



THE TOWNSHIP OF **WAINFLEET**

STRATEGIC PLAN

2017 – 2018

VISION STATEMENT

The Township of Wainfleet will be a sustainable rural community that offers outstanding quality of life for all

MISSION STATEMENT

Grounded in agriculture, family and rural traditions, with pride in its outstanding waterfront and natural recreational resources, the Township of Wainfleet will strive for fiscal responsibility and balanced, responsible planning in order to maintain the unique characteristics and charm of the community.



GOAL #1

Economic Development

▶ Our goal is to create a sustainable economic environment that keeps taxes at a reasonable level and promotes responsible development in areas designated in the official plan.

ACTIONS:

- 1.1: Review zoning by-laws and planning procedures to ensure that they allow development in appropriate areas, especially in the hamlets.
- 1.2: Encourage staff to facilitate building permits within the official plan and zoning bylaw, and to coordinate with the Conservation Authority and Niagara Region to streamline time lines and approvals.
- 1.3: Create informational materials for the public about the complexities of building in our rural area and how the Township can help new residents address those challenges
- 1.4: Research the tax rate of Wainfleet in comparison to other jurisdictions, and create an information piece that shows our relative position.
- 1.5: The rate of growth in Wainfleet should remain at about the same rate that has occurred over the last 5 years.
- 1.6: Develop a small business retention program in Wainfleet.



GOAL #2

Community Stewardship

▶ Our goal is to retain and enhance the characteristics – physical and social – that make Wainfleet such a special place to live.

ACTIONS:

- 2.1: Develop a community-wide vision of what we want the lakefront to be, for residents and for visitors.
- 2.2: Improve the signage and way-finding signage that identifies and welcomes travelers and residents to Wainfleet.
- 2.3: Reach out to the leadership of key attractions like Marshville Heritage Village, in order to begin to plan together for their future and how Wainfleet can support their sustainability.
- 2.4: Explore how agri-tourism might be used to support Wainfleet's quality of life.
- 2.5: Investigate opportunities to have community events and recreation programs that promote Wainfleet's character.
- 2.6: Develop a plan to assess and manage Wainfleet's physical assets and ensure that maintenance programs keep facilities in optimum condition.



GOAL #3

Communication and Engagement



Our goal is to better communicate with residents, external partners, other levels of government, and the public at large to engage them in making Wainfleet a vital, desirable place to live, work and play.

ACTIONS:

- 3.1: Explore a variety of ways to communicate with residents and engage them in municipal life.
- 3.2: Continue to represent Wainfleet's needs and interests with all levels of government and other partners.
- 3.3: Continue to seek out opportunities for bringing high-speed internet access to Wainfleet.
- 3.4: Highlight marketing opportunities for Township of Wainfleet; tourism, agriculture, real estate, business and recreation.

