



## Appendix 1

# Project Charter

## Community and Development Services

March 5<sup>th</sup> 2019

### Project Name: Employment Lands Strategy

#### Purpose:

The Town of Lakeshore seeks to develop an Employment Lands Strategy that will allow it to better plan for and manage its supply of employment lands.

The new strategy will need to give strong consideration to the establishment of new employment lands along the 401. The Town of Lakeshore sees strong economic development potential of these lands and wishes to understand how to establish a higher and better use of lands along the 401 corridor. To fully understand the potential of converting these lands, an analysis is required to determine whether or not a sound planning rationale can be established. The Town understands that any such transition of the lands along the 401 corridor away from the current agricultural use would require support from the County of Essex and the Province of Ontario. Accordingly, the new Employment Lands Strategy must establish a road map to achieve these approvals and assist the Town in making the case for this transition.

The Town intends to use the information generated from the Employment Lands Strategy, including population and employment projections, as strategic inputs to Lakeshore's position on the County Official Plan Review process, expected to commence late 2019 to early 2020.

This project will develop a Strategy to designate additional employment lands and advance the Town's economic development objectives.

#### High Level Deliverables:

Employment Lands Strategy  
Public and Stakeholder Engagement Report

#### Project Governance:



**Town of Lakeshore**

419 Notre Dame Street, Belle River, ON N0R 1A0  
519.728.2700 Toll Free: 1-877-249-3367 [www.lakeshore.ca](http://www.lakeshore.ca)



**Town Project Manager** – Kim Darroch

**Town Project Sponsor** – Truper McBride

The Town will engage a planning consultant to undertake the work of the project. The consultant will prepare a project management plan.

## **Project Objectives**

### **Scope**

- Employment Lands Supply Analysis
  - Inventory of Employment Land Supply
  - High Level Intensification Analysis in Employment Areas
- Employment Forecast, Land Needs Analysis and Strategic Recommendations
  - Provincial, Regional and Town of Lakeshore Economic Trends
  - Framework for Potential Employment Land Conversions, with a focus on 401 corridor opportunities;
  - Population Forecast to 2041
  - Employment Forecast, by Sector to 2041
  - Employment Land Needs to 2041
- Policy Recommendations



- Public and Stakeholder Consultation
  - Stakeholder meetings
  - Public Open House
  - Meeting with County of Essex

**Budget: \$75,000**

**Schedule: Q2 to completion in Q4 2019**

#### **Success Criteria**

The Town has an implementable employment lands strategy and the information necessary to advance the Town's strategic interests around the 401 corridor within the context of the County of Essex Official Plan review

#### **High-level Risks**

Conversion of the 401 employment lands are a divergence from planning and servicing studies done to date for the Town of Lakeshore and represent a significant policy shift. Open, clear, and timely communication ought to occur with the County and neighboring municipalities in order to minimize potential misunderstandings.

#### **Summary Milestone Schedule**

Project Consultant will provide a list of relevant milestones to a proposal for approval with the intent of completing the project by the end of Q3 2019.

#### **High Level Stakeholder list**

Mayor and Council  
Senior Management Team  
County of Essex  
Local and Regional Business  
Public