

Employment Projections and Employment Land Needs Analysis

Preliminary Policy Directions

New employment lands need to be identified within the Township to support new employment growth. This will be done in alignment with the new Provincial projection methodology and the Waterloo Economic Development Corporation's *Rural Investment Readiness Strategy*.



Identify and Designate New Employment Lands

- Identify and designate new employment lands to accommodate projected employment growth and address employment land shortfall. There is approximately 5 hectares of vacant employment land across the Township. Based on this, the Township requires approximately 79 to 234 hectares of employment land to 2051 (a range is provided as part of the three growth scenarios in accordance with the draft Provincial projection methodology). These figures are strongly influenced by both the employment growth realized and the job density ascribed to employment lands.
- By providing strategically located employment lands, The Township of Wellesley can encourage local job creation, thereby supporting live-work opportunities for its projected growing population.
- Prioritize locating employment lands within or immediately adjacent to existing (or planned) water and wastewater infrastructure. The existing infrastructure within the Village of Wellesley (urban settlement area) is well-suited and will stand to benefit from planned infrastructure upgrades that will increase servicing capacity and be able to attract more businesses, especially those benefiting from having municipal water and wastewater services.
- By clustering new designations strategically, servicing extension costs can be minimized while infrastructure efficiency can be maximized.
- By prioritizing shovel-ready sites and streamlined approvals, the Township can position its employment lands to attract development activity at a scale and pace consistent with regional trends.



Advance Priority Areas Identified in the Region's Rural Investment Readiness Strategy

- Continue to advance the recommended 'Priority Areas of Focus and Action Oriented Implementation Plan' presented in the Rural Investment Readiness Strategy to support the Township's investment readiness.