



Proven Leadership for a Sustainable Future in the Town of The Blue Mountains



ISSUE 3: September 20, 2018

“Home ownership is the cornerstone of a strong community.” Rick Renzi



Attainable Housing is a top priority for all who recognize that socially diverse communities contribute to the overall long-term economic sustainability. Many young people (work force), families and seniors with middle/average incomes, have been squeezed out by a market that focuses on low-density high-end housing.

A lack of attainable housing limits our workforce, frustrates businesses struggling to offer services, excludes young people and families who are our future, and chases away some seniors. 65% of hospitality and tourism and 54% of other business (construction, trades, manufacturers, entrepreneurs and innovators) indicate difficulties filling positions because workers cannot afford to live in the Town of The Blue Mountains.

Municipalities that ignore this challenge will experience decline in population, decreased property values, lack of business investment and a reduction in public services, including schools and health care, and increased taxation.

Attainable Housing is market-value housing, owned or rented, that is accessible to average/medium income households (costs do not exceed 30%), typically provided through private development, but can include public/private partnerships. Even if average rents were attainable, there is an extremely limited supply of purpose-built rental housing in TBM. [“Affordable” housing, sometime referred to as social or subsidized housing, refers to non-market homes for lower income earners, often supported through government assistance.]

Blue Mountain **Attainable Housing Corporation** was created to find solutions. Currently they also manage our **Down Payment Assistance Program** (up to \$20,000 for qualified buyers to purchase homes under \$400,000) and the **Secondary Suites Program** (up to \$5000) which encourages home owners to build or renovate within existing residences to provide additional living quarters. More information is available at info@thebluemountainshousing.ca.

As Your Deputy Mayor,

South Georgian Bay Tourism Labour Supply Task Force released this [REPORT](#) in July 2018. Fortunately, our CAO and staff at TBM have already initiated discussions with developers and are compiling a list of available public lands.

I will work with council, other expert partners and community partners to create a plan (such as Barrie’s *A Place to Call Home 2018* plan) that sets targets and timelines and move forward to find solutions.

I will ask for consideration of Inclusionary Zoning (IZ), gentle (mixed) density and measures including development charges and streamlined approval processes to encourage partnerships with private investors and developers. I believe that TBM must act now, before neighbouring municipalities do so, drawing our work force away. We need to ensure the economic sustainability of our area and remain an inclusive community for all.

**On October 12 – 22, vote by phone or on-line for
VOTE FOR ODETTE BARTNICKI**

Next Issue: Environment

September 27

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