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APR 04 2014

April 2, 2014

BY COURIER

Ministry of Infrastructure
Minister's Office - Ferguson Block, 3rd Floor
77 Wellesley Street West
Toronto, Ontario
M7A 1Z8

Attention: The Honourable Glen R. Murray, Minister of Infrastructure

Dear Minister:

Re: The Naming of 'Golden Horseshoe Bay'
Our File No. 1757

We are pleased to propose and recommend the naming of the 'Golden Horseshoe Bay' at the western flank of Lake Ontario. We believe this will accrue important benefits to the people of Ontario. We have attached Maps 1, 2 and 3 to better identify the general location of the proposed 'Golden Horseshoe Bay'.

As planning consultants involved in implementing the award-winning Provincial Growth Plan for the Greater Golden Horseshoe, we believe our proposal is appropriate and beneficial for the following reasons:

- Lake Ontario is vast, with about 1,020 km of waterfront, excluding islands. The proposed location of 'Golden Horseshoe Bay' would represent about 170 km of this waterfront, or about 17% of Lake Ontario's total waterfront, (as measured from Niagara-on-the Lake to Oshawa), for example;
- While Lake Ontario supports a large Canadian population base, it is remarkable however that about 95% of this current urban population, and about 96% of this future 2031 urban population, is/will be concentrated in the boundary of the Greater Golden Horseshoe, with the vast majority of this population again, concentrated in municipalities sharing waterfront on the proposed 'Golden Horseshoe Bay';
- There are historical ties to the 'Golden Horseshoe' theme (which was developed back in 1954 by Westinghouse Electric to describe this region's emerging wealth and prosperity), bounded by the physical shape of Lake Ontario's western waterfront. This theme has been carried forward in the 'Provincial Growth Plan for the Greater Golden Horseshoe'. In our opinion, the recognition of the proposed 'Golden Horseshoe Bay' is complementary to our history and our future;

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- The proposed 'Golden Horseshoe Bay' nomenclature will increase international, national, regional and local community awareness as it better unifies the collective waterfront initiatives that are taking place in this area, where a majority of the urban population is presently located and will be concentrated in the future;
- Niagara Falls includes 'Horseshoe Falls', which is a tourism and environmental natural wonder of North America. The beautiful Niagara River flows directly from Niagara Falls into the proposed 'Golden Horseshoe Bay'. It is natural to extend this theme to the proposed 'Golden Horseshoe Bay';
- There are important cultural and ecological benefits from the naming of places which give shared identity and enjoyment. The proposed 'Golden Horseshoe Bay' supports this awareness and co-operation as this focus will encourage a sense of public ownership and responsibility;
- The proposed naming of 'Golden Horseshoe Bay' supports all of the local harbours along its shoreline. This better ties together Lake Ontario's western shoreline, and its urban centres which ring the Golden Horseshoe;
- From a marine safety and locational perspective, the identification of proposed 'Golden Horseshoe Bay' assists in shrinking the vastness of Lake Ontario. There is no other 'Golden Horseshoe Bay' in the world, and its pronunciation is easily understood;
- As proposed, 'Golden Horseshoe Bay' is entirely located within the International border of Canada, and therefore the proposed naming should only affect domestic laws and regulations as it affects our Canadian navigable waters, and our related Planning, Environmental, Tourism and Infrastructure and Investment Acts and regulations, among others. It is not apparent that the proposed naming of 'Golden Horseshoe Bay' would have any adverse implications for the United States, but only shared benefits. In fact, the shape of the international boundary limit between Canada and the United States lends itself to this proposal;
- Places with identity help focus purpose, interests and investment.

The naming of 'Golden Horseshoe Bay' supports, in our opinion, the vision of the Growth Plan and the Provincial Policy Statement as it provides an identifiable platform to better support current and future initiatives such as:

- natural heritage
- environmental
- economic
- social
- transportation

The proposed naming of 'Golden Horseshoe Bay' builds new public and private partnership opportunities should all levels of government find support for this proposal.

On the basis of acceptability, it would certainly be timely as well, if the proposed naming of 'Golden Horseshoe Bay' be in place for the upcoming 2015 Pan-Am Games.

Thank-you for your consideration of this opportunity; please do not hesitate to contact the writer if our firm can provide further details on this proposal.

Yours truly,
Pound & Stewart Associates Limited



Philip J. Stewart MCIP, RPP

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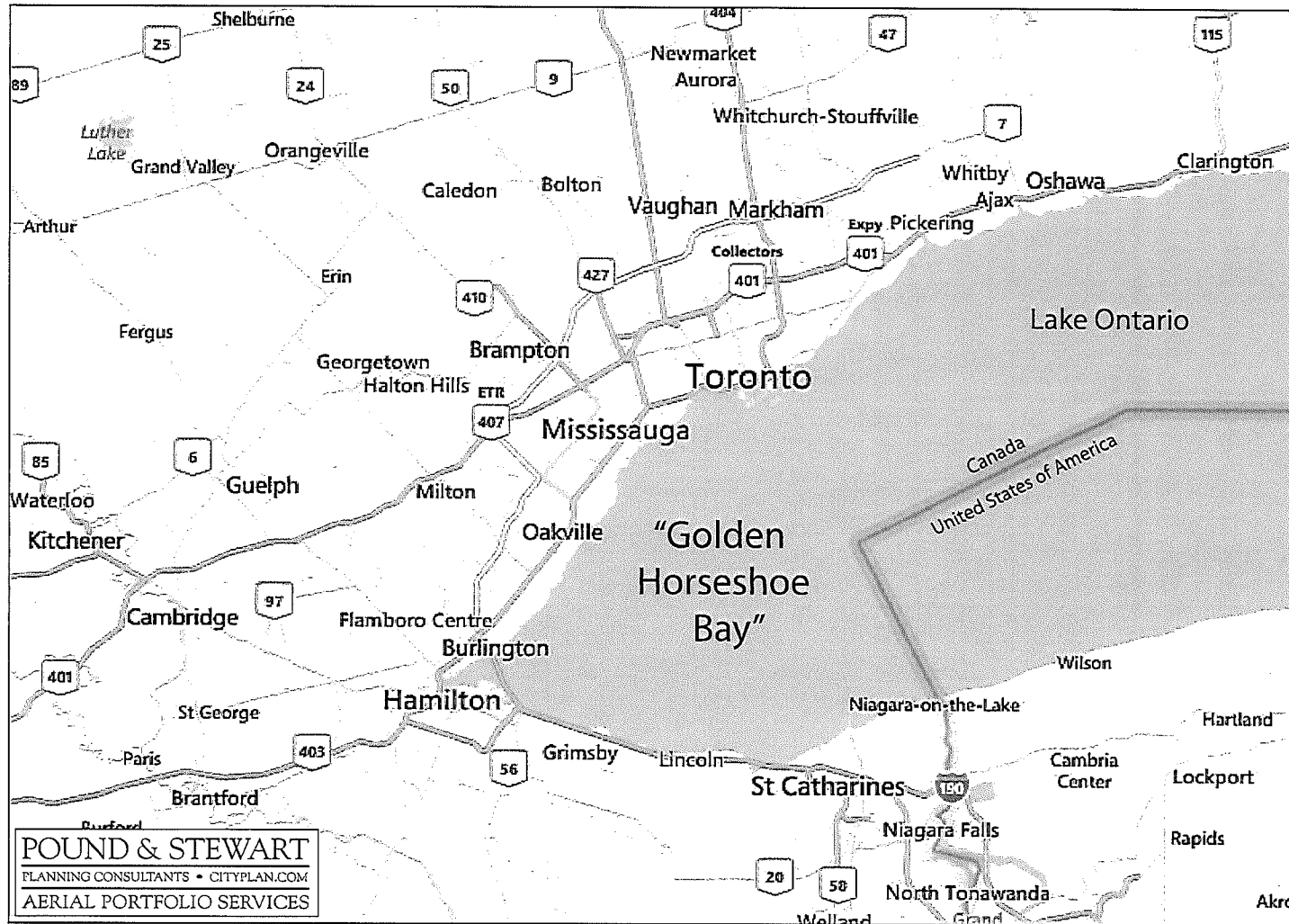
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Attachments: As noted herein.

cc. Minister of Municipal Affairs & Housing, The Honourable B. Mauro
cc. Minister of Economic Development Trade & Employment, The Honourable Dr. E. Hoskins
cc. Minister of Tourism, Culture & Sport, The Honourable M. Chan
cc. Minister of Natural Resources, The Honourable D. Oraziotti, (The Ontario Geographic Names Board)
cc. Minister of Fisheries and Ocean Canada, The Honourable G. Shea
cc. Transport Canada, The Honourable L. Raitt
cc. Transport Canada, Ontario Region, Office of Boating Safety, Toronto
cc. Transport Canada, Ontario Region, Office of Boating Safety, St. Catharines
cc. Transport Canada, Marine Safety Services
cc. City of Toronto – Mayor's Office
cc. Region of Peel – Office of the Regional Chair
cc. Region of Halton – Office of the Regional Chair
cc. Region of Niagara – Office of the Regional Chair
cc. Region of Durham – Office of the Regional Chair
cc. City of Mississauga – Mayor's Office
cc. Town of Oakville – Mayor's Office
cc. City of Burlington – Mayor's Office
cc. City of Hamilton – Mayor's Office
cc. Town of Grimsby – Mayors Office
cc. Town of Lincoln – Mayor's Office
cc. City of St. Catharine's – Mayor's Office
cc. Town of Niagara on the Lake – Mayor's Office
cc. Port of Oshawa, CEO & Port Manager, Harbour Master
cc. Toronto Port Authority, Office of the President & CEO
cc. Hamilton Port Authority, Harbour Master

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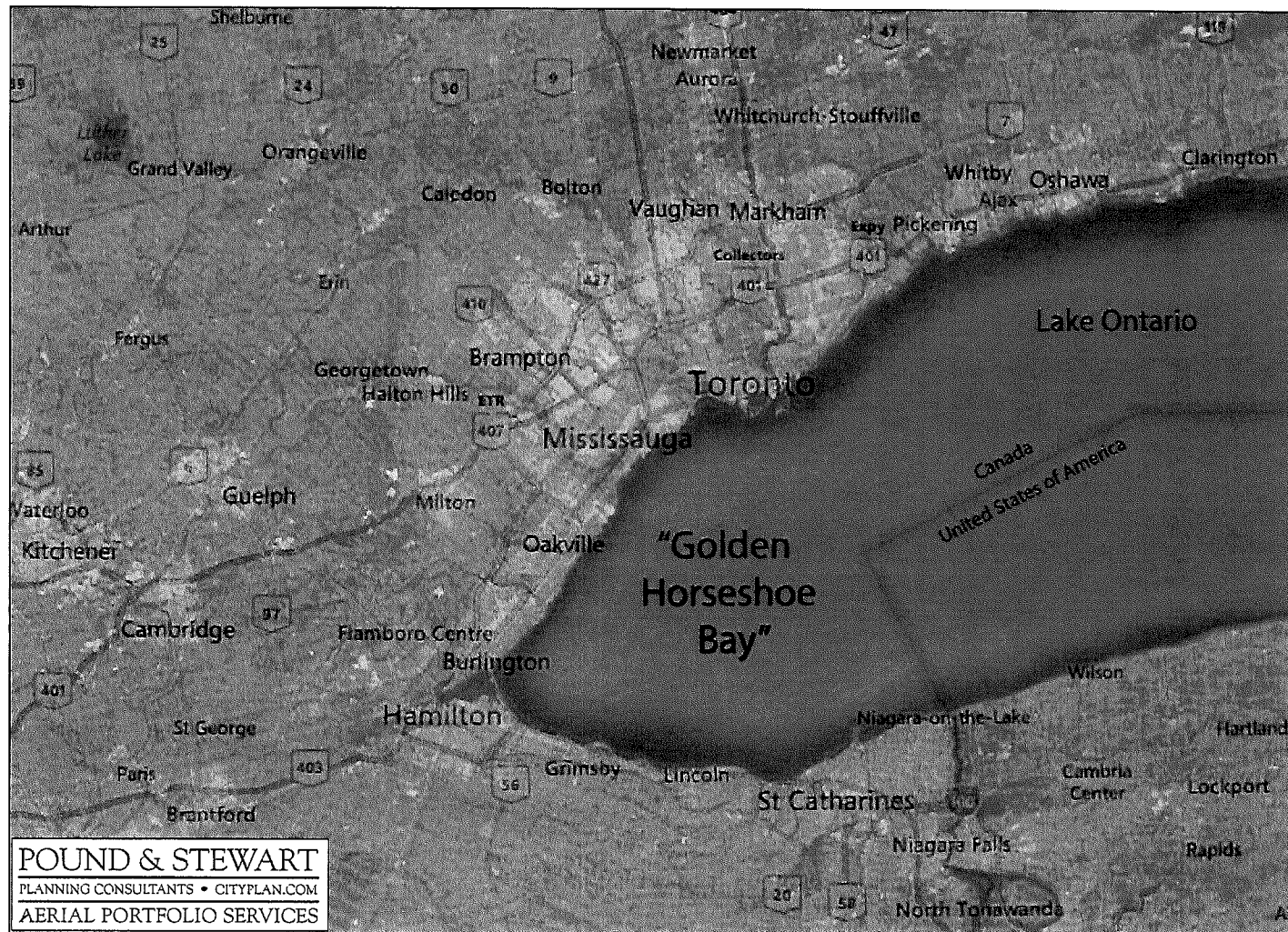
MAP 1: THE PROPOSED NAMING OF "GOLDEN HORSESHOE BAY"



Source: Bing Maps, as modified by Pound & Stewart Planning to establish "Golden Horseshoe Bay"

1757_Map1_Mar27.14

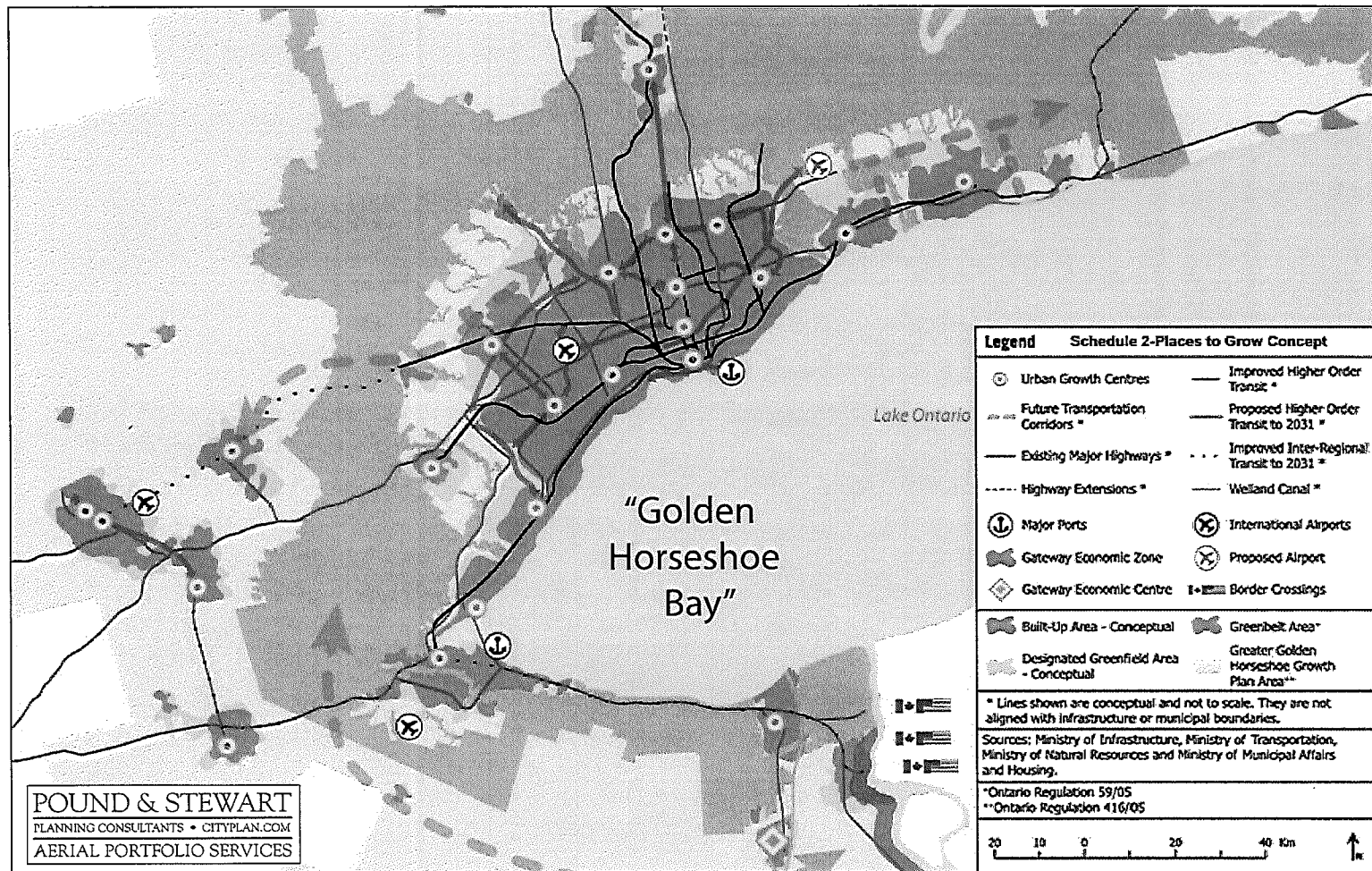
MAP 2: THE PROPOSED NAMING OF "GOLDEN HORSESHOE BAY" OVERLAID ON GOOGLE EARTH



Source: Bing Maps & Google Earth, as modified by Pound & Stewart Planning to establish "Golden Horseshoe Bay"

1757_Map2_Mar27.14

MAP 3: "PLACES TO GROW CONCEPT" WITH PROPOSED "GOLDEN HORSESHOE BAY"



Source: Government of Ontario, Ministry of Infrastructure, Growth Plan for the Greater Golden Horseshoe, 2006, Office Consolidation, June 2013, Schedule 2: Places to Grow Concept, as modified by Pound & Stewart Planning to establish "Golden Horseshoe Bay"

1757_Map3_Mar27.14