

Chapter

7

ECONOMIC DEVELOPMENT

MUNICIPALITY OF CLARINGTON OFFICIAL PLAN

7. ECONOMIC DEVELOPMENT

7.1 GOALS

- 7.1.1 To create a favourable economic climate, diversify the employment base and promote the Municipality as a prime business location in the Greater Toronto Area.
- 7.1.2 To create a community where the residents can live in reasonable proximity to their workplaces.
- 7.1.3 To encourage the growth of Clarington's recreational and tourism opportunities.

7.2 OBJECTIVES

- 7.2.1 To attain 1 job for every 3 residents in Clarington by the year 2016.
- 7.2.2 To attain a non-residential to residential assessment ratio of 25:75 by the year 2016.

7.3 POLICIES

- 7.3.1 In order to achieve the economic development objectives, the Municipality will:
 - a) encourage the retention of existing employment opportunities and the creation of new opportunities;
 - b) encourage new retail and commercial developments, while promoting traditional downtown areas as distinctive and attractive locations for retail, office, institutional, tourism and civic purposes;
 - c) promote corporate office and prestige industrial developments in strategic locations along Highway 401;
 - d) permit a variety of *home-based occupations* while ensuring such uses are integrated into the community in keeping with the applicable policies of this Plan;
 - e) assist businesses and industries to seek the assistance of various support agencies to facilitate modernization and diversification; and
 - f) adopt a capital works program to improve gateway locations by installing informative signage, improving landscaping of public lands, and by encouraging landowners to practice good property maintenance.

- 7.3.2 The Municipality shall seek the assistance of other levels of government to ensure essential business services and *infrastructure* are available to meet the economic development objectives of the Municipality, including:
- high calibre electronic telecommunications network
 - toll-free telephone service to Toronto
 - sufficient and reliable electric power and natural gas
 - quality health care facilities
 - water supply and sanitary sewer services
 - highway construction including widenings and new interchanges
 - public transit
- 7.3.3 It is the long term goal of the Municipality to investigate the feasibility of establishing a commercial port within the Municipality.
- 7.3.4 The Municipality will promote the development of new tourism and recreational opportunities, including but not limited to:
- new sporting facilities
 - trade and convention facilities
 - venues for arts and entertainment activities
 - cultural heritage opportunities in accordance with Section 8
- 7.3.5 Council, in consultation with the Boards of the Business Improvement Areas and the Chambers of Commerce, shall encourage and assist in the promotion of historical downtowns as destinations for shopping, walking tours and other events. In addition, other organizations are encouraged to assist in the promotion of tourism through special events such as cultural festivals, tours, and fairs.
- 7.3.6 The Municipality recognizes the tourism and recreation potential of the Lake Ontario waterfront and will work in co-operation with other government agencies and the private sector to explore opportunities for and/or assist in the implementation of the following:
- the expansion of existing marinas
 - the development of new marinas
 - the development of the waterfront trail, parkland and activity nodes
 - the preservation of natural areas
 - sport fishing opportunities
 - other waterfront tourism and recreational opportunities
- 7.3.7 The Municipality will review and update the economic development strategy in consultation with various stakeholders in accordance with the statutory review period of this Plan.

- 7.3.8 The Municipality recognizes the important role of the energy and *environment* sectors in the local economy and will, in cooperation with other governments, institutions and businesses, promote *development* of the Clarington Energy Business Park.
- 7.3.9 The Municipality recognizes the important role of the information and communication technology and life science sectors in the local and regional economy and will, in cooperation with other government agencies, institutions and businesses, promote *development* of the Clarington Technology Business Park.