



Municipal Sustainability Plan

...creating a shared vision for the future of Wembley



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Created by:
The Wembley Sustainability Committee

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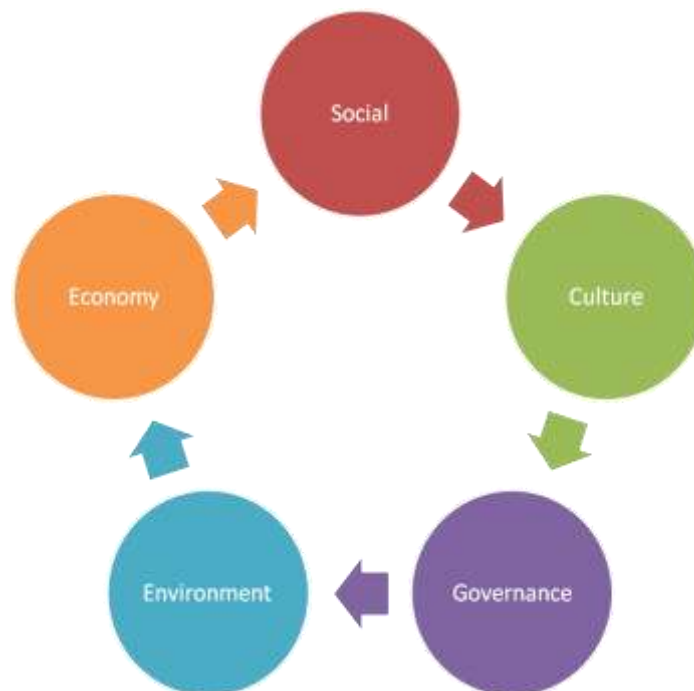
Vision Statement

The heart of Wembley is a safe, caring and viable community that treasures its rural community lifestyle while balancing the natural environment with economic prosperity. Wembley is the community of choice in the Heart of the Action.

Guiding Principles

- Promote community spirit and respect
- Foster a safe community
- Effective urban/rural partnerships
- Improve quality of life
- Promote history/heritage of the region
- Respect the natural environment
- Economic growth consistent with community values
- Strengthen community network for all
- Provide meaningful employment opportunities

5 Dimensions of Sustainability



What is Sustainability?

The most common understanding for sustainability is “Living in a way that meets the needs of the present without compromising the ability of future generations to meet their own needs” – Bruntland Commissions 1987.

MSP and Other Plans

The Municipal Sustainability Plan (MSP) provides guidance and alignment of all municipal plans and documents. The MSP is an overarching plan which communicates with the other plans. So in developing the plan, the Town of Wembley has approached this from the mentioned concept and creating a plan that will be adopted by Council and the community.

Potential Benefits

The potential benefits of designing and writing a MSP for the Town of Wembley are as follows:

- Cost savings
- Coordinated planning, clear goals and rationale for decision making
- Higher quality of life for residents
- Improved access to funding mechanism
- Decreased environmental impacts

Community Involvement

The Town of Wembley believed greatly in the community consultation aspect while developing the plan. The committee engaged in numerous activities which provided the community with opportunities to share their opinions regarding the issues and future of Wembley.

A survey was created by the committee and shared with the residents through the mail, distributed during the ‘day at the park’ event, dropped off at the local school, and at the senior’s home. The committee also participated at FCSS’ community night event, where we shared surveys with the attendees and discussed what a MSP is and how it would be developed.

The committee compiled the feedback from all the surveys and hosted a public event, which provided the residents with the opportunity to review the developed strategy areas and choose what they believed to be the priorities for their community.

While considering all the community feedback and the town as a whole the committee developed urgent and necessary priorities to be outlined within the MSP.

Town of Wembley History

The history of Wembley began when transient free traders started operation at the west end of Saskatoon Lake in 1896 to compete with the Hudson's Bay trading post. Land around Wembley was surveyed for homesteads in 1909 and settlers began to arrive in 1910. The town site of Wembley was surveyed in 1923. The present town site is four and a half miles south of the original hamlet of Lake Saskatoon and when the railroad arrived in 1924 the Local Board of Trade decided to change the name from Saskatoon Lake to Wembley, named after Wembley, England. Wembley was incorporated as a Village in 1928 and as a Town in 1980. The Town is situated in a strong farming community made famous by Herman Trelle who was four times "Wheat King of the World". In honor of Mr. Trelle, the Town adopted a wheat theme in its logo. The Town of Wembley has traditionally served the agricultural sector.

The Town of Wembley is a small town situated "in the heart of the action" and is located 20 kilometers west of Grande Prairie on Highway #43. Wembley is located in North West Alberta and lies within the boundaries of the County of Grande Prairie with a population of 1443. Wembley's amenities include a Recreation Centre housing the skating rink, soccer, football and baseball fields, skateboard park as well Sunset Lake Park. Sunset Lake Park features a board walk, park and playground area, campground and is also a bird sanctuary. Sunset Lake Park facilities also include daily picnic sites, fire pits and washrooms.

Wembley is the 'Gateway to the Dinosaurs'. As you travel east along Highway 43 and then south through the Town of Wembley, visitors can access Pipestone Creek Park. The Pipestone Creek area has received international attention due to the discovery of the world's largest Pachyrinosaurus bone bed. The Pipestone Creek site contains hundreds of dinosaur skeletons, and is one of the best horned dinosaur bone beds found in North America.



SOCIAL

Issues

The social aspect of municipal sustainability is a broad spectrum that overlaps some of the other areas of the plan. The main issues that we seem to be up against in the Town of Wembley include property vandalism, loitering, off road vehicles being operated within Town limits. There seems to be a lacking in places or things for the youth to do which can lead to some of the other issues.

Current Reality

Vandalism

The increased presence of local law enforcement has dramatically decreased the incidents of vandalism in the community.

Quads/Snowmobiles

The rural police detachment in Beaverlodge is very vigilant at responding to these complaints. The Town Council has been working closely with the police on dealing with the issue.

Recreation and Youth Activities

Wembley currently boasts two baseball diamonds, three playgrounds, a tennis court, two basketball courts, a football/soccer field, and a large manmade hill. During the winter months the field and hill are used by residents for snowshoeing, cross country skiing and toboggan. There is no outdoor skating/hockey rink for community use and has been identified as something the public would like to see constructed.

Currently, the Sunset Park facility is Wembley's only fully serviced campground and is complete with a child water park, bird watching gazebo, and marshland boardwalk. The public has requested that the boardwalk be widened and made wheelchair accessible. Recently, the Town has acquired some additional land which has been zoned as a green space/recreation area. Future plans include a full service campground and more ball diamonds.

The Agricultural Society Arena has recently been renovated providing a new multi use facility for all residents. Further renovations will increase their efficiency and give them another revenue stream to increase their sustainability. The Town of Wembley has hired an FCSS coordinator to develop a variety of different programs to be run out of the new Arena facilities which will appeal to several different age groups. The FCSS also currently runs various summer youth programs at Sunset Park.

The local Church Organizations in Wembley run activities throughout the year for all age groups to participate in after school and throughout the summer months

Enhancing existing structures

In 2008, the Town removed an existing rundown sand volleyball court and replaced it with a professionally designed skateboard park. In 2009, the tennis courts in Wembley were completely resurfaced and basketball nets were installed to make this area more

multi use. Also in 2009, Town Council formed a playground committee to address aging equipment; one playground has already been completed. This summer a second playground is in the works to be revamped. New walking trails were added connecting the soccer/football fields to the east side subdivision.

Preferred Future

Wembley will house the new River of Death and Discovery Dinosaur Museum. This will provide an educational element to the community as well as provide additional jobs to our residents. It is a way to preserve the past in the future.

Recreation and Youth Activities

Wembley will have a full equipped youth activity center that provides a full curriculum of programs for all age's groups in the Town and the surrounding area.

Recreation Centre

The Recreation centre run by the Wembley Agricultural Society is viable and self sustaining due to economies and new revenue streams that allow them to increase their scope of activities. The position of a recreation director promotes many activities for a wide age range of Wembley residents year round.

Quads/Snowmobiles

A fully integrated system of dedicated ATV/Snowmobile trails enabling enthusiasts to safely navigate out of town limits. Minimal disruptions to the general public through fully enforced speed limits and restricted use hours.

Wembley has completed the walking trail system to connect with both the older and new residential areas of Wembley. These trails also stretch out to the new recreation area that Wembley has on the seed cleaning plant road that is a complete camp ground with playgrounds, baseball diamonds and various other outdoor activities.

All playgrounds in Wembley have been completely replaced or upgraded with the addition of several new ones as well.

The new community center in Wembley is very well used for a variety of different community functions/dances and festivals.

All residents utilize the upgraded and extended boardwalk located in Sunset Park, this boardwalk is also now wheelchair assessable since it has been widen to better accommodate all residents in Wembley.

Critical Areas of Social Sustainability	Current Reality	Preferred Future	
		5 Year	20 Year
Activities	Wembley has a well used skateboard park	Skateboard park has under gone expansion.	Trail is continually added to as the town grows and is used by all residents
	Wembley has started a walking trail system in Town	The walking trail system will connect the old and new parts of town.	The new recreation area is completed and used year round by residents and visitors
	The Town has acquired some land that has been earmarked for green space/recreation	The new recreation area will start to be developed	New playgrounds/parks are added as the Town grows
	Parks/playgrounds are being upgraded and replaced annually	All playgrounds and parks have been upgraded	
Rec Centers	Wembley will house the new River of Death & Discovery Dinosaur Museum	New visitors and residents to Wembley each year	75% enrolment in activity center for the youth with expanding programs
	Ag Society underwent a major renovation	Complete program of youth activities running year round with 50% enrolment	
		Ag Society building is used for annual festivals/dance and other community events	
Recreation			
Quads/Snowmobiles	Quads/Snowmobiles are a huge issue in Town	Clubs come up with a trails system that is presented to Town Council for review	A working trail system is in place and working well. It is policed by the club members. ATV's are no longer an issue in Wembley.
		RCMP/Rural Police continue to police the issue	

CULTURE

Issues

Cultural builds a sense of community and belonging. It allows people to be involved and participate in their community to the benefit of all. It allows a sense of community identity and pride to shape the community to meet the needs of the residents. Part of the sense of community comes from recognition of the communities' past, accommodations for the present, and plans for the future.

The cultural aspects of a community should provide a setting to build community relationships through learning, activity, and social opportunities. Whether this is green space or a building, or an event; it should meet the needs for the diverse spectrum of people.

CURRENT REALITY

History

The town of Wembley is heavily influenced by the rural community which surrounds it. Although several fires destroyed most historic remnants, there is a strong heritage from Wembley's rural roots. Historically, Wembley was a major train hub and turn around with 5 elevators. However, there is very little to mark the historical past of Wembley.

Education

Wembley currently has two schools; the K-4 in one building and 5-9 in the Helen E. Taylor. Last year, Wembley partnered with the local school board to include a public library within the Helen E. Taylor School and a Child Development Centre which is housed in a separate building on the grounds of the K-4. Currently grades 10 -12 students are bussed to Beaverlodge.

Recreation

Also the Wembley Ag Society has undertaken a much needed renovation on the recreation centre that houses the ice rink.

Tourism

Wembley is in close proximity to the largest find of Pachyrhinosaurus dinosaur bones in North America. Wembley has been selected as the site for the proposed dinosaur museum. Much work needs to be done to create an appealing and inviting backdrop should this project become a reality.

Health

Wembley currently has no medical or dental facilities and residents utilize services in Grande Prairie and Beaverlodge. With the expected ballooning of the senior population, Wembley would provide an excellent setting for a senior population if it could host the medical and dental facilities required. We currently have one senior facility, Martin Hein Court, containing 8 independent living units.

PREFERRED FUTURE

History

Wembley has a Multicultural Centre with Leed Certification to house the historical records and memories of the past. It also provides space for an expanded library, FCSS, the Recreation Director, Town of Wembley offices, art gallery and meeting spaces.

Education

Wembley has a high school that provides full spectrum educational opportunities and training. The Child Development Centre is running at full capacity and is providing employment opportunities for local residents. Residents have fully embraced “green” and have reduced costs with recycling efforts. The recycle station sells almost 50% of Wembley waste. Town operational costs have also been reduced by 50%.

Tourism

Connecting walking trails are an additional tourist attraction which allows visitors to experience our small town charm and enjoy cultural aspects of Wembley. Local arts & crafts and restaurants retail local products. Visitors are enticed to rest in Wembley at the local hotels and campgrounds. For local people, the trails enable residents an easy walk to retail and service areas. Seniors remain self sufficient even without a driver’s license and are still able to get mail, banking, groceries etc. The Dinosaur Museum provides employment opportunities as well as housing a tourism information centre. Complimentary business provides a sound tax base for Wembley which in turn provides a flourishing park system with increased recreational areas. Its extensive tree planting programs provide Wembley with exceptional green space.

Health

A new Leed certified senior complex houses a medical centre to provide medical and dental services for Wembley residents. The Senior Facility provides housing for seniors and assisted living services for those no longer able to reside in their homes, but still allows them to remain in the area near family and friends.

Critical Areas of Culture Sustainability	Current Reality	Preferred Future	
		5 Year	20 Year
History	Few original historic buildings No area to display local history No history connection with rural roots	Identify original sites/history/pictures current signage updated history on website gather pictures	Digital walking tour multiplex centre- Leeds certified to house local museum/art gallery
Education	Child Development Centre has low enrollments Child Development Centre is heavily subsidized	Increase enrollments Expand program to provide more services	Operating at capacity financially viable
	Currently Grades 10-12 are bused to Beaverlodge	Examine feasibility for new high school	New high school with specialization
	Library currently housed in Helen E. Taylor library and requires more space	Expand library programs - computer literacy etc. fundraise for separate building	Library housed in Multiplex centre with coffee house internet
Tourism	Wembley selected as site for Dinosaur museum	Museum complete Tourism office on site Work with Tourism, Grande Cache etc promote Dino tours	Dino tour system & promotions operating Develop & support tourism businesses
	Currently Grades 10-12 are bused to Beaverlodge	Examine feasibility for new high school	New high school with specialization
	Wembley Recplex structure stabilized	Renovations to expand revenue area and increase sustainability ie- lights etc	Operating at capacity financially viable Leed certified
	Walking/bike paths limited	Paths extended to connect to current paths Rest areas located	All parts of Wembley connected via paths
	Ball diamonds not regulation size	Develop services to proposed recreation site Plant trees PT Recreation Director PT Public Works Park person	Complete regulation ball Diamonds as revenue stream FT Recreation Director FT Public Works Park person
	Sunset Park under utilized	Beautify/privacy camp stalls w/s/electric hookups in current Camp area Develop bird watching component	
Health	No access local dentist No access local doctor	Investigate grant etc for dental/medical office in Wembley	Situate medical/dental walk in with senior facility
	Small senior facility	Examine feasibility for new senior facility Purchase land for senior facility site	Full care senior facility Leed certified

GOVERNANCE

Issues

The Council and Administration is committed in engaging the residents of the Town of Wembley in the decision process that best meets the community's needs and expectations. It is the Governance Dimension that will encourage sustainable decisions that will define expectations and empower the community. In order to engage the community most effectively a review of the current procedures was undertaken.

Current Reality

Communication

Website

Information is posted on the town's website that complements other forms of distribution. An event calendar houses events and programs of the town and community organizations. By-laws and Council Meeting minutes are posted to the website regularly.

Town Newsletter

A town newsletter is published every second month and is distributed by mail to all water account residents. The newsletter is an informational tool to inform the residents of scheduled events, information pertaining to town policies and general information.

Travel Sign

A travel sign was purchased and housed on the access road to enable advertising of events and programs. The travel sign is available for all organizations to utilize.

Newspaper advertising, flyers and posters

Non-addressed information on specific events, programs and processes are regularly published or distributed throughout the community.

Door to Door

Distribution of notices that are urgent in nature are distributed door to door to ensure notification to all residents.

Media Releases

News releases are prepared and submitted to the local media.

Annual Community Informational Evening

Council and administration attend the Annual Community Informational Evening held in September to answer inquiries from the public. Information on town policies and by-law's are available for the public to obtain.

Community Engagement

There are many members of the community available to take part in volunteer boards and organizations; the challenge is reaching out to these people and sparking their interest to fill the necessary roles within the community. Our society is currently experiencing a growing disengagement in governance. The general public rarely attends Council Meetings and there is a lack of interest to become a member of Council or a citizen representative on municipal committees.



Councilors in Wembley were all acclaimed in the 2007 election. There is currently a shortage of public representatives on many of the municipal committees.

Public notices of citizen requirements on local municipal committees are often displayed in the town's newsletter, posters and website. Although the majority of the residents receive the newsletter there is an indication that a low percentage of the residents read it.

Occasionally the public's input is sought prior to procedural changes. Surveys are sent out with the utility bill with only a few residents responding. There appears to be apathy to input from the community.

Preferred Future

The process of communication between Council and the citizens of the Town of Wembley is often challenging to achieve. To assist in eliminating this barrier it has been suggested that a framed traveling sign be erected at the corner of 97th Street and 100th Avenue to display municipal news, information and events as this is a high visibility area. Current methods of communication need to be continued.

Positive energy and interaction with the residents is essential, community members need to be involved.



Critical Areas of Governance Sustainability	Current Reality	Preferred Future	
		5 Year	20 Year
Communication	Website - Residents are not utilizing information on website	Educate residents to use website	100% utilization of website and newsletter
	Newsletter - Low percentage of residents read newsletter	Encourage residents to read newsletters	
	Travel Sign	All user groups and organizations using travel sign. Install permanent framed sign on the corner of 97th Street and 100th Ave.	All user groups and organizations utilizing sign
	Newspaper Advertising, Flyers and Posters	Elimination of flyers and posters as information is available on website and in the newsletter	
	Door to Door	Delivery of door to door information only upon urgent conditions	
	Media Release	Increase media releases	
	Annual Community Informational Evening- Low public attendance	Increase public attendance	

ENVIRONMENT

Issues

The attitudes expressed by the community of Wembley regarding their environmental concerns have revealed several commonalities. Waste management, water conservation, and improved community transport facilities have garnered the most interest among the public and are at the forefront of the environmental sustainability plan for the Town of Wembley. These critical areas provide the focal points used to evaluate the current reality the community faces today and the basis by which an environmentally sustainable future Wembley can be built.

Current Reality

Waste Management

Recycling Facilities

A convenient, safe, and efficient recycling program encourages the community to recycle as a way of life and decreases the municipal money spent on land fill sites. Currently, Wembley employs a biweekly curbside recycling program designed to facilitate the pickup and disposal of recyclable materials such as newsprint, paper, soft metals (i.e. aluminum cans, tuna tins etc.), as well as glass and plastic containers. The success of the program will ultimately be decided by the program's effectiveness to motivate the public to employ recycling practices in their daily lives. Having only been operational since January of 2010 the curb side recycling program has not yet been evaluated but the general opinion is that it has been met with moderate success.

Composting

The Town of Wembley has allotted an area for the disposal of grass clippings but does not currently have a proper centralized composting facility. Properly composted materials could be reused by the residents as an additive to their soil if a proper facility was made available.

Sewage Lagoon

The sewage lagoon in use by the Town of Wembley is effective for handling the current sewage treatment demands; however, several community members have commented on the odors emitted from the treatment process and the effects it may have in attracting new businesses and residents to the community. Also, should the community continue to expand in size the current capacity of the sewage lagoon would be rendered inadequate and would require expansion.

Water Conservation

The facilities for water treatment, storage and distribution are a major municipal expenditure. Using less water decreases the strain on existing treatment facilities preventing the construction of new sites. As well, monitoring the amount of water usage forces people to be more conscious of their consumption and will help to reduce the

amount of chemicals and nutrients released into the natural water system through excess irrigation. By decreasing water consumption, the stress on the natural water reservoirs will be lowered affecting all of the surrounding ecosystems. Effective water reduction methods include low volume toilets, low flow water fixtures, the reuse of snow and rain water runoff, and residential water meters.

Irrigation Scheduling

The Town of Wembley employs irrigation scheduling through a water restriction by-law. The by-law contains a tiered schedule of allowable water usage directly dependent on the yearly water consumption.

Incentives

There are currently no incentives to encourage a move toward low volume toilets, low flow fixtures, or the reuse of rain and snow water runoff. The water bill is bimonthly and other than the irrigation scheduling contains no limitations on water usage.

Education

Currently there has been very little proactive education for the public as to the importance of treated water conservation.

Transport Facilities

Mobility within a community is another key issue in a sustainable development. The modes of transportation available to the public make a huge difference in the types of people that can populate a subdivision. Street design with regard to size, shape, and connectivity also contributes to the ease in which the community can travel both locally and surrounding areas.

The Town of Wembley is currently in the process of introducing new walking trails throughout the town. The existing sidewalks are in a state of disrepair and need to be fully reconstructed throughout the entire community. The original walkways only accommodated the downtown core area and were not developed into the south half of the Town. No restrictions are in place requiring developers to incorporate adequate walking paths and sidewalks in the development of their subdivisions.

Preferred Future

Waste Management

Recycling Facilities

Future plans include a more comprehensive recycling plan that includes cardboard wastes and the use of large recycle bins (see photo) in place of the clear plastic bags currently being used.



Composting

It is hoped that municipal funding will help facilitate an upgrade to the existing location and provide the basis for an adequate composting initiative such as the one seen in the example below.



Sewage Lagoon

Microbial degradation has been introduced as a means of eliminating the odors emitted from the lagoon but the effects will take time to work. It is hoped that this new method of sewage treatment will eliminate the odors within the next few years. With proper funding, an expansion to the current lagoon will be undertaken to accommodate the projected rise in the population before it becomes an issue.

Water Conservation

Irrigation Scheduling

Fully enforced water restriction program monitored by residential water metering. Community wide acceptance of rain barrel program to augment the use of treated water.

Incentives

Community tax incentives offered for all retro fitting of existing residences with low flow Fixtures. As well as by-law restricting all new developments to the use low flow fixtures only.

Education

Community wide awareness and commitment to water conservation

Transport Facilities

Completion of new walking paths within the existing town site along with reconstruction of all existing sidewalks form a safe and connected walkway system throughout the entire community and for all future development.

Critical Areas of Environmental Sustainability	Current Reality	Preferred Future	
		5 Year	20 Year
Waste Management	Curb side recycling program initiated	Curb side pickup of all recyclable materials	100% Awareness and Community Involvement in the recycling program
	Accepted recyclables do not include cardboard	Recycle Bins in place of plastic bags	
	Early evaluation shows moderate public engagement and some resistance to change.	75% Awareness and Community involvement in recycling program.	
	Grass clipping disposal site created. Not a true composting facility.	Proper Composting Facility for grass and plant clippings	Monitored Comprehensive Composting Facility for All Organic Wastes
	Non-compostable materials dumped in grass clipping site	Monitored Composting Facility	
	Sewage Lagoon Adequate but treatment process creates offensive odours.	Eliminate odours through the use of microbial degradation	Expanded Odourless Sewage Treatment Facility
	Capacity of Sewage Lagoon insufficient for future community growth	Begin work on Facility Expansion	
Water Conservation	Irrigation scheduling through water restriction by-law. Public disregard for water restriction by-law	Increase awareness of water restriction by-law	Fully Monitored and Enforced Water Restriction Program
	Uniformed public as to the costs and consequences associated with extensive use of treated water.	Education and Promotion of water conservation.	Community Wide Awareness and Commitment to Water Conservation
	No incentives to encourage low volume toilets and low flow fixtures	Introduction of a new incentive program	All Residences Outfitted with Low Flow Fixtures and Toilets. By-law Restricting All New Developments to Low Flow Fixtures and Toilets.
	No incentives to encourage reuse of rain and snow water	Introduction of a Rain Barrel Program	All Residences Outfitted with Rain Barrels to Augment the Use of Treated Water
	No residential water metering	Introduction of residential water metering	Complete Residential Water Metering
Transport Facilities	New walking paths currently being developed. Plans for interconnectivity of new paths underway.	Completion of new walking paths	Connected, Safe Walkways Throughout Entire Community and for All Future Developments
	Existing sidewalks badly outdated and in need of full reconstruction	Begin reconstruction of sidewalks in downtown core	
	Existing walkways are only constructed in the downtown area forcing residents to use the roads for mobility.	Design Sidewalk Plan connecting entire town	
	No restrictions requiring developers to incorporate adequate walking paths in the development of their subdivisions.	Draft restrictions for new developments	

ECONOMY

Issues

The local economy plays a major role in the sustainability of a community. Not only will the community need to be fiscally acceptable today, but it must support the entire lifecycle of the community far into the future.

The market within the Town of Wembley has steadily declined over the past several decades. Residents rely on the amenities offered by the neighboring City of Grande Prairie. This dependence contributes heavily to the inability of the town to attract home buyers and developers. A stagnant tax base has made it difficult to improve on the existing facilities and infrastructure within the community and as a result has stifled growth. The public along with the steering committee believe it is imperative that the Town create more commercially zoned areas for developers to build and to place more emphasis on attracting and retaining new businesses.

Current Reality

Attracting and Retaining New Business

The existing amenities available to the residents of Wembley are the corner grocery convenience store, gas station, local pub, tattoo parlor, liquor store, hairdresser and takeout pizza place. There is no active recruitment of small business owners and developers to the Town of Wembley. Virtually no marketing strategies have been implemented to attract commerce. The dinosaur bone bed discovery south of Wembley and the newly chosen museum site on the North end of the Town limits has huge marketing potential for attracting new businesses.

Commercially Zoned Areas

There is a shortage of commercial lots left in the current downtown area. The remaining commercial lots are small and divided. The inability to expand the downtown core due to the surrounding residences has created a stalemate in new development. Prospective businesses are faced with the problem of inadequate parking space and insufficient lot sizes making Wembley a difficult place to establish a new development.

Preferred Future

By re-zoning several residential lots adjacent to the downtown core to commercial, Wembley has provided the proper seeding ground for future development. An aggressive marketing strategy showcasing Wembley as a community of opportunity due to the massive consumer draw produced by the world renowned dinosaur museum has created an influx of interest from local entrepreneurs. With several new businesses being constructed the potential home buyers begin to realize Wembley as a place with all the modern conveniences of a large city without all the big city problems and start to purchase homes within the community. The increased exposure of the Town through local media coverage of the dinosaur find has garnered the attention of land developers who immediately purchase and subdivide the land surrounding the community in order to capitalize on the demand for residential lots. The increased population and several

new amenities have broadened the tax base for the Town of Wembley and new facilities and infrastructure have been constructed creating a much improved state of economic sustainability.

Critical Areas of Sustainability	Current Reality	Preferred Future	
		5 Year	20 Year
Economy	Town is located just off major highway (43).	Tourist Info Centre.	Active thriving business core with continued growth.
	Lack of zoned commercial /business lots within town.	Community Foundation to explore research and identify economic initiatives for town.	With growth of residential sub-division comes growth of industrial / commercial / business for town.
	Major residential sub-division development within last three years, provides good, potential for growth.	Current business plan for the town.	Major Dinosaur Museum tourist attraction.
	Limited advertisement and promotion of our community assets.	Zoned commercial / business lots available.	
	Wembley has been chosen for site of Dinosaur Museum.	Active and ongoing advertisement and promotion / campaign for the town.	Dinosaur Museum.