

- Lacking a definitive ‘sense of place’ or common design theme in each community resulting in conflicting projects and improvement work.
- Disconnected from the main tourism draws of the area due to discontinuous urban streetscapes, lack of directional and informative signage, and intermittent street and public realm design, lighting and street furniture.
- Suffering from poorly maintained buildings and facilities throughout the commercial core and waterfronts.
- Lacking clear connections for pedestrian, cycling, and other modes of transportation to the beach areas, residential neighbourhoods and other community amenities.
- Underdeveloped, with low open space usage and limited programming in public spaces and facilities.

b) Social Issues

The number of families and students living below the poverty line in the Town of South Bruce Peninsula is significantly higher than the provincial average. It is important that improvement projects are undertaken at a steady and sustainable pace and that funds be leveraged through grants and public/private partnerships wherever possible so as to not put added pressure on taxpayers. Improvements to public spaces and facilities should take the above into consideration.

c) Environment Considerations

The existing development along the waterfronts and its inherent environmental impacts is recognized. The protection of waterfront resources including the Great Lakes shorelines and inland rivers is paramount to any revitalization proposals of the commercial and waterfront areas.

Any revitalization projects should recognize the environmental attributes of the project areas and achieve environmental protection while meeting user needs and addressing development pressures.

The Municipality has limited sewer and water facilities with only Wiarton currently having full services. Any revitalization efforts should consider the provision of full services to support increased development pressures.

Finally, initiatives should reflect, wherever possible, continued involvement and support of existing environment initiatives including: Sauble Beach’s Blue Flag designation; the protection of the endangered piping plover; sand dune preservation; and phragmites abatement.