on an inter-municipal basis • Town will continue to support the development of the professional, technical and leadership skills of staff in order to sustain the efficiency and effectiveness of the organization | 2020

2019 and onward

2019 and onward |
| 5.2 | The Town will keep seeking fair financial treatment by the Province of Ontario | <ul style="list-style-type: none"> • The Town will continue to advocate that the Province revisit and modernize its formula for payment in lieu of taxes on Waypoint Centre for Mental Health Care and Central North Correctional Centre | 2019 and onward |

**RESPONSIBLE
FINANCE**



Comments

6

Penetanguishene's residents will be engaged in the affairs of the municipality, and the municipality will communicate openly and effectively with residents

DIRECTION

STRATEGIC INITIATIVE

PRIORITY

6.1

The Town will continue to expand its methods of communicating with residents

• Through the quarterly newsletter, e-mail notices, website and other means, the Town will be proactive in providing timely, adequate and accurate information on matters of local interest in order to assist residents to provide constructive input

2019 and onward

• The Town will have regularly made paper copies of the quarterly newsletter available at municipal and library facilities

2019 and onward

• The Town will foster community partnerships to provide education about municipal affairs to residents

2020 and onward

• The Town will work with providers toward equal access to good quality high-speed internet service for all properties in town

2020 and onward

• Town staff will have reported annually on the implementation status of this strategic plan; Council will communicate to the public on the status

2020 and onward

6.2

The Town will continue to garner community input for decision-making

• Members of Town Council and senior staff will have made themselves available on a regular basis for informal dialogue with local civic organizations and with seniors' residences

2019 and onward

• The Town will continue to expand its use of surveys and digital consultation forums, in order to obtain reliable public input on key issues

2019 and onward



Comments



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PENETANGUISHENE

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