

**4.1 Introduction**

- 4.1.1 Changes in Provincial requirements related to sewage disposal and the dramatic alteration of the business environment requires a more flexible and innovative attitude toward economic development. Home based businesses are becoming a key component of the economic base of the Township and are expected to grow significantly.

**4.2 Goals**

- 4.2.1 To encourage a greater live and work ratio among residents of the Township by encouraging home based businesses.
- 4.2.2 To encourage tourist commercial development which will make the Township a destination for recreational activity and businesses supporting this industry *and preserve and maintain the Township's heritage resources. [Mod. By OMB Sept. 23/09]*
- 4.2.3 To encourage industrial development in the appropriate locations.
- 4.2.4 To ensure the visual attractiveness of the municipality, especially in areas of high corridor traffic to promote a positive awareness of the Township to potential investment.
- 4.2.5 To promote awareness of the excellent locational advantages offered by the Township to the regional market place.
- 4.2.6 To offer a greater range of goods and services within the Township for residents.

**4.3 Objectives**

- 4.3.1 Development resulting in an increase in economic activity in the Township shall be encouraged, provided it does not have an adverse impact on the natural environment, natural resources and rural character of the community.
- 4.3.2 The concentration of economic activity in the urban settlement areas and identified nodal locations shall be encouraged. New land for commercial and industrial development may be developed as a business park near the Highway 400 interchange and Penetanguishene Road (Hwy. 93). These areas shall have precedence over the establishment of new locations. **[This**

**SPRINGWATER OFFICIAL PLAN**  
**SECTION 4 - ECONOMIC DEVELOPMENT**

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**section was appealed to the OMB by Chase and withdrawn on October 22/98]**

- 4.3.3 The development of home-based businesses shall be encouraged, provided the use is compatible with adjacent uses and complies with the specific policy requirements for each economic node.
- 4.3.4 The visual attractiveness of these economic nodes shall be enhanced by emphasizing the importance of landscaping, building design and facade to promote a positive corporate image.